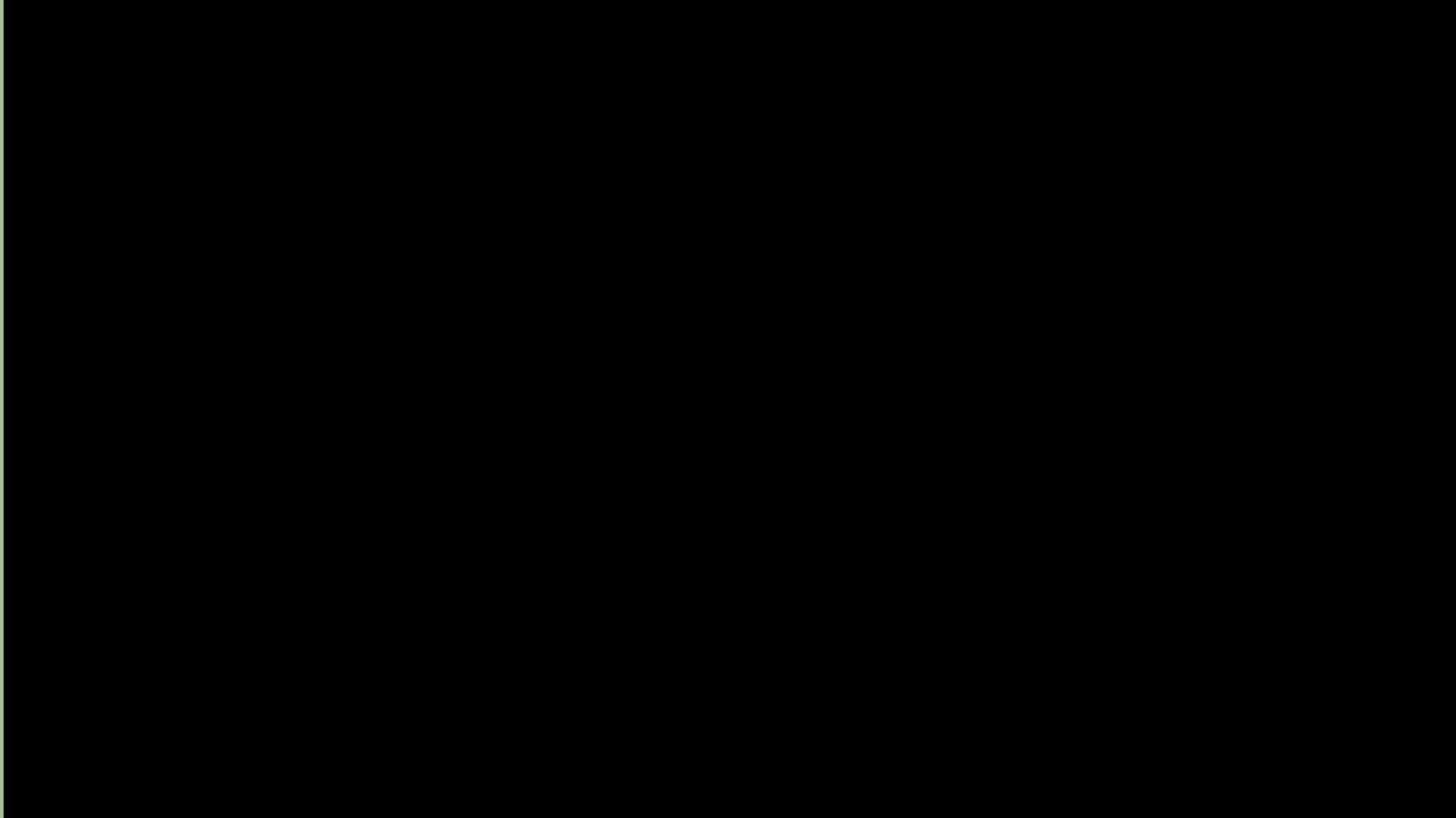


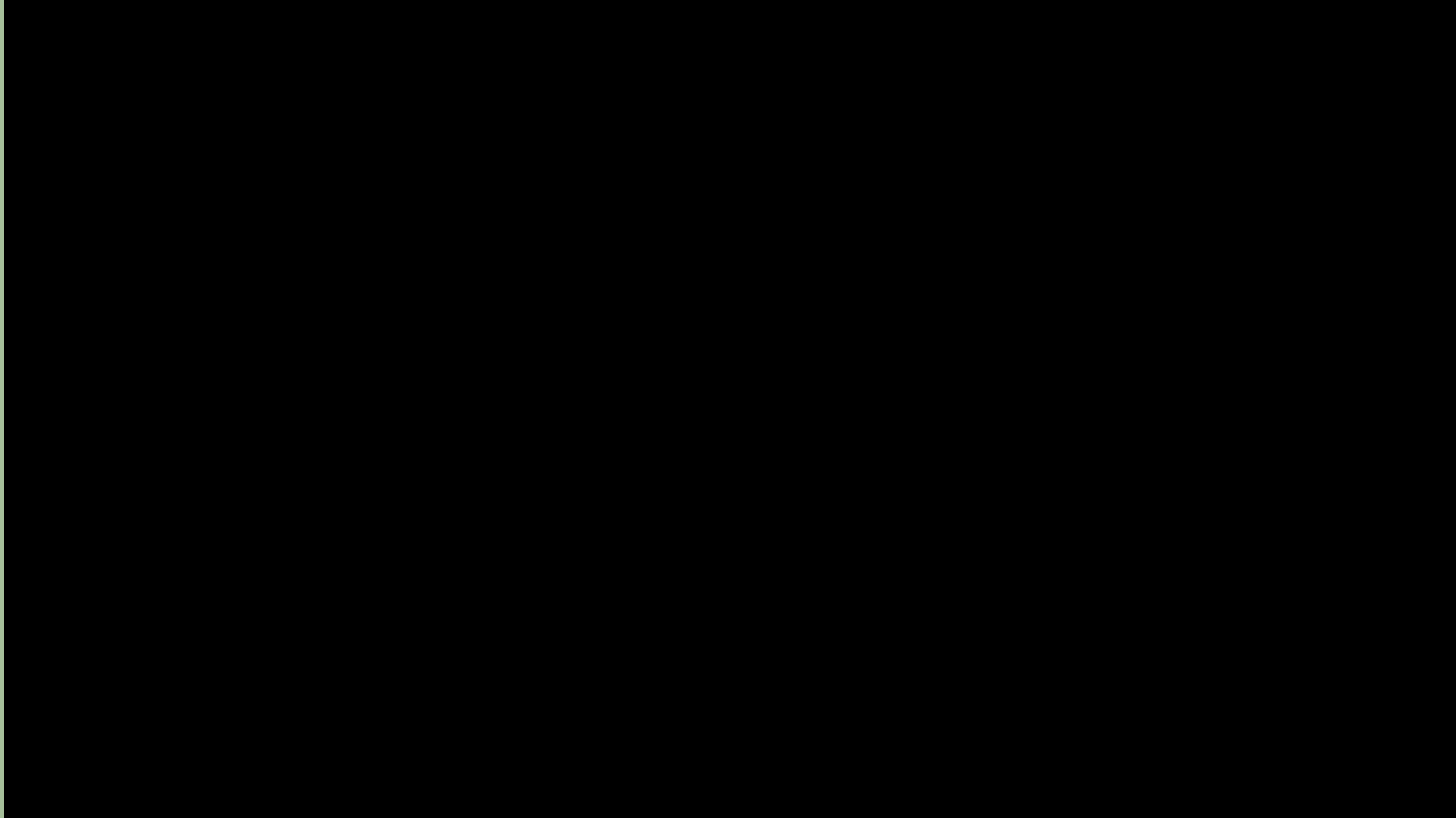
Turner the birth of
Modernism

*Turner a genediggaeth
Moderniaeth*

Turner



2014 Turner



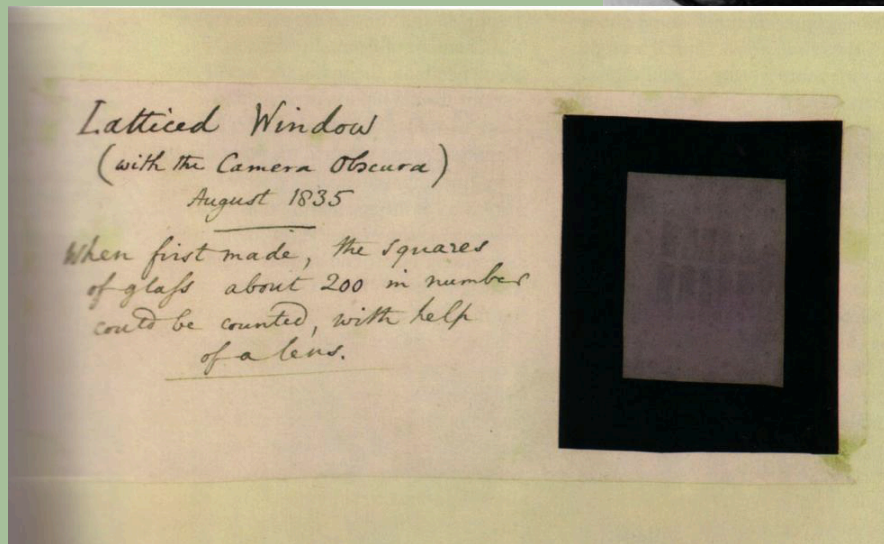
Constable.

- https://www.youtube.com/watch?v=ecVOwzG_Huk

Early Photographers

- Louis Daguerre
- WH Fox Talbot
- Sir John Frederick William Herschel

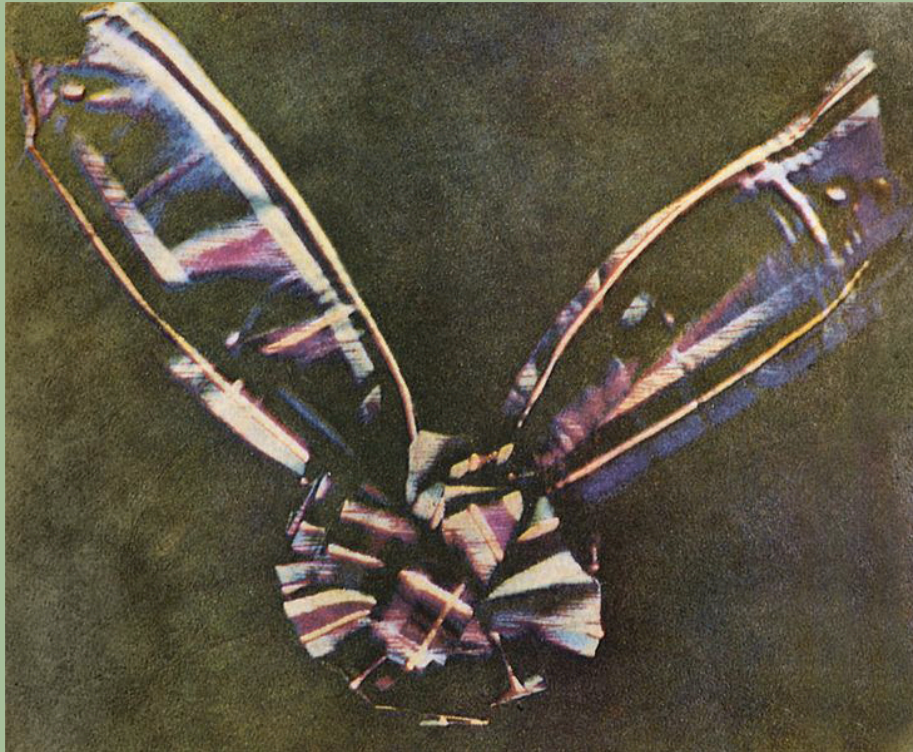
Henry Fox
Talbot: „Lattice
Window“, 1835



Daguerrotype,
c.1839 -1850

Photography

Photography develops **1861: Scottish physicist James Clerk-Maxwell demonstrates a color photography system.**



**James Clerk- Maxwell,
Tartan Ribbon, 1861**

- 1888-The name "Kodak" was born and the KODAK camera was placed on the market, with the slogan, "You press the button -we do the rest."**
- This was the birth of snapshot photography, as millions of amateur picture-takers know it today.



The first Kodak handheld camera sold for \$25, equivalent to \$500 in modern currency.

Photography



Early Swansea Photography

Ffotograffiaeth cynnar yn Abertawe

- https://www.llgc.org.uk/fga/index_s.htm (English)
- https://www.llgc.org.uk/fga/index_c.htm (Cymraeg)
- **Members of the Dillwyn Llewelyn family**
- **John Dillwyn Llewelyn (1810-1882)**



Calvert Richard Jones.
Margam Castle. [1841]. PG00726

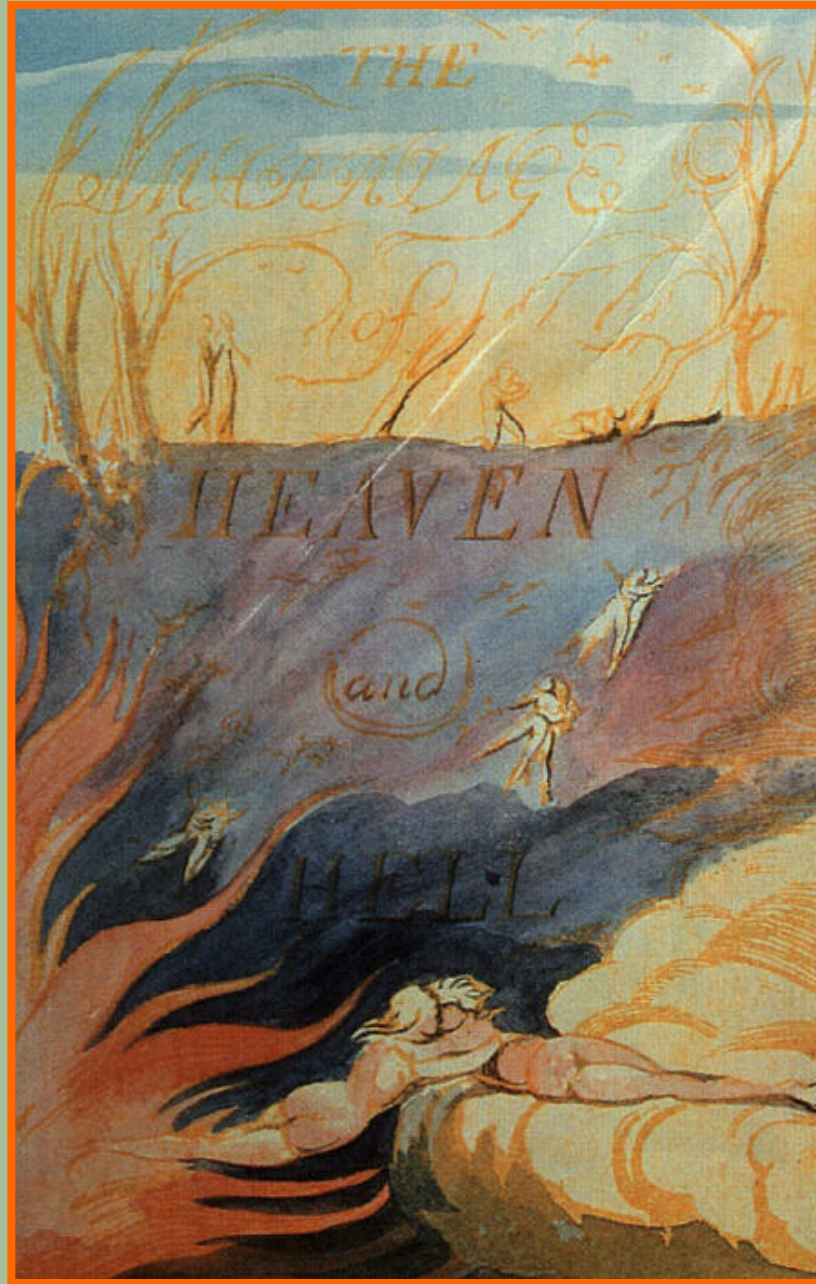


John Dillwyn Llewelyn.
[ca. 185-].
NLW photograph album 1

MINING THE UNCONSCIOUS: THE ROMANTICS



Blake *A Breach in a City, the Morning after the Battle* 1795-1800



Blake *The
Marriage Of
Heaven And Hell*,
1790-93



Blake *The Last Supper* 1794



Blake *Christ Appearing To His Disciples After
The Resurrection*, c. 1795



Blake *Satan Exulting over Eve* 1795



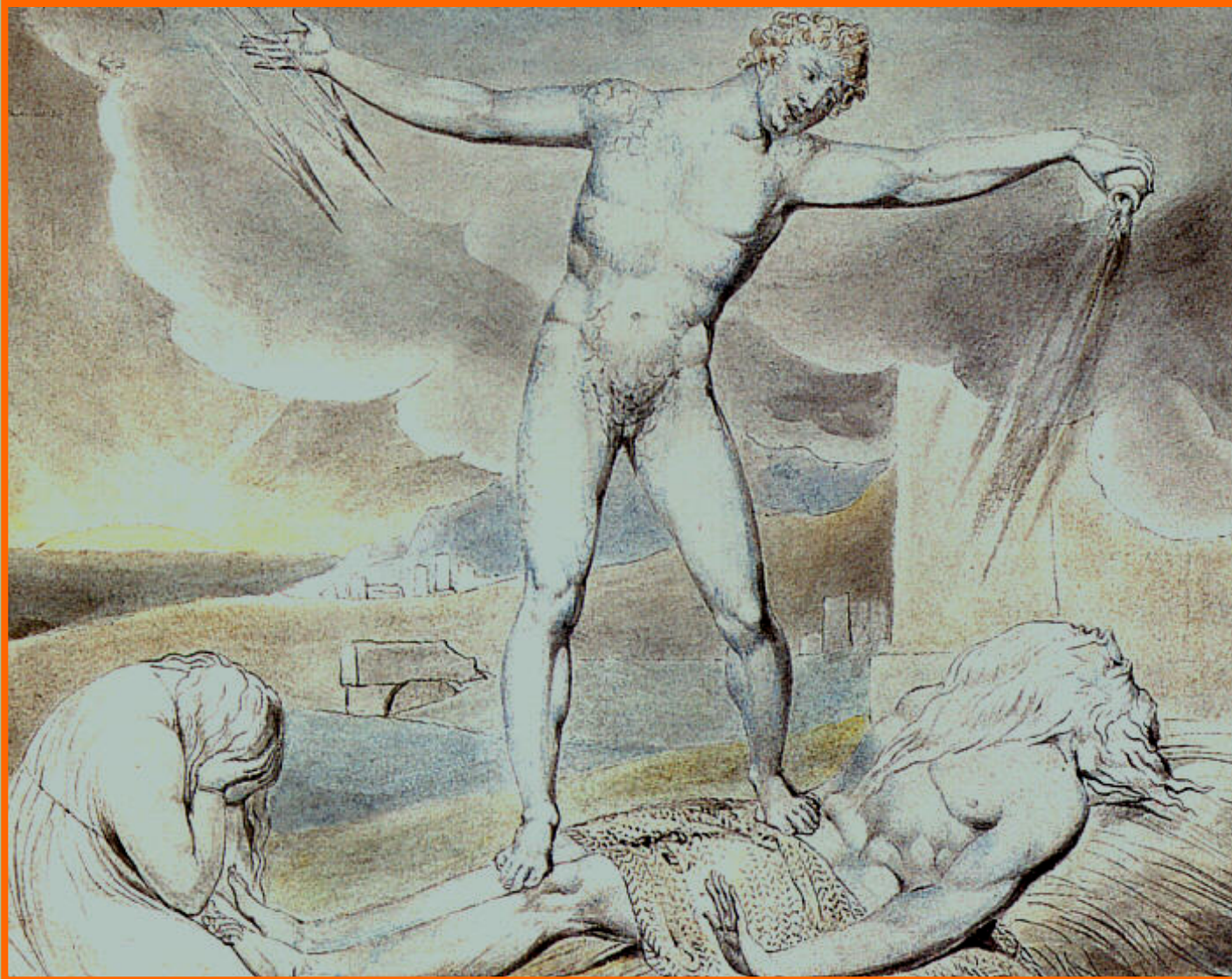
Blake *The
Accusers of
Theft, Adultery,
Murder (War),
1794-1796*



Blake *The Great
Red Dragon and the
Woman Clothed
with the Sun, c.
1805*



Blake *The Great Red
Dragon and the Beast
from the Sea*, c. 1805



Blake *Satan Smiting Job with Boils* 1826



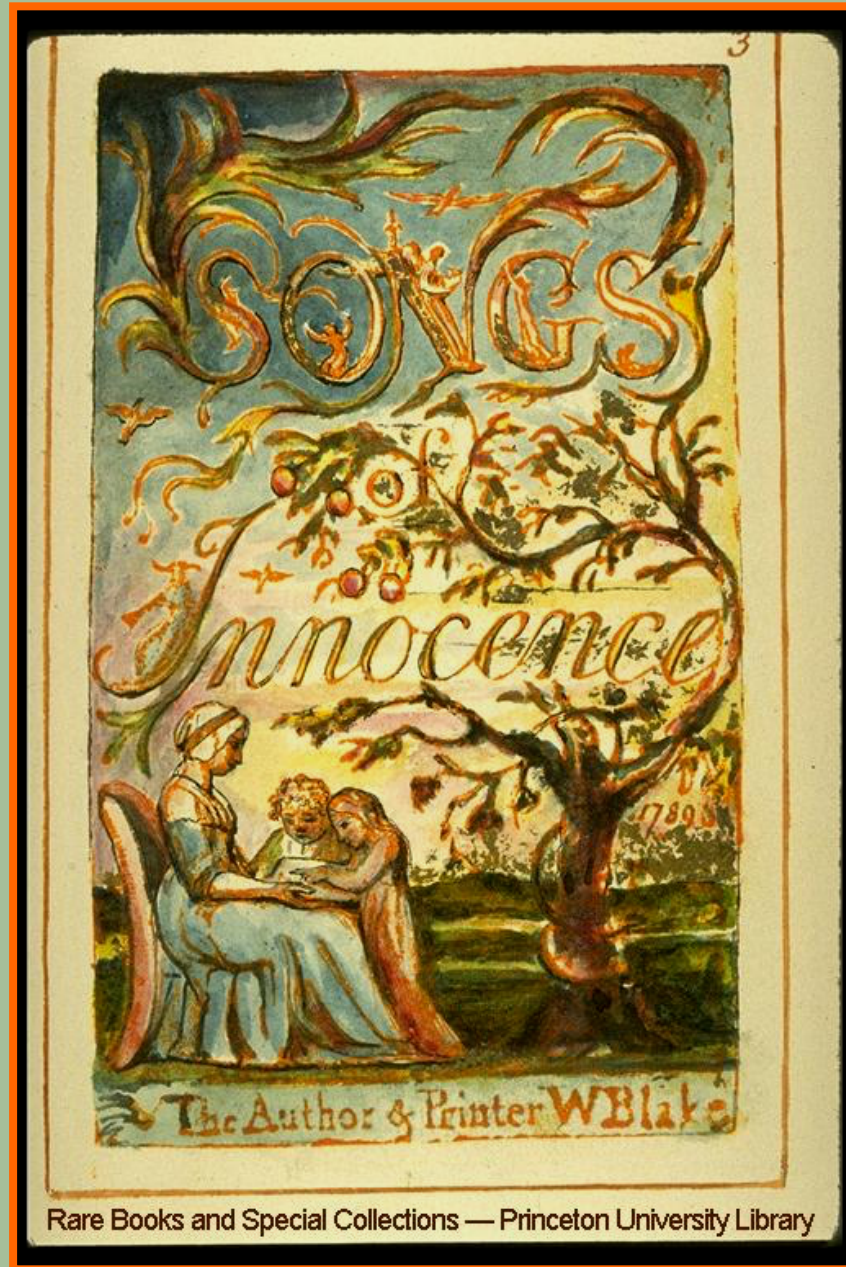
William Blake, *Thenot remonstrates with Colinet, Lightfoot in the background*, a wood-engraving 1821



Samuel Palmer *Moonrise* 1805



William Blake,
Songs of Innocence and of Experience



*Songs of Innocence and
of Experience:*
Title page

Songs Of Innocence And Of Experience: The Ecchoing Green





*Songs of Innocence and of
Experience :*
Infant Joy



*Songs of Innocence and
Experience:
The Little Boy Lost*

Henry Fuseli, *The Artist Moved by the Grandeur
of Antique Fragments*
1778-79



Art among a religious race
produces relics; among a
military one, trophies;
among a commercial one,
articles of trade

Fuseli *In Art*

Fuseli, *The Death of Brutus*, 1780-85



Fuseli *Oedipus Cursing His Son, Polynices*, 1786



Fuseli, *Titania and Bottom* c. 1790



Fuseli *The Night-Hag Visiting Lapland Witches*, 1796



Henry Fuseli, *Milton, when a youth* c. 1796-1799



Fuseli, *The Nightmare*



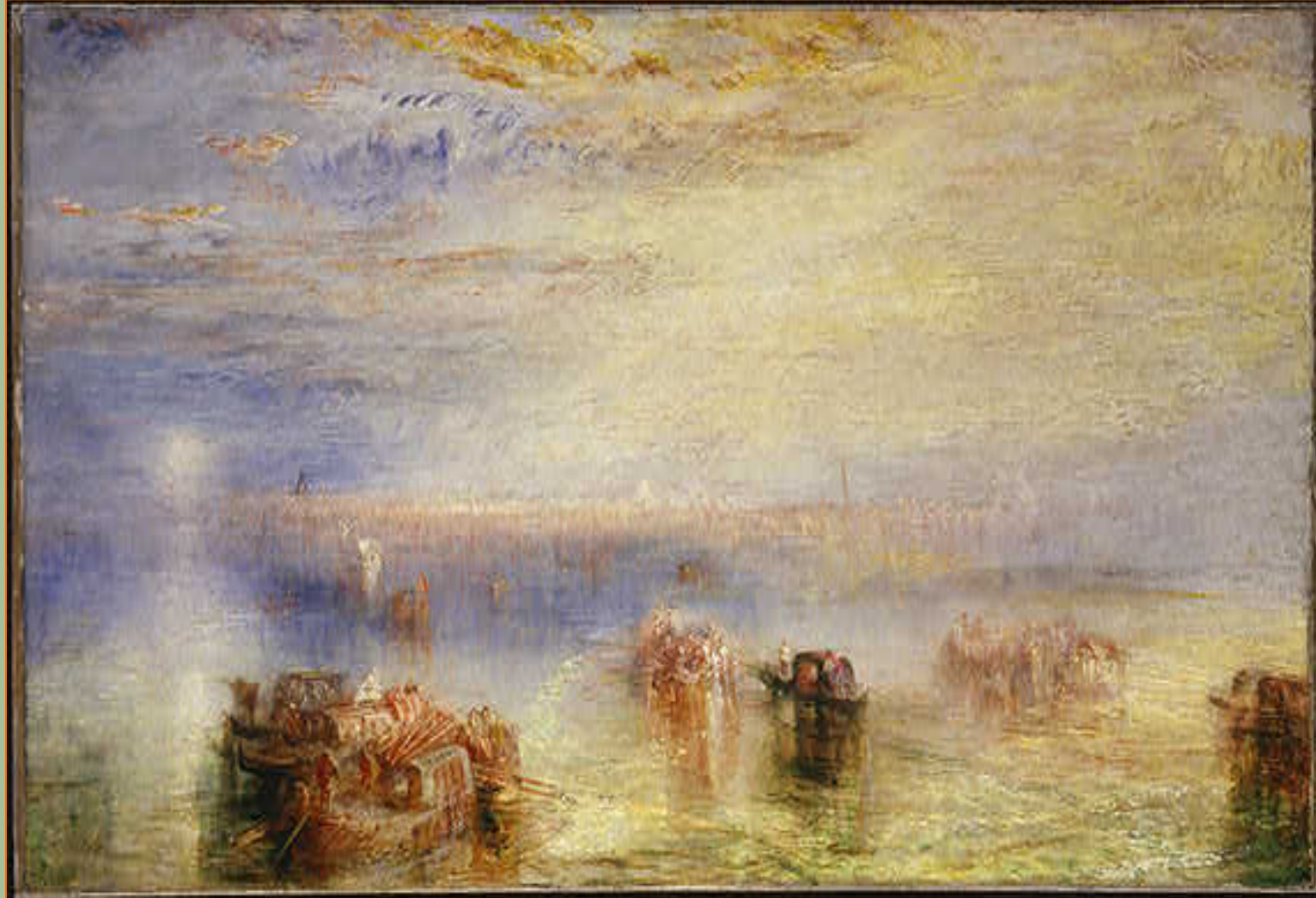
Turner *Regulus* 1828, reworked 1837



Joseph Mallord William Turner Keelmen Heaving in Coals by
Moonlight, 1835



Turner *Approach to Venice*, 1844



Turner *Norham Castle, Sunrise* c. 1845



Claude Monet *Rouen Cathedrale Fracade and
Tour d'Albane (Morning Effect)*, 1894



Monet *The Houses of Parliament (Effect of Fog)*, 1903

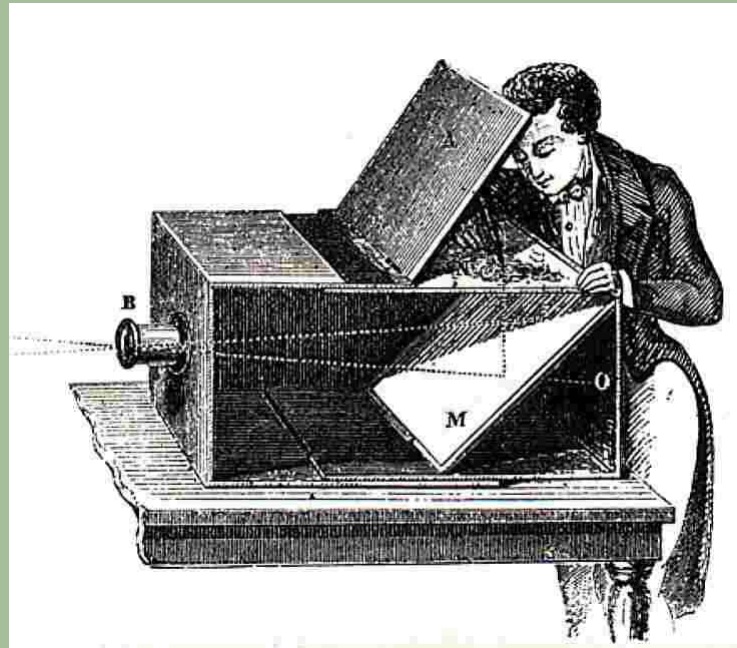


Typography in the Industrial Age

- Shift in political power away from aristocracy, toward manufacturers, merchants, working class. Scientific knowledge applied to manufacturing processes.
- French and American Revolutions led to greater public education and literacy
- Decline of handicrafts- specialization of factory system
- Graphic design separated into design and production factions
- Advertising and posters - not same as book printing; abstract visual form
- Improvements to printing processes, converted to high speed printing operation, steam-powered
- Improvements to paper-making

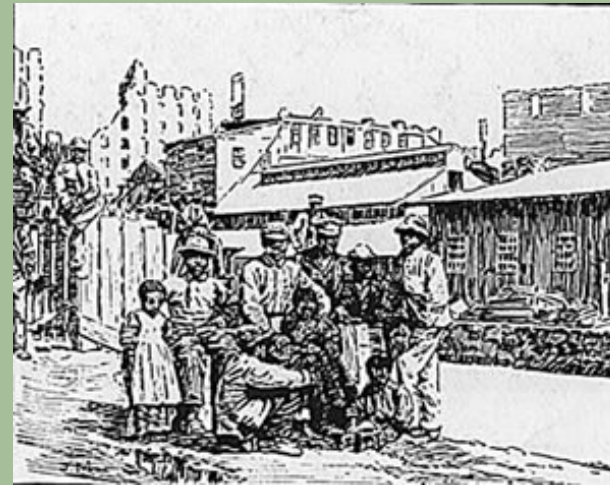
Photography

- Joseph Niepce –France - first image of nature by light, not by hand 1826
- Process perfected by Louis Jacques M. J. M. Daguerre, 1839
- Image on copper plate, exposed to chemicals and light, very sensitive process
- Image often reversed itself, improved by Englishman, Henry Fox Talbot, who used negatives or reversed prints to make positives.



Photography

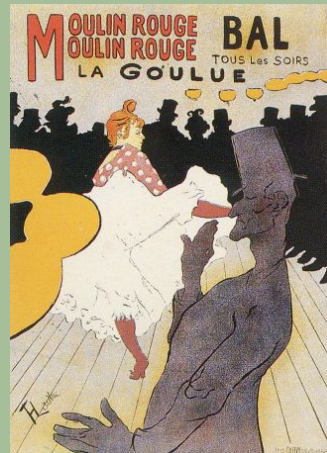
- Images in print – early images were woodblock prints
- Artwork onto metal presses
- Halftone and color separation – changed visual appearance of printed page
- Matthew Brady – Civil War photographer, idea of documentary photography



Freedmen on the Canal Bank in Richmond

Graphic Movements

- Victorian Era – lithography for printing images, elaborate typefaces
- Arts and Crafts Movement – influences of art and architecture
- William Morris effect; private press movement
- Art Nouveau – turn of the century, English and French



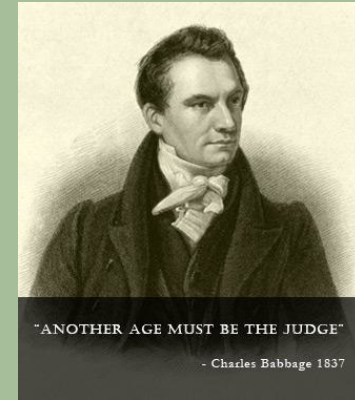
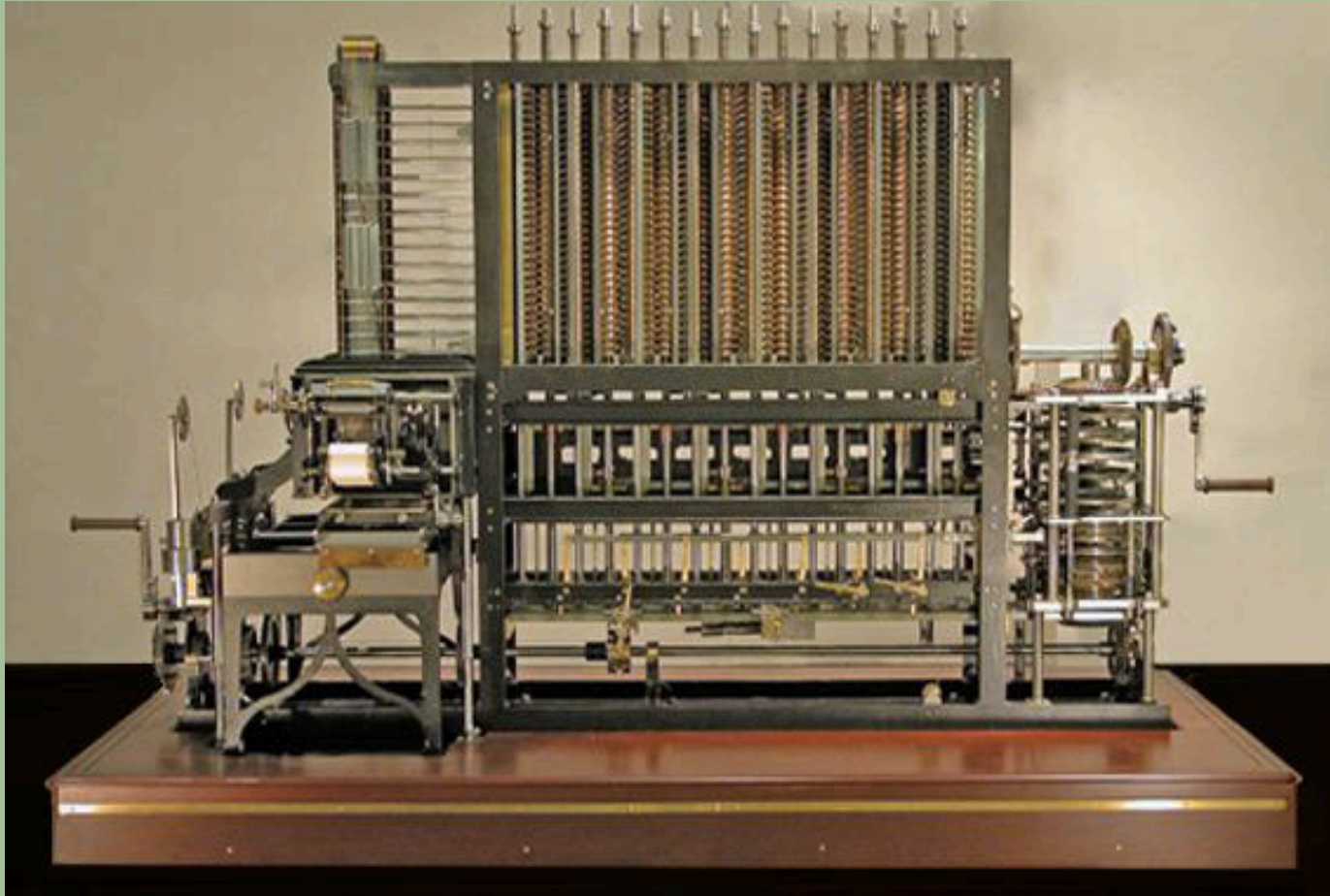
The Scottish movement

- The Glasgow School of Art (GSA) was the centre of the Arts and Crafts movement in Scotland . Four key figures, Charles Rennie Mackintosh, Herbert MacNair, Margaret and Frances MacDonald were known as 'The Four' who together created the vision which became world famous as the Glasgow Style.



Design for stencilled mural decoration.
Miss Cranstons Tea Rooms. Charles
Rennie Mackintosh. Hunterian Art Gallery.

1822-Charles Babbage, originates the idea of a programmable computer



The first complete Babbage Engine was completed in London in 2002, 153 years after it was designed.

Shakers

Religion based aesthetic

Simplicity of Design

Pre-cursor of “Form follows Function”(Louise Sullivan)

Ethos still influences design now

Shaker furniture is available to buy now under licence by German Habit and Italian de Padova

Guiding Principles of the Shakers

Regularity is beautiful

The Highest Beauty Lies in Harmony

Beauty arises from practicality

Order is the origin of beauty

That which is most practical is also most beautiful



Shaker box

3.125-inches in height, 8-inches in width and 5.75-inches in depth.

The Great Exhibition, London 1851

- held in Hyde Park in London
- conceived by Queen Victoria's husband Albert
- invitations were extended to almost all of the colonized world
- intended to symbolize the industrial, military and economic superiority of Great Britain
- held in the specially constructed Crystal Palace

The Crystal Palace

- designed by Sir Joseph Paxton in only 10 days
- It was cheap, simple to erect and remove and could be ready quickly
- revolutionary modular, prefabricated design using glass and iron



The Great Exhibition

- massive steam hammers and locomotives
- exquisite artistry of the handicraft trades
- ingenious gadgets
- ornaments and domestic clutter
- The Great Exhibition made a surplus of £186,000 which was used to found the Victoria & Albert Museum

1853-Sir Titus Saltbuilt Salts Woollen Mill in Bradford.

**He then built a village with housing, a church and a
school. He named it Saltaire.**



Converted to an art gallery and shops in the 1980s by the late Jonathan Silver, Salt's Mill in Saltaire houses a collection of works by the world renowned Bradford-born artist, David Hockney.

1870 -1885-sees a second wave of
industrialization

Fast growing cities demanded mass
production of goods

New factories and enterprises founded

New methods of production developed

New commodities

New equipment with new functions

From Workshop to Factory

- Division of Labour
- Mass inexpensive Production
- Broader Social Class of Customer
- International Market

Progress is not without problems

- Deplorable working conditions
- Environmental pollution
- Cramped living quarters in urban areas
- Lack of Sanitation/disease
- Ugly mixtures of styles
- Poor quality mass wares

Reform Movements

- Housing reform
- Child Labour
- Education
- Health
- Trade unions
- Arts and Crafts
- Commercial design



1863-The Metropolitan Line opened for business on January 10th

1862, the Times described it as
“an insult to common sense”

“Schematic” Tube Map

(Underground electrical draughtsman, Harry Beck, who produced this imaginative yet stunningly simple design back in 1933.



Fig. 1Excerpt from the standard London Underground map

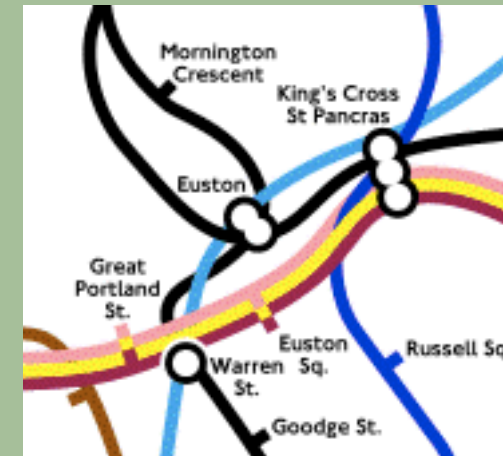


Fig. 2Excerpt of the same region in a geographically accurate map.

London Underground



AaBbCcDdEeFfGgHh
IJKLMNOPQRST



**EDWARD
JOHNSTON**



P22 type foundry
London Underground
set



London Underground Roundel and Font
In 1913 the Underground's publicity manager, Frank Pick, commissioned the typographer Edward Johnston to design a company typeface.

The typeface came into use in 1917.
Gill Sans is a sans-serif typeface created by Eric Gill, and published by the Monotype Corporation between 1928 and 1930.

The Arts and Crafts Movement

- The Arts and Crafts Movement was one of the most influential, profound and far-reaching design movements of modern times. It began in Britain around 1880 and quickly spread across America and Europe before emerging finally as the Mingei (Folk Crafts) movement in Japan.
- It was a movement born of ideals. It grew out of a concern for the effects of industrialisation: on design, on traditional skills and on the lives of ordinary people. In response, it established a new set of principles for living and working. It advocated the reform of art at every level and across a broad social spectrum, and it turned the home into a work of art.

Arts and Crafts Movement

The Arts and Crafts Movement reaction against

- Industrial Revolution separated humans from their own creativity and individualism.
- Environmental pollution.
- Alienating work environments.
- Poor quality mass production



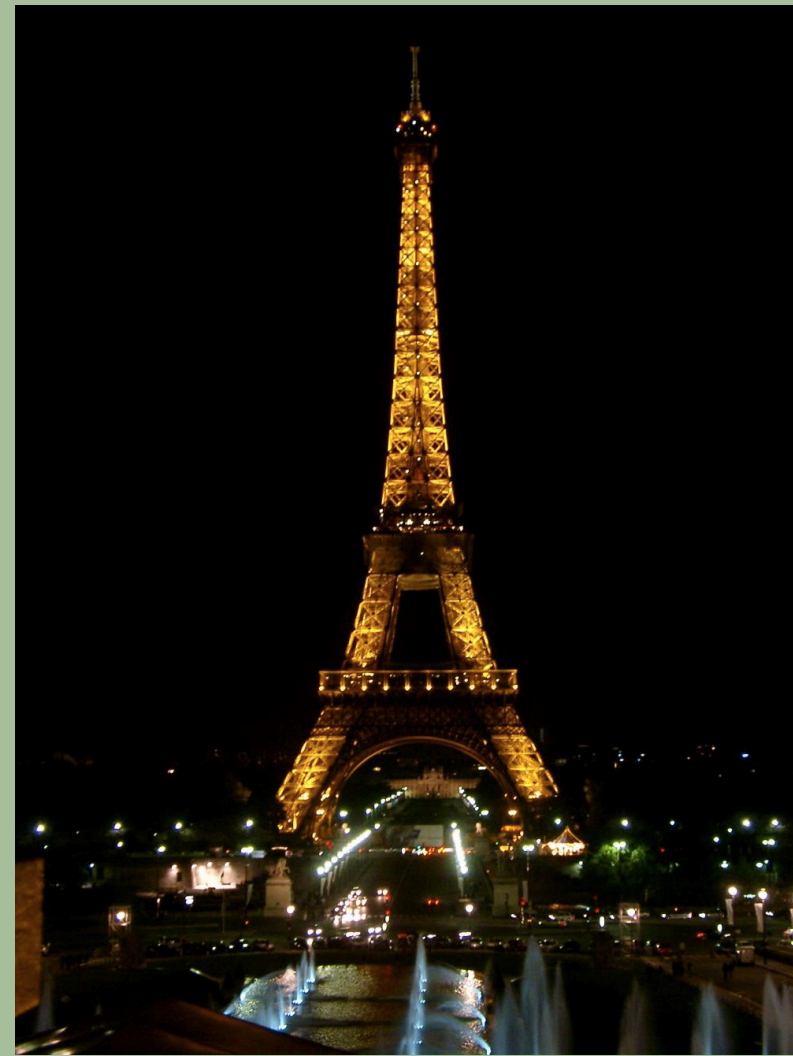
William Morris designed in 1881-18

William Morris key artist

- Demanded „craftsmanlike“ consumer goods on a high aesthetic level.
- He used natural materials and clearly structured forms
- He has been called one of the first serious environmental protectionists



1886-The Statue of Liberty is erected in New York Harbour. The Statue of Liberty is erected in New York Harbour, designed and created by Artist and Sculptor Frederic Auguste Bartholdi.



1889-The Eiffel Tower is completed for the Paris Exposition

Urban village: Cadbury's model community, built 1895



George Cadbury, a classic Victorian philanthropist, decided he wanted homes next to his factory south-west of Birmingham city centre. He said the estate should "ameliorate the condition of the working-class and labouring population... by the provision of improved dwellings, with gardens and open space to be enjoyed therewith".



Thomas Edison's first lightbulb which was used in a demonstration at Menlo Park, in 1879