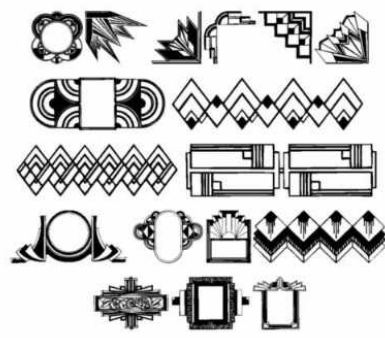
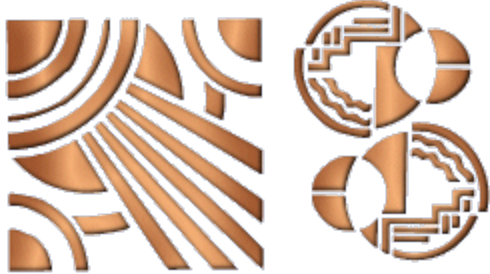


ART DECO

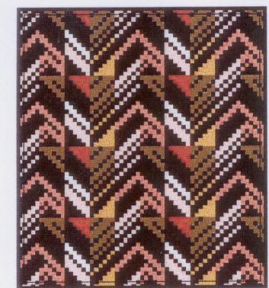


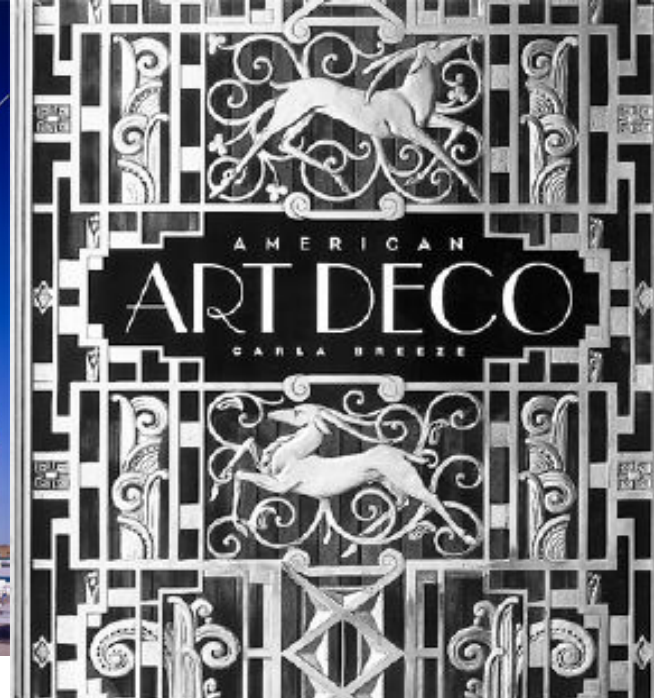
GEOMETRIC SHAPES



REPEAT PATTERN

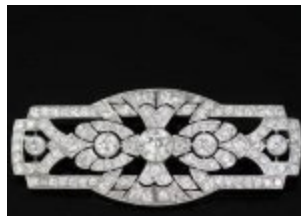
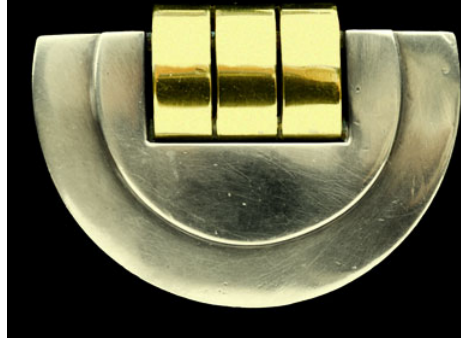
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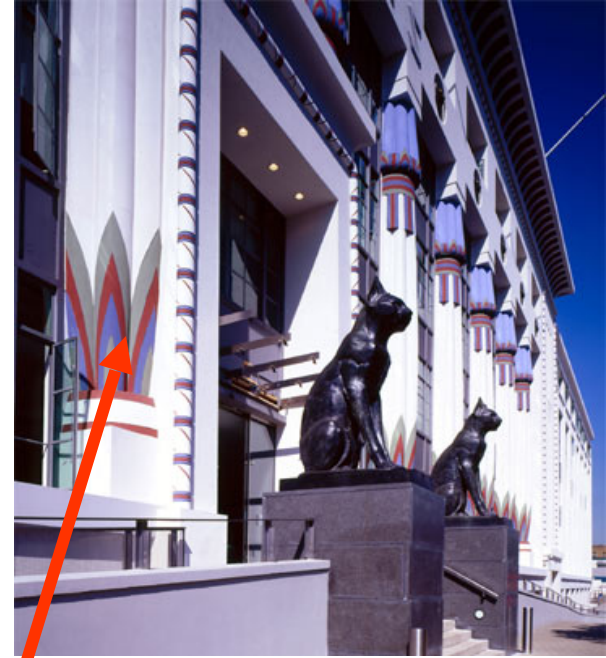
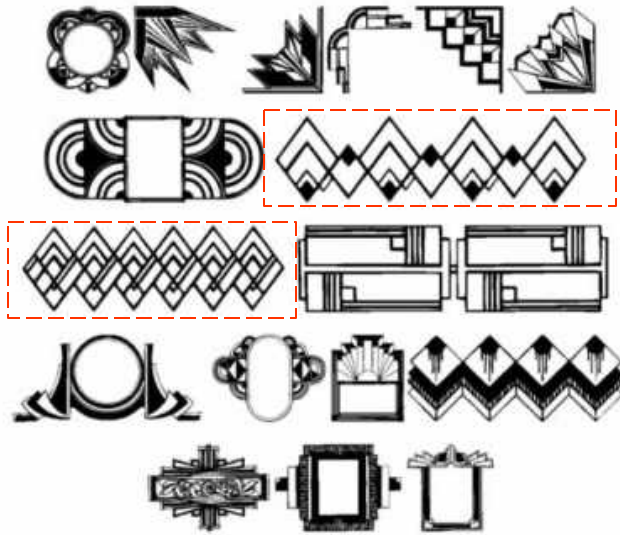
ART DECO BUILDINGS



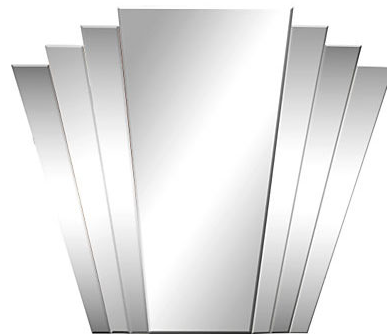




Art deco



Common shape reflected in different examples of Art Deco designs



ART DECO

Ø **Art Deco**: a style of design that was very popular in the **1920s and 1930s** encompassing both the Roaring Twenties and the Great Depression; marked by elegant stylized forms and geometric designs **adapted to mass production**.

Ø It is a popular international art design form affecting the decorative arts such as architecture, interior design and industrial design, as well as the **visual arts** such as fashion, painting, the graphic arts and film.

Ø It is characterized by bold **geometric forms** and **simple composition**, streamlined patterns were used with **bright colors**. Many items were **chrome metal, glass and plastic**.

Popular and common images includes **stylised images** of airplanes, cars, ships and skyscrapers.

Ø Art Deco also used natural motifs of organic shapes such as shells, trees and flowers with bold colors and striking blacks.

Ø It is a style of decorative art and architecture reflective of Art Nouveau, yet with more **modern** sophistication.

Ø The movement affected city styles, architecture, high fashion, jewelry, commercial printmaking, and interior design, and embraced lifestyles of hedonism, indulgence and mass consumption.

Ø The term came from a Paris exposition in the mid-1920's that featured decorative arts, but in terms of architecture, its most notable hallmark is the "**set-back**" (**relief work**) which can be seen on Art Deco buildings include the Empire State Building, Rockefeller Center, Radio City Music Hall, The Chrysler Building, and the Midland Grand Hotel.

Ø The term Art Deco was not coined until the 1960's by Bevis Hillier, a British historian and critic.

ART DECO:

- French art movement / artistic style
- Decorative style – modern elegance
- Popular in during the 1920s – to the early 1940s
- Use of geometric shapes / design, symmetrical designs
- Bold colours
- Unique ‘modern’ shapes / pieces
- Focused on pre-industrial techniques and craftsmanship
- Use of modern materials – chrome, glass, plastics
- Use of mass-producton techniques
- Use of zig-zag lines / clean lines / relief work / set backs
- Designs used on buildings, furniture, clocks, china, cutlery, decorative objects.

Here is a list of popular bag shapes.

Tote: An open-top bag with straps or handles.

Hobo bag: A crescent-shaped shoulder bag.

Duffle: Tall shoulder bag, often with an opening on top that can be made wider by loosening a tie.

Field bag: A flap-top shoulder bag with utility-type closure (buckles, snaps, etc).

Clutch: A small, handheld bag (frequently used for evening wear).

Satchel: A large, handheld bag

Baguette: Long and rounded shoulder bag resembling the namesake French bread.


Draw-string bag

Messenger: A large, soft shoulder bag with long straps (can be worn across the body) and often, a flap over the top.

Cigar Box: A small, boxy, hard bag.

Pouch: A soft, small bag.

Kelly bag: A classic Hermes [style](#) named after Grace Kelly that is a large, structured handbag with distinctive hardware closures.



Write down 10
Things about
Art deco

Art Deco

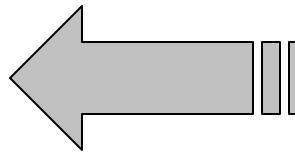
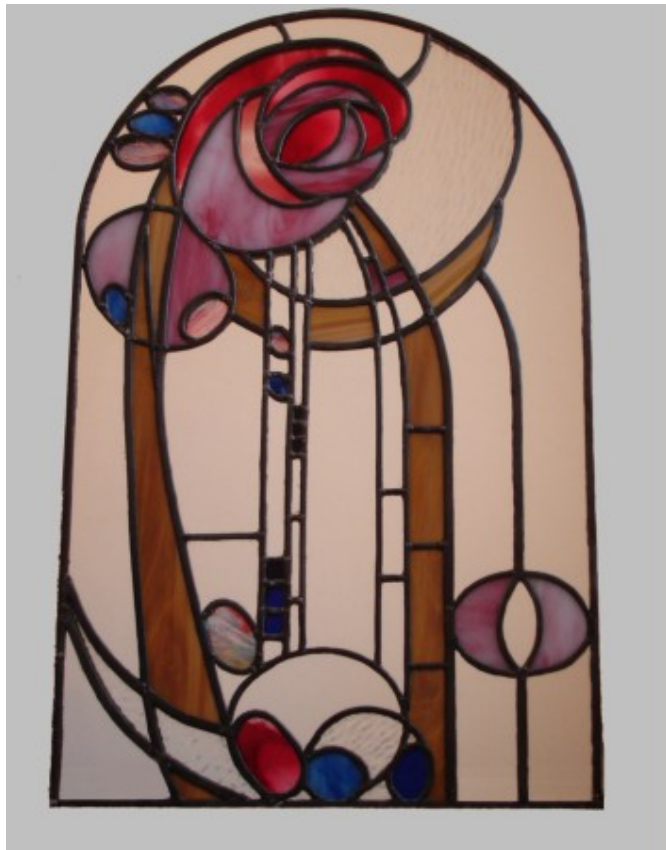
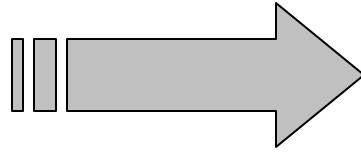
Art Deco Research

- Who are the main artists in the Art Deco movement?
- When did Art Deco start?
- Which colours best reflect Art Deco theme?
- Which images / type of images are commonly used in Art Deco?
- Where would you find Art Deco images clearly displayed?



**Who are the main artists
in the Art Deco movement?**

**Pablo
Picasso**



**Rennie
Mackintosh**

Edouard Benedictus



Cliff Clarice



Tamara De Lampicka



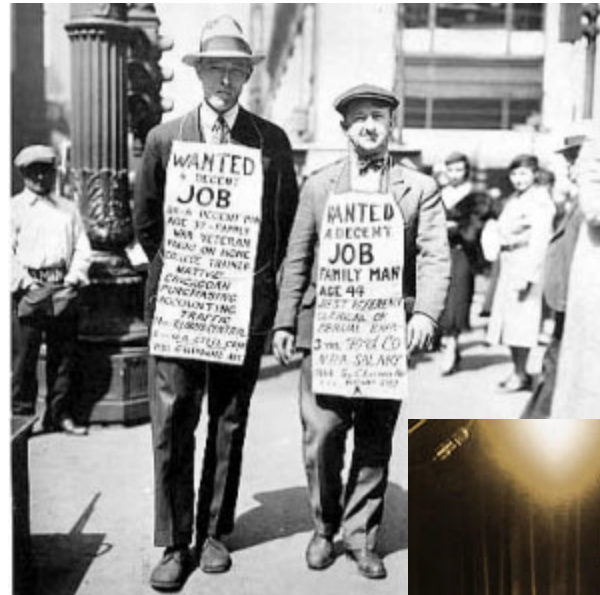


**When did
Art Deco start?**

1920s

Øthe **1920s and 1930s** encompassing both the Roaring Twenties and the Great Depression; marked by elegant stylized forms and geometric designs **adapted to mass production.**

The term '**Art Deco**' was not coined until the 1960's by Bevis Hillier, a British historian and critic.

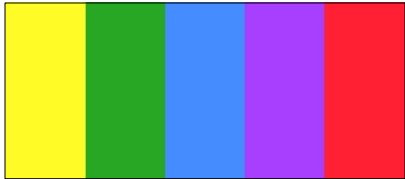




**Which colours best
reflect Art Deco theme?**

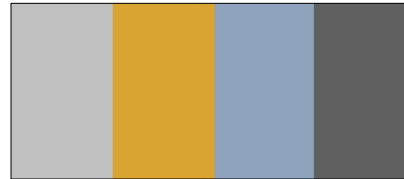
Bold Colours

<http://www.art-deco-style.com/art-deco-colors.html>



Bold & Bright

The economy was booming in during the Roaring 20s and lively, energetic colors began to symbolize the prosperity of the times. Hues like canary yellow, emerald green, peacock blue, royal purple and brilliant red became all the rage.



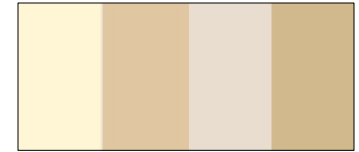
Metallics

Silver, Gold, Metallic Blues and Charcoal Greys also represented the wealth and prosperity of the times. Metallic finishes instantly add glitz, glamour and imply luxury and wealth. This is the epitome of [Art Deco style](#).



Black & White

This is probably the most popular colour scheme during the 1920s and 1930s. Black and white checkerboard [tiles](#), [floors and wallpapers](#) were very trendy. Also, [fashions](#) became ultra sophisticated and streamlined. The classic Chanel black and white ensemble was the ultimate in chic sophistication.

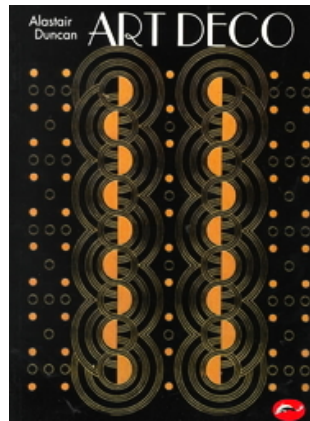


Neutrals

Art Deco was all about a streamlined, modern look and a neutral, monochromatic color scheme easily achieved this feel. Cremes, beiges, taupes and medium browns became popular choices for interiors and fashions.



**Which images / type of images
are commonly used in Art Deco?**

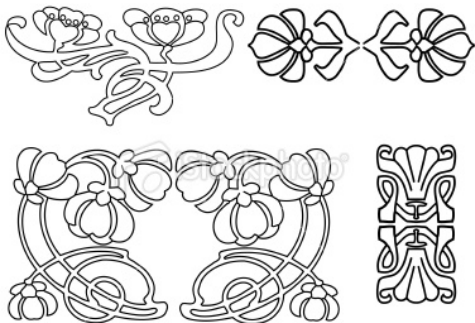
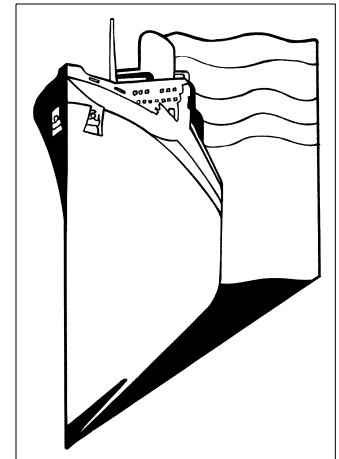
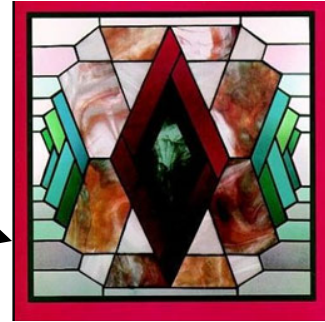


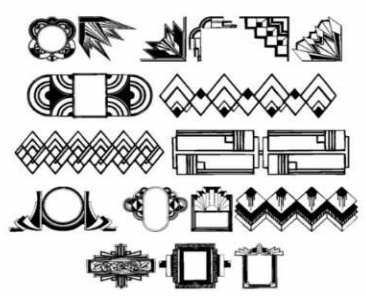
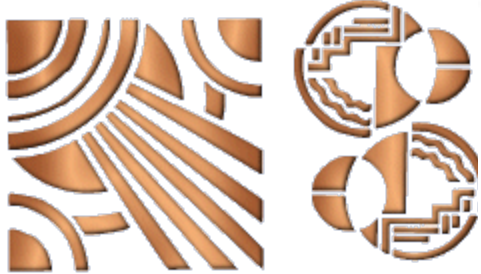
Common Shapes

Ø It is characterized by bold **geometric forms** and **bright colors**. Many items were **chrome metal, glass and plastic**.

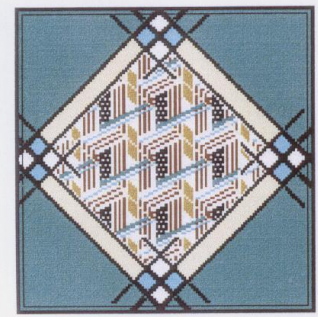
Popular and common images includes **stylised images** of airplanes, cars, ships and skyscrapers.

Ø Art Deco also used **natural motifs of organic shapes** such as **shells, trees and flowers** with bold colors and striking blacks.

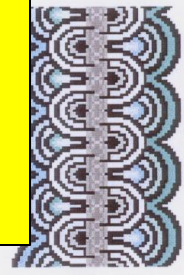




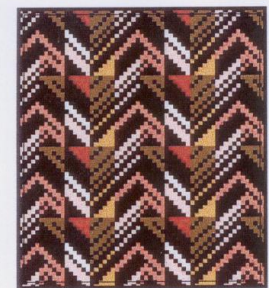
GEOMETRIC SHAPES



REPEAT PATTERN

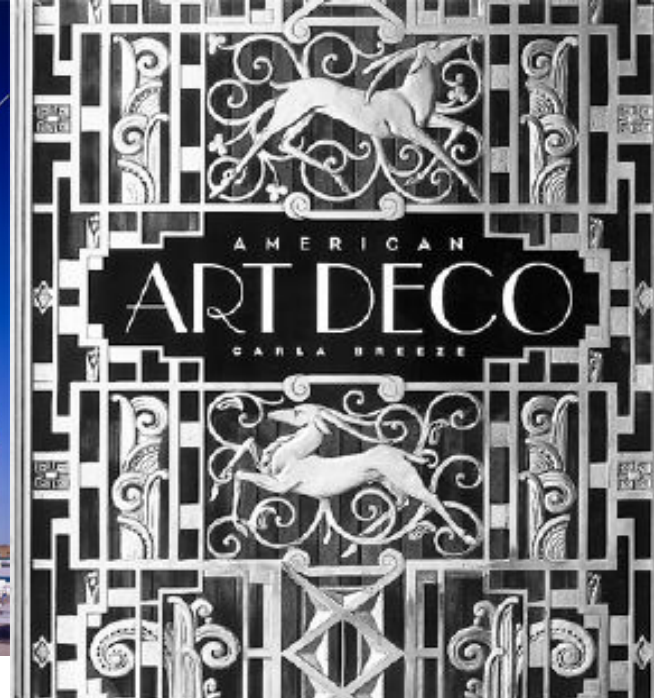


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**Where would you find Art Deco
images clearly displayed?**



ART DECO BUILDINGS

