

11 Arts and Crafts to Art Nouveau

Wednesday, February 10, 2021 12:22 PM

Today

Drawing maybe at end.

Arts and Crafts

Maker Movement

Aesthetic Movement

Art Nouveau

Cube Errors

Some are still struggling with materials and fab technique vs aesthetic.

Come talk to me. After class or make appt.

10 days left!

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.

Design in a Nutshell, from the British Open University:

http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

What are the characteristics of this movement?

Home-made materials, not industrially produced

Not a polished look, mistakes left in, like wabi-sabi

In pods, go online and find a few examples of Arts and Crafts artifacts. What design elements match this aesthetic? Make 3 minute presentation to class. Same artifacts, how are they different from your Gothic examples?

Make sure your examples are from the 1850 to 1914 Arts and Crafts design movement, not generic 'arts and crafts'.

Teams, now join into pods.

Go online and find a few examples of Gothic Revival or Gothic Modern. What design elements match this aesthetic?

Post links to your choices in your pod's slack channel. Ok to discuss there too.

10 minutes, then each pod will report out to the class.

Pod 1: chair, stool

Pod 2: bed

Pod 3: clothing

Pod 4: flatware, cutlery

Pod 5: light fixture - gas fixtures or electric

Pod 6: jewelry

Pod 7: textile patterns (upholstery, wallpaper)

Pod 8: picture/painting frame

Pod 9: typography, fonts

Pod 10: tableware - cups, plates, bowls

Characteristics discovered:

No quatrefoils, pointy spires or arches

Much more floral and foliage decorations

Much simpler, less ornate designs

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^[10] 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."^[19] 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>



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'?

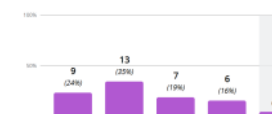
- A) Yes, I know about maker spaces, DIY communities, Make Magazine, Maker Faires, hacking for reuse, etc. I participate!
- B) Yes, I've heard of most of those, I get the idea, but I haven't participated in any
- C) I've heard of a couple of those, I get the idea of the movement
- D) I've heard of a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



2024

Question 1 ...

Multiple Choice



2023

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

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. BTU recently welcomes community

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>.

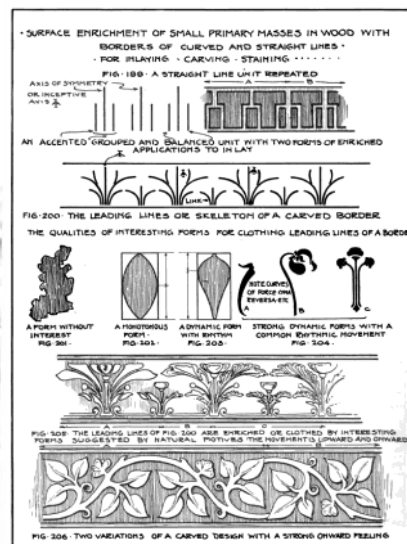
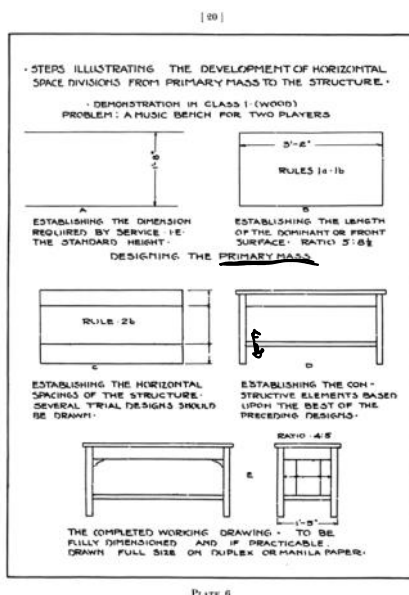




FIG. 306. TWO VARIATIONS OF A CARVED DESIGN WITH A STRONG ORNATE FEELING.

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>

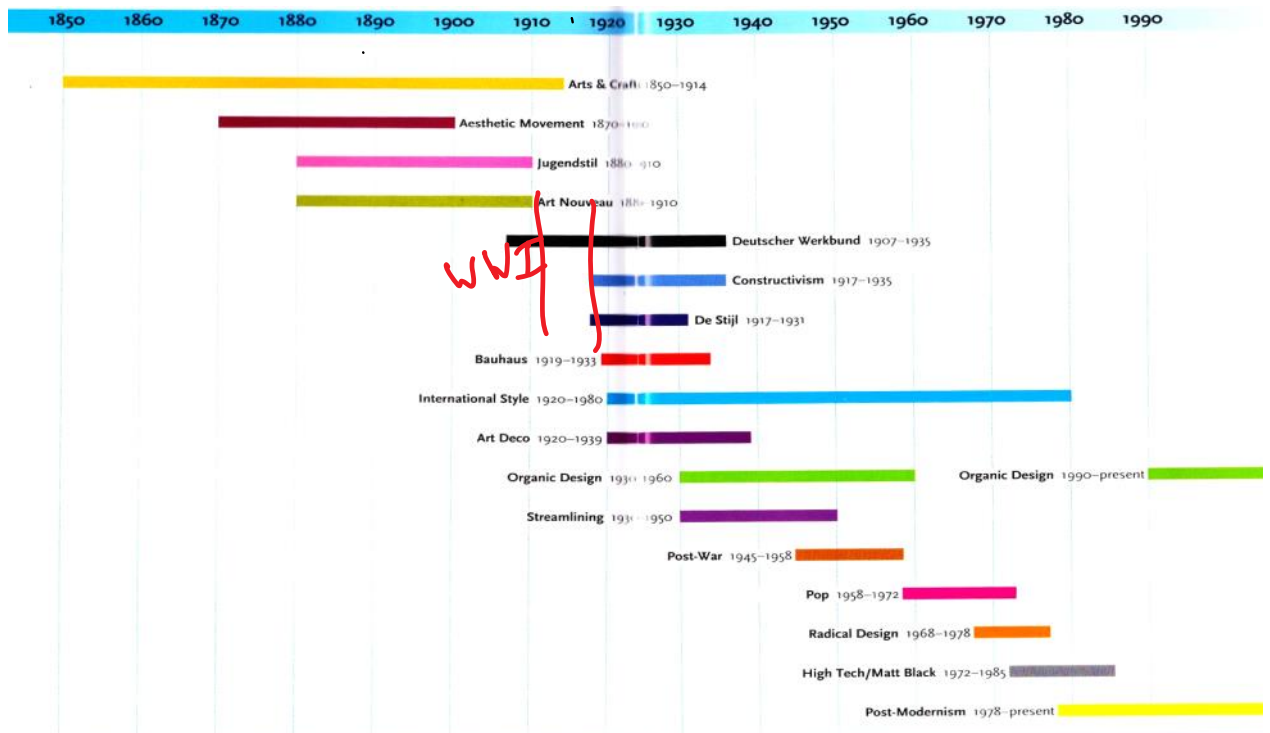
Lots of gilt, ebonized wood, patterns.



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

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 MacDonal, 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/>

Art Nouveau is usually known as **Jugendstil** (pronounced [\[ˈjuːɡɛntʃiːl\]](#)) 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

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.^[3]

From <https://en.wikipedia.org/wiki/Art_Nouveau>

From google search



Whiplash Curve



Maxfield Parrish



Do you know examples of Art Nouveau?