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 purposeGothic obsessionGesamtkunstwerk (a total work of art) | **DESIGNS**Floral and curvilinear motifsNatural forms, usually inspired by plantsCreate harmony and balance within complexityUnity and restraintProportion, simplicity of form, and fitness for purposeHonesty to materials Enhancement of natural texturesBorders, headbands, decorative initialsTexture and patternsCaxton 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 houseInspired by Asian art; anything JapaneseThe Ukiyo-e styleImpressionist Art (Van Gogh, Degas, Toulouse Lautrec, etc)Self assured and happy women, often drinking and smoking in publicBirds and peacocks  | **DESIGNS** Energetic and organic plant-like line and vine tendrilsCurvilinear shapesFloral abstractionOrnamentation used more sparinglyForms were invented rather than copied from natureAbstract shapes and silhouettes Dynamic spatial relationshipsFlat colorsSimple drawings, outlined in black and filled with flat colorsOften a single image of a woman, in profileHand-drawn typographyAbsracted coffee steams, abstracted hairPopular fonts: Eckman and Fette EckmanOranges and reds |