

15 Aesthetic movement and Art Nouveau

Sunday, March 13, 2016 2:45 PM

Today

Admin/schedule
Sketching practice

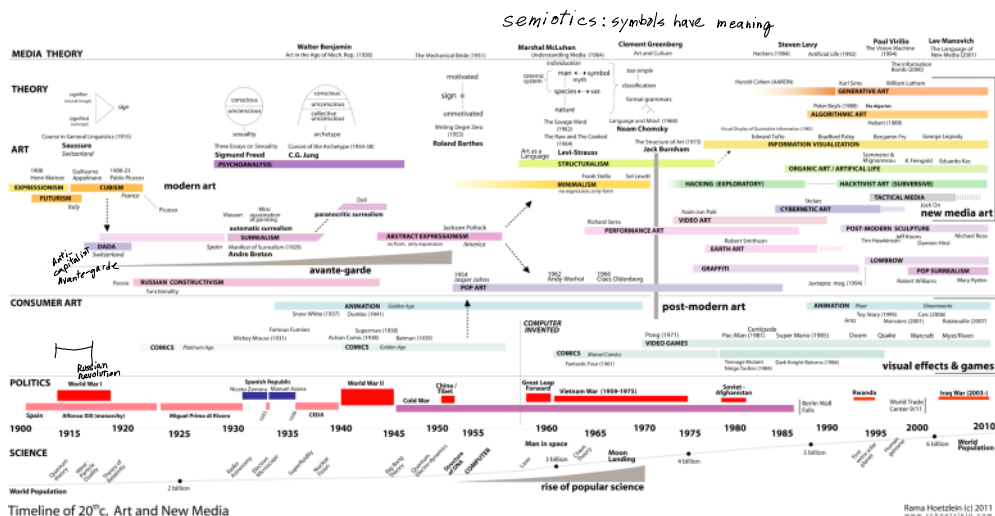
Admin/Schedule:

Next Friday: No guest lecture. Regular lecture plus CLIP.

Pods are the same people and location as for Upcycle presentations.

Need next batch of Facilitators for Design Review starting Monday. Two days each. Students in Grad section are expected to do a stint.

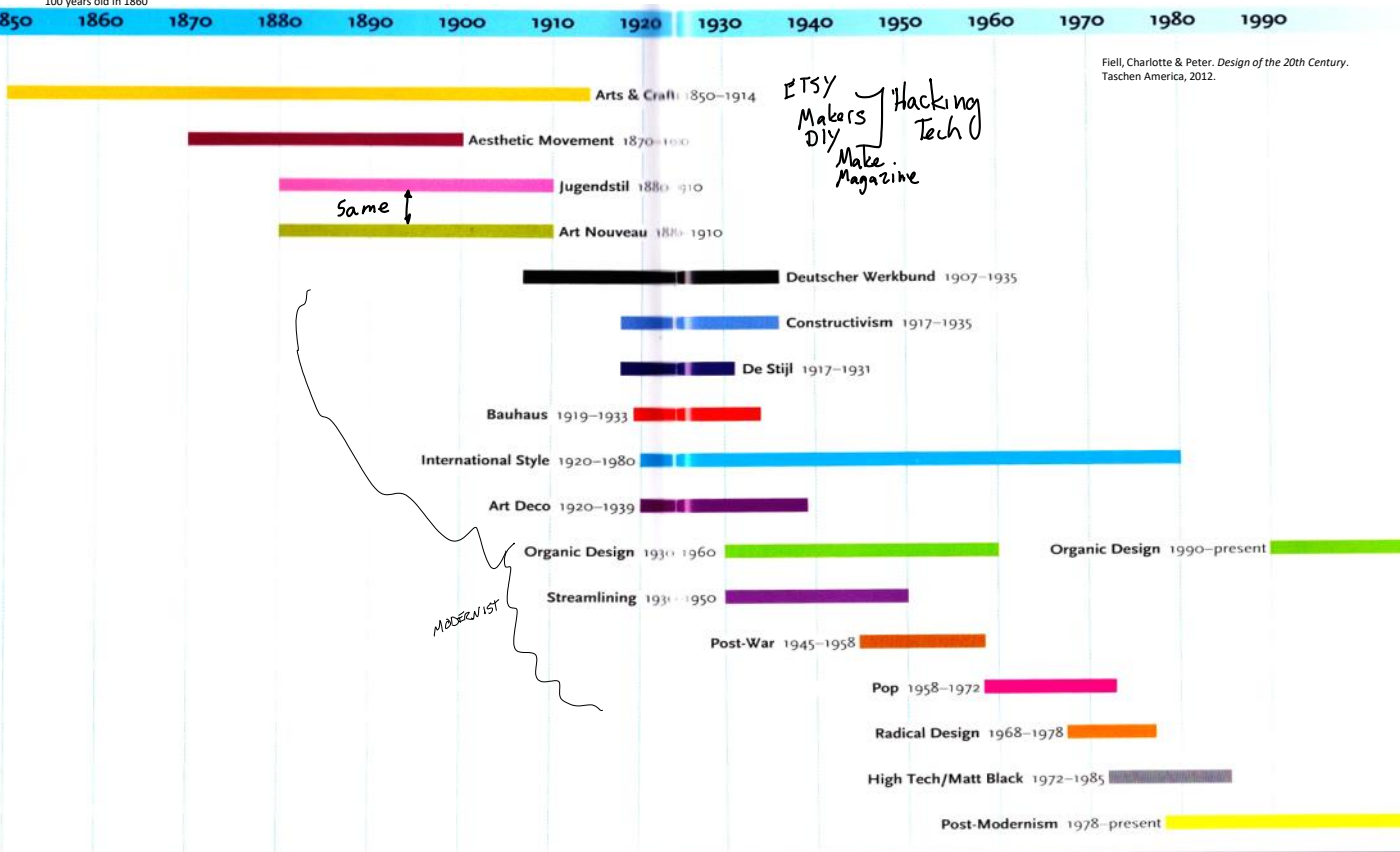
History of Design



INDUSTRIALIZATION
100 years old in 1860

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

Fieil, 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 [*juːˈɡʌntʃtiːl*]) 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 google search

Alphonse Mucha



Whiplash Curve



Maxfield Parrish

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

Fluid curves

Design in a Nutshell, from the British Open University:
http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

X

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 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 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>



Toulouse
Lautrec
Artist



Examples posted in Arts and Crafts Slack Channel

Repeat knowledge construction?

Product categories:

- ✓ Architecture
- ✓ Flatware/silverware
- ✓ Picture frames
- ✓ Chairs
- ✓ Cabinet
- ✓ Table
- ✓ Vases

Automobiles
Titanic

Clothing 1880 to 1910, not modern version
 Platters
 Window dressing
 Statuettes: Art Nouveau, not Art Deco

Sketching Practice

