

# 11 Arts and Crafts to Art Nouveau

Wednesday, February 10, 2021 12:22 PM

## Today

- Drawing maybe at end.
- Finish Arts and Crafts
- Maker Movement
- Aesthetic Movement
- Art Nouveau
- Cube Errors

## START ZOOM recording

Some are still struggling with materials and fab technique vs aesthetic. Come talk to me. After class or make appt.

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: 1850-1914

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>[11]</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'?

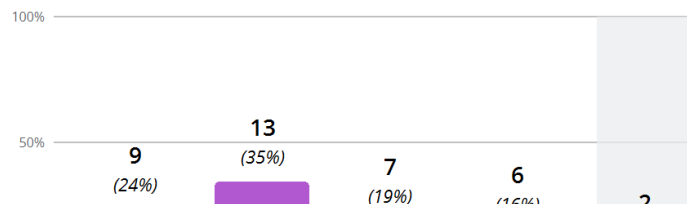
- A) Yes, I know about maker spaces, DIY communities, Make Magazine, Maker Faires, hacking for reuse, etc. I participate!
- B) Yes, I've heard of most of those, I get the idea, but I haven't participated in any
- C) I've heard of a couple of those, I get the idea of the movement
- D) I've heard of a 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/>

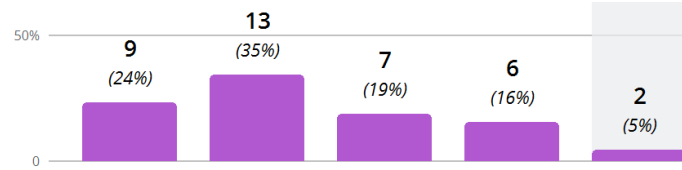
The maker culture is a contemporary culture or subculture representing a technology-based extension of DIY culture that intersects with hacker culture (which is less concerned with physical objects as it focuses on software) and revels in the creation of new devices as well as tinkering with existing 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,

## Question 1 ...

Multiple Choice



project objects to be used as primary, and refer to the creation of new objects rather than 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 and BTU were conceived as maker spaces, but lack the public community aspect

Building 61 at Boulder Library has small maker space: <https://boulderlibrary.org/bldg61/>.

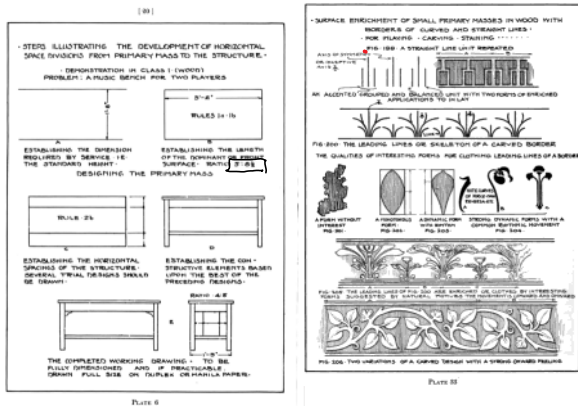
Tinkermill in Longmont: <http://www.tinkermill.org/>. Big maker space, lots of classes and equipment, \$50/month

"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>[14]</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

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>

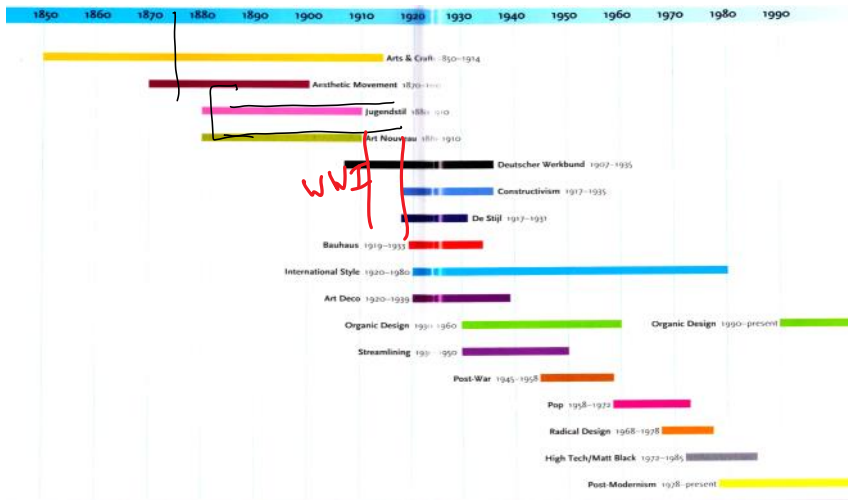
Lots of gilt, ebonized wood, patterns.



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

Emphasis on conventional beauty set the stage for Art Nouveau/Jugendstil 1880-1910

## Art Nouveau



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.jstor.org/the-scottish-sisters-who-pioneered-art-nouveau/>

Art Nouveau is usually known as **Jugendstil** (pronounced [ˈjuːɡɛntʃiːl]) in Germany, as **Modern** (Modern) 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)

Inspired by Arts and Crafts movement, also Aesthetic Movement.

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



Whiplash Curve



Maxfield Parrish



Do you know examples of Art Nouveau?

Dusan Jurkovic  
Antoni Gaudi  
Gustav Klimt  
Paris Metro stations

Old Main: Spiral staircase

Fluid curves

Absinthe fountain at Cheese Importers in Longmont?  
Stained glass transom and ceiling in Boulderado  
Gaudi's architecture in Barcelona  
Paris Metro

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[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:**

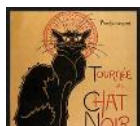
About creating A modern style for a new modern time. It influenced everything from architecture to textiles. Started in France

- Considered to be the 1st phase of the modern art movement
- Peacock chair 1881 by Mackintosh - shows the organic serpentine like line that was common to this style
- Jules Cheret Les Girard 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 ~~made in~~ in Paris from Moldova 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



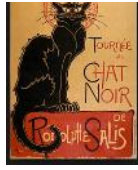
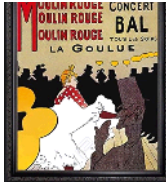
<https://www.moma.org/collection/works/5142>

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



Toulouse  
Lautrec  
Artist





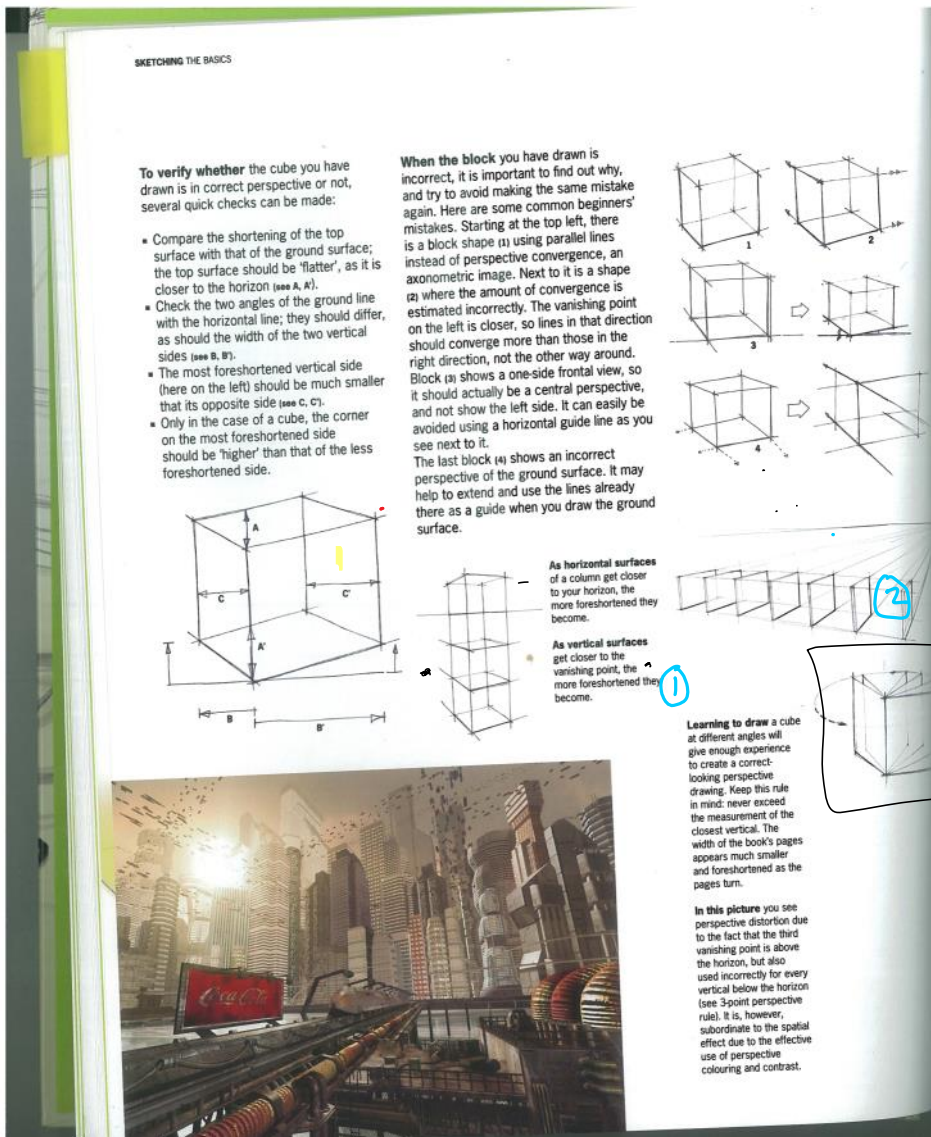
Louise Lautrec Artist



Moulin Rouge! 2001 film set in 1900 Paris

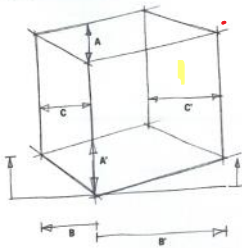
### Sketching: Cube errors and exercises

Sketch a cube using 2 point perspective, like we did last Friday.

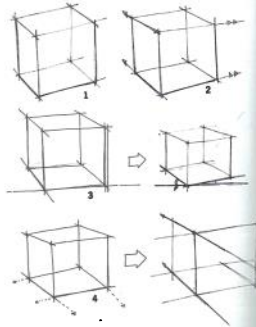


To verify whether the cube you have drawn is in correct perspective or not, several quick checks can be made:

- Compare the shortening of the top surface with that of the ground surface; the top surface should be "flatter", as it is closer to the horizon (see A, A').
- Check the two angles of the ground line with the horizontal line; they should differ, as should the width of the two vertical sides (see B, B').
- The most foreshortened vertical side (here on the left) should be much smaller than its opposite side (see C, C').
- Only in the case of a cube, the corner on the most foreshortened side should be "higher" than that of the less foreshortened side.

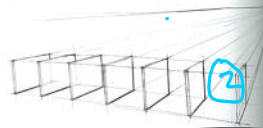


When the block you have drawn is incorrect, it is important to find out why, and try to avoid making the same mistake again. Here are some common beginners' mistakes. Starting at the top left, there is a block shape (1) using parallel lines instead of perspective convergence, an axonometric image. Next to it is a shape (2) where the amount of convergence is estimated incorrectly. The vanishing point on the left is closer, so lines in that direction should converge more than those in the right direction, not the other way around. Block (3) shows a one-side frontal view, so it should actually be a central perspective, and not show the left side. It can easily be avoided using a horizontal guide line as you see next to it. The last block (4) shows an incorrect perspective of the ground surface. It may help to extend and use the lines already there as a guide when you draw the ground surface.



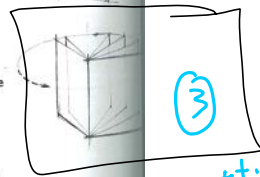
As horizontal surfaces of a column get closer to your horizon, the more foreshortened they become.

As vertical surfaces get closer to the vanishing point, the more foreshortened they become.



Learning to draw a cube at different angles will give enough experience to create a correct-looking perspective drawing. Keep this rule in mind: never exceed the measurement of the closest vertical. The width of the book's pages appears much smaller and foreshortened as the pages turn.

In this picture you see perspective distortion due to the fact that the third vanishing point is above the horizon, but also used incorrectly for every vertical below the horizon (see 3-point perspective rule). It is, however, subordinate to the spatial effect due to the effective use of perspective colouring and contrast.



Rotating Cube (4)

Homework exercises. Do these in your sketchbook for practice. Not graded, but you'll be asked to compare your work with neighbors in class. Prerequisite practice: you need to be able to draw straight lines at any angle. You can use a straight

edge, but try to gain muscle memory and work towards free hand drawing

Exercise 1: Draw a stack of horizontal and

Exercise 2: vertical surfaces. In both, note the foreshortening, how a surface narrows as the surface rotates and moves away from the frontal, or central perspective.

Exercise 3: draw a book standing up on a surface, with pages spread out all around

Exercise 4: Draw a rotating cube in flip book format, maybe at the corner of your notebook. Make this into a GIF to post. Have something come out of the cube at the end for fun.