

Survey 5 quiz
Painters and posters



What is the name of Owen Jones' 1865 book that catalogues ornamentation from around the globe?

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- The Grammar of Ornament



Which 1850's movement was William Morris the "father" of?

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The Arts and Crafts movement

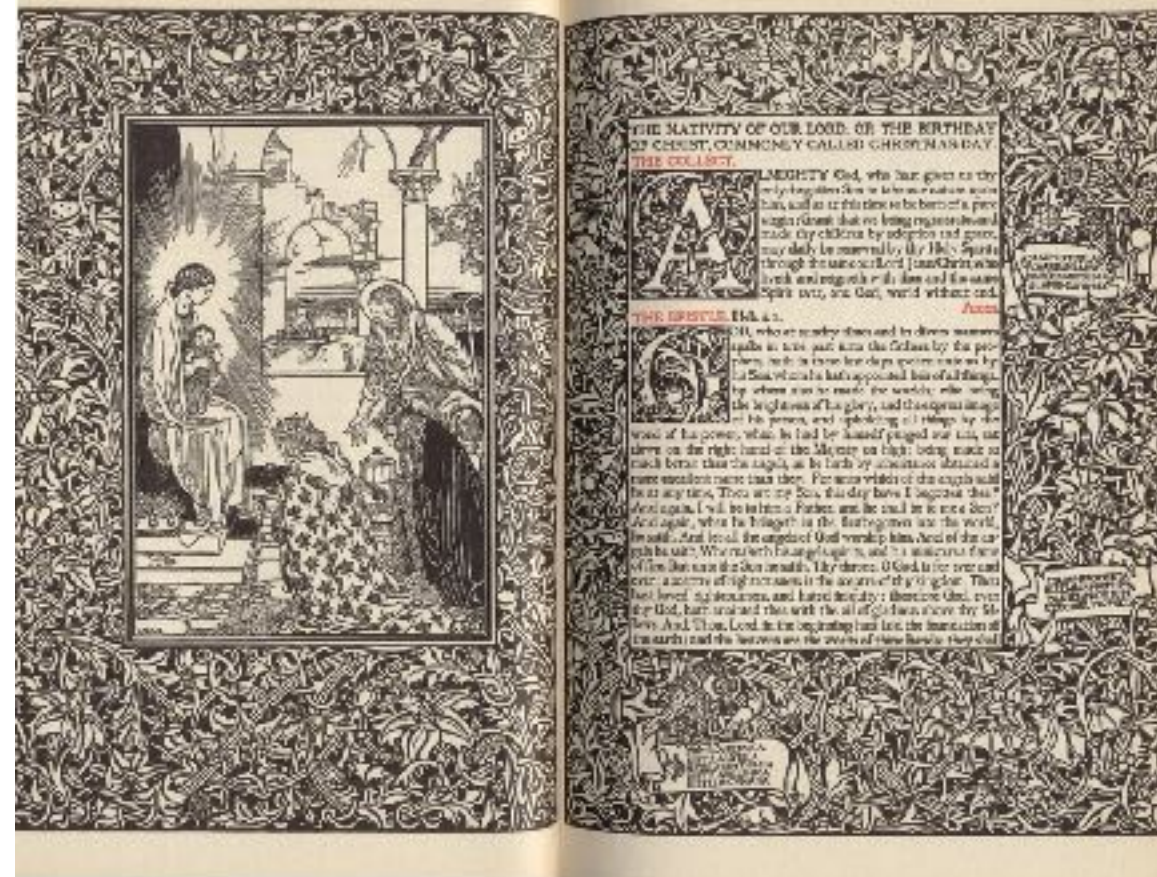
Morris assembles a team of craftsmen 1861 – William Morris founds Morris, Marshall, Faulkner and Co. They created designs for furniture, wallpaper, fabrics, etc.

The arts and crafts movement was influenced by medieval and celtic designs Renaissance and Japanese design — a strange but successful combination. Like rococo, nature was the main source of inspiration.



What were two of the inspiration sources for Morris's movement?
(1/2 point for each answer. 7 correct options)

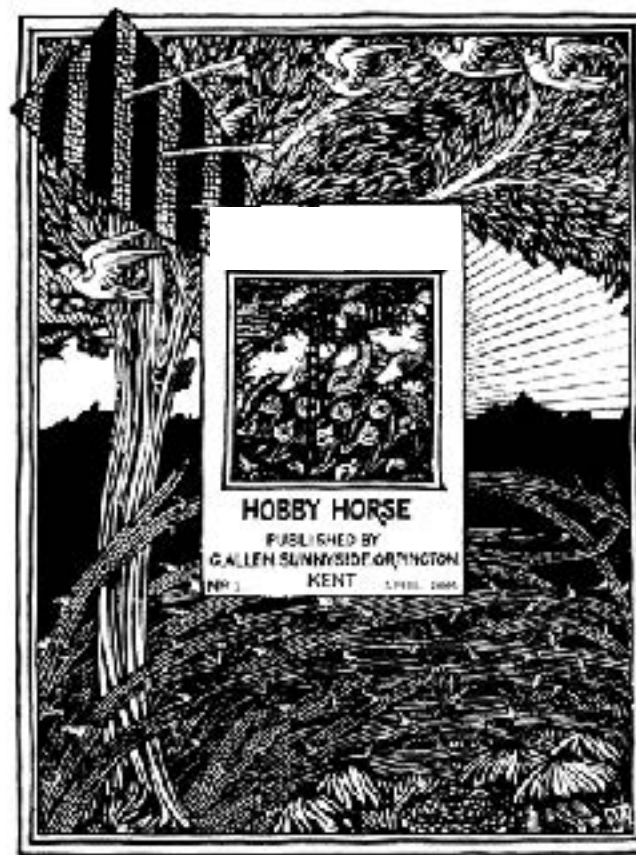
- 43. What were two of the inspiration sources for Morris's movement?
(1/2 point for each answer. 7 correct options)
- Gothic and celtic designs
- The Renaissance
- rococo
- Japanese woodblock prints (ukiyo-e)
- Incunabula
- Codices
- Nature



Which particular inspiration source is reflected in Morris's book designs?

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Early printed books (Incunabula)



Which guild did Mackmurdo and Image start to elevate the status of craftsmen?

- **Which guild did Mackmurdo and Image start to elevate the status of craftsmen?**
- **The Century Guild**
- It was established by Arthur Mackmurdo & Selwyn Image
- The group published a quarterly magazine called 'The Century Guild Hobby Horse' which ran from 1884–1894.
- The Hobby Horse served as a way of sharing the views of the Guild and promoted crafted art as opposed to mechanical industry.
- What kind of printing technique do you think is used here?
-



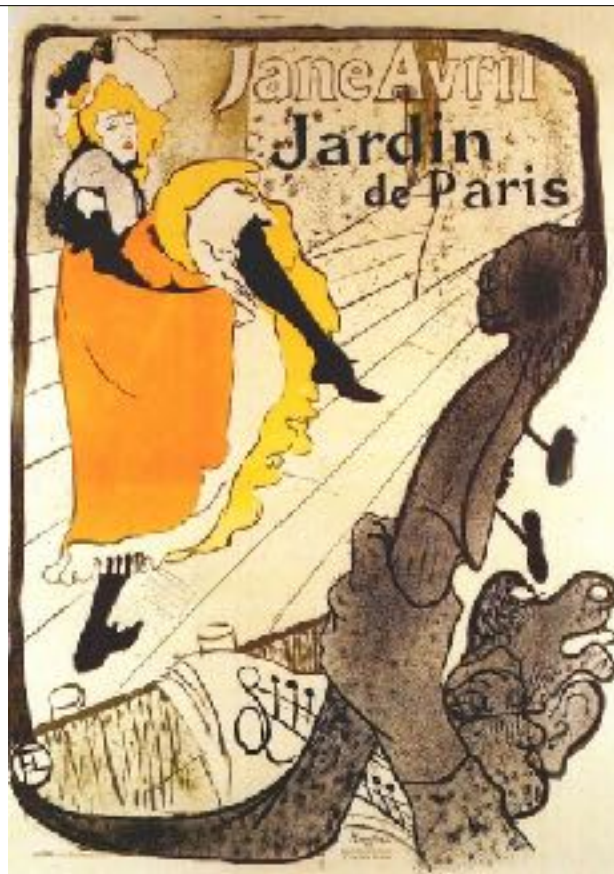
Which school and guild did Charles Robert Ashbee start to in the late 1880's to train future generations of craftsmen?

- **Which school and guild did Charles Robert Ashbee start to in the late 1880's to train future craftsmen?**
- **The School and Guild of Handicraft**
- Originally trained as an architect, Ashbee became an influential member of the ARTS AND CRAFTS movement.
- The Guild lasted for 20 years
- As time passed, Ashbee's feeling about the value of handcrafted goods changed and he later embraced machine-based production—as did the art nouveau movement as a whole.



4Who is considered to be “the father” of the French art poster movement?

- Who is considered to be “the father” of the French art poster movement?
- Jules Chéret
- As the Impressionist movement took hold, Cheret’s drawing style also became more liberated.
- He designed over 1000 posters in his career. Printing up to about 200,000 copies per year.
- You can see here that the central focus is becoming more and more prominent, drawing and guiding the eye of the viewer.



Which French artist designed this poster?
(Clue: He is famous for his theatre and dance hall posters where he felt at home.)

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Henri de Toulouse-Lautrec (1890s)



Which American artist followed in the footsteps of William Morris and his British peers in the late 1800s?

- Which American artist followed in the footsteps of William Morris and his peers in the late 1800s?
- Louis Rhead
- We talked last week about how Illustrated papers provided work for artists.
- Artists were creating imagery for magazines and also for posters to promote the magazines.
- A US artist who worked in a similar style to the British Arts and Crafts movement was Louis Rhead

PHEW, QUIZ OVER.

Survey 6

Dreams and designers
(1895 - 1905)



- At the turn of the 20th century in Europe and the U.S., industrial mass-production was constantly increasing and while working conditions continued to decline.
- Men and women increasingly demanded better pay and better working conditions and trade unions grew increasingly powerful.
- Over a period of about 40 years around the turn of the century workers increasingly rebelled in what became known as in **the Age of Reform**
- The unions that began over 100 years ago are now largely gone, as is the power that the workforce once held over industry.
- Our industry does very little to fight for better conditions or pay for creative people. We call ourselves a freelancing economy Which basically means every person for themselves. If you are interested in understanding more about this, follow an American designer called Mike Monteiro. The talk he gave at last years DesignThinkers conference was called 'Talk: Let's Destroy Silicon Valley'
- @muledesign



1903 – Emmeline Pankhurst founded the Women’s Social and Political Union

At the turn of the 20th century, women around the world were fighting for the right to vote:

- In 1893 New Zealand became the first country let women vote in parliamentary elections
- In 1903 British political activist Emmeline Pankhurst founded the Women’s Social and Political Union, not the first group of its kind, but a militant one that led to the media to name “the suffragette movement”.
- In 1912 Emmeline Pankhurst was arrested 12 times for extreme militancy.



- In Britain women weren't even able to physically enter parliament until 1918
- They finally got the vote on the same terms as men (over the age of 21) in 1928.
- In Canada it was in 1916 that women got the right to vote in Manitoba, Saskatchewan, and Alberta.
- Canadian women —except in Quebec were given full rights in 1918—after women had demonstrated their equality during WW1

REMIND CLASS ABOUT CHATLIVE



1895 – Lumière Brothers, Sortie de l'usine Lumière de Lyon

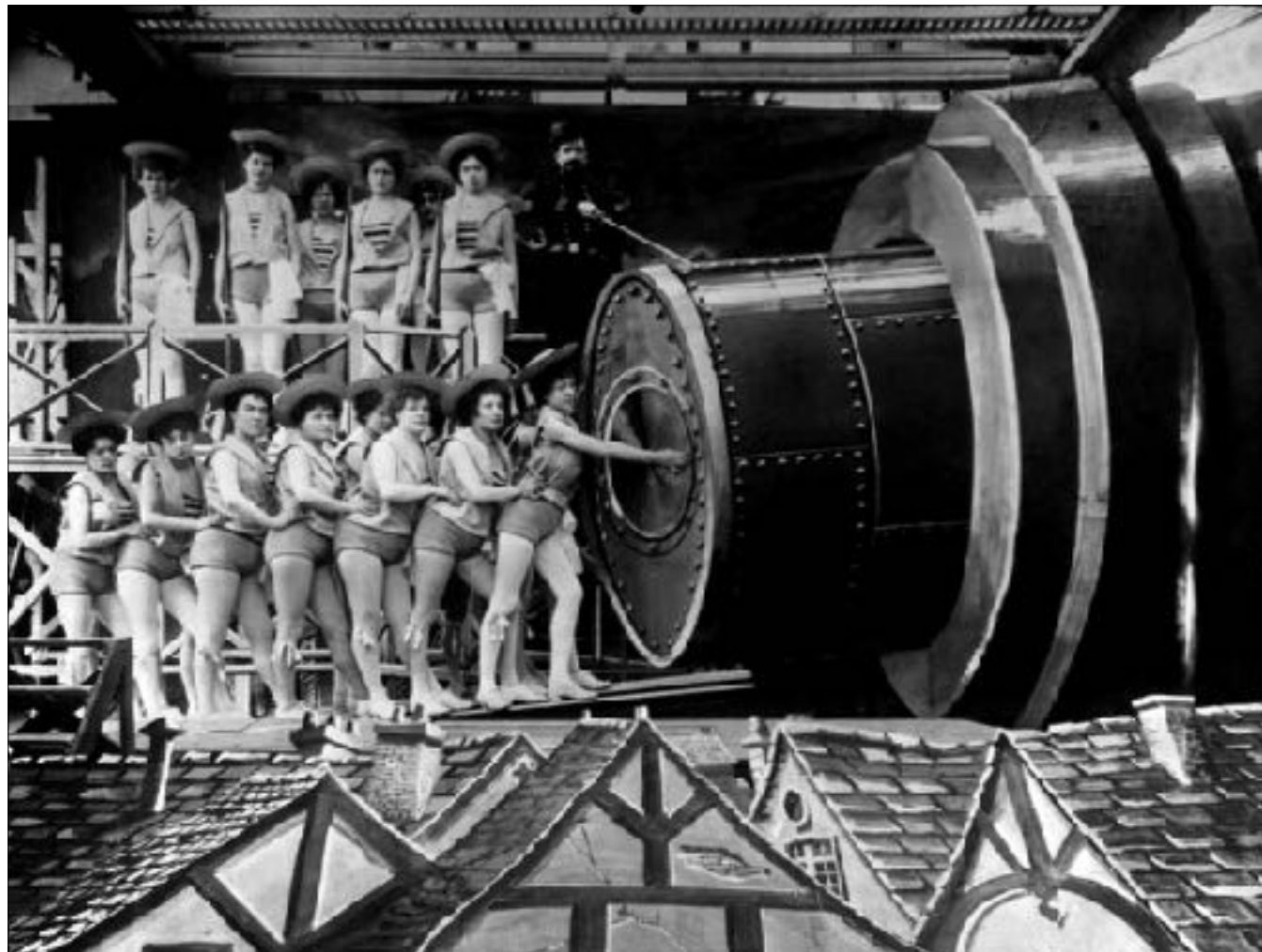
The turn of the 20th century also brought moving pictures

- In 1895, the French Lumière Brothers produced their first commercial film.
- They charged an entrance fee for what we would now consider an incredibly boring movie showing workers leaving their factory.
- At the time, people had never seen a moving picture before and they were either terrified or amazed by it.
- You can see it on the blog.

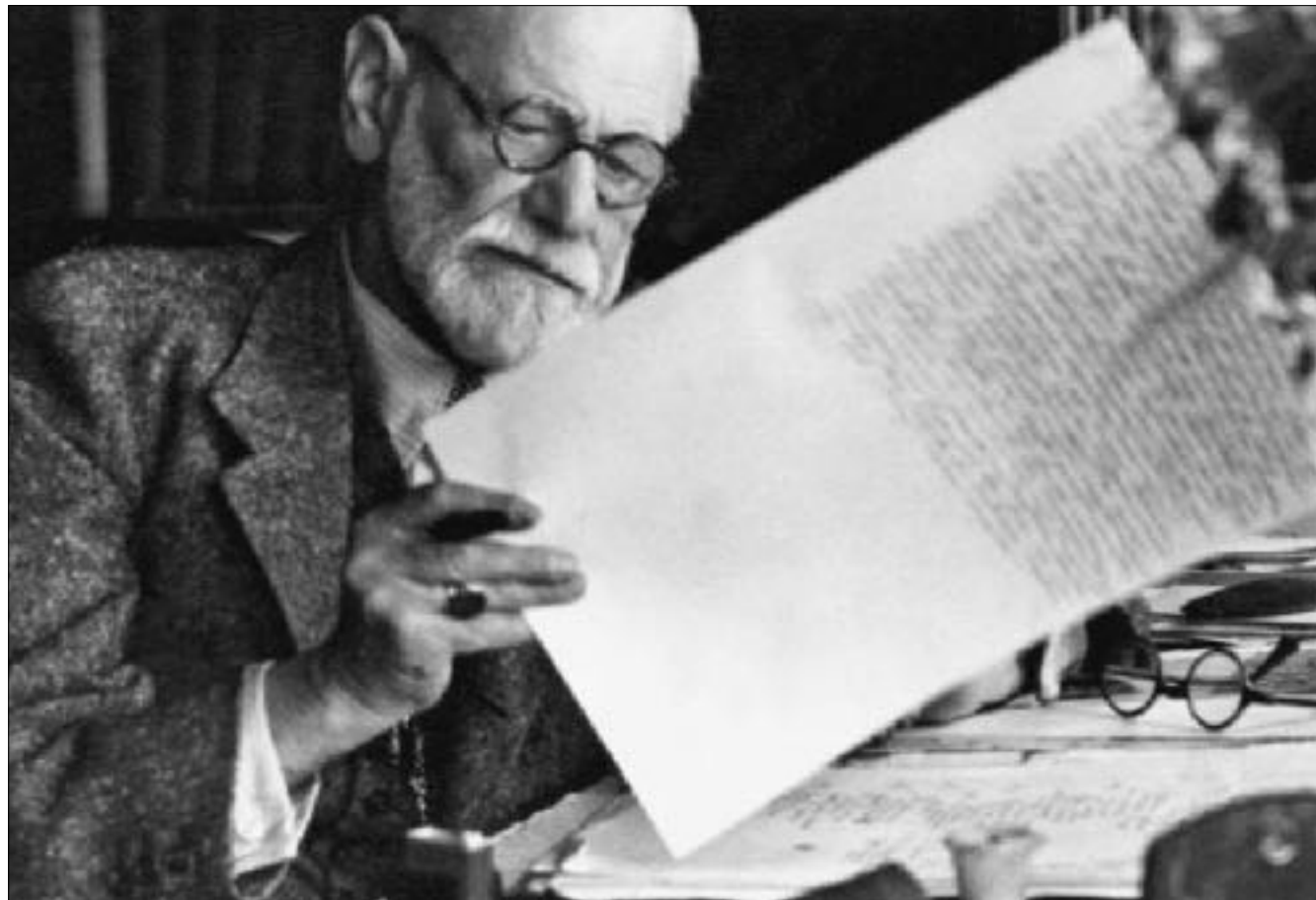


1902 – Lumière Brothers, Voyage dans la lune, Director Georges Méliès

7 years later they made their first sci-fi movie called Journey to the moon.



You can also see a hand-coloured version of it on the blog. The original was B&W
It's pretty trippy.



1899 Sigmund Freud's The Interpretation of Dreams is published

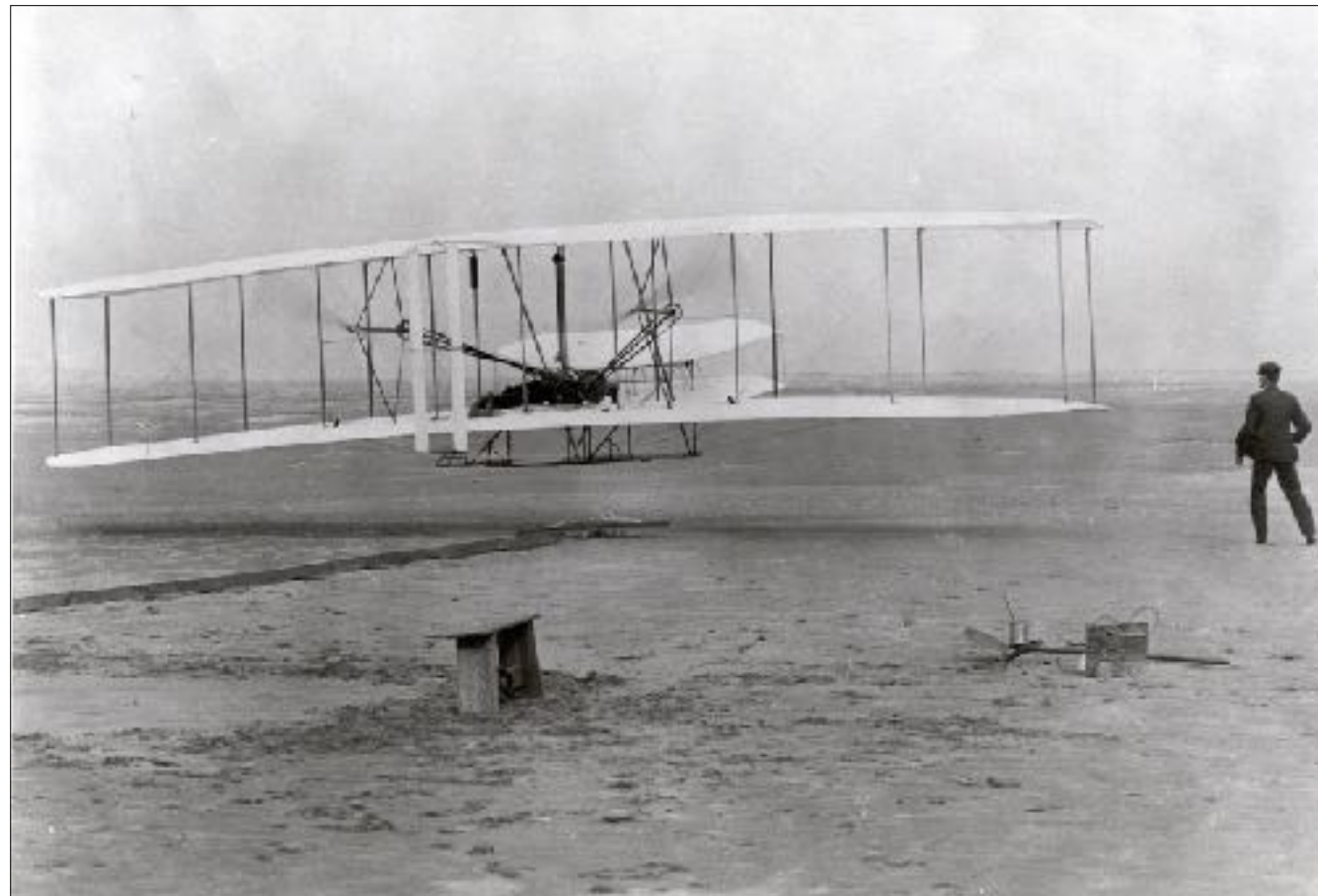
Around this time the Austrian neurologist Sigmund Freud coined the term psychoanalysis. He published his theories about the unconscious mind in his book The Interpretation of Dreams.



1900 – Ferdinand Zeppelin pioneered a rigid passenger carrying airship.

About 100 years after The French Montgolfier brothers gave their first public demonstration of their hot air balloon (in 1783)

- A German Count, Ferdinand Zeppelin pioneered a rigid passenger carrying airship.
- It looked like something out of science fiction.
- During World War I the German military used Zeppelins to bomb the allied forces.
-



1903 Wright Brothers fly the first gas motored plane

In 1903 in North Carolina, two brothers—Orville and Wilbur Wright— made the first successful flight of a gas motored plane. The year before they had successfully flown a self-propelled glider.

How long do you think their first flight was?

Orville piloted the gasoline-powered, propeller-driven biplane, which stayed aloft for 12 seconds and covered 120 feet on its inaugural flight.



2019 Qantas Boeing 787 Dreamliner

What flight record was set on Oct. 20th 2019?

Australia's Qantas on Sunday completed the first non-stop commercial flight from New York to Sydney.

The Boeing 787 Dreamliner touched down in Sydney early Sunday morning after a flight of 19 hours and 16 minutes — the world's longest.



1893 – Frank Lloyd Wright, set up his architecture practise in Chicago

10 years before the Wright Brothers milestone in North Carolina, a young architect called Frank Lloyd Wright sets up his own architecture practise in Chicago. Frank Lloyd Wright got his start as an apprentice to Louis Henry Sullivan who was a very famous architect in Chicago.

“Form follows function.”

Louis Henry Sullivan, Adler and Sullivan Architects, Chicago

Sullivan has been called the "father of skyscrapers" although he did not design the first skyscraper.

Who designed the first skyscraper?

William Le Baron Jenney who designed The Home Insurance Building in Chicago.

Louis Henry Sullivan was a partner in the firm Adler and Sullivan.

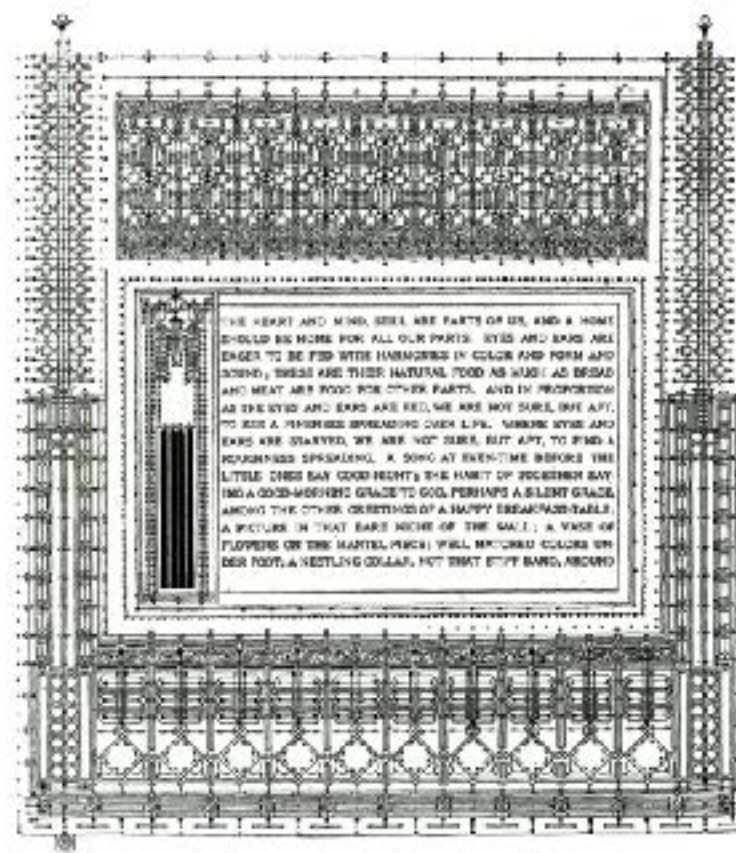
Sullivan coined the phrase “Form follows function.”

Frank Lloyd Wright referred to Sullivan as his mentor.



ca. 1896 FLW set up a printing press in his home

FLW has been greatly inspired by the work of William Morris and the Arts and Craft Movement. It is through following Morris's work that he becomes aware of the small independent publishing movement in England. He set up his own basement press.



ca. 1896 – The House Beautiful, written by Rev. W. Gannett

He printed a book called The House Beautiful.

How is it similar to the works of Morris?

How is it different? how is it different?

Does it put function before form?

How do you think that Lloyd Wright drew the borders for his book?

This is an example of why we are exploring hand rendering so you can understand the care and workmanship that once went into book production and graphic design.

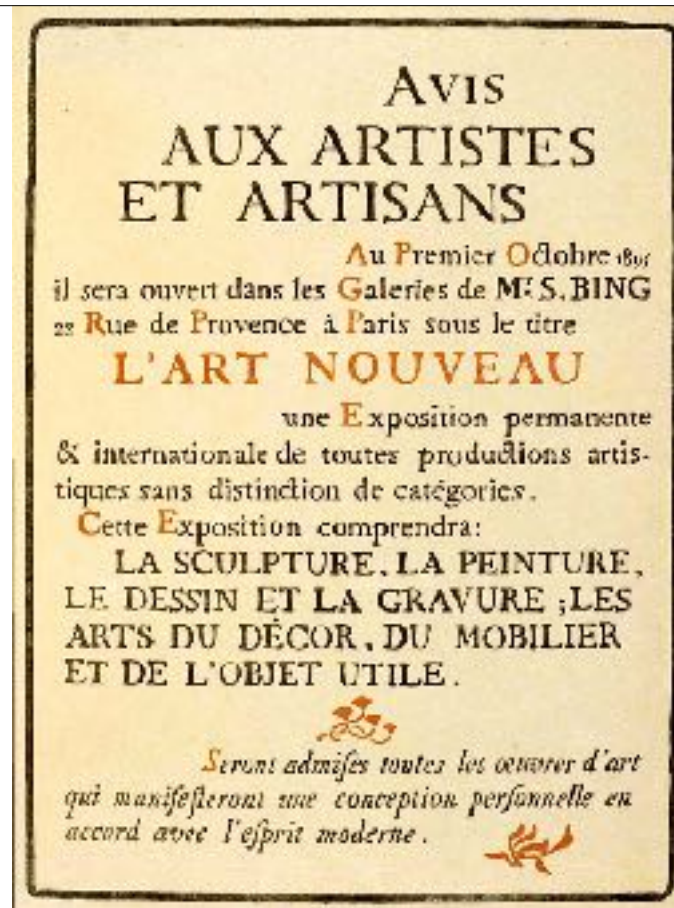
Watch the Bantjes video for homework and see how that attention to detail is still relevant today.

Marian is Canadian. As far as I know, she still lives on Bowen Island.



Mid 1890s – Art posters and Arts and Crafts merged to become art nouveau

- Mid 1890s – Art poster movement and the Arts and Crafts movement merged to become art nouveau
- ***What does the French term art nouveau mean?***
- ***Where did the name originate from?***



1895 Siegfried Bing opened his “art nouveau” gallery in Paris

The name art nouveau (not capitalised) was coined in Paris, when German-born Siegfried Bing opened his “art nouveau” gallery in 1895.

- Bing was an importer-exporter of French and Japanese art
- He played an important role in popularising Japanese art including ukiyo-e in the European market.
- Art nouveau emerged there but spread across Europe to become an international style of modern art and design.
- The movement flourished for about 25 years until the First World War.



1892 – Eugène Grasset

One of the artists at the head of the movement was Eugène Grasset

He was a Swiss artist who worked in Paris.

Which American artist was working in a very similar style around this time?

Grasset's inspiration seems more heavily drawn from the flat outlines of ukiyo-e and arts and crafts illustrations.



1894 – Eugène Grasset

His use of heavy outline probably also comes from his work as a stained glass artist.

His style very visibly bridges the gap between Arts and Crafts and art nouveau.

Art nouveau inspirations shared with the Arts & Crafts movement included:

Celtic ornament, rococo style and Japanese prints



1894 – Eugène Grasset

Also from the world of fine art: renaissance art Pre Raphaelite paintings, the swirling forms of Van Gogh, the flat color and stylized organic contours of Paul Gauguin, and the work of the Nabis painters.

What can you tell me about the text in this poster?



Paul Berthon

Paul Berthon was another French poster artist who merged the two styles.

What do you notice about the dress in this poster?



1894 Alfons Mucha — Gismonda poster for Sarah Bernhardt

The Czech artist Alfons Mucha used the same narrative style centred around images of women. His use of nature inspired imagery and women with long flowing hair epitomized the period style. He became the exclusive poster designer for the famous French actress Sarah Bernhardt.



1896 Alfons Mucha — Job Cigarettes poster

His style perhaps best defines the true art nouveau poster style because it is less print-like and more painterly. It was richer and more detailed.

While both Grasset and Mucha tended to work in flat colour. Mucha introduced more tonality and shading



1897 – Alfons Mucha — Poster for L'illustration Magazine

Mucha's work felt richer and incorporated the more painterly style of Jules Chéret.



1898 – Alfons Mucha

What characteristics describe art nouveau?

The influence of nature: plants and flowers, exotic animals and birds (peacocks)

Elegant, graceful imagery of women

Natural colour palette

Flowing organic lines and whiplash curves.

Type often carefully contained as part of the image—not an afterthought



1901 – Alfons Mucha — Interior for Fouquet’s jewellers, Paris

1901 – Alfons Mucha — Interior for Fouquet’s jewellers, Paris

Much also designed interiors.

The art nouveau period included some spectacular architecture and interior design, most notably in France, Belgium and the Czech republic

This interior for the jewellery shop of Georges Fouquet is now reconstructed inside Paris’s Carnavalet Museum



1900 The Exposition Universelle opened in Paris

While Much was working in Paris the The Exposition Universelle of 1900 opened in Paris

What famous tower stood on the exhibition grounds?

(Main entrance to the Exposition Universelle)



1900 Metro station entrances designed by Hector Guimard

The Paris metro station opened in time for the Exposition universelle

It's design has a very art nouveau feel. Designed by Hector Guimard.

Paris metro station entrance at Abbesses designed by Hector Guimard for the 1900 Exposition universelle



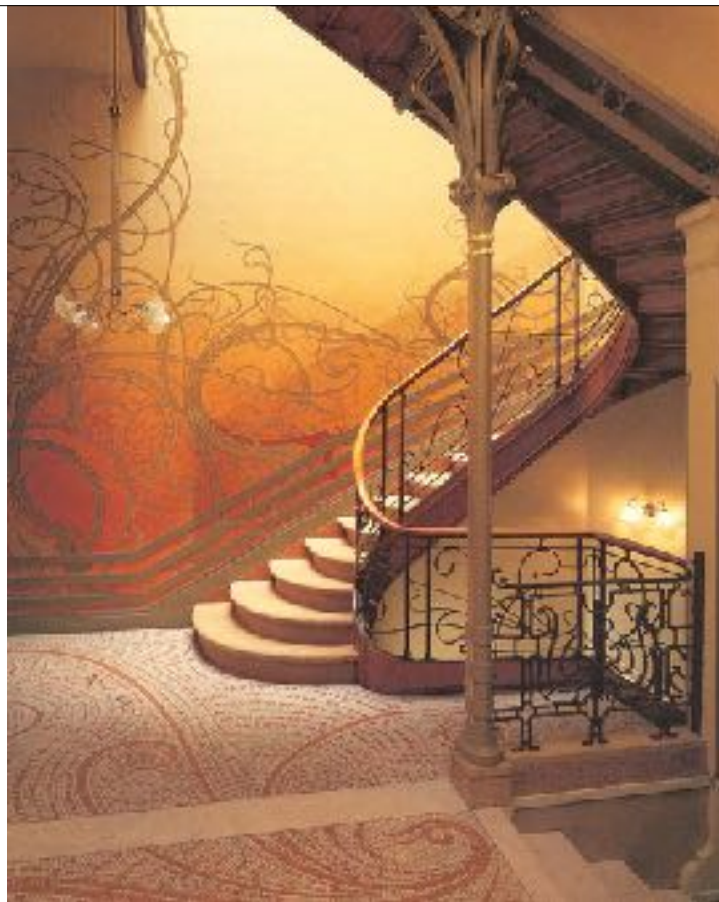
1912, Galeries Lafayette department store, Paris

Examples of art nouveau architecture and interiors can be seen all over the capitals of Europe, especially Paris, Brussels and Prague.
The glass cupola of the department store Galeries Lafayette (1912)



ca. 1893 Victor Horta, Emile Tassel House, Brussels

Belgian architect and designer Victor Horta was one of the founders of the art nouveau movement and one of the greatest architects in the art nouveau style.



ca. 1893 Victor Horta, Tassel House, Brussels, Belgium

What art nouveau elements do we see here?



1904 – Antoni Gaudí – Casa Batlló, Barcelona – Catalan Modernista

- In Barcelona, Spain a spectacular variant of the art nouveau style emerged called Catalan Modernista Catalan Modernism
- Spanish Architect Antoni Gaudi was at the centre of Catalan Modernism



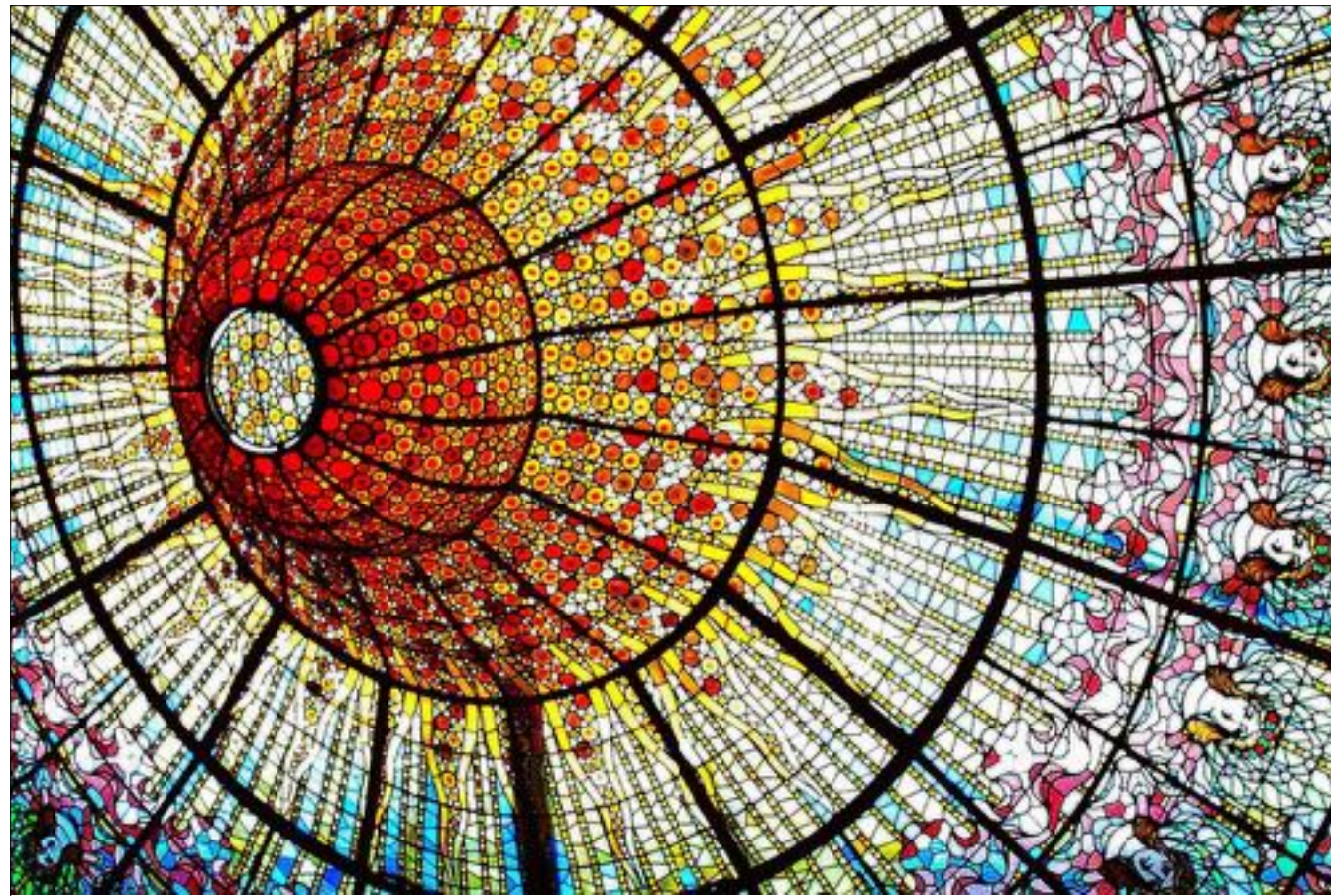
1904 – Antoni Gaudí – Casa Batlló, Barcelona, Spain

- This is not his most famous design
- ***What building is Gaudí most famous for?***
-



1852-1926 – Antoni Gaudí – Sagrada Família, Barcelona, Spain

- He is most famous for his cathedral, the Sagrada Família, which he designed in his own revivalist Neo-Gothic style before the influence of art nouveau
- (1852–1926)



1905-08 – Lluís Domènech i Montaner – Palace of Catalan Music, Barcelona

The Palace of Catalan Music concert hall in Barcelona was designed in the Catalan modernism style by the architect Lluís Domènech i Montaner.

What influences can you see here?

Remember the details of this glasswork as we go on to look at other artists this week.



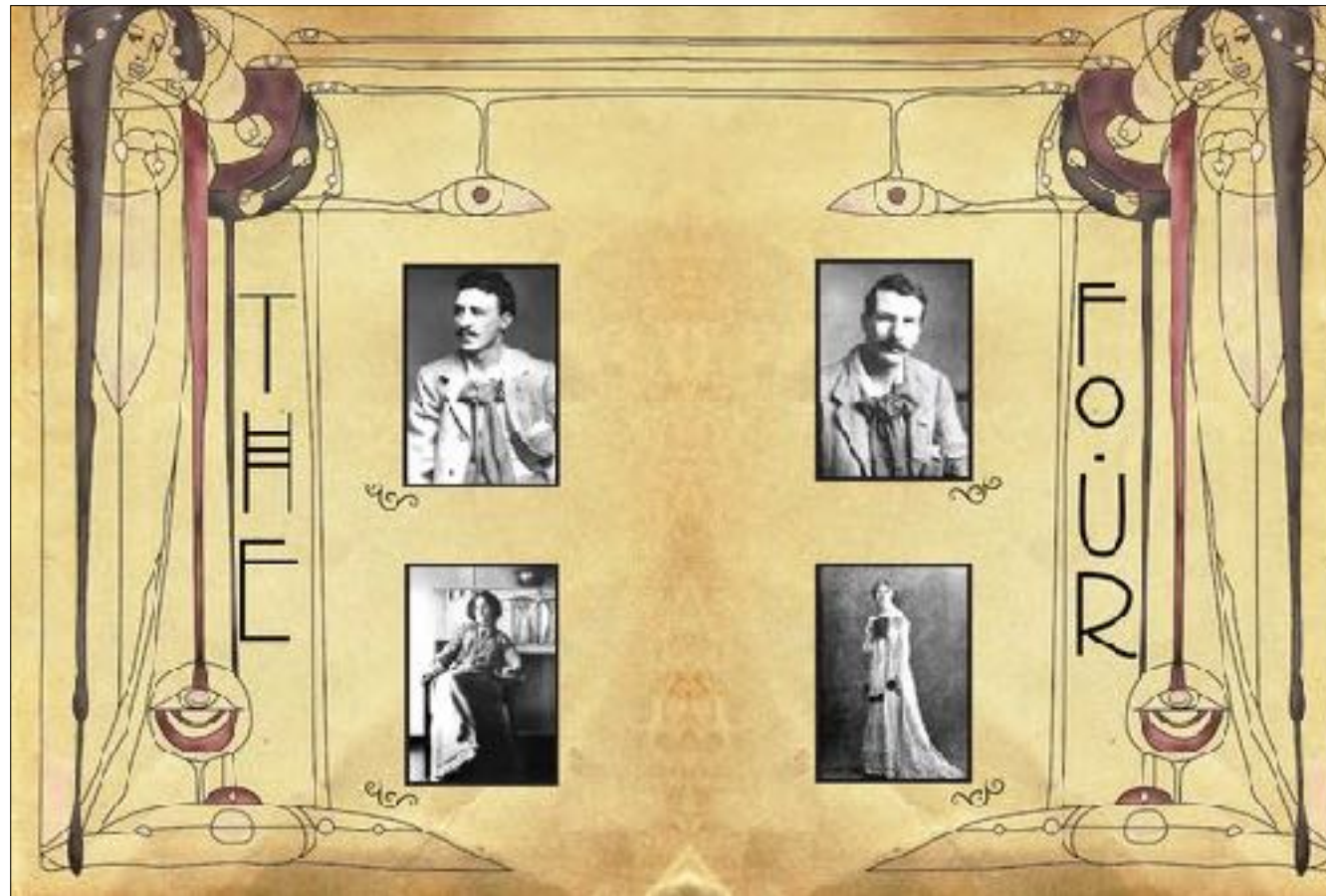
Art nouveau inspired facades, Prague, Czech Republic

Prague has many art nouveau buildings, some are buildings which have been painted with art nouveau imagery



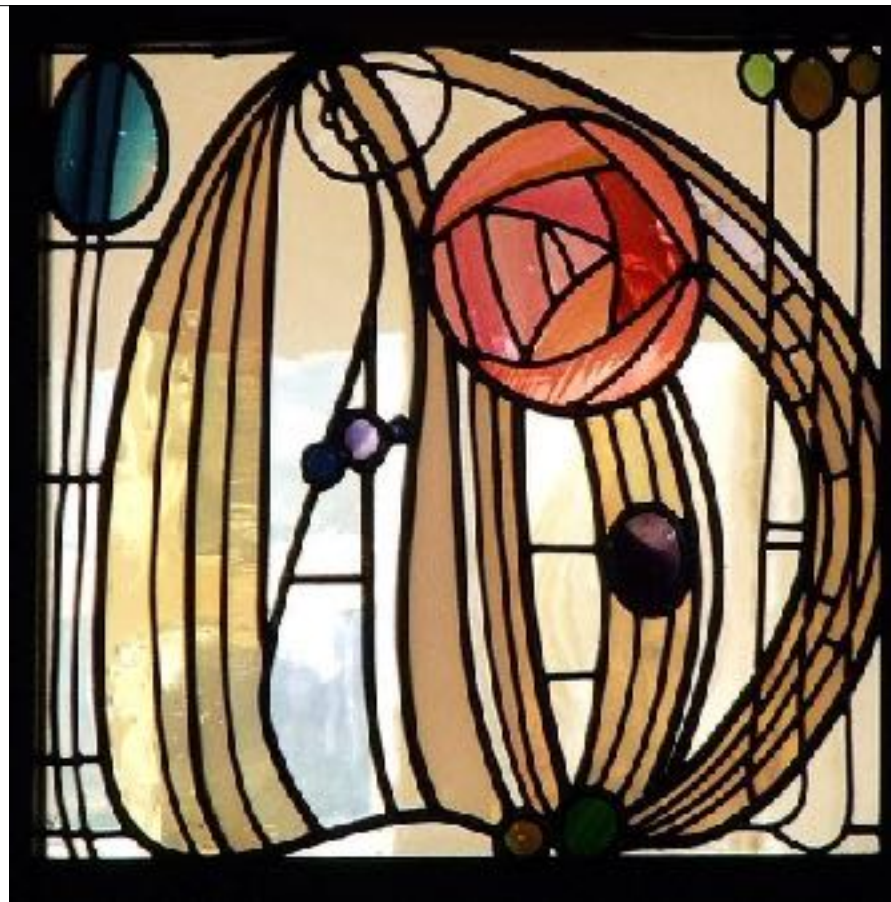
Art nouveau inspired facades, Prague, Czech Republic

Remember the style of this figure as we go on to look at other artists this week.



Charles Rennie Mackintosh and The Four

In Glasgow, Scotland a unique more geometric form of art nouveau design emerged from 4 students studying at the Glasgow School of Architecture. They became known as The Four. People also sometimes refer to them as The Glasgow Four. They graduated around the turn of the 20th century.



Margaret and Frances Macdonald, Charles Rennie Mackintosh, J. Herbert McNair,

The Four were Margaret and Frances Macdonald, Charles Rennie Mackintosh, J. Herbert McNair. Eventually Mackintosh married Margaret and McNair married Frances.

Their style mixed geometric and floral themes. (Palace of Catalan Music)

They drew their inspiration from William Morris, the art nouveau movement and the architecture of Frank Lloyd Wright. (We'll talk more about him next week.)

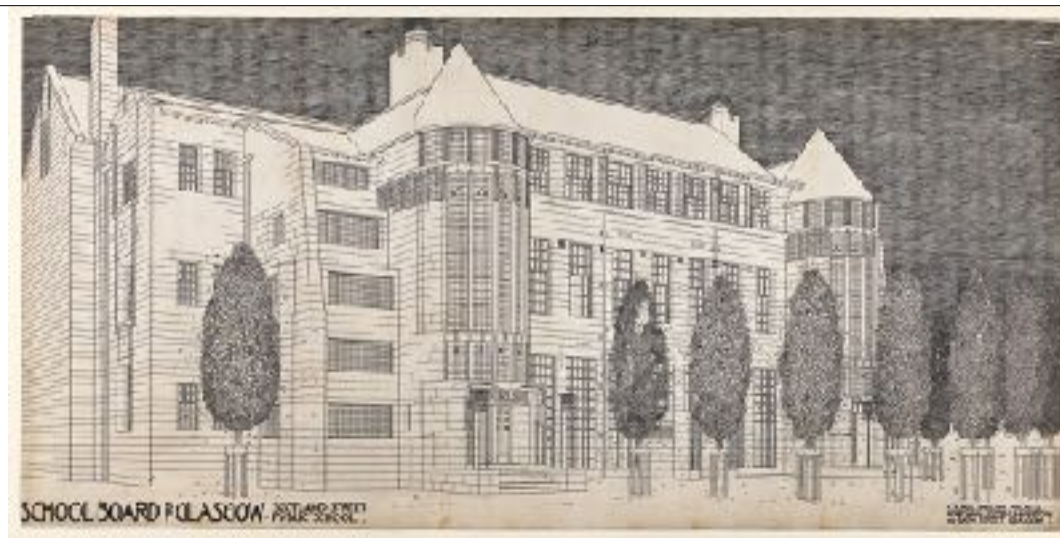


Charles Rennie Mackintosh

Mackintosh and his peers were ahead of their time.

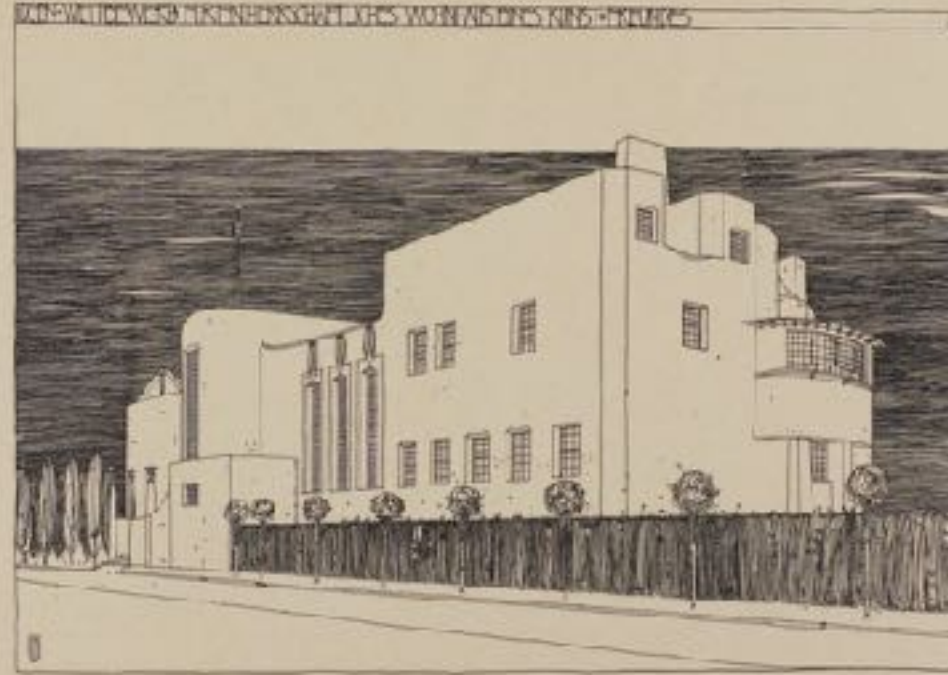
Like many innovators, they didn't get particularly rich from their endeavours, but they made an important contribution to the future of design and architecture.

Like Frank Lloyd Wright, they bridged the gap between art nouveau and modernism.



1906 – Charles Rennie Mackintosh, Scotland Street School, Glasgow

The Four were almost ignored by Britain's art community, however they found an admiring audience amongst young artists in Germany and Austria.



1901- Charles Rennie Mackintosh, Design for A House for an Art Lover, Glasgow

1901 Mackintosh, Glasgow's most famous architect, entered a competition to design a "Haus Eines Kunstfreundes" or "Art Lovers House" set by German design magazine "Zeitschrift Fur Innendekoration". 1901 Mackintosh, Glasgow's most famous architect, entered a competition to design a "Haus Eines Kunstfreundes" or "Art Lovers House" set by German design magazine "Zeitschrift Fur Innendekoration".

Architects do a lot of "spec" work.

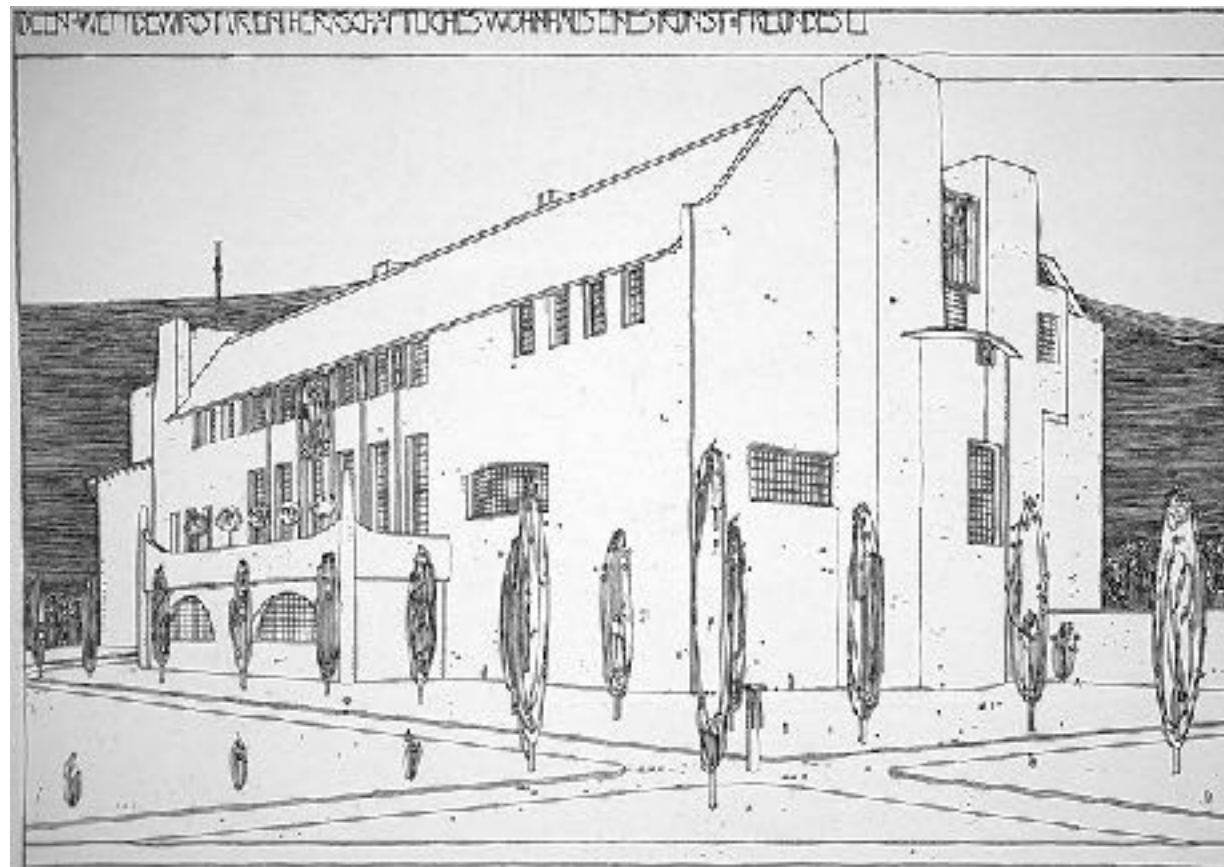
What is spec work?

"Providing design services to develop creative concept work for free (or for a nominal fee) as part of a new business pitch."

Spec work and crowdsourcing are universally condemned by responsible design organizations around the world, including RGD, Icoграда, Graphic Artists Guild and AIGA, as being an unethical business practice that is harmful to designers and clients alike.

Architects do it all the time

See Blog: <https://www.rgd.ca/resources/no-spec>



1901- Charles Rennie Mackintosh, Design for A House for an Art Lover, Glasgow

Mackintosh who worked on the project with his wife, Margaret Macdonald.

Their design was beautiful but their entry was disqualified on the grounds of a technical breach of the rules.



1990's House for an Art Lover, Glasgow

About 70 years after Mackintosh died,
Graham Roxburgh, an Engineer responsible for restoring Mackintosh interiors had the idea to finally build the House for an Art Lover.



There was a lot of detail missing from the plan that the engineers had to figure out for themselves.



The Four were accomplished artists and designers as well as architects

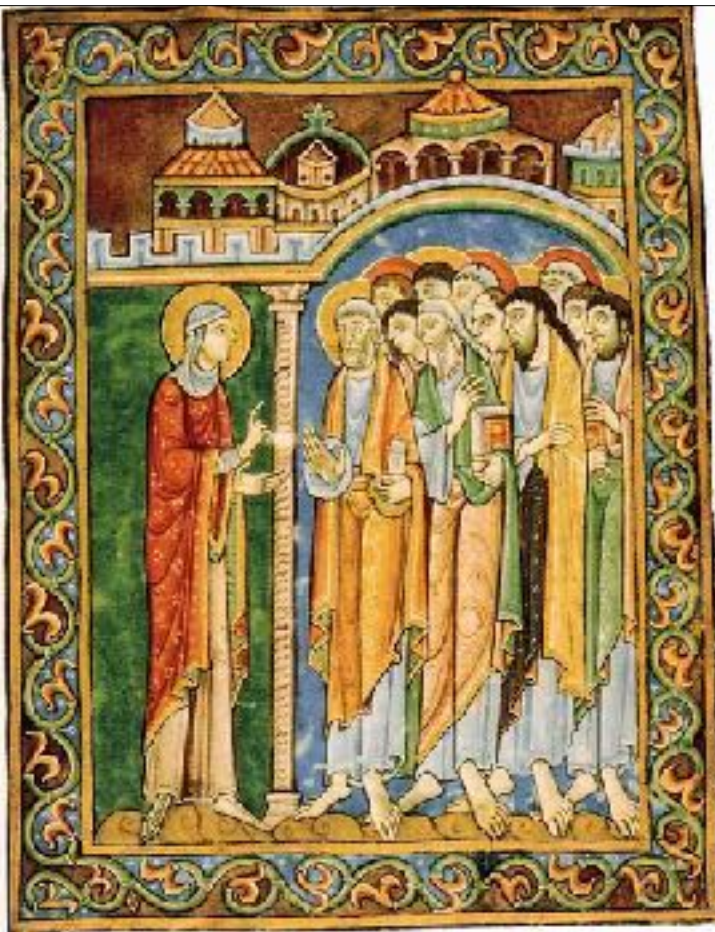


1895 – Poster by Charles Rennie Mackintosh

Poster for the 'Glasgow Institute of the Fine Arts' by Charles Rennie Mackintosh

What do you notice about the letters and illustration style.

How is it similar to art nouveau? How is it different?



Gothic influences

Gothic influences



1895 — Poster by Herbert McNair, Margaret and Frances Macdonald

Herbert McNair, Margaret and Frances Macdonald, poster for the Glasgow Institute of the Fine Arts, 1895

The Group of 4 style is symbolized by rising vertical lines and tall, thin rectangular shapes with rounded corners and abstract interpretations of the human figure.



1904 Jessie M. King – The Defence of Guenevere – The Glasgow Girls

The Four were not the only stars to emerge from the Glasgows art schools.

Jessie Marion King was another Scottish artist and illustrator who worked in a similar style.

She is best known for her beautiful illustrated children's books.

She also designed jewellery and fabric, and painted pottery.

King was one of a group of female Glasgow artists known as The Glasgow Girls.

The Four and The Glasgow Girls are all described under the heading The Glasgow Style.



1893 – Aubrey Beardsley – The Peacock Skirt

The English author and illustrator Aubrey Beardsley had a big influence on the Glasgow Style.



THE MYSTERIOUS ROSE GARDEN

1895 Aubrey Beardsley

Beardsley used stylized roses in many of his designs and this also became a central feature in the Glasgow Style. Beardsley was considered the black sheep of art nouveau because of his grotesque, decadent, and erotic images

Who do you think Beardsley was influenced by?

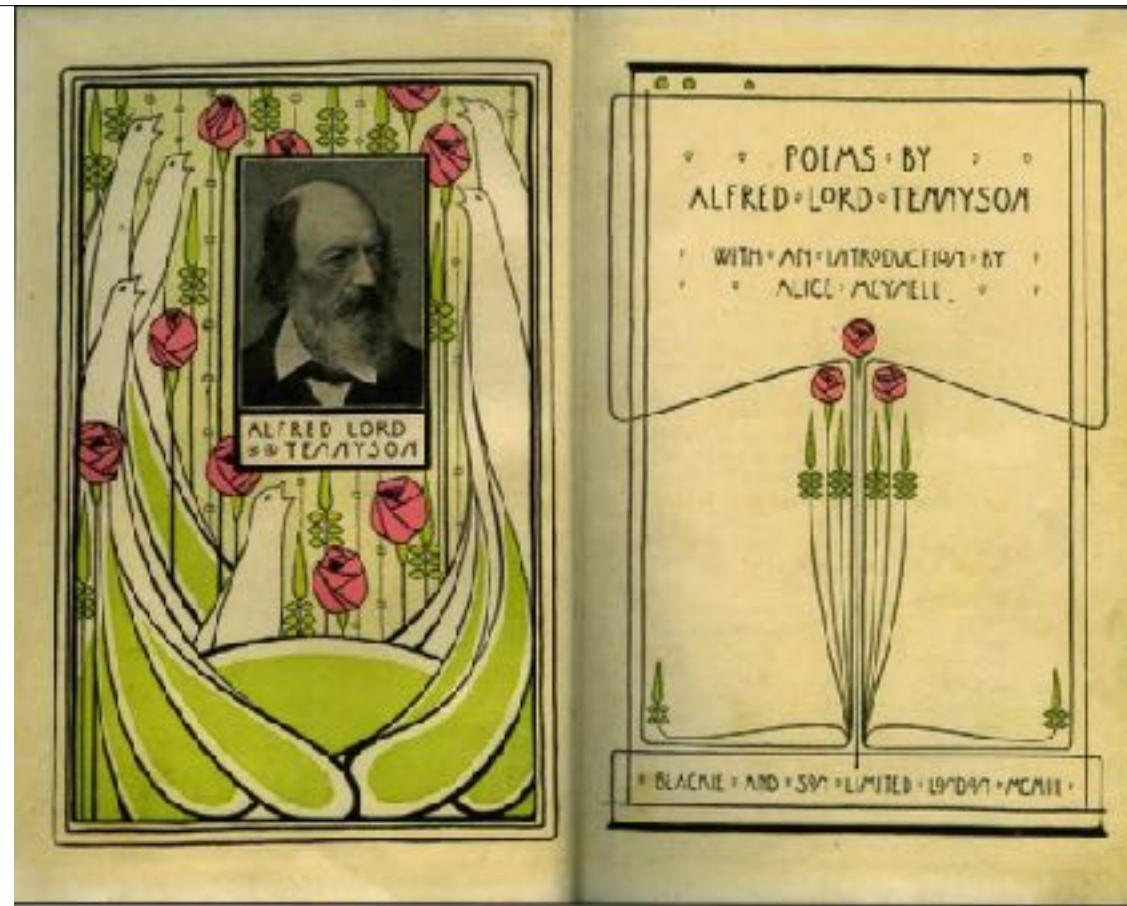


1896 Will Bradley – Poster for his book The Kiss

American artist Will Bradley was sometimes dismissed as “The American Beardsley.”

Some of Bradley’s work bore a strong resemblance to that of Aubrey Beardsley.

However, Bradley was already an established artist by the time Beardsley’s designs became popular in England in 1894.



1893 Talwin Morris, art director for Blackie's Publishing, Glasgow

Talwin Morris was English, but in 1893 he became art director at the Glasgow publishing firm Blackie's.

He was inspired by The Four and The Glasgow Style.

Talwin Morris imitated their style and introduced it to the book designs he created for Blackie's.

The Glasgow Style hit the mass market through popular books and his work is a major influence in introducing this unique style to the English public.

Is this plagiarism?

Plagiarism perhaps, but it is Morris that spreads the style to a wide public.



1893-1964 – The Studio Magazine

- The Studio was an illustrated fine arts and decorative arts magazine published in London from 1893 until 1964.
- The magazine influenced the development of both the art nouveau and Arts and Crafts movements across Europe.
- The Four influenced German and Austrian artists through articles that appeared in the magazine.
-



Gustav Klimt – The Kiss

Frank Lloyd Wright and the Glasgow Style had a major influence on younger members of the Viennese Creative Artists' Association (Kunstlerhaus). They wanted to escape old guard thinking and wanted artists from other countries (like The Four) to be able to participate in their exhibitions. When the old guard refused, they left and started their own movement in 1897 – The Vienna Secession (Secessionstil).

- The Secession was led by the artists Gustav Klimt.



1897 – Secession building, Joseph Olbrich

- Their movement only lasted about a decade.

The Secession built their own gallery space to exhibit their work. They called the building and the magazine they produced Ver Sacrum which means Sacred Spring. The architect Joseph Olbrich designed the domed Secession building in their new style. The building is still in use today.



1905-11 Gustav Klimt, Tapestry for Stoclet Palace, Brussels, Belgium

- Klimt became the best-known of the Secession artists. He worked as a painter, a poster artist and designing interiors.



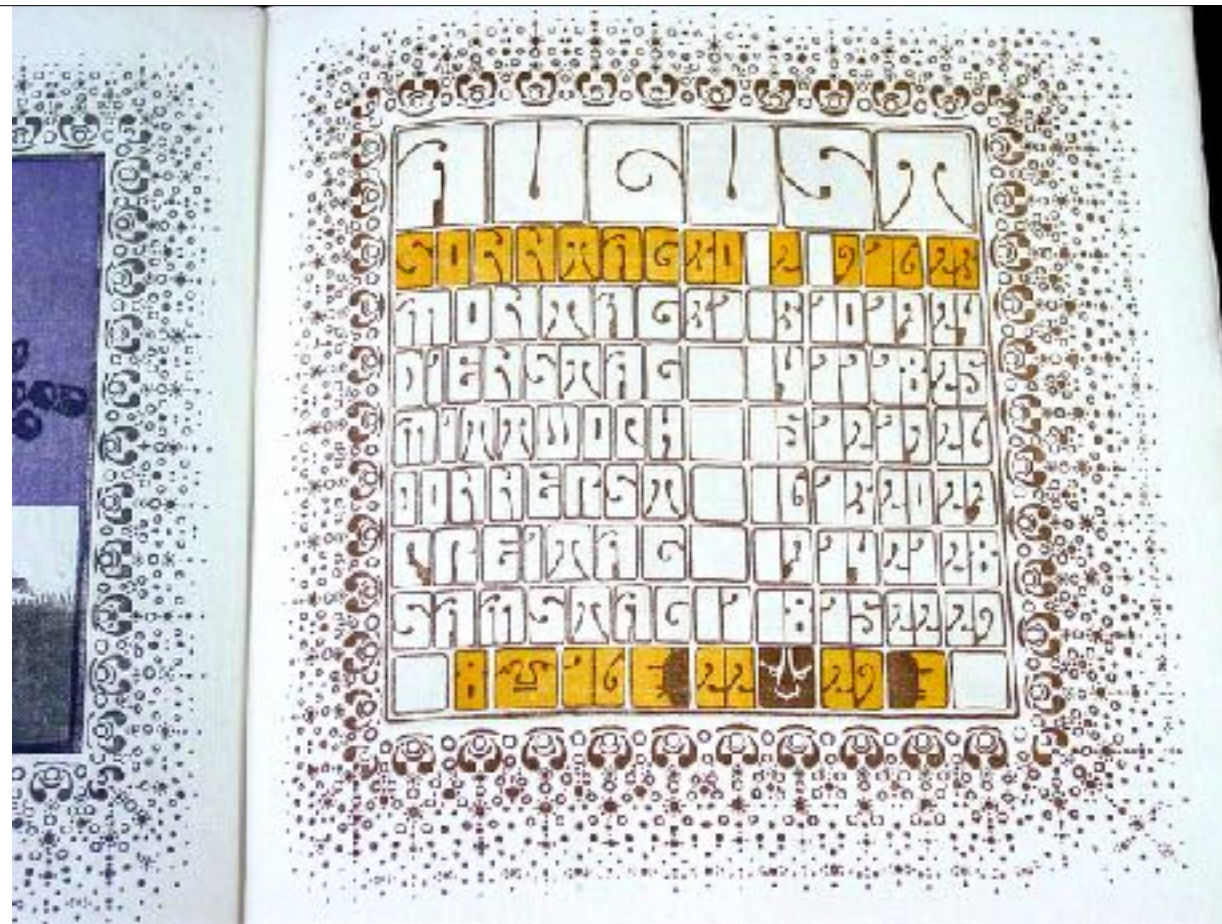
1901 – Koloman Moser – Danube Waves

Another member of the Secession movement was Koloman Moser.
He was an extremely versatile artist working in many mediums.



1905 – Josef Hoffmann

Like William Morris and the Arts and Crafts movement, the Secessionists allied fine and applied arts with the design of household objects, fabrics, books etc. Josef Hoffman was another key player in the movement



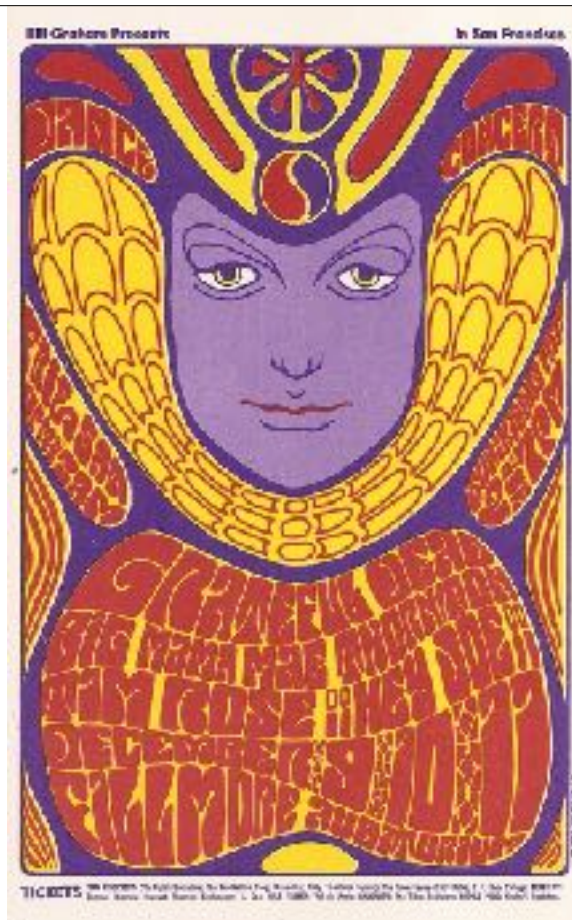
1903 – Alfred Roller, Spread in Ver Sacrum Magazine

Another Secession artist and designer Alfred Roller played with type.

Is he putting function before form?

Sacrificing legibility for beauty is not function before form.

What does this writing remind you of?



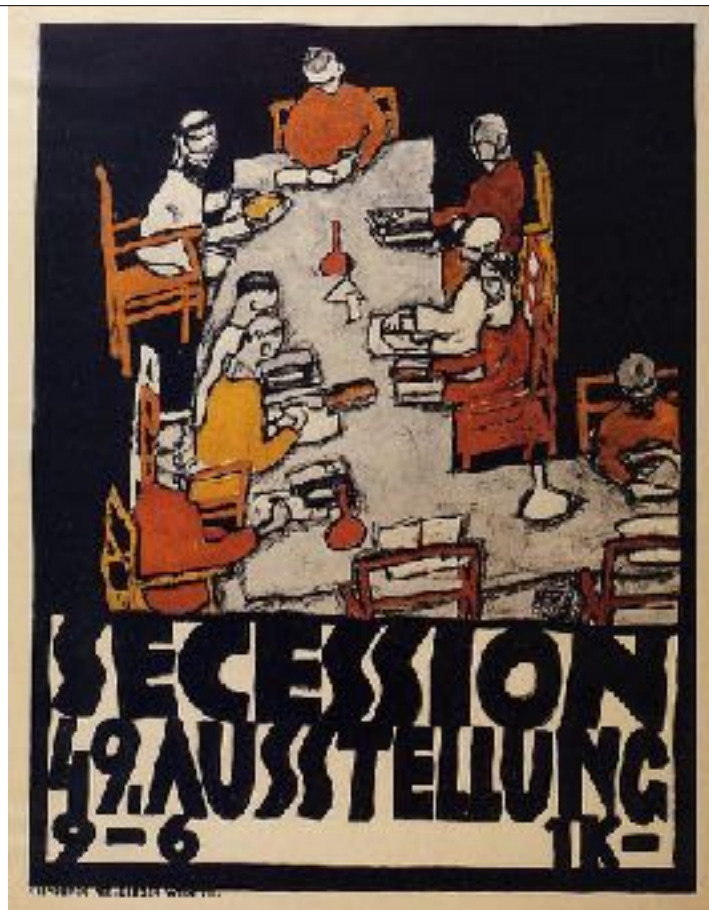
1966 – Grateful Dead – Big Mama Mae concert poster, Wes Wilson

Remarkable similarities. You can see how that inspired the psychedelic typography of the 1960's



1908 – Berthold Löffler – Vienna exhibition poster

Berthold Löffler explored very simplistic shapes with heavy outlines, flat colour and sans serif type.



1918 Egon Schiele – Vienna exhibition poster

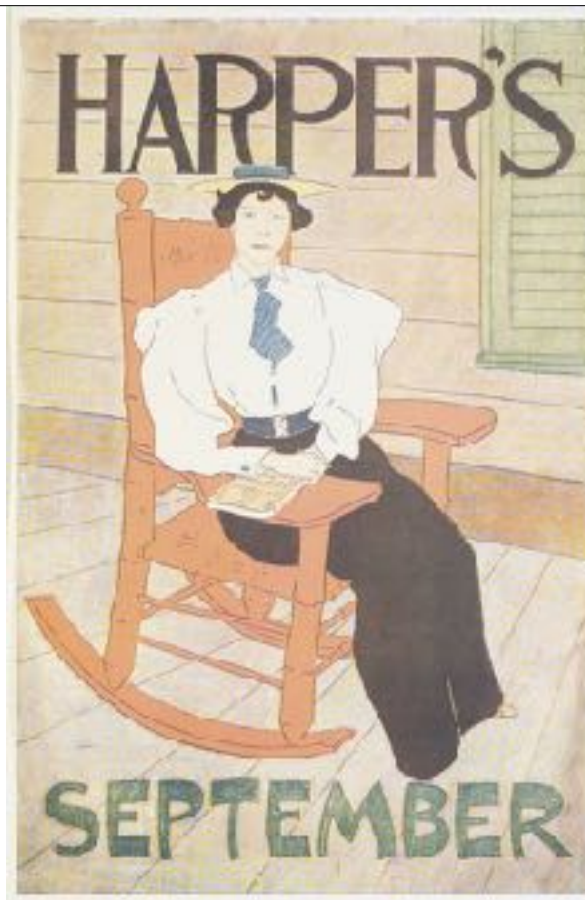
The Austrian painter Egon Schiele was also member of the Secession and a protégé of Gustav Klimt



1912 – Egon Schiele – Self-Portrait with Physalis

Egon Schiele - Self-Portrait with Physalis

Schiele's raw, intense and often sexual paintings were in stark contrast to the Austrian old guard.



1896 – Edward Penfield – Harper's Magazine advertisement

The English-born American Louis Rhead moved to the U.S. in 1883.

Who do you remember about his style?

His style was not typical in the U.S. at that time. The trend was more conservative.

At the heart of the American style was Edward Penfield.

He is considered the father of the American poster.

He was the leading American illustrator in the era known as the "Golden Age of American Illustration"



1897 – Harper's Magazine advertisement

What styles do you recognize in his work?

His work has the hallmark flat simplicity of the Japanese ukiyo-e, but has none of the ornateness of arts and crafts, or art nouveau.

In the 1880s American illustration entered a period that is generally regarded as its Golden Age.

National magazines such as Harper's Monthly and Collier's were building enormous circulations because printing and paper production techniques were making magazines cheaper.

The railways made it easy to ship them across the country and now people had money to buy them. And those with money had time to read them.

DONE TALKIN'