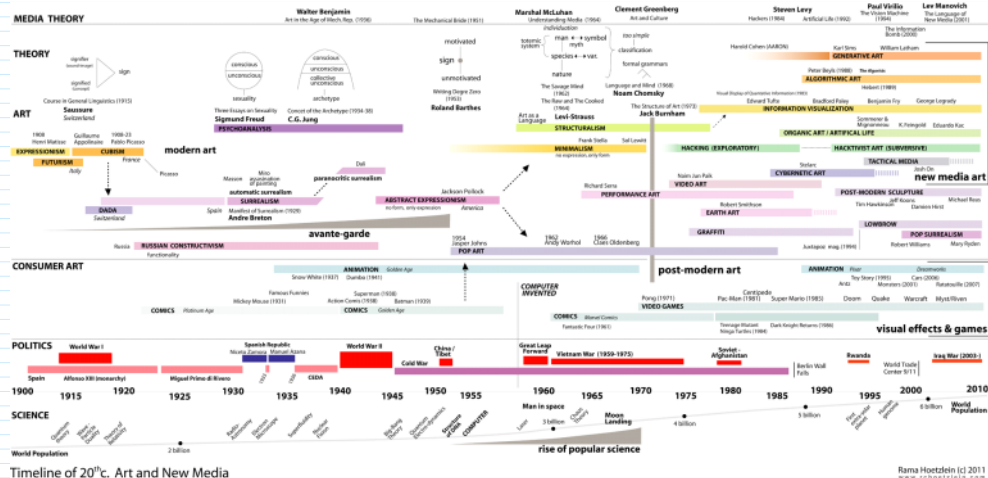


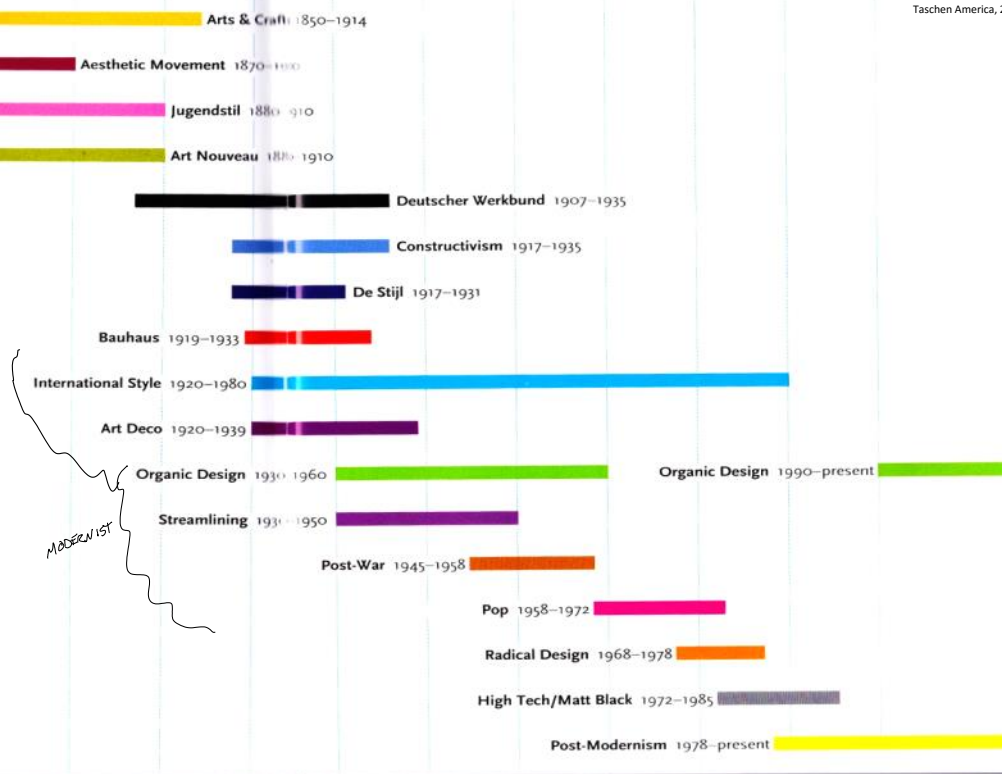
18 20th Century Timeline

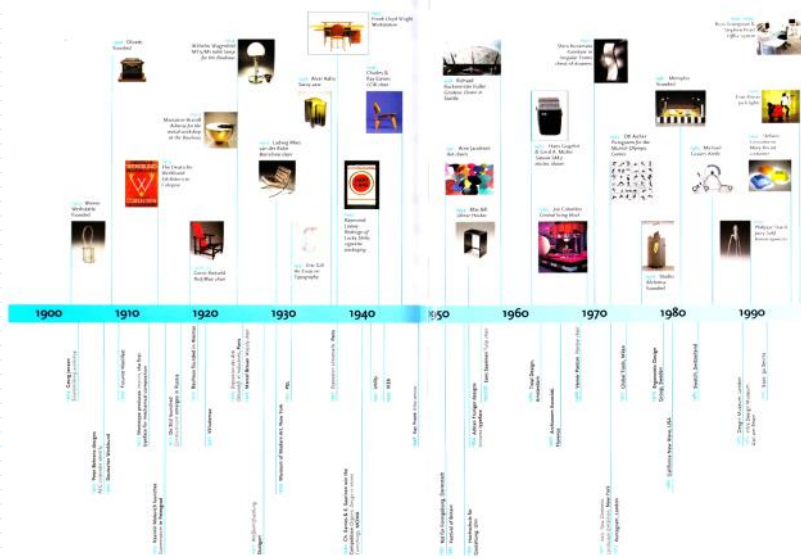
Sunday, March 13, 2016 2:45 PM



1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990

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





D&Tube. *D&Tubes Quick Guide to 20th Century Design Movements*, 2015. <https://www.youtube.com/watch?v=WhdYKWhAMU>.

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

Industrial revolution separated the work of design from fabrication; prior, craftsmen did both.
Design as a stand-alone discipline had no theory or context; as a result, much low quality was produced.

Backlash: Design reformers attempted to reunite design theory and practice. This is still going on.
Especially William Morris, founder of **Arts and Crafts** movement in Britain, later taken up in US.
Socialist, utopian ideals. Distrust of industrial production, which created 'wage slaves'. Wanted to re-invigorate crafts based approach; high quality, individually made products. "Handicrafts would offer moral salvation to workers and consumers". Tried to promote democracy and social cohesion through crafts. Guild based, pre workers unions. Ironically, only the rich could afford such products.
Arts and Crafts styles based on medieval stylistic elements. <http://antique-marks.com/arts-and-crafts-guilds.html>.
"Morris insisted that the artist should be a craftsman-designer working by hand⁴⁰ and advocated a society of free craftspeople, which he believed had existed during the Middle Ages. "Because craftsmen took pleasure in their work", he wrote, "the Middle Ages was a period of greatness in the art of the common people. ... The treasures in our museums now are only the common utensils used in households of that age, when hundreds of medieval churches - each one a masterpiece - were built by unsophisticated peasants."⁴¹ Medieval art was the model for much Arts and Crafts design and medieval life, before capitalism and the factory system, was idealised by the movement."

I always buy the cheapest (least expensive) clothes that I can

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

I think about whether the clothing I buy was made by slave labor

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

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



A trio of Arts and Crafts printed works. In the center William Morris revives the medieval manuscript which is later emulated by (left), Elbert Hubbard and less so by (right), Gustav Stickley.

<https://designtraveler.wordpress.com/2012/04/09/arts-crafts-american-style/>

Illustrates convolution of aesthetic visual style elements, political aesthetics, and manufacturing aesthetics

Today, crafting lives on in Etsy.com and at Maker Faires.

Discussion: Should design mitigate the problems of capitalist-owned Industrial Revolution?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

Pushback against Arts and Crafts and Victorian moralism:
Aesthetic Movement 1870-1900

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, "Art for art's sake"⁴² Instead, 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>>

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/>

At similar times, 1880-1910

Art Nouveau is usually known as **Jugendstil** (pronounced [*juː ɡʌntʃiːl*]) 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 **jewellery**, **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, jewellery, 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



Whiplash Curve



Maxfield Parrish



Still trying to integrate craftsmanship with industrialization: 1907-1935. Big change in aesthetics.

The **Deutscher Werkbund** (German Association of Craftsmen) is a **German** association of artists, architects, designers, and industrialists, established in 1907. The Werkbund became an important element in the development of **modern architecture** and industrial design, particularly in the later creation of the **Bauhaus** school of design. Its initial purpose was to establish a partnership of product manufacturers with design professionals to improve the competitiveness of German companies in global markets. The Werkbund was less an artistic movement than a state-sponsored effort to integrate traditional crafts and industrial mass-production techniques, to put Germany on a competitive footing with England and the United States. Its motto *Vom Sofa kissen zum Städtebau* (from sofa cushions to city-building) indicates its range of interest.

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

Rise of form driving function. Led to Modernist and Bauhaus movements. Stressed over standardization vs individuality; standardization and industrial production won.

1924, published "Form Without Ornament". Functionalism. Simplified, unornamented designs.

Walter Gropius

Ludwig Mies van der Rohe

Le Corbusier (father of the open floor plan)

1917-1935

In Russia, after WWI and revolution, **Constructivists** believed that applied arts could bring about a new social order and so began creating utilitarian "production art" and architecture.



Also influenced Bauhaus.

De Stijl (*[daˈstɪiɫ]*; Dutch pronunciation: [*daˈstɛiɫ*]), Dutch for "The Style", also known as **neoplasticism**, was a Dutch **artistic** movement founded in 1917 in Amsterdam. The De Stijl consisted of artists and architects ^[4] In a narrower sense, the term *De Stijl* is used to refer to a body of work from 1917 to 1931 founded in the **Netherlands**.^{[4][5]} Proponents of De Stijl advocated pure **abstraction** and universality by a reduction to the essentials of **form** and **colour**; they simplified visual compositions to the vertical and horizontal directions, and used only **primary colors** along with **black** and **white**.

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



Yup. Mondrian, among others.
Black, White, Red Effect anyone?