

# BACHELOR PROGRAM OF CONTEMPORARY VISUAL ART

**COVA 2220: 16<sup>TH</sup> -19<sup>TH</sup> CENTURY VISUAL ARTS**

# ART NOUVEAU

**Art Nouveau**, ornamental style of art that [flourished](#) between about 1890 and 1910 throughout [Europe](#) and the USA.

It was employed most often in [architecture](#), [interior design](#), [jewelry](#) and [glass](#) design, [posters](#), and illustration

The term 'Art Nouveau' (literally 'New Art') was first used in 1884 in Belgium

Art Nouveau artists believed that all arts should be united, resulting in a unifying movement that encompassed many different art forms and fields. With the aim to modernise art and design, artists took inspiration from organic and natural forms, resulting in elegant designs with sinuous, asymmetrical curves and lines.

# BY WHAT IT WAS STIMULATED?

## Two distinct influences

- Influenced by both William Morris' Arts and Crafts movement and the Aesthetic movement, the proponents of Les Vingt fought against the low-quality, mass-produced products bred by the industrial revolution and the heavy, cluttered designs of Victorian-era art and architecture.
- The current vogue for Japanese art, particularly wood-block prints. Japanese wood-block prints in particular contained floral and bulbous forms, and "whiplash" curves, all key elements of what would eventually become Art Nouveau.

# CHARACTERISTICS

**Style:** It is extremely diverse and highly stylized

**Convergence:** viewed as a convergence between art and design.

**Arts and crafts movement:** reaction to the minimalist mass design

**Apolitical:** it was a political and commercial, with few exceptions.

**Bizarreness:** due to its association with advertising and commercial art

**Complexity:** it embraced complexity as a reaction against the standardization of the industrial revolution and mass production

**Mosaics:** it occurred at the same time as pointillism

**Color:** the diverse use of flat colors, not attention to harmony or realism

# CHARACTERISTICS

**Fonts:** over-capitalized and extremely decorative

**Unusual material**

**Asymmetry:** the brave use of asymmetrical balance

**Natural themes:** flowers and organic free flowing forms

**Patterns:** repeated elements that form patterns

**Architecture:** asymmetry and heavy use of ornaments

**Interior design:** looks like Gothic church

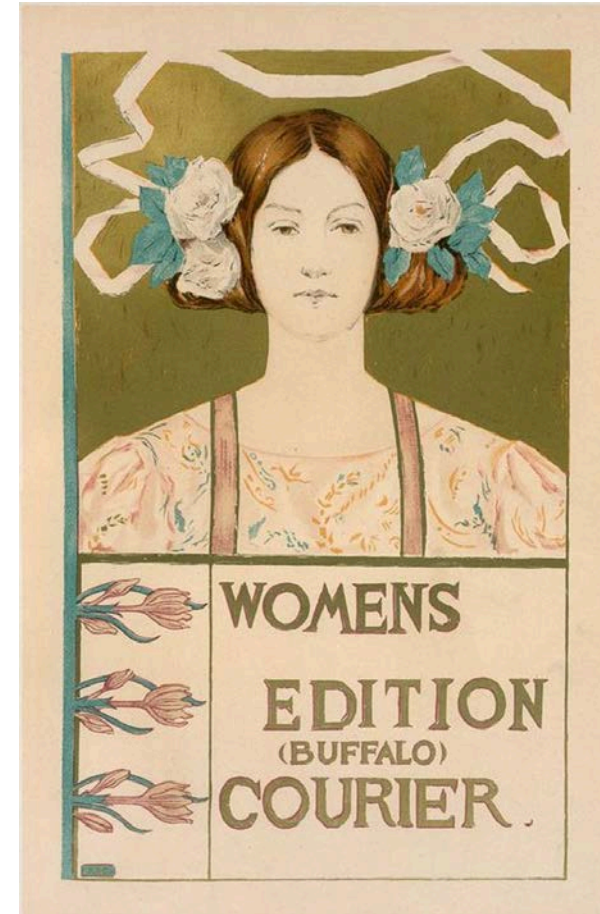
# ADOLFO HOHENSTEIN (1854 – 1928)



Color lithograph on paper (1897)

# ALICE RUSSELL GLENNY (1858 – 1924)

American poster for the “Women’s edition Buffalo Courier” (c. 1896 and 1900)



# ARTHUR HEYGATE MACKMURDO

Woodcut on handmade paper

Arthur Heygate Mackmurdo, 1883





# HENRI DE TOULOUSE-LAUTREC

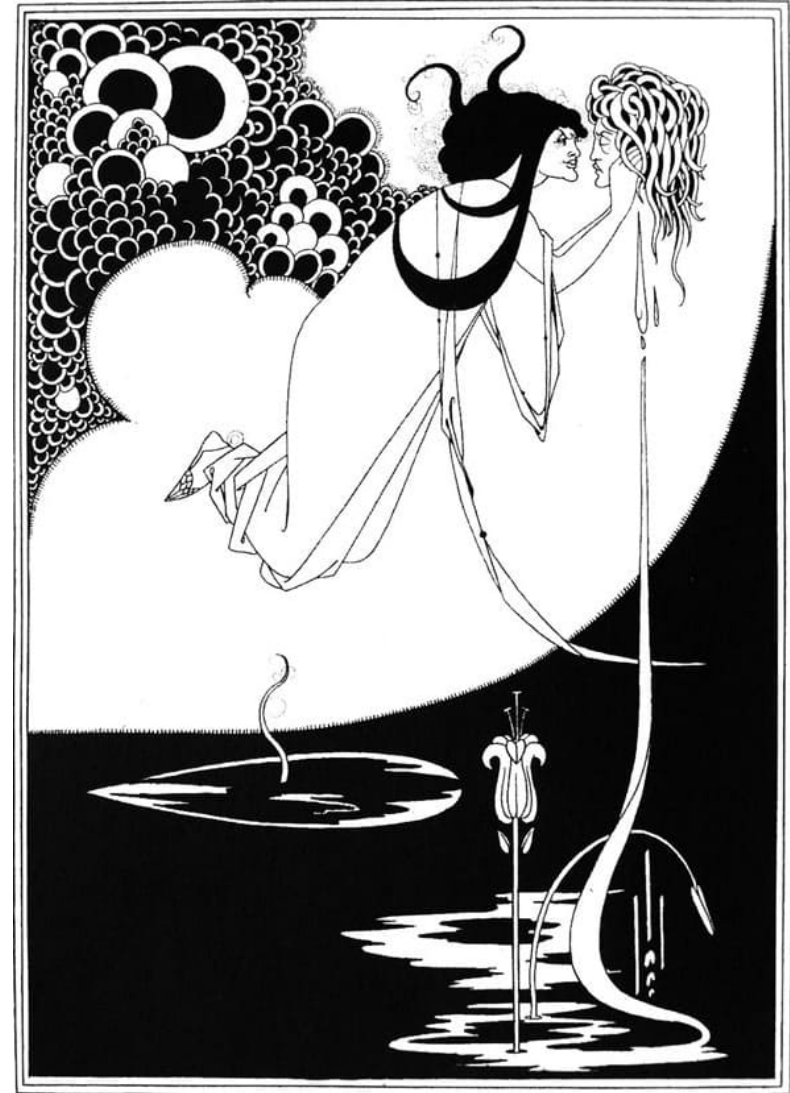
Lifting advertisement to the status of an art form.



Moulin Rouge: La Goulue, 1891

# AUBREY BEARDSLEY

*The Climax* (1893) depicts Salomé kissing the severed head of John the Baptist, and is filled with erotic symbolism.



# AUBREY BEARDSLEY

Illustration made for [Oscar Wilde's](#) 1892 play *Salome* (Salome's order to behead and serve on a platter the head of John the Baptist)

The Peacock Skirt, 1894





## Gustav Klimt, The Kiss, 1907

Eroticism and sexuality were important elements in Klimt's work

*The Kiss* (1907), which shows two lovers in a passionate embrace. The rich golden design, flattened form and sensual curves are exemplary for the Art Nouveau style of the time.

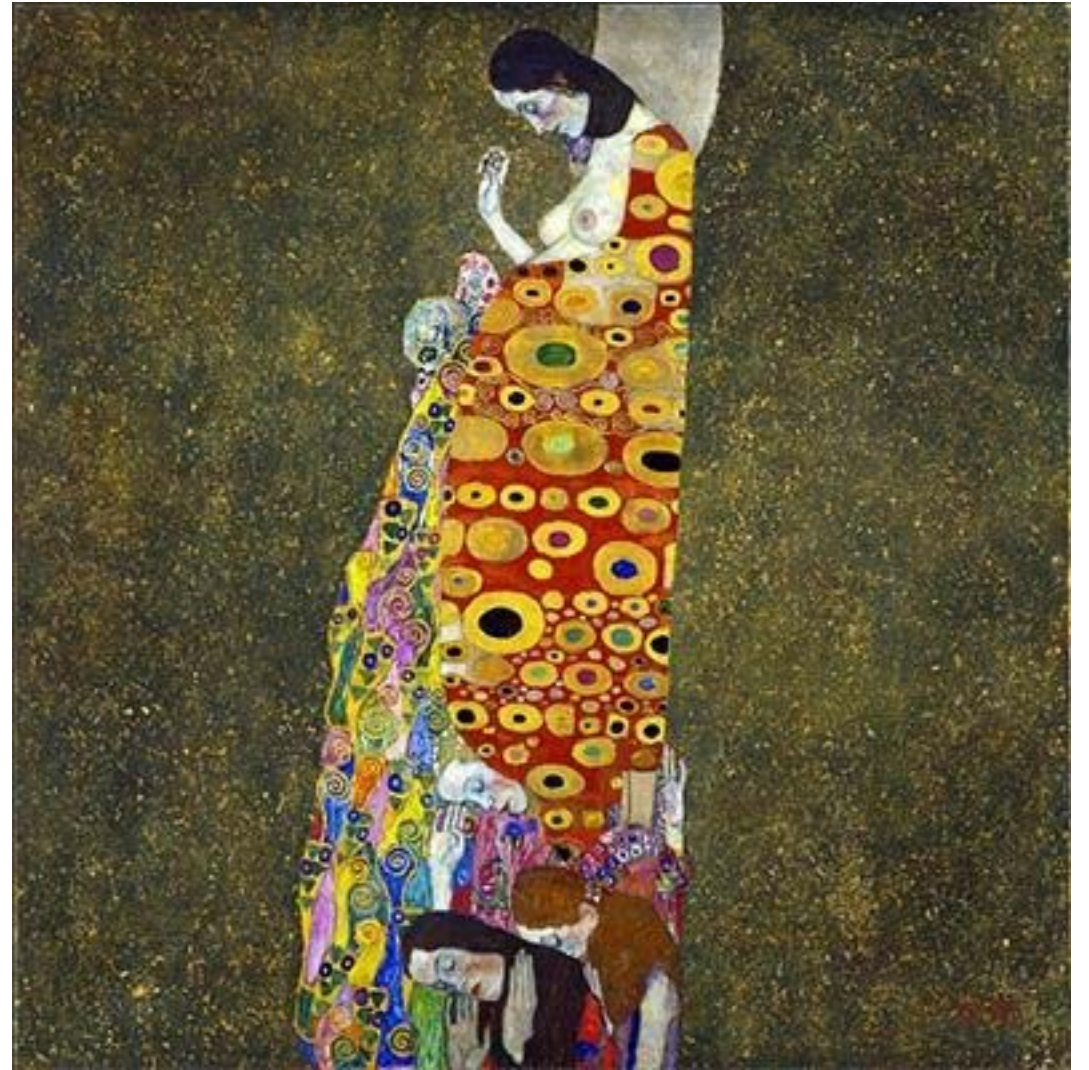




# GUSTAV KLIMT

- Distortion and exaggeration of forms
- Famous for the use of gold leaf

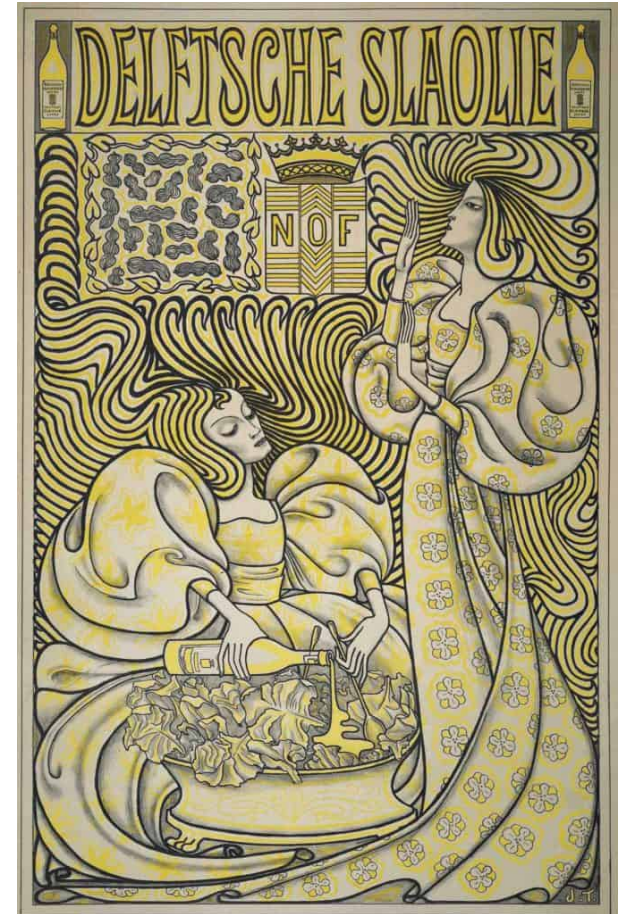
**Hope II, 1907-08**



# JAN TOOROP

Jan Toorop was a Dutch-Indonesian artist working in the styles of Symbolism, Pointillism and Art Nouveau.

Jan Toorop, Delftsche Slaolie, 1893





# ANTONI GAUDI AND JOSEP MARIA JUJOL



# ANTONI GAUDI





# LOUIS COMFORT TIFFANY

Tiffany started out as a painter, but became best known for his decorative artwork, in particular his fabrication of leaded glass.



# WHAT IS

- <https://www.youtube.com/watch?v=P4luPnObQYo>
- <https://www.youtube.com/watch?v=6lfM0z9cV4k>