

Design Styles

Design Movements/Styles

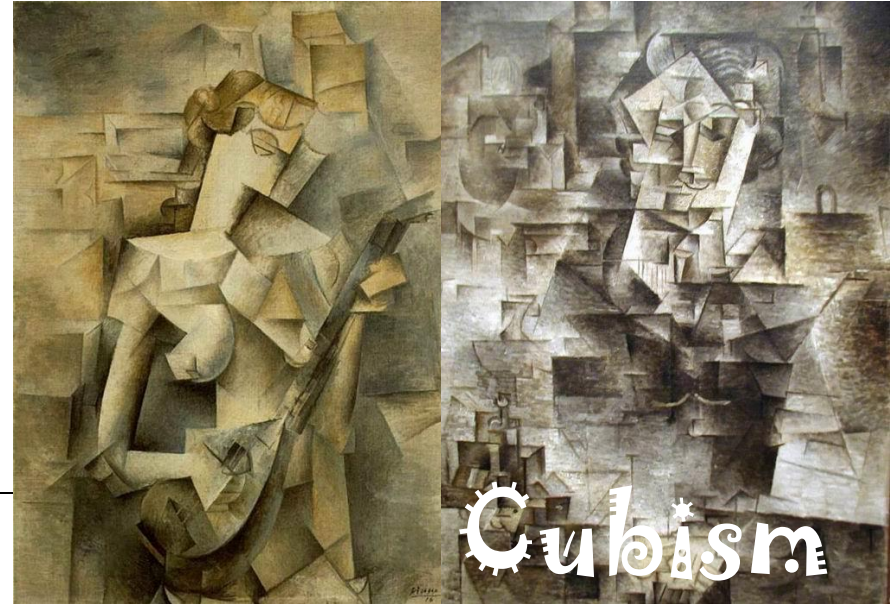
- - A **Design movement** is can be described as a **classification** of a particular **Design Style**.
- This Style can be applied to **all** aspects of Design from Cars and Architecture to Fashion and Furniture.
- There have been, and are, numerous **Design Movements**.
- Can you name any design movements or styles?

Art Nouveau

Futurism

Bauhaus

ART
DECO



Design Movements/Styles

● - A **Design movement** can be influenced by a number of issues:

- Industry → Art Deco

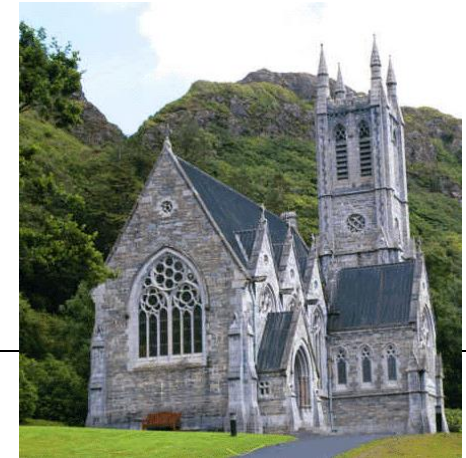


- Economy



- Technology

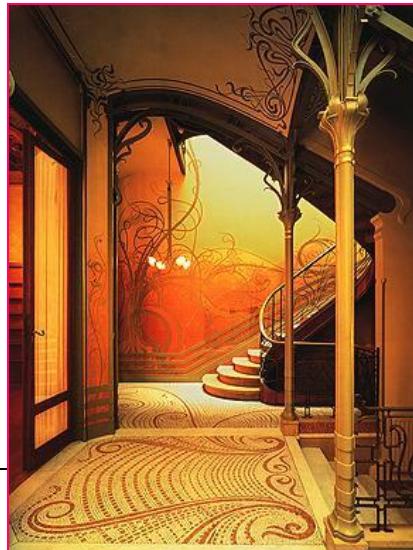
- Religion → Gothic



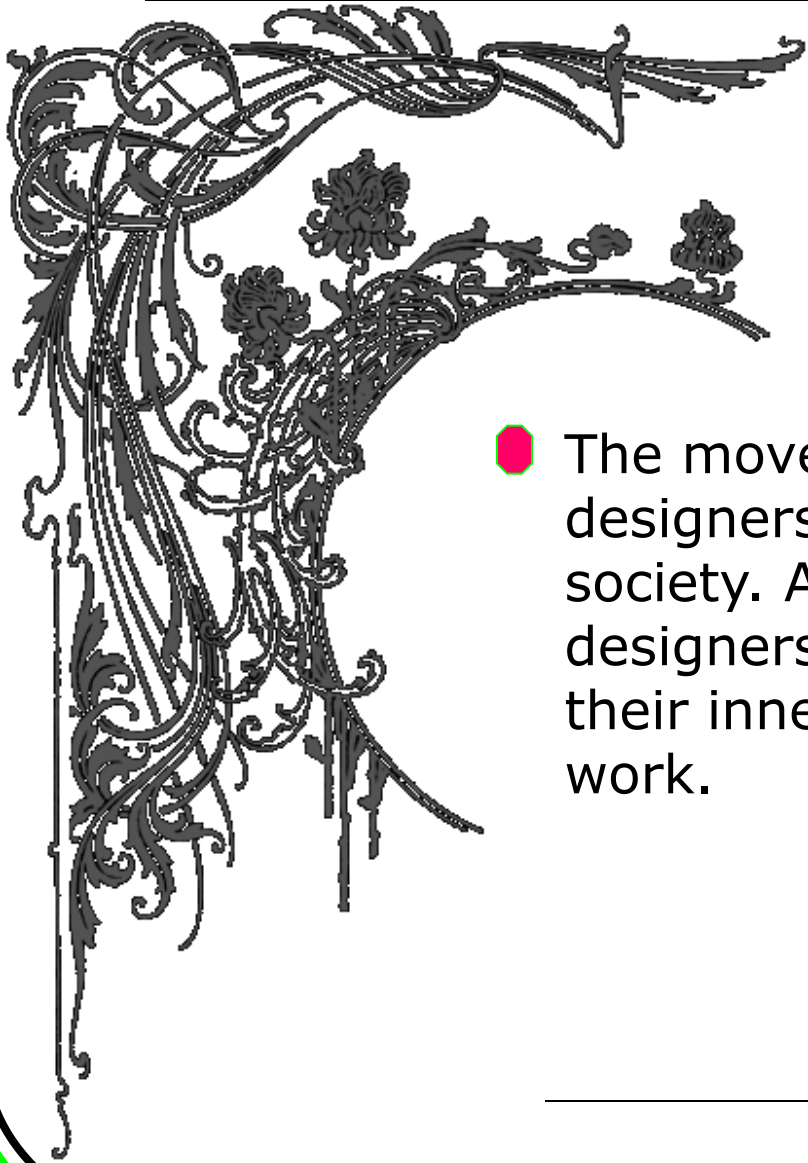
Art Nouveau 1890-1910

- Art Nouveau was an international movement spreading throughout Europe and America, however it was popular in France, Scotland and Britain.

Art Nouveau was first introduced in the early nineteenth century, but became more popular between 1895 and 1905, in the late nineteenth century.



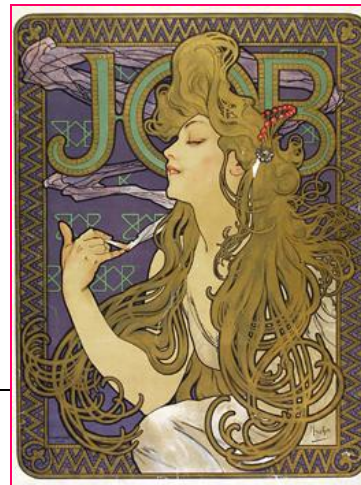
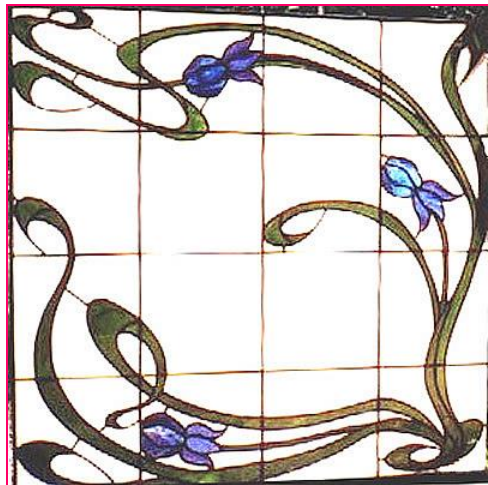
Art Nouveau



- The movement came about because designers wanted to react against popular in society. Art nouveau helped artist and designers to express their imaginations and their inner self, and this showed in there work.
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Art Nouveau 1890-1910

- The main sources of inspiration for this movement were:
 - **Plants** - lilies, irises, and poppies - these could be easily swept round the leaves and petals
 - **Birds** - swans and peacocks- -the curves of the bodies were often curved round each other
 - **Figures** - based on elegant young graceful dancers.



Art Nouveau 1890-1910

- Art Nouveau designers had their favourite subjects which they used over and over again.
The main characteristics for Art Nouveau is the following:

- Stylised images - swirling twisted and elongated forms
- 's' shape designs
- Flat, BOLD colours



Art Nouveau Paris Metro



Art Nouveau Paris Metro



Art Nouveau Paris Metro



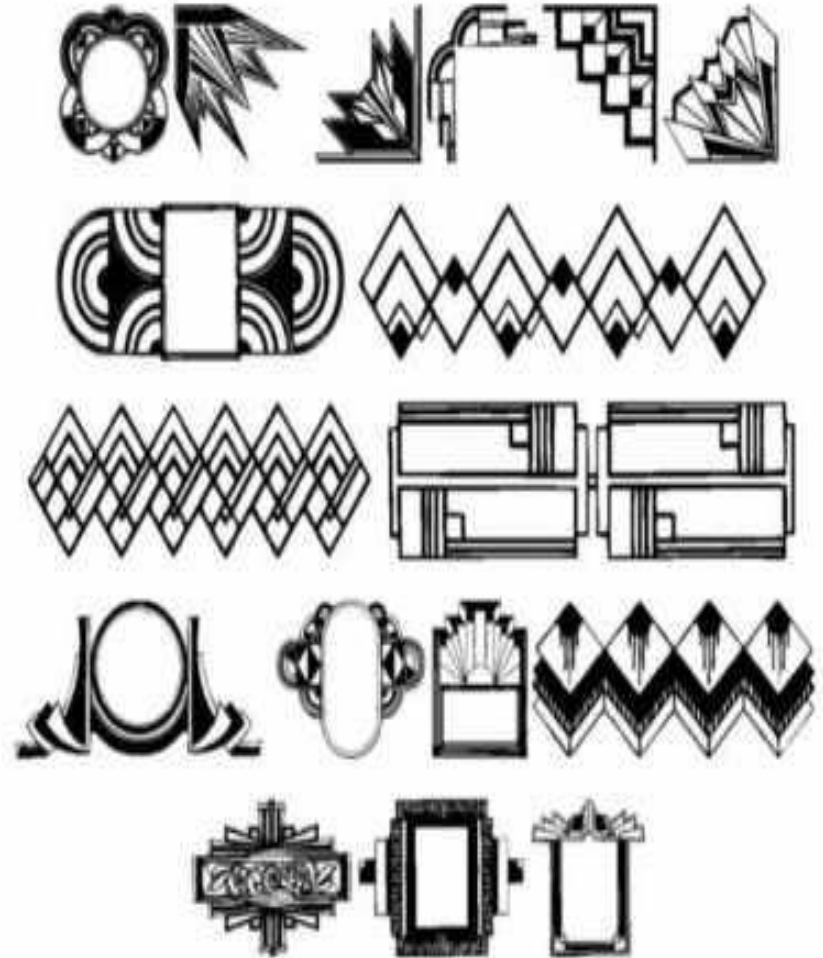
Art Nouveau Paris Metro



Art Deco 1920 -1940

- Art Deco was popular in Europe and America . It was introduced around 1920 -1930, but was popular in 1925 after it was discovered at the International Exhibition of Decorative Arts in Paris.

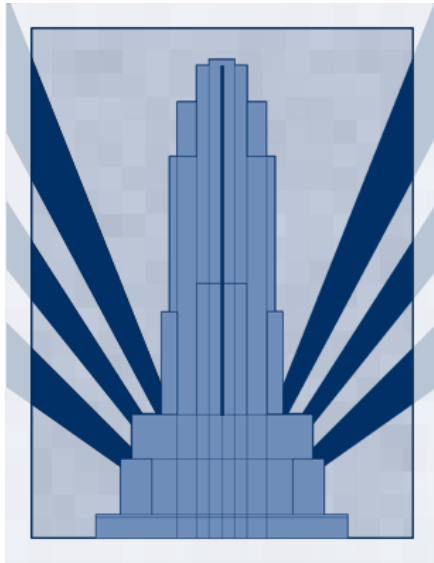
Art Deco came after Art Nouveau movement, and was an art form that rebelled against the Art Nouveau. There were no patterns, birds, figures, plants or 'S' shapes in Art Deco formations.



Art Deco

- Rectangular shapes and straight lines replaces the curving and swirling lines of Art Nouveau.

The inspiration for the Art Deco movement were cubism and photo type for machines production- - this was the era for the industrial age.



Art Deco

● The characteristics of Art Deco are as follows:

- **Straight lines**
- **Zigzag lines**
- **Sun rays**
- **Pyramidal stepped shapes**
- **Symmetrical shapes**

All these different kinds of shapes were used and were important to the designs because it gave a balanced and even look to the picture. The design appeared simple.

Art Deco - Architecture



Art Deco - Furnishings



Art Deco – Jewellery



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Art Deco

Design Features

- Geometrical Designs
- Parallel Straight Lines
- Zigzags
- Floral Motifs (logo's)
- Sleek

Colours

- Colors were used in unmistakable rich colors usually inlaid with silver or gold gilded leaves or flowers
- Lilac, Various Reds and Ultramarine

Materials

- Glass
- Rich Woods
- Metal Work (Copper, Iron, Brass)
- Laminates
- Pottery
- Textiles