

# 12 Art Nouveau to Bauhaus

Wednesday, February 10, 2021 12:22 PM

## Today

Drawing maybe at end of class.  
Bauhaus, Deutscher Werkbund, International Style... Modernists

**START ZOOM recording**

## Admin

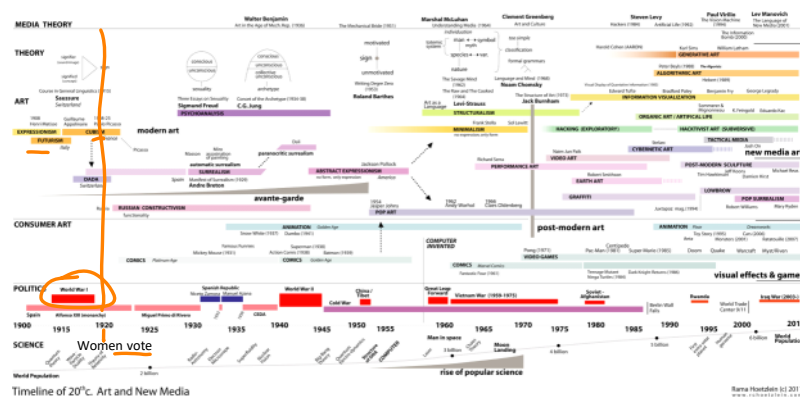
Skills workshop signup trouble? Who needs a slot?  
Abhishek Mig welding

## Grad Student Presentations Today

Rishabh Rai	Leonardo Da Vinci	Ankit Karkhanis	Glassblowing
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*Friday*

Art Nouveau





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

## 1914-1918 WORLD WAR I

Economies changed  
 Art changed  
 See timelines

## Modernism

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#)

In 1896, Louis Sullivan wrote:

It is the pervading law of all things organic and inorganic, of all things physical and metaphysical, of all things human, and all things super-human, of all true manifestations of the head, of the heart, of the soul, that the life is recognizable in its expression, that form ever follows function. *This is the law.* (italics in original)<sup>[8]</sup>

"Form follows function" would become one of the prevailing tenets of modern architects.

**Louis Henry Sullivan** (September 3, 1856 – April 14, 1924)<sup>[1]</sup> was an American architect, and has been called a "father of skyscrapers"<sup>[2]</sup> and "father of modernism."

From <[https://en.wikipedia.org/wiki/Louis\\_Sullivan](https://en.wikipedia.org/wiki/Louis_Sullivan)>

1896, yes, but ideas and implementation really took off after WWI, circa 1920

### Short discussion:

What do you already know about Bauhaus?

#### Bauhaus video

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#)

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

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 standardization over 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

Red

Angular

Geometric shapes

Sans serif fonts

Much text

Perspective: monumental

Looking up, convergent lines as part of graphics

Big, in-your-face text

Primary colors: red, yellow blue

Straight line geometries

Industrial imagery

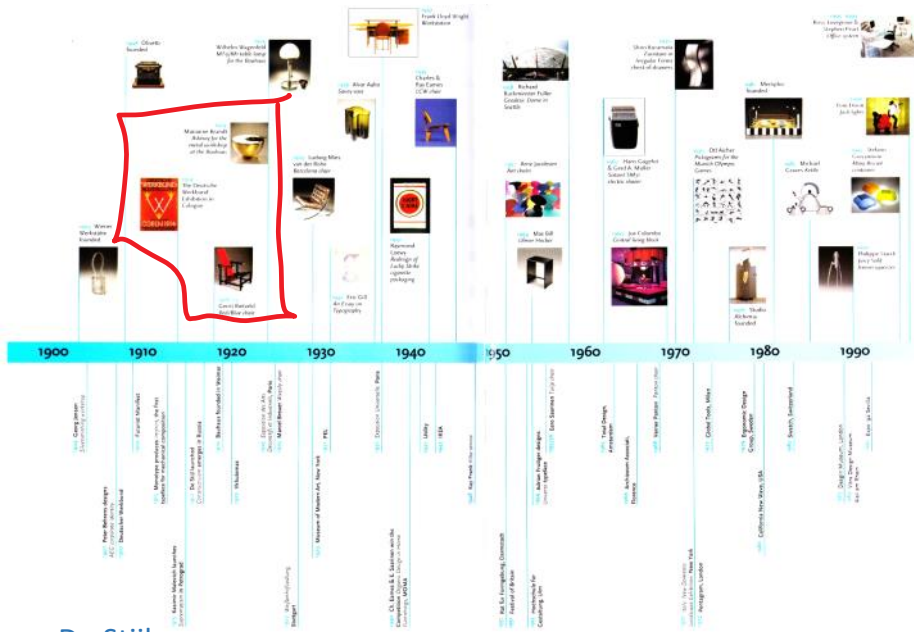
Strong diagonal

Altered typefaces, growing, curving etc

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

Taschen America, 2012.





## De Stijl

(/də 'stɑːl/; Dutch pronunciation: [də 'steil]), 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 <sup>[1]</sup> 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**.<sup>[2][3]</sup> 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](https://en.wikipedia.org/wiki/De_Stijl)>

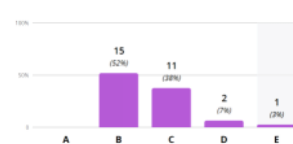


Yup. **Mondrian**, among others.

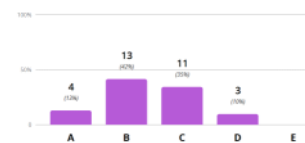
Black, White, Red Effect anyone? See Universal Principles of Design videos on LinkedIn Learning, or hardcopy book

Primary colors  
Orthogonal lines  
Subdivided spaces

1. Yes, I am a modernist. Form follows function. No decorations.
2. Modernist, but not in all things
3. Meh. Modernism is OK
4. Modernist designs are boring
5. Hate Modernism. It's dehumanizing.



2023



2021

## International Style 1920-1980



[https://www.google.com/search?q=international+style&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiQi4vp98PLAhUBF2MKHY3qAFwQ\\_AUIBygB&biw=1218&bih=388](https://www.google.com/search?q=international+style&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiQi4vp98PLAhUBF2MKHY3qAFwQ_AUIBygB&biw=1218&bih=388)

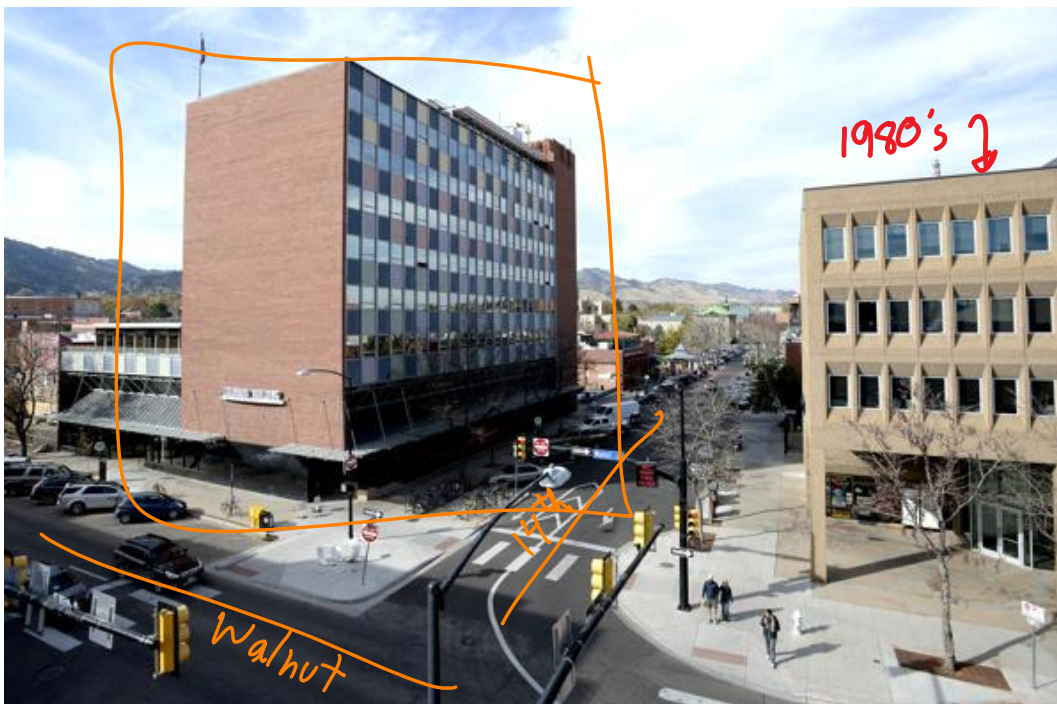
The **International Style** is the name of a major [architectural style](#) that is said to have emerged in the 1920s and 1930s, the formative decades of [modern architecture](#), as first defined by Americans [Henry-Russell Hitchcock](#) and [Philip Johnson](#) in 1932, with an emphasis more on architectural style, form and aesthetics than the social aspects of the [modern movement](#) as emphasized in Europe. The term "International Style" first came into use via a 1932 exhibition curated by Hitchcock and Johnson, *Modern Architecture: International Exhibition*, which declared and labelled the architecture of the early 20th century as the "International Style". The most common characteristics of International Style buildings are said to be: i. rectilinear forms; ii. light, taut plane surfaces that have been completely stripped of applied ornamentation and decoration; iii. open interior spaces; iv. a visually weightless quality engendered by the use of cantilever construction. Glass and steel, in combination with usually less visible reinforced concrete, are the characteristic materials of the construction.<sup>[1]</sup>

With the surge in the growth in cities in the first half of the twentieth century, particularly after [World War II](#), the International Style provided an easily achievable style option for vast-scale urban development projects, "cities within cities", intended to maximize the amount of floor space for a given site, while attempting to convince local planners, politicians and the general public that the development would bring much-needed wealth to the city while, on the other hand, rejecting the proposal would lead to the development being taken to a different, competing city.<sup>[2]</sup>

## Activity: Can you recall any International Style architecture from your home town?

Ford Design Center, Evanston

From <[https://en.wikipedia.org/wiki/International\\_Style\\_\(architecture\)](https://en.wikipedia.org/wiki/International_Style_(architecture))>



## 'Iconic' or 'eyesore'? Colorado Building up for landmark status in Boulder

Nine-story, 100-foot tall downtown building would be illegal under city's height limit

By Erica Meltzer

*Camera Staff Writer*