ARTS & CRAFTS : 1850-1900

Protest against the machine aesthetic.

Consistent with the general Victorian preference for ornament

Handcrafted

Snobbish intolerance for machinery

A reformist movement: a struggle against the encroaching industrialism

KEY INFLUENCERS: Arthur Heygate Mackmurdo (British), William Morris, (British), , Gustav Stickley (U.S.), Frank Lloyd Wright (early geometric designs) (U.S.), Louis Comfort Tiffany, (U.S.)

Influenced by illuminated manuscripts and wall tapestries (1300s)

Californian Arts & Crafts

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| **THEMES**  Simple figures colors, and ornamental backgrounds  “Decorative Honesty”  Ornamentation, but with a purpose  Gothic obsession  Gesamtkunstwerk (a total work of art) | **DESIGNS**  Floral and curvilinear motifs  Natural forms, usually inspired by plants  Create harmony and balance within complexity  Unity and restraint  Proportion, simplicity of form, and fitness for purpose  Honesty to materials  Enhancement of natural textures  Borders, headbands, decorative initials  Texture and patterns  Caxton and Goudy Fonts |

ART NOUVEAU : 1880s-1910 (just before WWI)

A direct descendent of the Arts & Crafts Movement

The first style of commercial art used consistently to enhance to beautify of industrial products.

The first true “international” style.

A rebellion against Victorian sensibilities

An odd blend of art, artifice, and practicality

In Germany it was called “Jugendstil (“youth style.”

Art Nouveau influenced Psychedelic Art in the 1960s

KEY INFLUENCERS: Victor Horta, Vincent Van Gogh, Degas, Toulouse Lautrec, Jules Cheret, Pierre Bonnard, Otto Eckmann (type), Alphonse Mucha, Will Bradley (U.S.),

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| **THEMES**  Bringing daylight into the house  Inspired by Asian art; anything Japanese  The Ukiyo-e style  Impressionist Art (Van Gogh, Degas, Toulouse Lautrec, etc)  Self assured and happy women, often drinking and smoking in public  Birds and peacocks | **DESIGNS**  Energetic and organic plant-like line and vine tendrils  Curvilinear shapes  Floral abstraction  Ornamentation used more sparingly  Forms were invented rather than copied from nature  Abstract shapes and silhouettes  Dynamic spatial relationships  Flat colors  Simple drawings, outlined in black and filled with flat colors  Often a single image of a woman, in profile  Hand-drawn typography  Absracted coffee steams, abstracted hair  Popular fonts: Eckman and Fette Eckman  Oranges and reds |