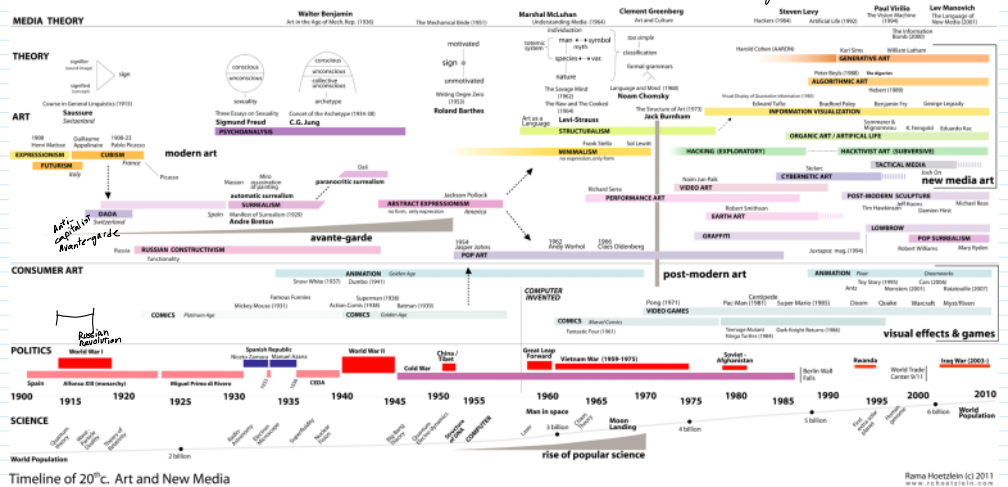


Sunday, March 13, 2016 2:45 PM

- Admin/schedule
- Team time ?
- History of design: 20th Century Timeline
- Sketching practice

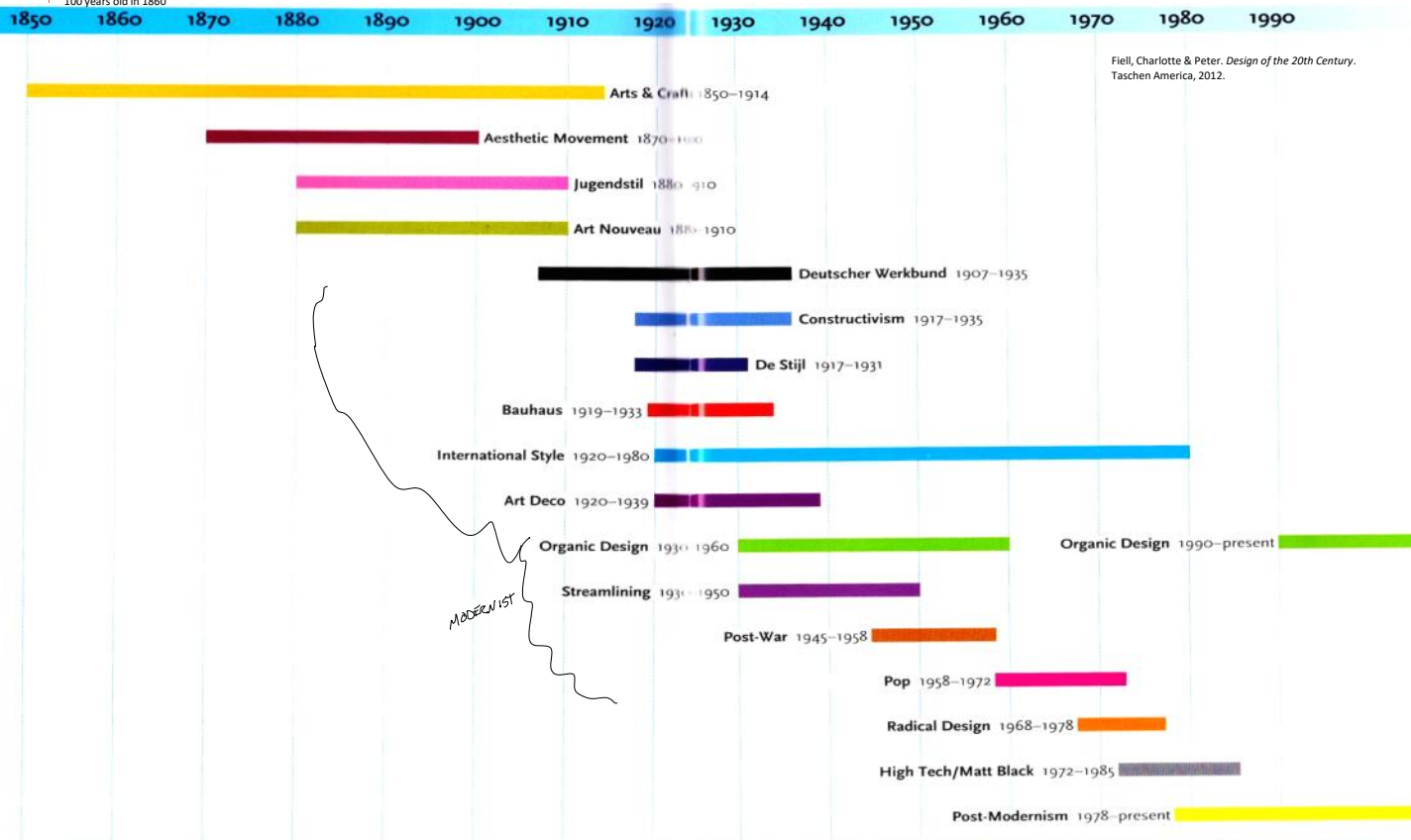
Sit with <sup>3-person</sup> teams.  
Use table tents please

semiotics: symbols have meaning

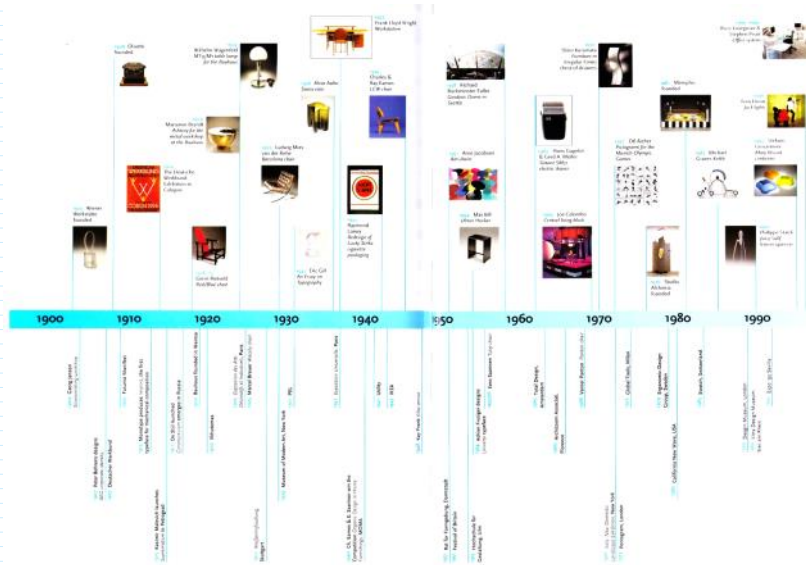


INDUSTRIALIZATION  
100 years old in 1860

<http://www.rchoetzlein.com/website/artmap/>



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>.

## Arts and Crafts Movement

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. "Handcrafts 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 hand<sup>[44]</sup> 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."<sup>[45]</sup> 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."

From <[https://en.wikipedia.org/wiki/Arts\\_and\\_Crafts\\_movement](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

Cute series of videos on major design movements:  
<http://www.open.edu/openlearn/science-maths-technology/engineering-and-technology/design-and-innovation/design/design-nutshell7> utma=1973965591:1458085726:1458085726:1& utmb=1:0:10:1458085726& utmc=1& utmd=8& utme=1458085726:1:1 utmcs=9:28direct%29 utmcn=%28direct%29 utmcmd=%28none%29& utmv=8& utmk=36821152  
 Arts and crafts video

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

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

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

Make Magazine: projects for do-it-yourselfers (DIY) <http://makezine.com/>

The maker culture is a contemporary culture or subculture representing a technology-based extension of DIY culture that intersects with hacker culture (which is less concerned with physical objects as it focuses on software) and revels in the creation of new devices as well as tinkering with existing ones. The maker culture in general supports open-source hardware. Typical interests enjoyed by the maker culture include engineering-oriented pursuits such as electronics, robotics, 3-D printing, and the use of Computer Numeric Control tools, as well as more traditional activities such as metalworking, woodworking, and, mainly, its predecessor, the traditional arts and crafts. The subculture stresses a cut-and-paste approach to standardized hobbyist technologies, and encourages cookbook re-use of designs published on websites and maker-oriented publications.[1][2] There is a strong focus on using and learning practical skills and applying them to reference designs.

[https://en.wikipedia.org/wiki/Maker\\_culture](https://en.wikipedia.org/wiki/Maker_culture)

Maker Space: where individuals have access to wide range of tools: 3d printing, laser cutters, machine shop, electronics tools, welding, glass blowing, etc.. Often includes strong community. Idea Forge has a small maker space, but not yet open to public

Boulder Library has small maker space  
Tinkermill in Longmont: <http://www.tinkermill.org/>. Big maker space, lots of classes, \$50/month  
Maker Faire Denver will be October 14 & 15, 2017. <https://denvermakerfaire.com/>. Consider showing your work.

## 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, "Art for art's sake".<sup>[a]</sup> 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>>

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 [ˈjuːɡɛntʃtɪl]) in Germany, as **Modern** (Modèrni) 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](https://en.wikipedia.org/wiki/Art_Nouveau)>

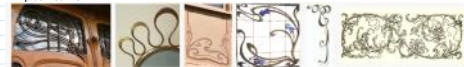
Art Nouveau is considered a "total" art style, embracing architecture, graphic art, interior design, and most of the decorative arts including jewellery, furniture, textiles, household silver and other utensils and lighting, as well as the fine arts. According to the philosophy of the style, art should 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.<sup>[a]</sup>

From <[https://en.wikipedia.org/wiki/Art\\_Nouveau](https://en.wikipedia.org/wiki/Art_Nouveau)>

From Lecture 04 Aesthetics Tour



Whiplash Curve



Maxfield Parrish



Do you know examples of Art Nouveau?

Stained glass transom in Boulder  
Gaudi's architecture in Barcelona  
Paris Metro

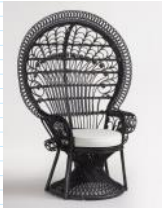
From Olivia Watkins class notes

### 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 Mackintosh - shows the organic serpentine 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 cabaret 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

Why so much focus on boxes? Boxes are boring, but they make great scaffolds for other objects

