ART DECO : 1925-1940

**Art Deco**

Moderne and Moderistic design—reductive forms + old decorative tendencies (revived)

Frivolous and shocking manifestations of the Jazz age

Art Deco was a non-threatening style as an alternative to increasingly abstract and inaccessible Modernism

Inspired by Art Nouveau, the Ballet Russes, North American Indian and Aztec art, and Bauhaus

King Tut’s tomb discovery in 1922 influenced Art Deco

Symbolized efficient modern living and extravagance simultaneously

Art Deco was non-partisan, so the fascists and the communists applied it to equal measure

The “Flapper” was all about streamlined clothing, a la Art Deco

Faith in the machine and technology was at an all-time high

The Great Depression made images of luxury even more desirable

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| **THEMES**  Machines are great  Consumption is great  Robot people  Mania for the “new”  Overt references to luxury and extravagance  Sleek, fast cars, trains, planes and ocean liners | **DESIGNS**  Geometric, flat shapes  Curves  Egyptian ziggurats, sunbursts and lightning bolts  Zig zag lines of the Charleston  Air brushed ray bands  Parallel lines  Motion lines  Aerodynamic/streamlined forms  Sets of “three”  Large planes of color  Type with elongated lines  FUTURA FONT  Ghosted and overlapping type |