

Today

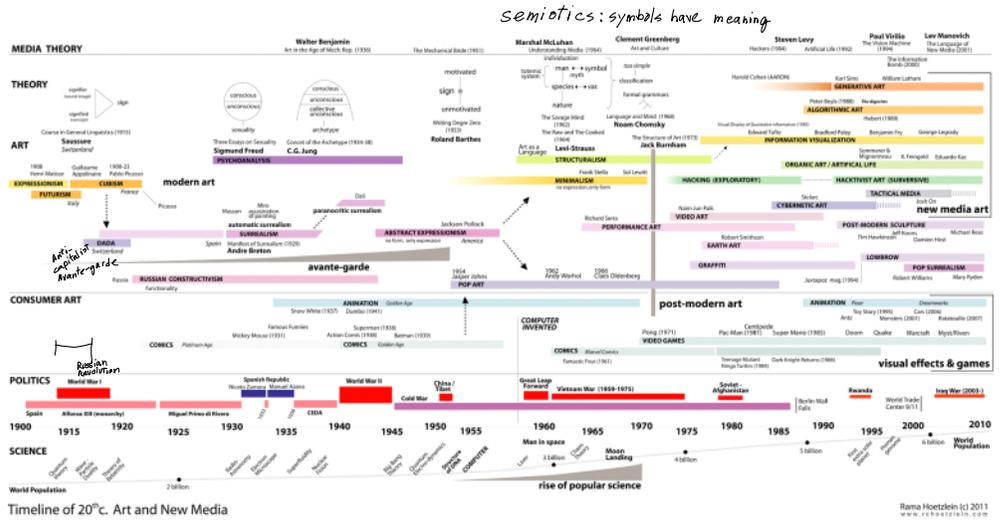
- Admin/schedule
- Team time ?
- Finish exemplars of Arts and Crafts
- Sketching practice

Admin/Schedule:

- Yes, I know what I'm going to make for the main project and the aesthetic
- I know what, but not the aesthetic
- I have a couple of ideas to choose from for 'what'
- I am not ready to choose
- I am panicked. I have no clue what I'm going to do

Office hours today at 3; ECME 220
 Weds: Guest Lecture Adam Agee. Required.

History of Design

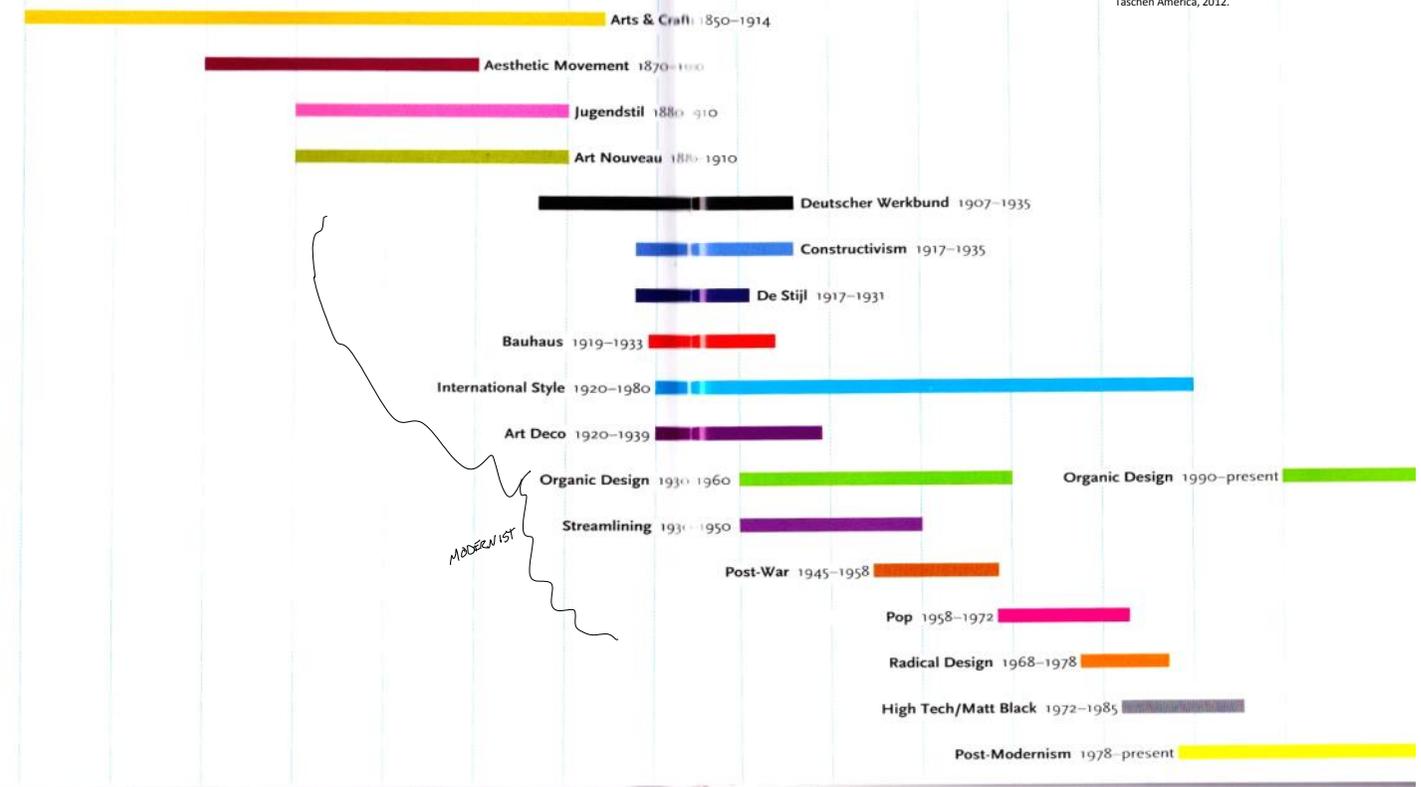


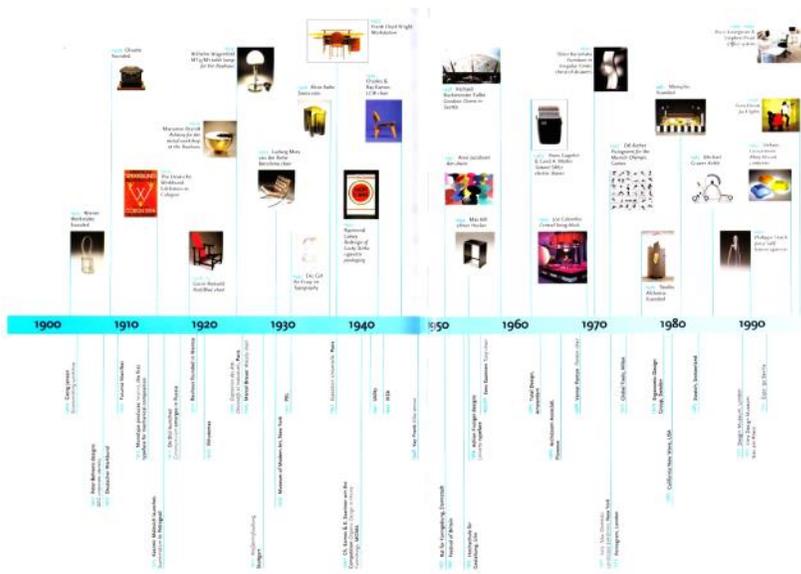
Rama Hoetzlein (c) 2011
<http://www.rchoetzlein.com/website/artmap/>

INDUSTRIALIZATION
 100 years old in 1860



Fiel, Charlotte & Peter. *Design of the 20th Century*. Taschen America, 2012.





Aesthetic Movement 1870-1900

Pushback against Arts and Crafts and Victorian moralism.

The artists and writers of Aesthetic style tended to profess that the Arts should provide refined sensuous pleasure, rather than convey moral or sentimental messages. As a consequence, they did not accept [John Ruskin](#), [Matthew Arnold](#), and [George MacDonald](#)'s conception of art as something moral or useful. Instead: "Art for art's sake".^[4] They believed that Art did not have any [didactic](#) purpose; it need only be beautiful. The Aesthetes developed a cult of beauty, which they considered the basic factor of art. Life should copy Art, they asserted. They considered nature as crude and lacking in design when compared to art.

Art for Art's sake

From <<https://en.wikipedia.org/wiki/Aestheticism>>

Didactic: related to education and teaching
 Heuristic: enables a person to discover or learn something for themselves

Visually, combined Gothic and Queen Anne revivals with Oriental art, both from Middle East and Far East cultures.



<http://www.huntsearch.gla.ac.uk/cgi-bin/foxweb/huntsearch/DetailedResults.fwx?collection=art&searchTerm=40897>

Lots of gilt, ebonized wood, patterns.



<http://bungalowhouseplans.com/craftsman-house-plans-blog/aesthetic-movement-2/>

Art Nouveau

At similar times, 1880-1910

Art Nouveau is usually known as **Jugendstil** (pronounced [*juːˈɡʌntʃtʰiːl*]) in Germany, as **Modern** (Модерн) in Russia, as **Modernisme** in Catalonia (Spain), as **Secession** in Austria-Hungary and as **Stile Liberty** in Italy.

From <https://en.wikipedia.org/wiki/Art_Nouveau>

Art Nouveau is considered a "total" art style, embracing architecture, [graphic art](#), interior design, and most of the [decorative arts](#) including [jewelry](#), [furniture](#), textiles, household silver and other utensils and [lighting](#), as well as the [fine arts](#). According to the philosophy of the style, [art should be a way of life](#). For many well-off Europeans, it was possible to live in an art nouveau-inspired house with [art nouveau furniture](#), silverware, fabrics, ceramics including tableware, jewelry, cigarette cases, etc. Artists desired to combine the fine arts and applied arts, even for utilitarian objects.^[4]

From <https://en.wikipedia.org/wiki/Art_Nouveau>

From Lecture 04 Aesthetics Tour

Alphonse Mucha



Whiplash Curve



Maxfield Parrish



Do you know examples of Art Nouveau?
 Absinthe fountain at Cheese Importers in Longmont?
 Stained glass transom in Boulder
 Gaudi's architecture in Barcelona
 Paris Metro

From Olivia Watkins class notes

Art Nouveau:

About creating A modern style for a new modern time. It influenced everything from architecture to textiles. Started in France

- Considered to be the 1st phase of the modern art movement
- Peacock chair 1881 by Mackmurdo- shows the organic serpentine like line that was common to this style
- Jules Cheret Les Girad 1879 he still signs his piece as though his illustrations were fine art. It showed that graphic design is an art form
- Henri de Toulouse Lautrec - La Goulue au Moulin Rouge 1891 groundbreaking simplification of forms in a poster note the lamps and silhouette of the background characters
- Le Chat Noir caberet house
- Alphonse Mucha made the Gismonda poster 1894 was a slovakian in Paris who made a poster for an actress that he didn't even finish but it is still the most important poster of the period. He made it life size which was totally different he was inspired by Byzantine mosaics
- Earthy culture lots and lots of detail swirly lines and sensuality and use of the female form



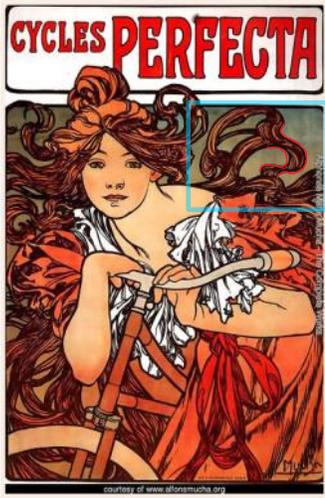
<https://www.moma.org/collection/works/5142>



<http://www.worldmarket.com/product/black+wicker+peacock+chair.do>



Sketching Practice



courtesy of www.alphonsemucha.org