

# 11 Arts and Crafts to Art Deco

Wednesday, February 10, 2021 12:22 PM

## Today

Drawing maybe at end.

Finish Arts and Crafts

Maker Movement

Aesthetic Movement

Art Nouveau

Design in a Nutshell, from the British Open University:

[http://www2.open.ac.uk/openlearn/design\\_nutshell/index.php#](http://www2.open.ac.uk/openlearn/design_nutshell/index.php#)

## Arts and Crafts Summary

It was a backlash to Industrialization: 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>[10]</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>[19]</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

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

Are you aware of the current 'Maker Movement'?

- 489
- A) Yes, I know about maker spaces, DIY communities, Make Magazine, Maker Faires, hacking for reuse, etc. I participate!
  - B) Yes, I've heard of most of those, I get the idea, but I haven't participated in any
  - C) I've heard of a couple of those, I get the idea of the movement
  - D) I've heard of a couple, didn't know it was a whole movement
  - E) Nope, this is new to me

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** was conceived as a maker space, but lacks the public community aspect

**Building 61 at Boulder Library** has small maker space: <https://boulderlibrary.org/bldg61/>  
Run by Zack Weaver, ATLAS alum

Tinkermill in Longmont: <http://www.tinkermill.org/>. Big maker space, lots of classes and equipment, \$50/month

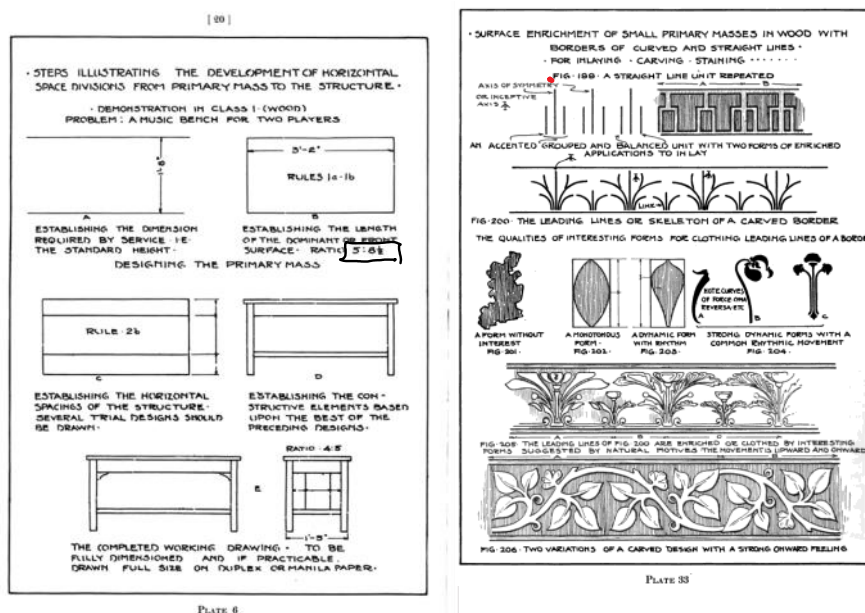
"Ironically the high production costs involved in providing an arts and crafts product that was well designed and hand crafted meant a price structure that was only affordable by a wealthy bourgeois clientele."

Morris never achieved his utopian vision of arts and crafts design in tune with nature and with a social conscience.

However he did help to create an ethos in which many arts and crafts guilds, evening school classes and socially based craft projects sprang up and thrived in the 1880's and 1890's. "<https://antique-marks.com/arts-and-crafts-guilds.html>

Free eBook with guidelines to typical Arts and Crafts style elements:

Varnum, William Harrison. *Industrial Arts Design* :A Textbook of Practical Methods for Students, Teachers, and Craftsmen /. Peoria, Ill. :, c1916. <http://hdl.handle.net/2027/wu.89057179780>.



## 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**".<sup>[4]</sup> 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

Most people have heard of Art Nouveau, but few remember two of the most influential figures in its conception. (No, not Gustav Klimt.) They were a pair of sisters named Margaret and Frances MacDonald,

who, along with their Glasgow School of Art classmates Charles Rennie Mackintosh and Herbert MacNair, comprised the Glasgow Four. Art Nouveau wouldn't be what it is without them.

From <<https://daily.istor.org/the-scottish-sisters-who-pioneered-art-nouveau/>>

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 [\[ˈjuːɡəntʃtiːl\]](#)) 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](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.<sup>[3]</sup>

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

From google search

*Alphonse Mucha*



Whiplash Curve



Maxfield Parrish



Do you know examples of Art Nouveau?

*Fluid curves*

Old Main: Spiral staircase

Absinthe fountain at Cheese Importers in Longmont?

Stained glass transom in Boulderado

Gaudi's architecture in Barcelona

Paris Metro

Design in a Nutshell, from the British Open University:

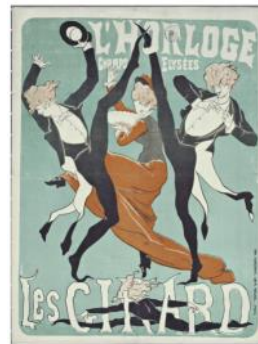
[http://www2.open.ac.uk/openlearn/design\\_nutshell/index.php#](http://www2.open.ac.uk/openlearn/design_nutshell/index.php#)

From Olivia Watkins class notes

### Art Nouveau:

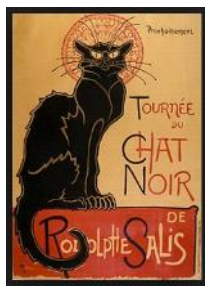
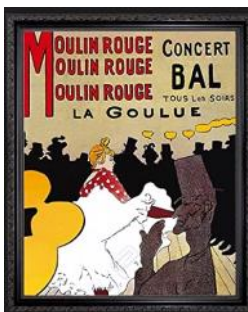
About creating A modern style for a new modern time. It influenced everything from architecture to textiles. Started in france

- 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>



Toulouse  
Lautrec  
Artist



Mucha

Moulin Rouge! 2001 film set in 1900 Paris

Everything changed around 1920. Modernist era began. Abstract shapes, unadorned surfaces, function rules

## 1914-1918 WORLD WAR I

Economies changed  
Art changed  
See timelines

## Short discussion:

What do you already know about Bauhaus?

## Bauhaus video

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[http://www2.open.ac.uk/openlearn/design\\_nutshell/index.php#](http://www2.open.ac.uk/openlearn/design_nutshell/index.php#)

Brian Douglas Hayes. *Bauhaus: A History and Its Legacy*, 2012. <https://www.youtube.com/watch?v=xYrzrqB0B8I>. 8:38 Watch on your own.

## Bauhaus has roots in Deutscher Werkbund

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 Sofakissen zum Städtebau* (from sofa cushions to city-building) indicates its range of interest.

From [https://en.wikipedia.org/wiki/Deutscher\\_Werkbund](https://en.wikipedia.org/wiki/Deutscher_Werkbund)

Deutscher Werkbund was the start of *function driving form*. Led to Modernist and Bauhaus movements. Stressed over standardization vs individuality; standardization and industrial production won.

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

**Walter Gropius**

**Ludwig Mies van der Rohe**

**Le Corbusier (father of the open floor plan)**

Memorize these names; they are touchstones, synonymous with Bauhaus

1917-1935

In Russia (Revolution was 1905-1917), 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.

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



Also influenced Bauhaus.

Common design elements

Big, in-your-face text

Referring to large and bold typography

Common design elements  
Big, in-your-face text  
Primary colors: red, yellow blue  
Straight line geometries  
Industrial imagery  
Strong diagonal  
Altered typefaces, growing, curving etc

The word "Dada" is written in a red, cursive, handwritten style. Above the first 'a' is a red checkmark symbol.