

# THE ARTS AND CRAFTS MOVEMENT

1880 to 1910



The Arts and Crafts Movement was one of the most influential design movements of all. During the industrial revolution, skilled craftsmen saw the increased use of machines, replacing their skills.

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Before the industrial revolution, craftsmen trained for many years, perfecting their skills and this was reflected in the products they made. The industrial revolution changed all this.

Members of the Arts and Crafts Movement, saw the industrial revolution removing craft skills from the manufacturing process, making workers less creative.

## WILLIAM MORRIS



William Morris (1843 - 1896) was one of the leaders of the Arts and Crafts Movement.

He said, 'We do not reject the machine, we welcome it. But we would desire to see it mastered'.

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His company Morris, Marshall, Faulkner and Co, manufactured a range of products including furniture, wallpaper, stain glass and even carpets. These were all handcrafted with the use of machines rejected. The Arts and Crafts Movement believed in social and economic reform, supporting skilled workers.

# ARTS AND CRAFTS PRODUCTS



HAND MADE  
CHAIR



HAND PRINTED WALL  
PAPER



WROUGHT IRON  
TABLE



STAIN GLASS

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# ART NOUVEAU Vs BAUHAUS

Compare the two chairs, one is Art Nouveau and the other is Bauhaus.

ART NOUVEAU  
1880



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Decorative  
Elaborate  
Traditional  
Expensive  
Detailed  
Ornate

BAUHAUS  
1930s



Minimalist  
Functional  
New materials  
used.  
New manufacturing  
techniques.

# ART NOUVEAU

Art Nouveau was the dominant style from the 1870s to 1920s, for the rich, not the working class.

It involved the use of elaborate decorative detail. Examples include wrought iron scroll work, highly skilful jewellery, prominent architecture and elaborate interior design.

Art Nouveau designs were manufactured by highly skilled workers, in factories / workshops. They were either 'one off' or small batch.

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WROUGHT  
IRON SCROLLS



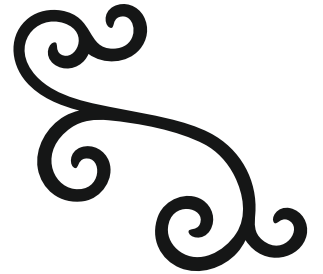
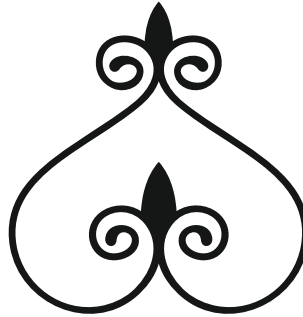
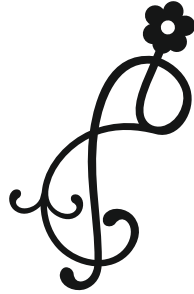
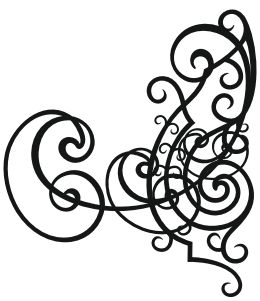
JEWELLERY



CHAIR

# ART NOUVEAU EXAMPLES

## WROUGHT IRON SCROLLS



## PAINTINGS



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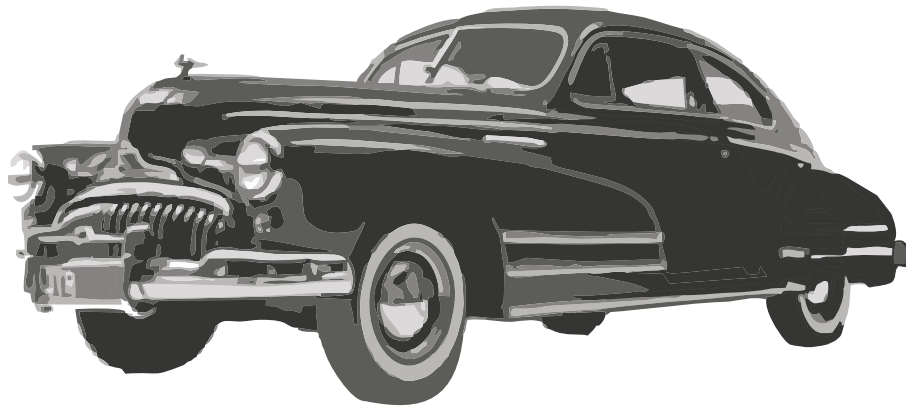
## ARCHITECTURE



## DECORATIVE BORDER



## ART DECO 1924 - 1940



Art Deco is an international decorative arts movement, popular between the years 1924 - 1940. Art Deco is usually associated with the architecture of the 1930s and speed and luxury. Recently it has seen a revival. [www.technologystudent.com](http://www.technologystudent.com)

It is a style, that relies on bold designs, clear lines, vibrant colours and patterns. Geometric shapes and intense colour schemes are prominent.

### KEY FEATURES

BOLD DESIGNS      SYMMETRICAL DESIGNS

GEOMETRIC SHAPES AND PATTERNS

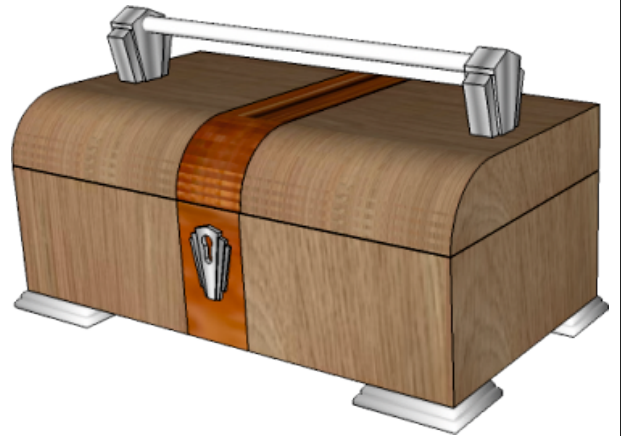
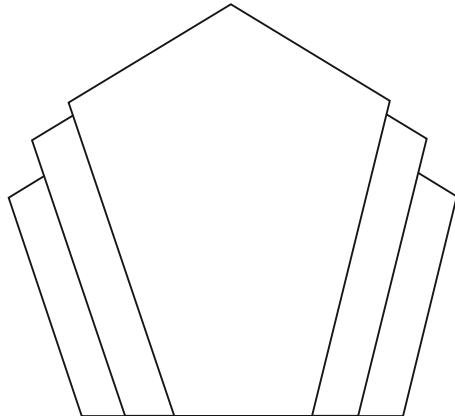
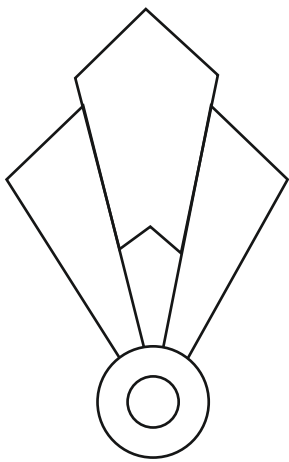
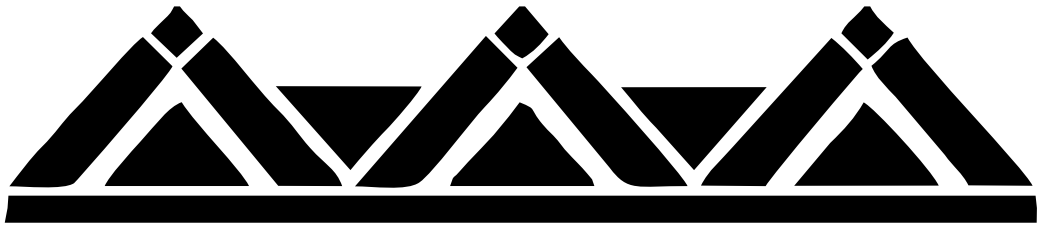
VIBRANT COLOUR SCHEME

STREAMLINED

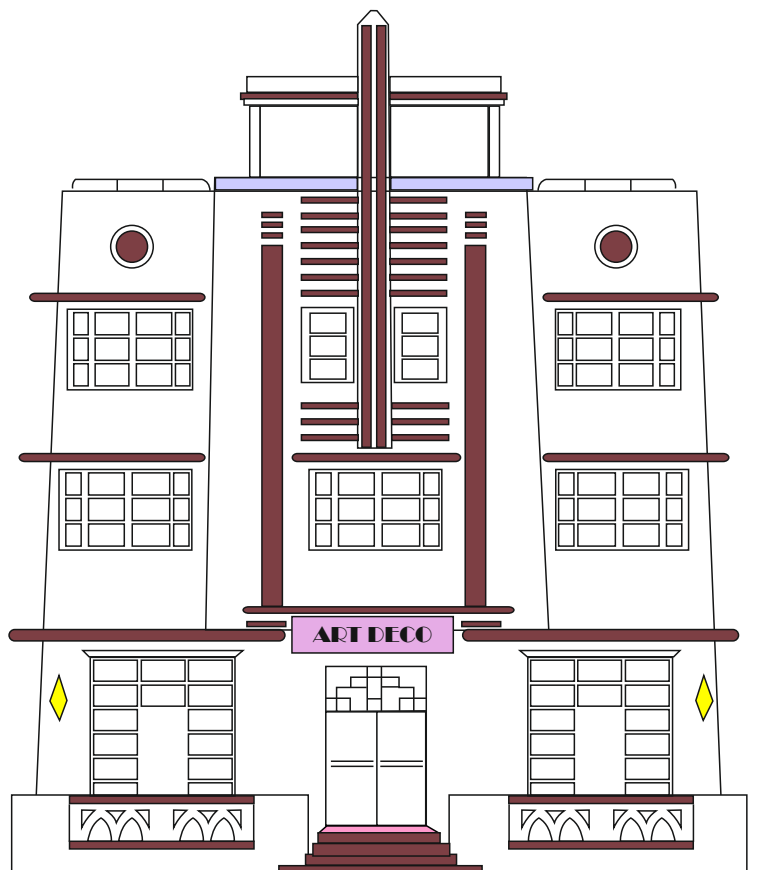
STYLISH

ELEGANT

# ART DECO - SHAPES AND FORMS - 1



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## ART DECO - SHAPES AND FORMS - 2



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Two typical Art Deco patterns are seen above. Art Deco patterns tend to have:

Distinctive circular patterns.

Bold Straight Lines.

Subtle use of colour and shade.

Often look rather abstract.

# CHARACTERISTICS OF BAUHAUS DESIGNS

Bauhaus approached product design in a fresh way. They moved away from traditional skills and fashion to new ideas and ways of manufacturing on an industrial scale.

## **Bauhaus design characteristics**

SIMPLICITY, FUNCTION AND AESTHETICS

INNOVATIVE DESIGNS

NEW MATERIALS APPLIED TO PRODUCTS

NEW MANUFACTURING TECHNIQUES

PRODUCTS MASS PRODUCED

AFFORDABLE PRODUCTS

PRODUCTS FOR THE GENERAL PUBLIC



# THE BAUHAUS (GERMANY)

1919 - 1930s

A Design and Architecture School called Bauhaus was established in 1919. Its name is still regarded as a mark of quality of design. It developed into an international arts / design movement and its influence on design has been considerable. [www.technologystudent.com](http://www.technologystudent.com)

The Bauhaus encouraged designers, to design and develop products that were stylish and aesthetically interesting and mass produced.

The Bauhaus has influenced architecture, furniture design, interior and exterior design. There is even a Bauhaus font / writing style.

**BAUHAUS**

# A WELL KNOWN BAUHAUS DESIGN

MB-118 CHAIR 1928

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BY MARCEL BREUER

Marcel Breuer designed this famous chair and manufactured it from one piece of tubular steel tube. It typifies the Bauhaus philosophy - simple design, mass produced, modern, aesthetically pleasing and for the general public.

# CUBISM A DESIGN MOVEMENT

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Cubism as an art movement became popular in 20th Century. It began in the art world with artists such as Pablo Picasso, through his abstract paintings and sketches. He reduced complex images to simple geometrical forms. This concept slowly spread to architecture and product design.

Products designed using cubist principles are often based on simple geometrical shapes, such as cubes



FURNITURE



KETTLE

# CUBISM AND ARCHITECTURE



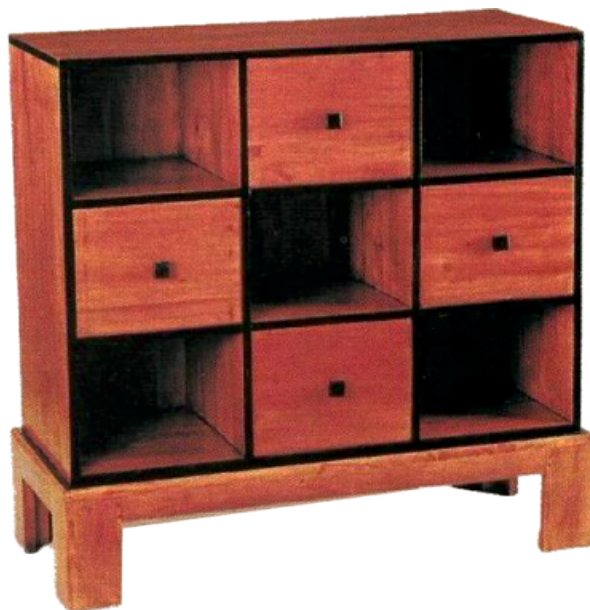
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Buildings based on cubist design principles are usually simple geometrical forms. An attempt has been made by the architect, to move away from traditional building shapes and forms. Doors and windows are in line and a simple colour scheme is applied. Modern building materials are used for the construction. Often, the interior of cubist buildings is divided up into square / rectangular spaces.

# CUBISM AND FURNITURE

The furniture seen below, are all based on simple geometrical forms. The shape of a cube is the starting point for the designer. For this reason, cubist furniture is easy to identify.

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## WHAT IS POP ART ?

Pop Art was originally an Art Movement, with artists such as Andy Warhol and David Hockney producing colourful screen prints.

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Every day objects were often painted and reproduced as cheap prints and sold to the general public. These include coke tins, dollar bills and comic strips.

Pop Art has been applied to product design - e.g. furniture.



Warhol produced his art work 'Campbell's Soup' in 1962.

Pop Artwork like this is regarded as an Iconic drawing of the 1960s.



# CHARACTERISTICS OF POP ART



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Images stand for popular culture.

The images are often consumer products - e.g. soup cans and coke bottles.

Pop Art is colourful and distinctive.

Multiple copies printed and sold to the general public.

Comic strips are popular.

Multiple images often used in art work (see above).

# EXAMPLES OF POP ART FURNITURE



## THE COST OF ORIGINALS



Andy Warhol's original 1962 Cola Bottle, sold recently for \$35.3.

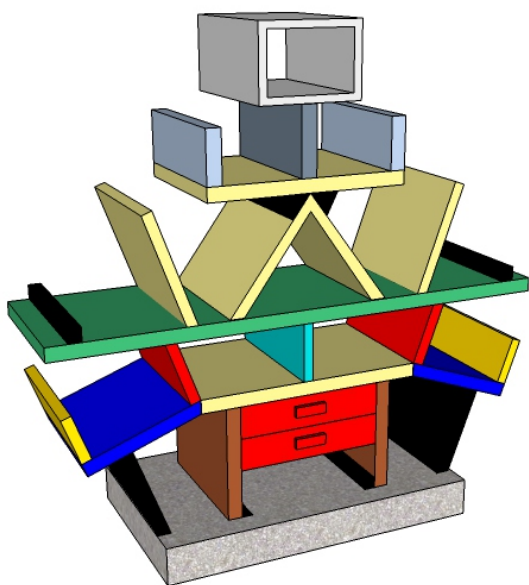
Famous Pop Art originals tend to reach very high prices, at auction.

# THE MEMPHIS GROUP

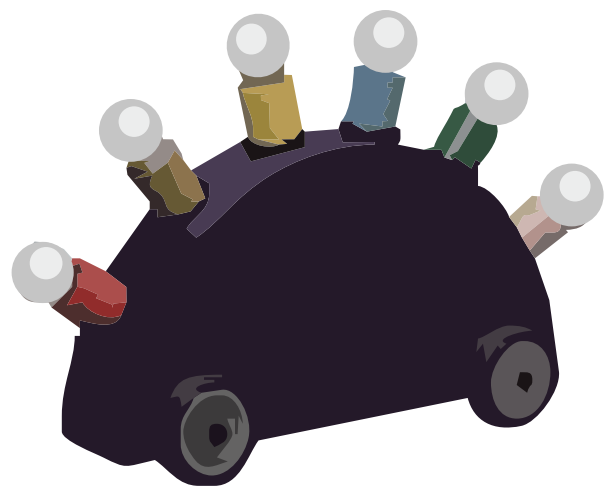
Established in the 1980s. Composed of designers based in Italy. Memphis designers, regarded aesthetics as the most important aspect of a product, not its function. Memphis designs/products can be regarded as pieces of art or exhibition pieces, not useable, practical items.

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The best known 'Memphis' designer was, Ettore Sottsass.



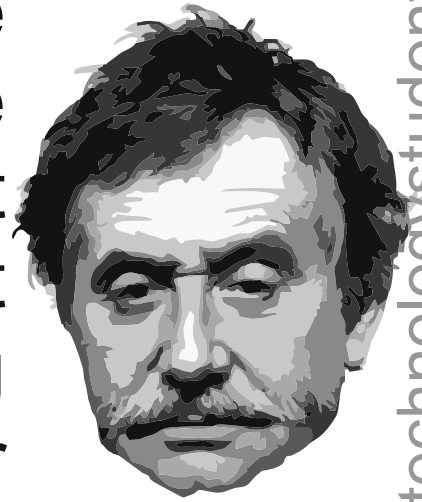
DRESSER



LAMP

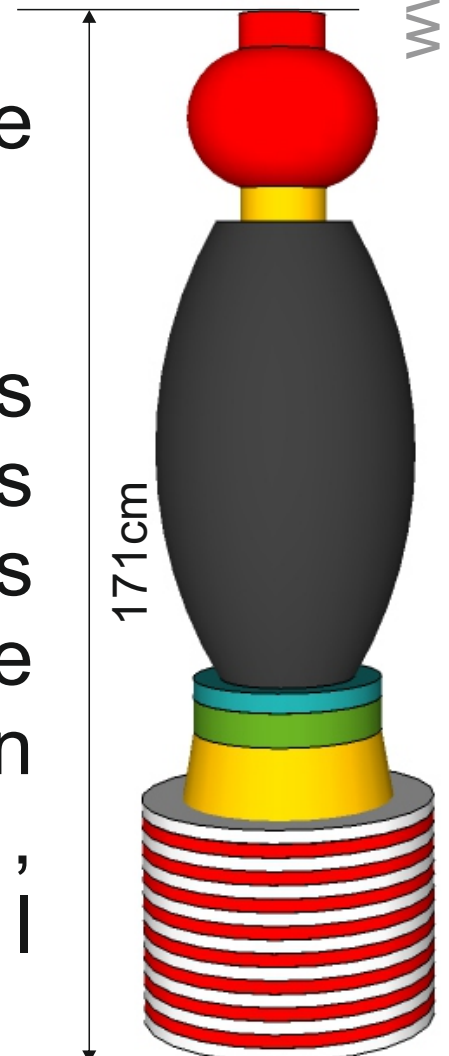
# ETTORE SOTTASS

Ettore Sottsass led the Memphis design group. He designed products that were unusual, with bright colour schemes, producing imaginary designs for everyday objects.



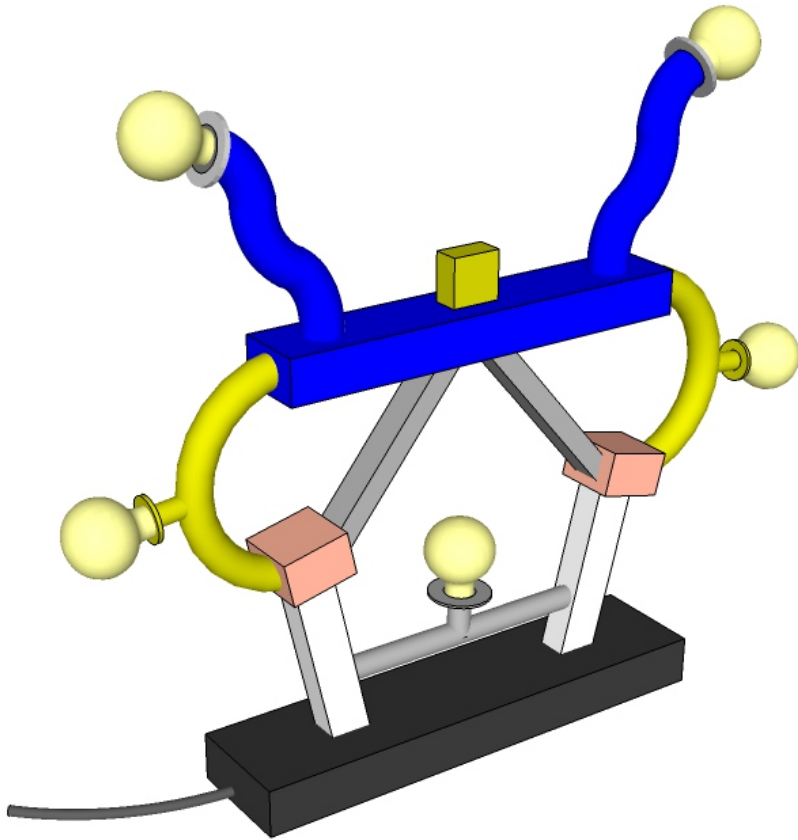
His designs were controversial and unusual.

This Ceramic Totem was designed by Sottsass, as part of the Memphis Group. 171cm in height. The ceramic finish is coated in polychrome glazes, producing a colourful reflective surface.



# ETTORE SOTTASS DESIGNS

ASHOKA LAMP - 1981



THE ARTICOLO 6000 VASE

