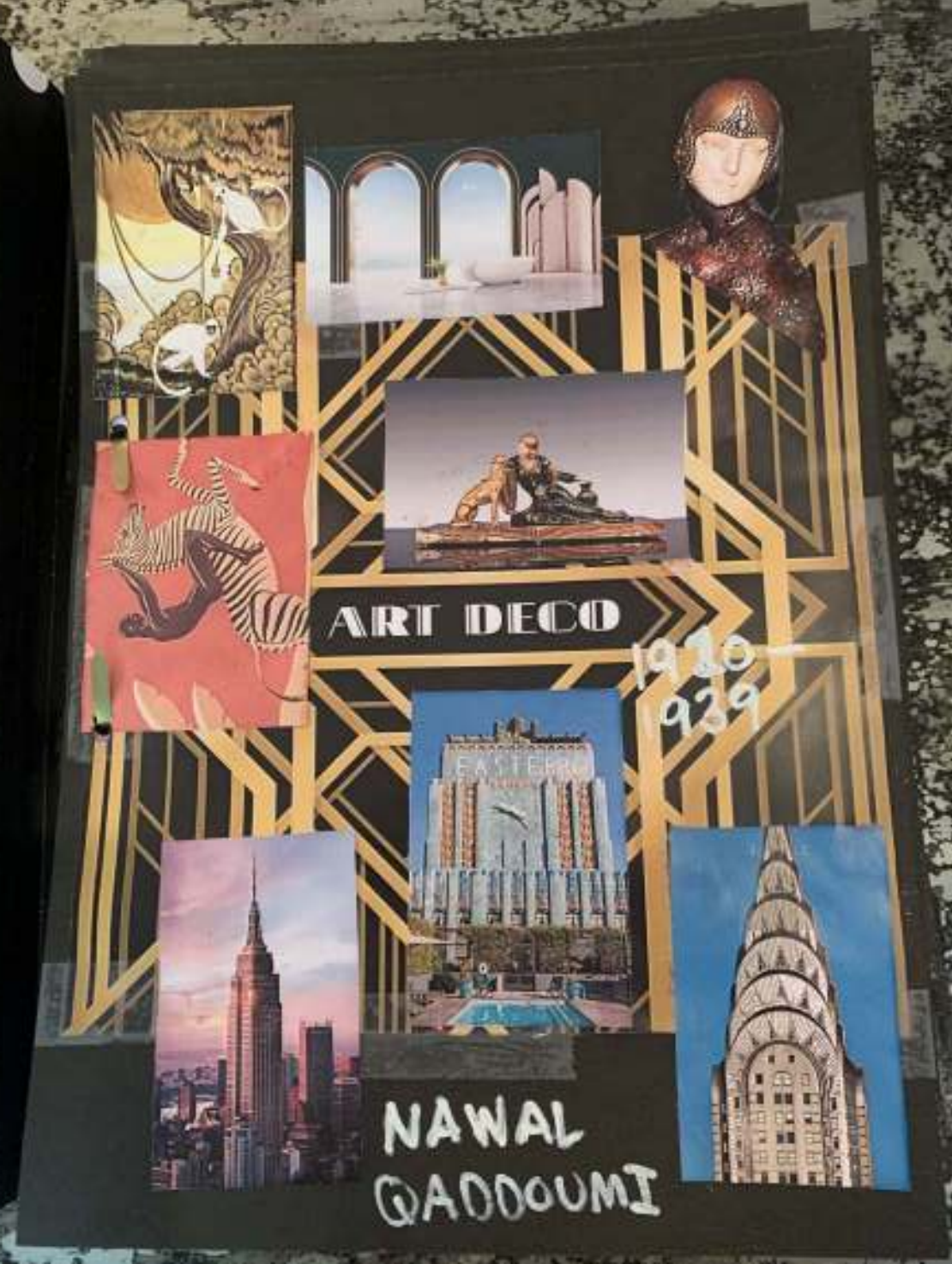
ART DECO
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Introducing Art Deco

In the year 1925 Art Deco was introduced to the world, not as a new movement, but one that has been in developement for more than a decade.



It was introduced in Paris, at the Exposition Internationale des Arts Décoratifs et Industriels Modernes.



The exposition was a six-month World's fair-styled spectacle occupying 57 acres in Paris.

The following year a popular show based on the exposition toured the United States.

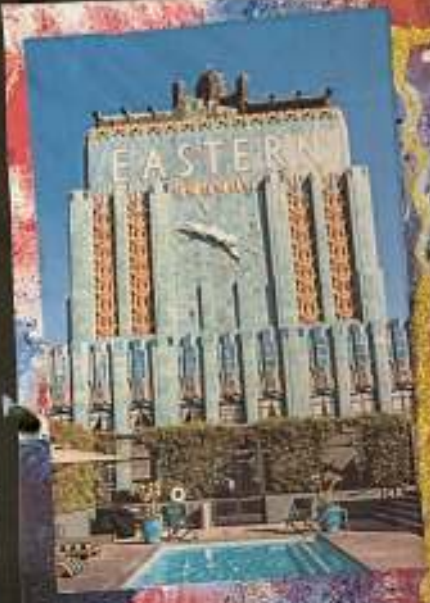






Macy's department store organised an influential Art Deco exhibition in 1927 highlighting eight architects, including Raymond M. Hood, Rockefeller Center's chief designer, and Joseph Urban, Mar-A-Set Logo's designer and architect in Palm Beach, Florida.





The development of Art Deco coexisted with the rush to build sky-scrapers, and the influence it felt across America.

The Chrysler building was designed in 1928, it is considered one of the most famous, iconic and ubiquitous models. Its stainless steel spire with a scalloped base, of the work of architect William Van Alen, makes it instantly recognisable



For movie theaters of the period, including Grauman's Egyptian Theatre in Los Angeles and Radio City Music Hall in New York City, Art Deco was the design preference.

Art Deco was also the leading principle of luxarious transport, like Bugatti Type 57SC Atlantic automobiles, trains like Henry Dreyfuss' 20th Century Limited and luxary liners like the Queen Mary.

In its influence on furnishings and decorative objects, Art Deco allied people's personal [illegible] and lasting [illegible] a few of Emile Jacques Ruhlmann's design works in furniture, Jean Besnard in pottery, Rene Lalique in glass, Albert-Armand Rateau in metal, Georges Fouquet in jewelry and Serge Gladky in textiles.

Art Deco promoted a sophisticated aesthetic of the creative arts.



The french painter Jean Dupas is famous for his murals and advertising in print.

At the 1925 exhibition, his famous Les Perruches was shown. Tamara de Lempicka, the Polish painter, was known for her portraits of the wealthy and famous.



Graphic arts, like Art Nouveau, were essential in bringing Art Deco into the public imagination and creating the culture connected to it. Charles Geisner gave identity to the Jazz age, as he is best known for his French entertainer Mistinguett posters. In launching Baker's career, French artist Paul Colin's posters of Josephine Baker were primary factors. With his poster for Charlie Chaplin's 1921 film "The Kid", Jean Carlu took inspiration from cubism & achieved Fame.



Empire State Building



Art Deco Building

The public view of travel was also influenced by Art Deco. Cassandre, a Ukrainian artist, was famous for his transport posters, his most popular being the 1935 poster of the Normandie French cruise ship. Cassandre is also known for his distinctive advertising work.





Among Art Deco artists, animals were a popular topic. African animals became the subject of Paul Jouve's paintings & sculptures. At the 1925 exhibition, Sculptor Francois Pompon's popular bronze Polar Bear statue debuted.



ART DECO IN SCULPTURE

Art Deco sculpture often found homes in public view. In the fountain at Rockefeller Center, rests Paul Manship's most famous work, the 1933's Prometheus. With his Monument to the Banderas in Ibirapuera Park in São Paulo, Brazil, which was started in 1921 and finished in 1954, the Italian Brazilian sculptor Victor Brecheret found fame.



The French Sculpture Paul Landowski designed the massive, 98-Foot tall, 700 ton Christ the Redeemer sculpture on the 2,300-foot peak of Corcovado mountain in Rio de Janeiro, Brazil, with the face of the Romanian sculptor Gheorghe Leonida. In 1931, the statue was finished and could be seen from anywhere in the city.

One of the most-seen and less-known Art Deco artists is Lee Lawrie an American sculptor. His work decorates buildings across the United States, the National Academy of the Sciences in Washington, D.C., the Los Angeles Public Library, the Nebraska State House, Rockefeller Center in New York City and numerous other buildings.



The Federal Art Project (part of Roosevelt's New Deal) is credited with promoting the Art Deco style in the United States with Artists such as Rockwell Kent, Diego Rivera and Reginald Marsh.

Art Deco Wanes

Sometimes, Art Deco was associated with the tastes of the rich.

The 1912 fall of the stock exchange diverted the movement to mass production.

An improved Art Deco named Streamline Moderne (or Art Moderne) took hold in America in the early 1930's, simplifying designs and concentrating on one-story structures in architecture.

Which help services more common building needs, such as gas stations and diners.

Art Deco & Art Nouveau had gone out of style by World War 2 and were replaced largely by modernism.

Art Deco, also known as style moderne, emerged in the 1920's, and developed into a major style in Western Europe and the United States during the 1930's in the decorative arts and architecture movement. Its name was taken from the 1925 Exposition internationale des Arts Décoratifs et Industriels Modernes [illegible] where the style was first seen.

The design of Art Deco represented modernism turned into fashion. Both individually crafted luxury items and mass-produced items were included in its products, but in either case the aim was to symbolize wealth and sophistication by creating a sleek and anti-traditional appearance.





Simple, clean shapes, often with a 'streamlined' look, are the distinguishing features of the style; ornament that is geometric or stylized from representational forms; and oddly varied, often expensive materials that often include man-made substances.

... Like: Plastics (Bakelite; Vita glass; ferroconcrete) in addition to natural ones (jade, silver, ivory, obsidian, chrome, and rock crystal).

Though fine Deco objects were rarely mass-produced, the characteristic features of the style reflected admiration for the modernity of the machine and the inherent design qualities of machine-made objects (e.g., relative simplicity, planarity, symmetry, and univaries repetition of elements).

Art Nouveau, the Bauhaus, cubism, and the Ballet Russes of Serge Diaghilev were among the formative influences on Art Déco.

Decorative ideas came from American indian, Egyptian, and early classical influences as well as from nature.
Nude female figures, animals, foliage, and sun rays, all in conventionalized forms, were characteristic motifs.

Many of the individually crafted or limited edition items were designed by outstanding Art Déco creators. They included Jacques Ruhlmann and Maurice Dufrène, furniture designers; Eliel Saarinen, architect; Jean Puiforcat, metalsmith; René Lalique, glass and jewelers; and Chiparus, figure sculptor. Those whose work directly reached a larger audience also include, fashion designer Paul Poiret and graphic artist Edward McKnight Kauffer.

The Rockefeller center of New York City's interiors is supervised by Donald DesKey and was built between 1929 & 1940. The Chrysler Building by William Van Alen & the Empire State Building by Shreve, Lamb & Harmon are Art Deco's most monumental embodiments.

The style took over in the South Beach in Miami, Florida, during the 1930's; creating an area known as the historic Art Deco district.

While the style went out of fashion in most areas after World War 2, there was a renewed interest in Art Deco design starting in the late 1960's.

Art Deco continued to be a source of inspiration in areas such as decorative Art, fashion, and Jewellery design throughout the 21st century.

When?

Art Deco, also known as style moderne, emerged in the 1920's and grew into major style in Western Europe and the United States during the 1930's.

The 1929 collapse of the stock market forced Art Deco to move into mass production. In the U.S., Art Deco first achieved popularity in a design competition for the Chicago Tribune Tower.

Art Deco style elements emerged in France in the mid- to late 1910's, and developed during the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris, and grew into a major style in the 1930's in Western Europe and the United States.

Major Artists in the Art Deco Movement:

- Eva Zeisel.
- René Lalique.
- Eliel Saarinen.
- Erté.
- Robert Mallet-Stevens.
- Donald Deskey.
- Paul Poiret.



Artists created this Art Movement → Because they wanted to create an anti-traditional stylish sophistication that Symbolised Wealth + Elegance.





Not only did the Exposition Internationale bring together the Art Deco style, but also displayed crafted objects in styles such as: Cubism, constructivism, Bauhaus, De stijl, and Futurism alongside examples of avant-garde paintings and sculptures.

In architecture, interior design, poster art, furniture, jewellery, textiles, footwear and industrial design, Art Deco design was most prominent, while it was often applied to decorative arts such as drawing and graphics

Colours are sometimes combined or accented, with colours...

Striking & Bold are the colours of the Art Deco era, With elevated silver, chrome, or black accents. Bright & deep yellows, reds, oranges, blues, and pinks are among the favoured colours of the era.

Art Nouveau developed earlier than Art Deco.

Art Deco became popular in the late 1920's and early 1930's.

Art Nouveau developed between 1890 & 1910.

In the 1920's as the dominant architecture and decorative art style.

Art Nouveau was largely replaced by 1914, and with the start of the World War One, it was replaced by Art Deco and then Modernism...