

**DSGN122**

**Art Deco**

[https://www.youtube.com/  
watch?v=GWkovUon8ZY&ab  
channel=The1920sChannel](https://www.youtube.com/watch?v=GWkovUon8ZY&ab_channel=The1920sChannel)

A decorative background featuring a complex, symmetrical Art Deco pattern. The pattern consists of multiple overlapping, stylized geometric shapes, primarily triangles and diamonds, rendered in a vibrant yellow-gold color against a solid black background. The lines are thick and have a slightly textured appearance. In the center of the pattern, the words "ART DECO" are written in a bold, white, sans-serif font, with the letters spaced out and slightly shadowed to stand out against the dark background.

# ART DECO

## Art Deco

1920 ~ 1930

- Became popular in Paris following World War I
- people were traumatized by the war but also experiencing a sense of nationalism
- Design became very luxurious, ornate and influenced by high fashion.
- Expensive and strong materials
- contrasting colors and ornamental style



# ART DECO

## Art Deco

1920 ~ 1930

- The idea of collections and museums grew.
- More acquired by the higher & middle class
- Drew inspiration from Cubism, Futurism, Bauhaus and Art Nouveau
- Moved to Weimar, Germany and then to the United States





# ART DECO

## Art Deco

1920 ~ 1930

- The distinguishing features of the style are simple, clean shapes, often with a “streamlined” look
- Geometric ornamentation; often expensive materials, which frequently include man-made substances (plastics, especially Bakelite; vita-glass; and ferroconcrete) in addition to natural ones (jade, silver, ivory, obsidian, chrome, and rock crystal).

A vertical Art Deco pattern featuring a complex, symmetrical geometric design of overlapping lines and shapes in a metallic gold color against a black background. The design consists of multiple layers of lines forming a central diamond shape, with the words "ART DECO" written in a bold, white, sans-serif font across the middle.

# ART DECO

## Art Deco

1920 ~ 1930

- Art Deco design represented modernism turned into fashion
- Its products included both individually crafted luxury items and mass-produced wares, but, in either case, the intention was to create a sleek and anti-traditional elegance that symbolized wealth and sophistication

<https://www.britannica.com/art/Art-Deco>





Georges Lepape, A Vanity Fair cover, 1919





Winold Reiss, Interpretation of Harlem Jazz, 1920



Horace Taylor, London Underground,  
1924

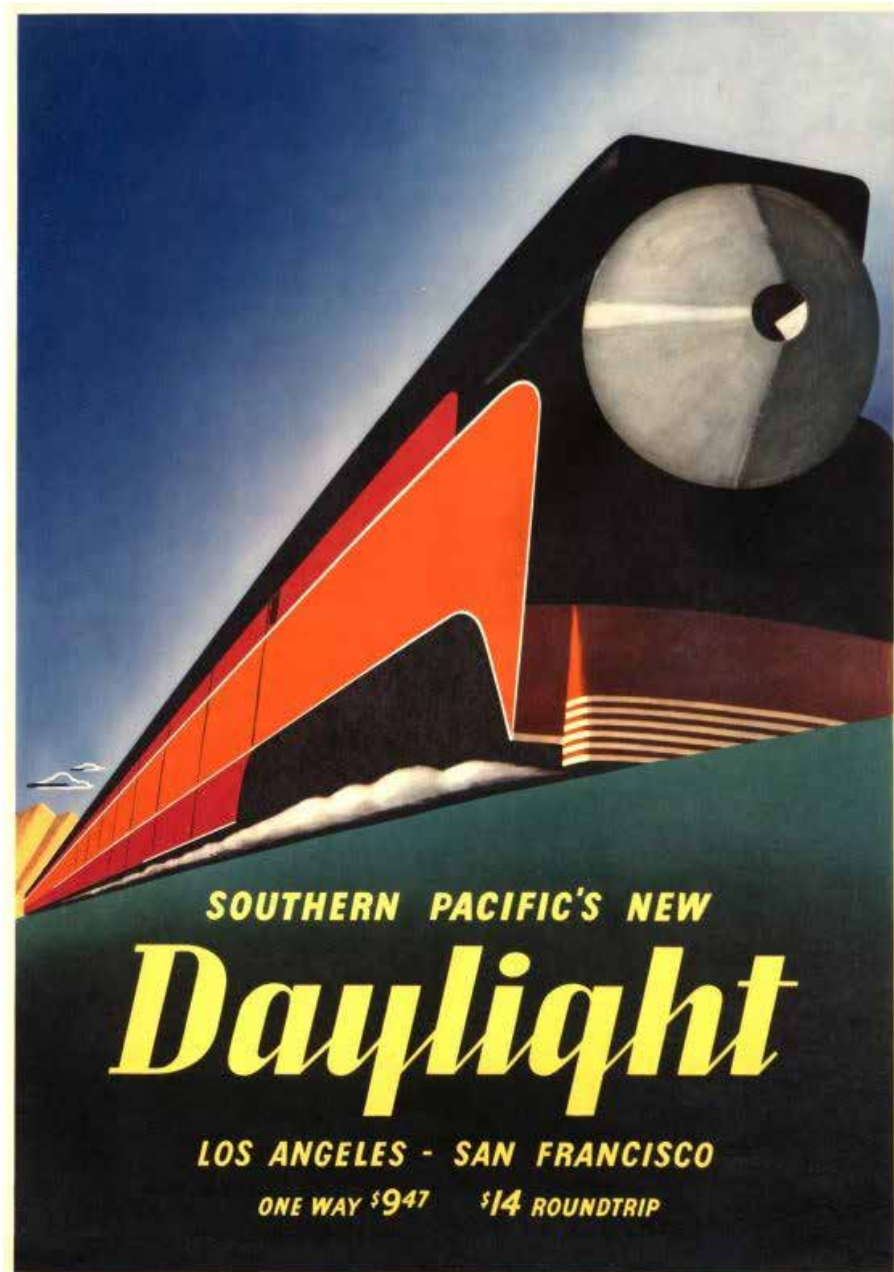


Weimer Pursell, Poster for Chicago World's Fair, 1933





Marcello Nizzoli, Cordial Campari (Red), 1926



Sam Hyde Harris, Southern Pacific's New Daylight, 1937



L'Habitation - Grand Palais Paris,  
1936





Paul Follot, Chair, 1912–1914



Paul Follot, Dressing table and chair of marble and encrusted, lacquered, and gilded wood, 1919-20



Émile-Jacques Ruhlmann, Corner cabinet of Mahogany with rose basket design of inlaid ivory, 1923





Émile-Jacques Ruhlmann, Cabinet, 1926



Émile-Jacques Ruhlmann, Cabinet, 1926



André Groult, Cabinet covered with shagreen or sharkskin, 1925





An Art Deco club chair, 1930



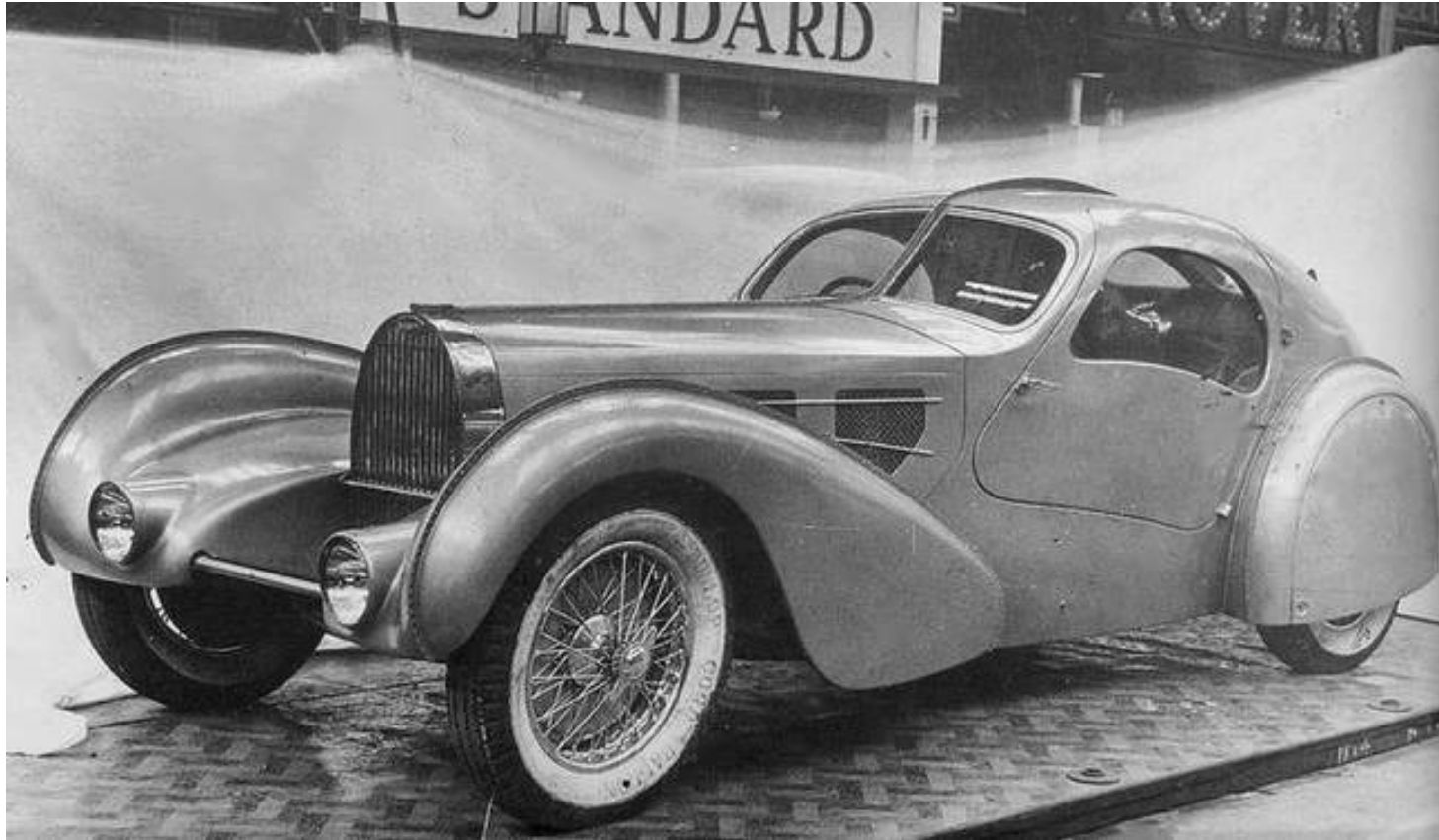
Philips Art Deco radio set, 1931



Philco Table Radio, 1937





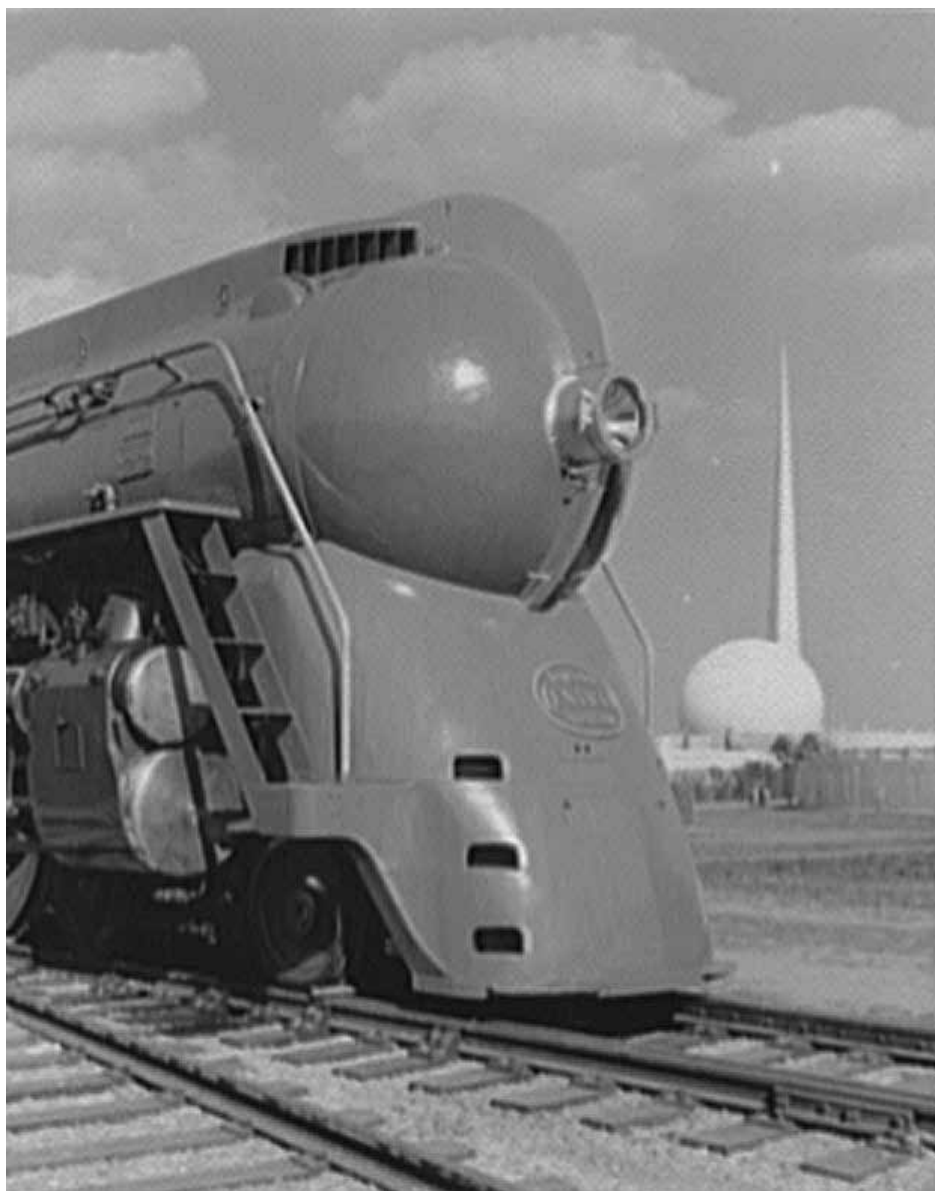


Bugatti Aérolithe, 1936

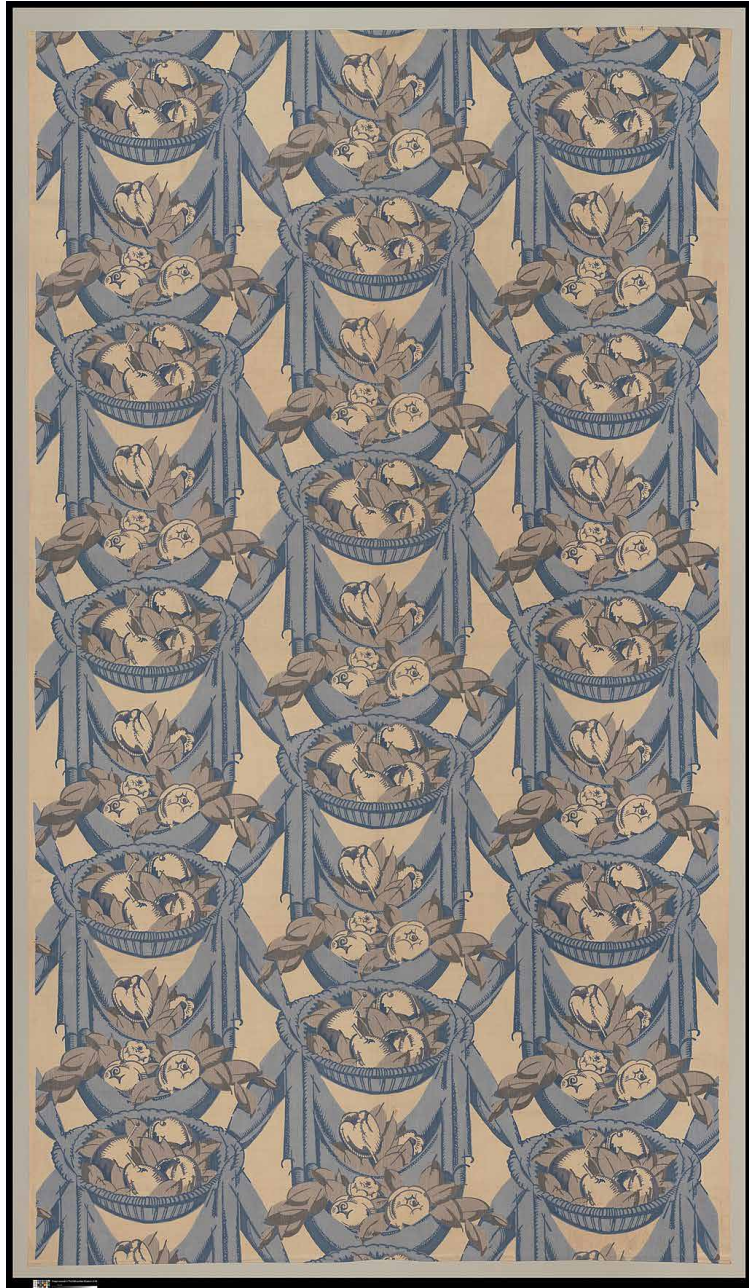


Electrolux Vacuum cleaner, 1937





New York's 20th Century Limited  
Hudson 4-6-4 Streamlined  
Locomotive c. 1939



André Mare, Rose Pattern Textiles,  
1919





Rose Mousse pattern for upholstery,  
cotton and silk, 1920





Paul Iribe, Design of birds from Les Ateliers de Martine, 1918



Boucheron, a gold buckle set with diamonds and carved onyx, lapis lazuli, jade, and coral, 1925



Cartier, Mackay Emerald Necklace,  
emerald, diamond and platinum,  
1930





René Lalique, Hood Ornament, 1928

**For next class:**  
Streamlining/Organic  
Design