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 greatConsumption is greatRobot peopleMania for the “new”Overt references to luxury and extravagance Sleek, fast cars, trains, planes and ocean liners | **DESIGNS**Geometric, flat shapesCurvesEgyptian ziggurats, sunbursts and lightning bolts Zig zag lines of the CharlestonAir brushed ray bandsParallel linesMotion lines Aerodynamic/streamlined formsSets of “three”Large planes of colorType with elongated linesFUTURA FONTGhosted and overlapping type |