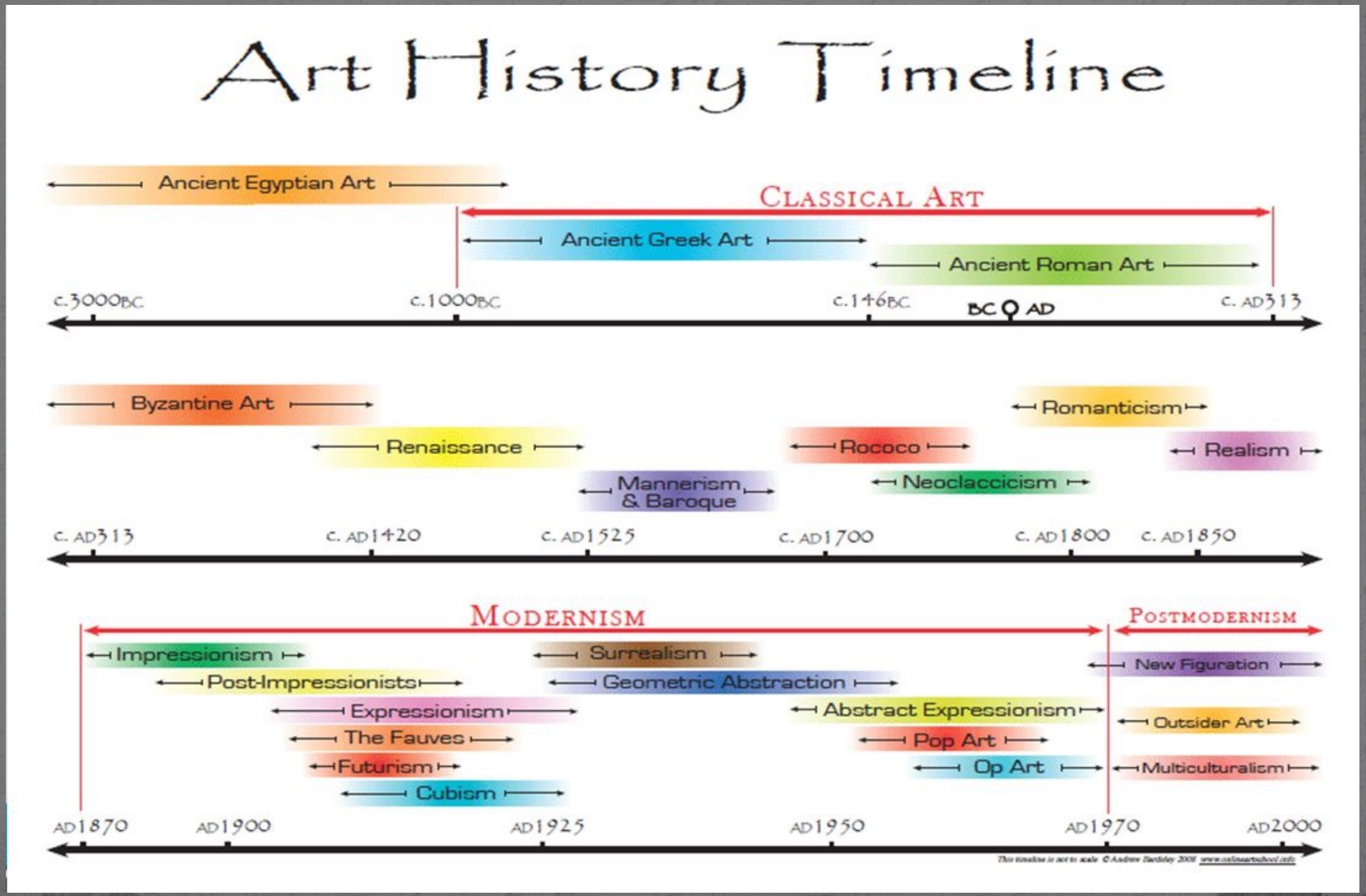
Design Process 2020

ART, what & why?

Art history timeline



Different art styles – there's so many

- Abstract expressionism
- Art Noveau
- Avant-garde
- Baroque
- Classicism
- Minimalism
- Neo-Impressionism
- Neo-Classicism
- Performance Art
- Pointillism

Different art styles.....

- Suprematism
- Conceptual art
- Constructivism
- Cubism
- DADA / Dadaism
- Expressionist
- Pop art
- Post-Impressionism

Different styles.....

- Rococo
- Surrealism
- Fauvism
- Futurism
- Impressionism
- Installation Art
- Land art / Earth art
- Water sculpture

What are you getting at Dave?

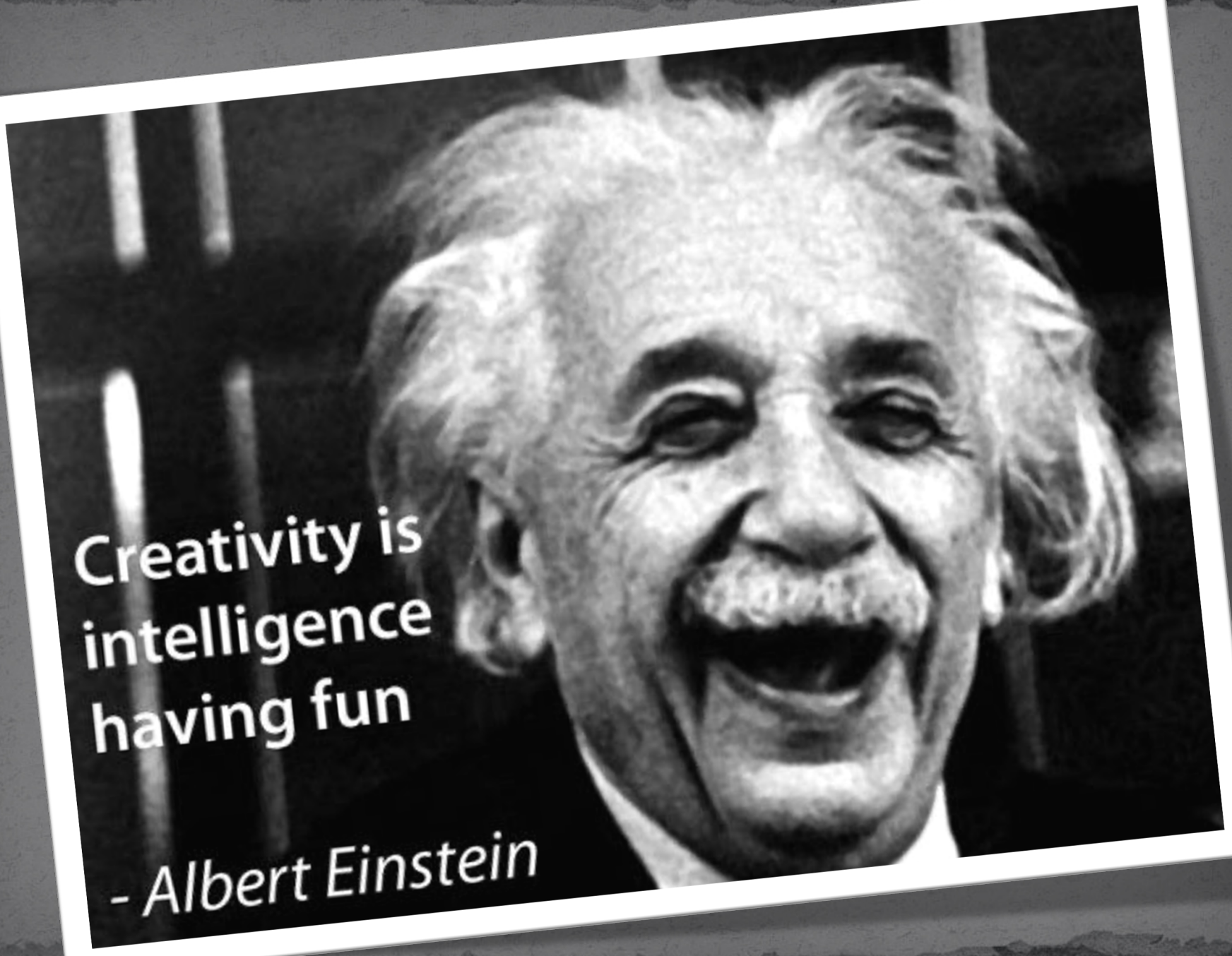
- You are artists!
- We create art (entertainment art, we sculpt the space in line, shape and colour - scenography)
- Method of communication
- Style, like what you like, know what you don't like
- Get out there and see it, galleries, museums, theatre
- We draw inspiration from art and the world around us, art, politics, personal experience.

- *Art provides us with a deeper understanding of our emotions and self awareness*
- *The purpose of art is to produce thinking. The secret is not the mechanics or technical skill that create art – but the process of introspection and different levels of contemplation that generate it. … Art is a process not a product. Art is a human act. Art is Risky.*

- *Art influences society by changing opinions, instilling values and translating experiences across space and time. Research has shown art affects the fundamental sense of self. Painting, sculpture, music, literature and the other arts are often considered to be the repository of a society's collective memory.*

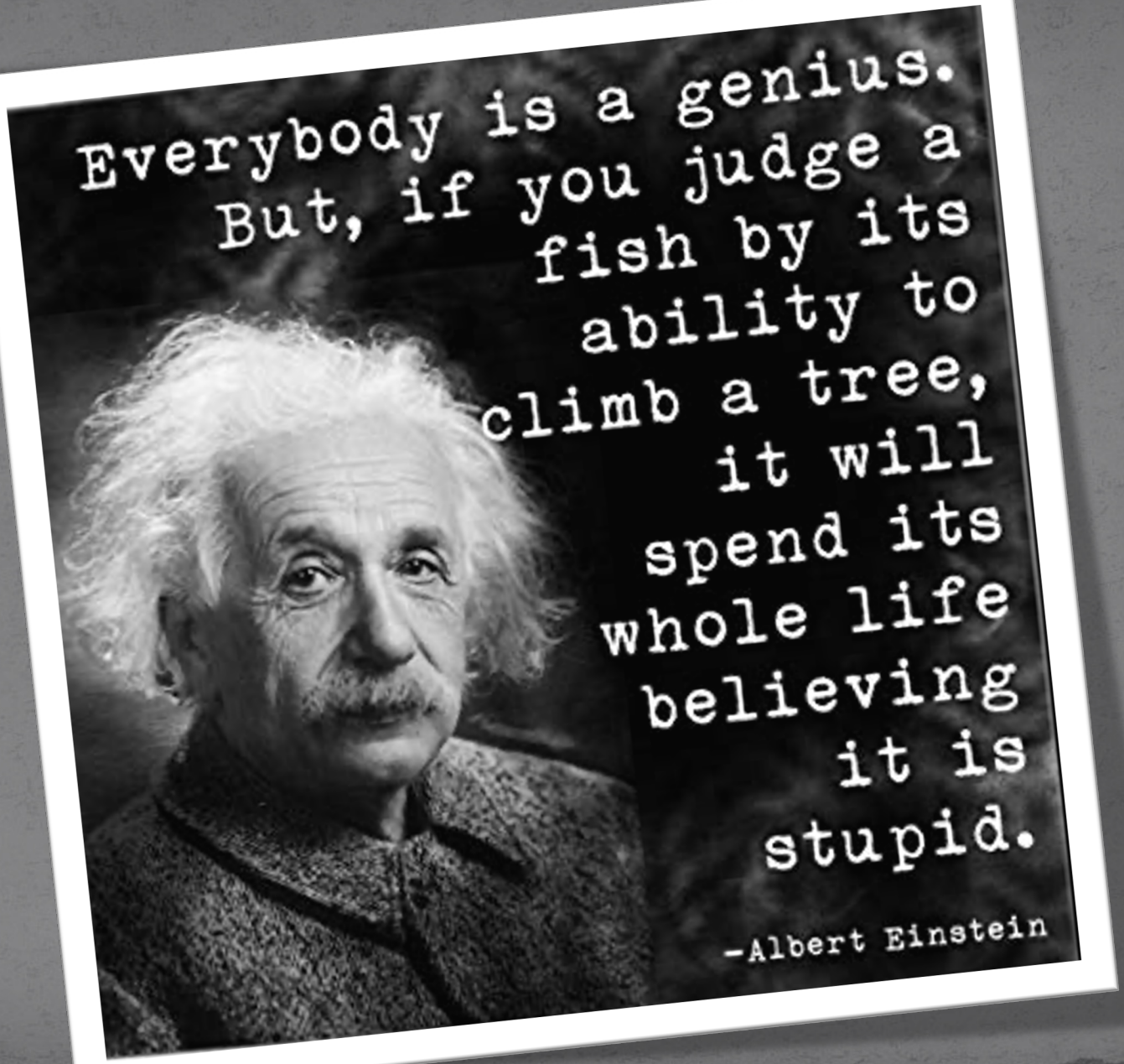
Inspiration – does it work?

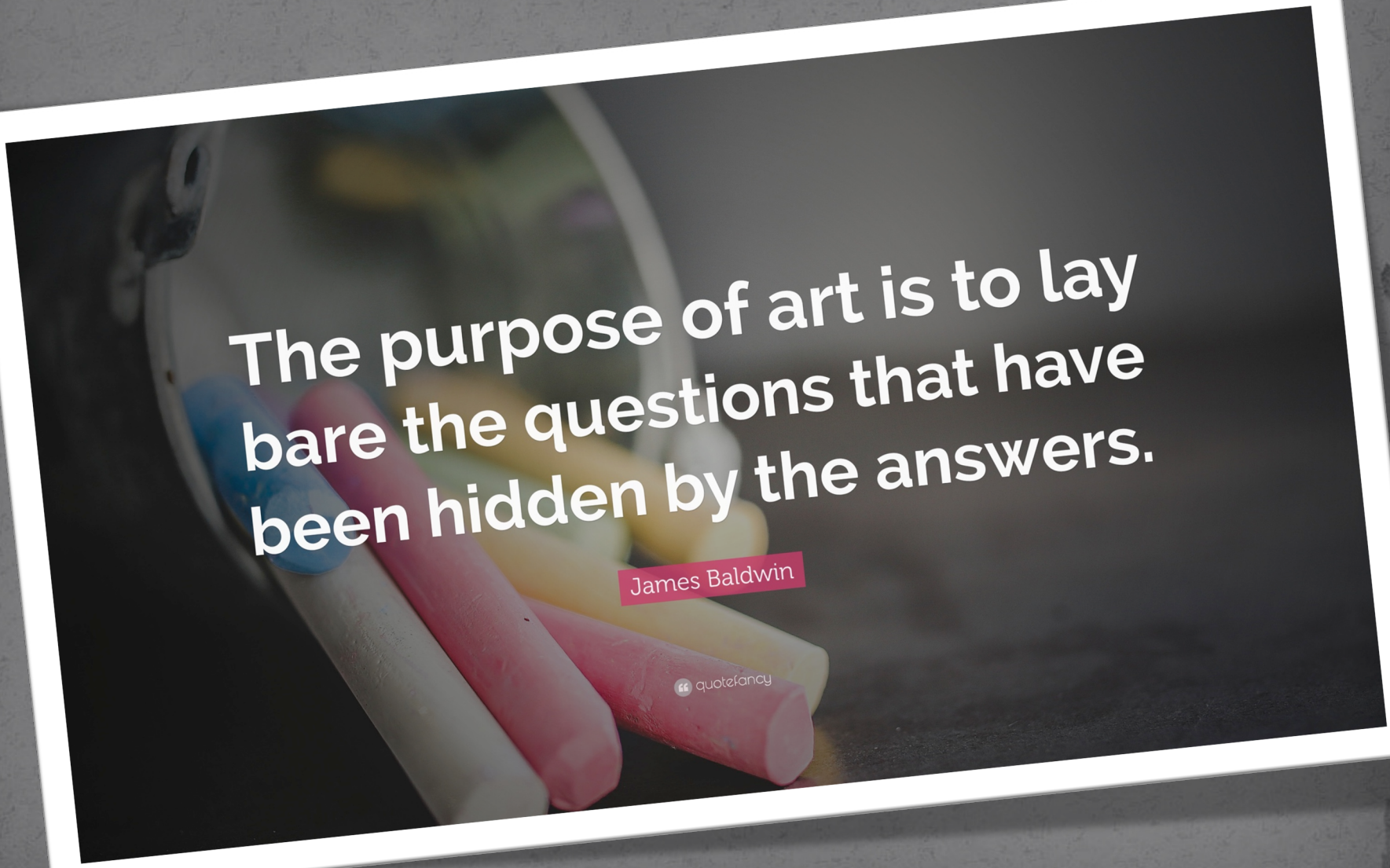



Creativity is
intelligence
having fun
- Albert Einstein

The true sign of intelligence is not knowledge but imagination.

Albert Einstein

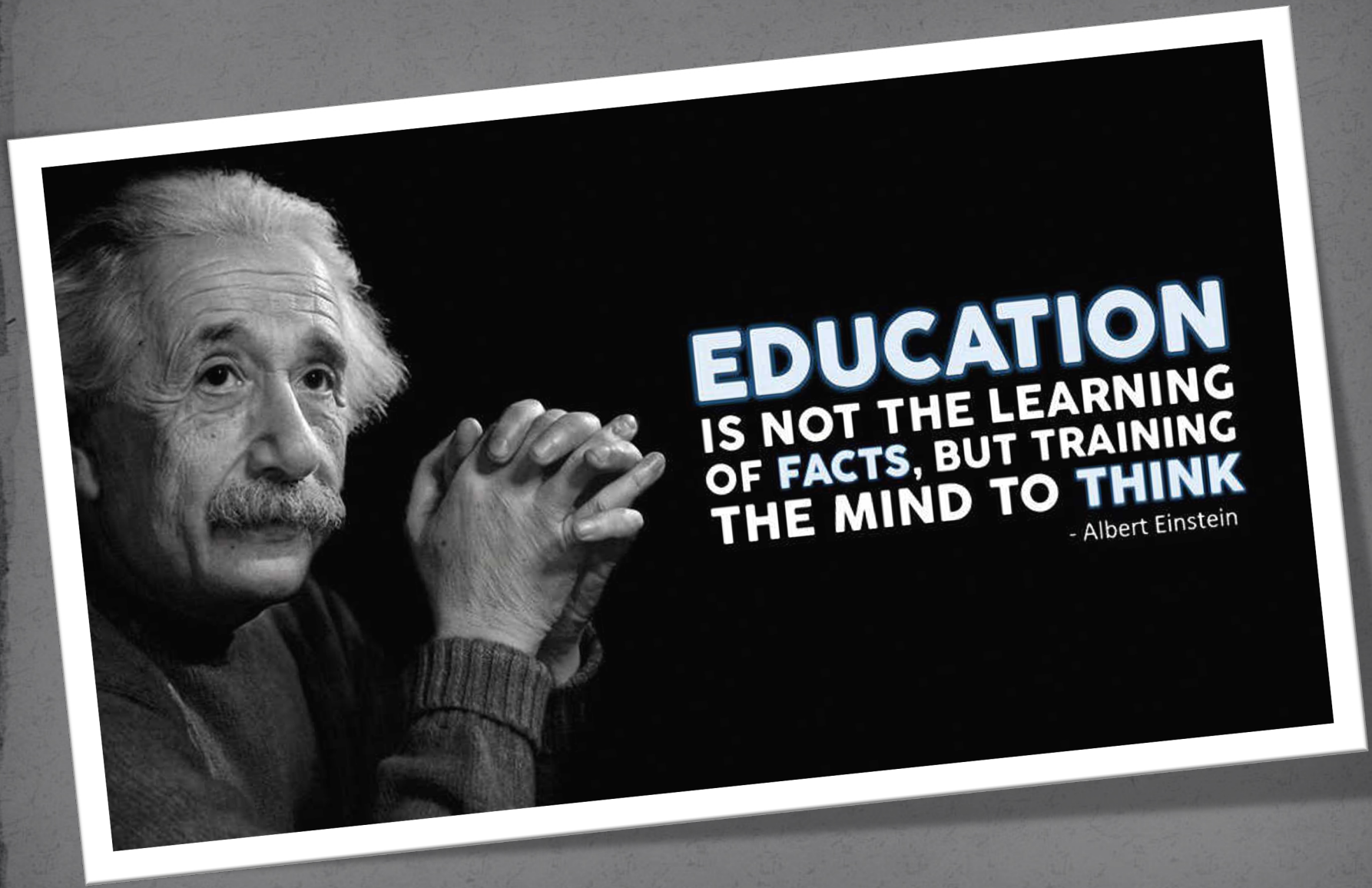

Everybody is a genius.
But, if you judge a
fish by its
ability to
climb a tree,
it will
spend its
whole life
believing
it is
stupid.
-Albert Einstein

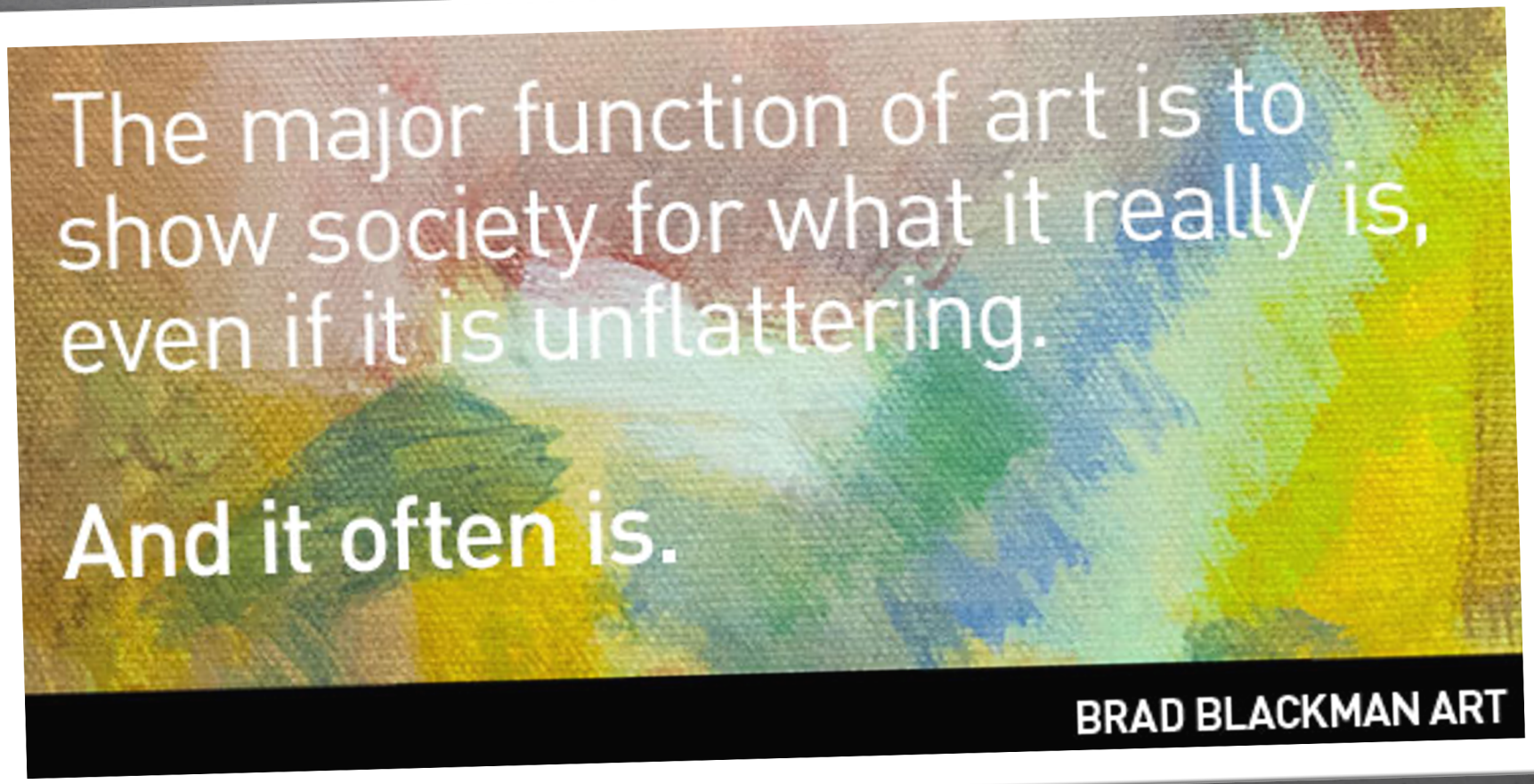

The purpose of art is to lay bare the questions that have been hidden by the answers.
James Baldwin
quotefancy

The purpose of art is to bring people into presence.

Jim Carrey

quotefancy


EDUCATION
IS NOT THE LEARNING
OF FACTS, BUT TRAINING
THE MIND TO THINK
- Albert Einstein

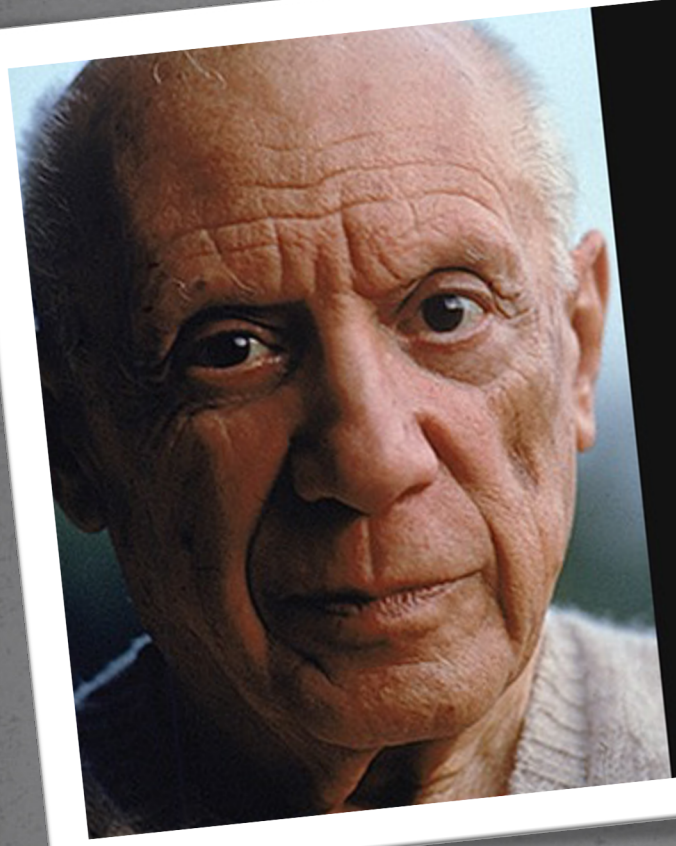

The major function of art is to show society for what it really is, even if it is unflattering.
And it often is.
BRAD BLACKMAN ART



Art is the perpetual motion of illusion. The highest purpose of art is to inspire. What else can you do? What else can you do for any one but inspire them?

— Bob Dylan —

AZ QUOTES



The purpose of art is washing the dust of daily life off our souls.

— Pablo Picasso —

AZ QUOTES

Design in use

- Lets look at Germany 1930's / 1940's
- What do you see visually when you picture that era?
- Hugo Boss made the uniforms of the SS



Degenerate Art

- Degenerate art is the English translation of the German phrase Entartete Kunst which is the label the National Socialist (Nazi) party, under its leader Adolf Hitler, applied to **art** they did not approve of, in an attempt to bring art under their control.

- Hans Feibusch. 1898–1998.
- Paul Klee. 1879–1940.
- Piet Mondrian. 1872–1944.
- Edvard Munch. 1863–1944.
- Martin Bloch. 1883–1954.
- Kurt Schwitters. 1887–1948.
- Ernst Ludwig Kirchner. 1880–1938.
- Emil Nolde. 1867–1956.

Ernst Ludwig Kirchner



Vincent Van Gough



Edvard Munch



Wassily Kasinsky



Shaping public opinion

- Goebbels and his ministry also set out to coordinate every form of expression in Germany—from music to radio programs to textbooks, artwork, newspapers, and even sermons—crafting language and imagery carefully to praise Nazi policies and Hitler himself, and to demonize those the Nazis considered enemies. While the ministry's work included censoring much German art and media, the Nazis also created an environment in which many artists, newspaper editors, and filmmakers censored themselves in order to gain favor with the regime, avoid punishment, or escape the Nazis' attention altogether.

Richard Wagner

- In 1933, the year of Hitler's accession to power, the fiftieth anniversary of the composer Richard Wagner's death was celebrated at the Bayreuth festival under the theme 'Wagner and the new Germany'. The links between the 19th century opera composer and the 20th century dictator existed from the Nazi Party's beginnings, and were to be strengthened and developed throughout the years of Hitler's reign. Perhaps no other musician is as closely linked with Nazism as is Wagner, and no composer's music is as tainted with the ideological associations of the Third Reich.

Rebellion! Modernist art classed as degenerate

- DADA
- Expressionism
- Surrealism
- Cubism
- Bauhaus
- Fauvism
- Impressionism
- New objectivity

DADA *(Dadaism)*

- Dada was born out of negative reaction to the horrors of the First World War. This international movement was begun by a group of artists and poets associated with the Cabaret Voltaire in Zürich. Dada rejected reason and logic, prizing nonsense, irrationality and intuition.
- It de-constructs, simplifies and then reconstructs.



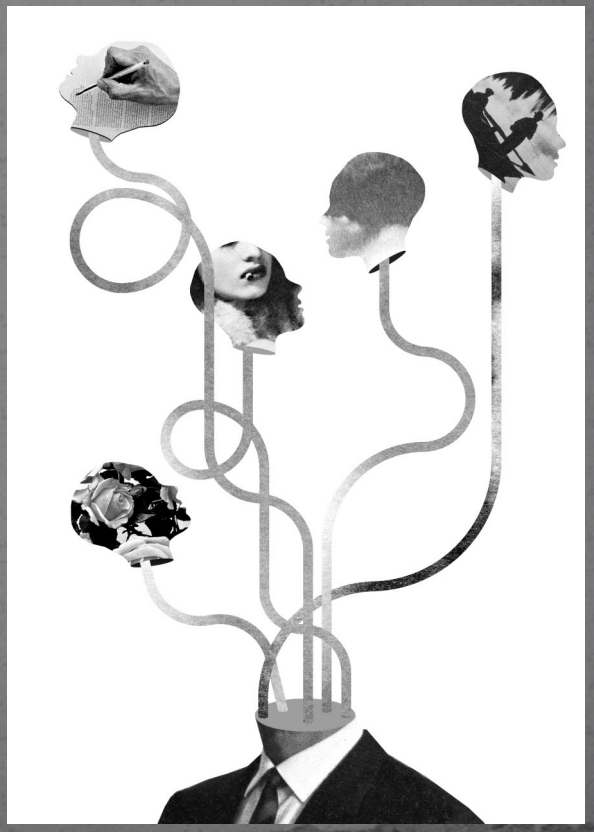
Duchamp descending stairs
Photo by Eliot Elisofon 1952



Nude Descending Staircase No.2
by Duchamp



Duchamp

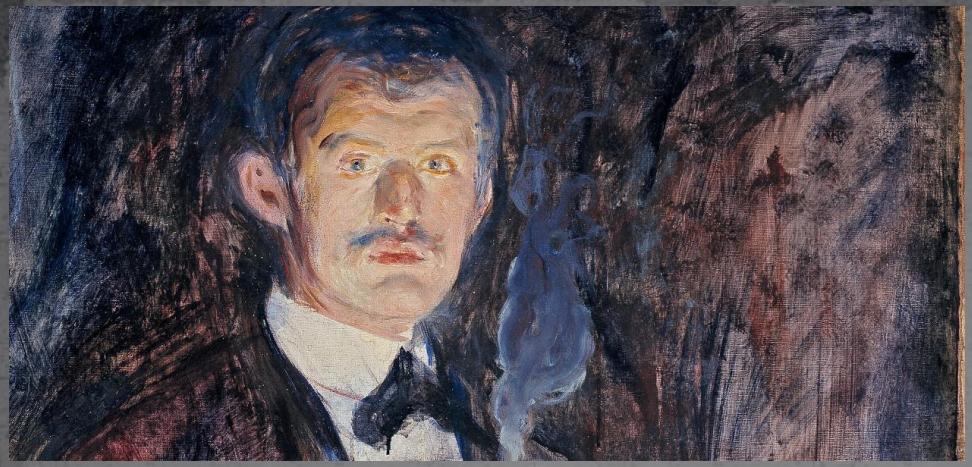






Expressionism

- **Expressionism** first emerged in 1905, when a group of four German students guided by Ernst Ludwig Kirchner. German **Expressionists** were artists, writers, and thinkers who were of age in Germany prior to World War II, and lived during Wilhelm II's reign. German **Expressionism** developed as a result of the younger generation's reaction against the bourgeois culture of Germany during this time period.
- What is the difference between expressionism and impressionism?
- While both movements relied upon the senses, **Expressionists** focused upon the overwhelming aspects of emotions while **Impressionists** used emotions to describe life in general. Basically, **Expressionists** are using their emotions to define their words and **Impressionists** are using their words to define their emotions. What's the difference between **expressionism** and **impressionism** (**art**/music)? ... **Impressionism**, which developed after the camera came along and (at least ostensibly) relieved artists from the strictures of realism, asks an **artist** to give an "impression" of something, rather than a realistic rendering.





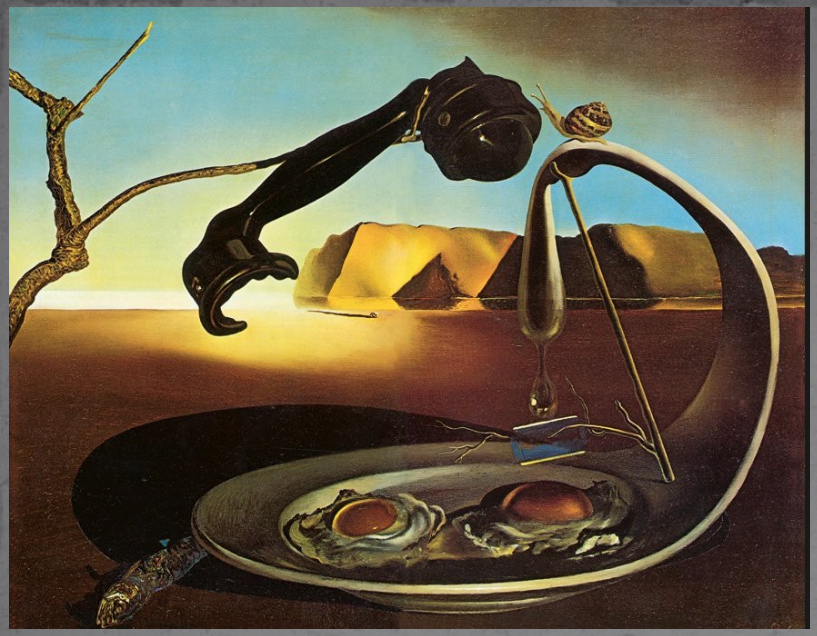


Edvard Munch



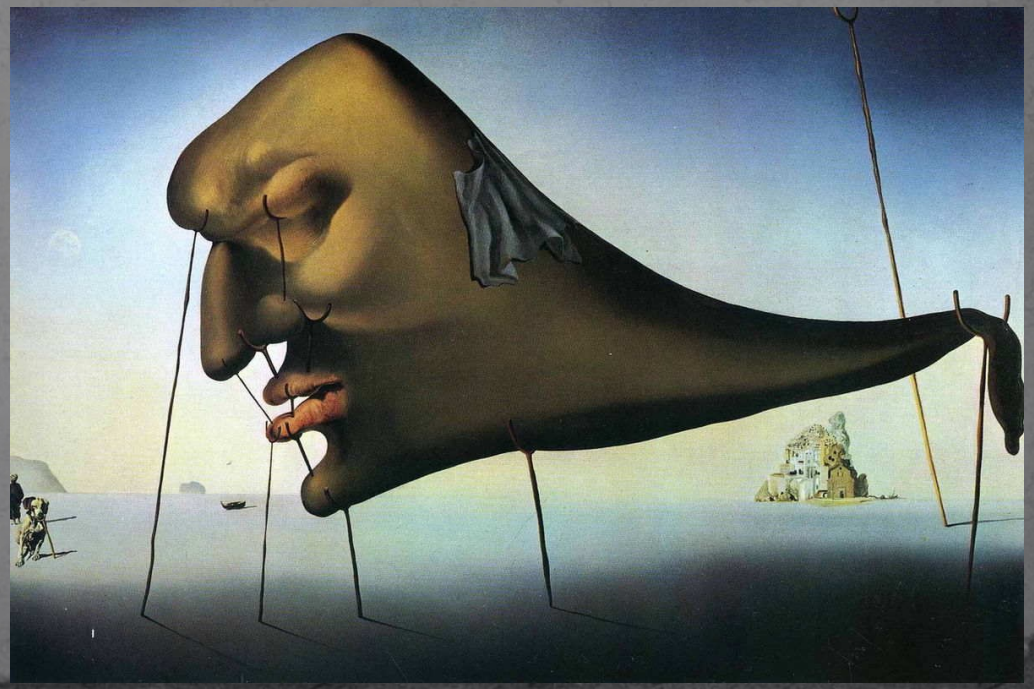
Surrealism

- Surrealism aimed to revolutionise human experience, rejecting a rational vision of life in favour of one that asserted the value of the unconscious and dreams. The movement's poets and artists found magic and strange beauty in the unexpected and the uncanny, the disregarded and the unconventional.
- The word 'surrealist' (suggesting 'beyond reality') was coined by the French avant-garde poet Guillaume Apollinaire in a play written in 1903 and performed in 1917. But it was André Breton, leader of a new grouping of poets and artists in Paris, who, in his *Surrealist Manifesto* (1924), defined surrealism as:
- pure psychic automatism, by which one proposes to express, either verbally, in writing, or by any other manner, the real functioning of thought. Dictation of thought in the absence of all control exercised by reason, outside of all aesthetic and moral preoccupation.
- **Influenced** by the writings of psychologist **Sigmund Freud**, the literary, intellectual, and artistic movement called **Surrealism** sought a revolution against the constraints of the rational mind; and by extension, the rules of a society they saw as oppressive.
- **Sigmund Freud's** theory of **art** focused around a central theme of motivation to create. His understanding of **art** was based on the **artist** psyche and reason for shaping his medium into its final form.
- **Sigmund Freud** emphasized the importance of the unconscious mind, and a primary assumption of **Freudian theory** is that the unconscious mind governs behaviour to a greater degree than people suspect. Indeed, the goal of psychoanalysis is to make the unconscious conscious.



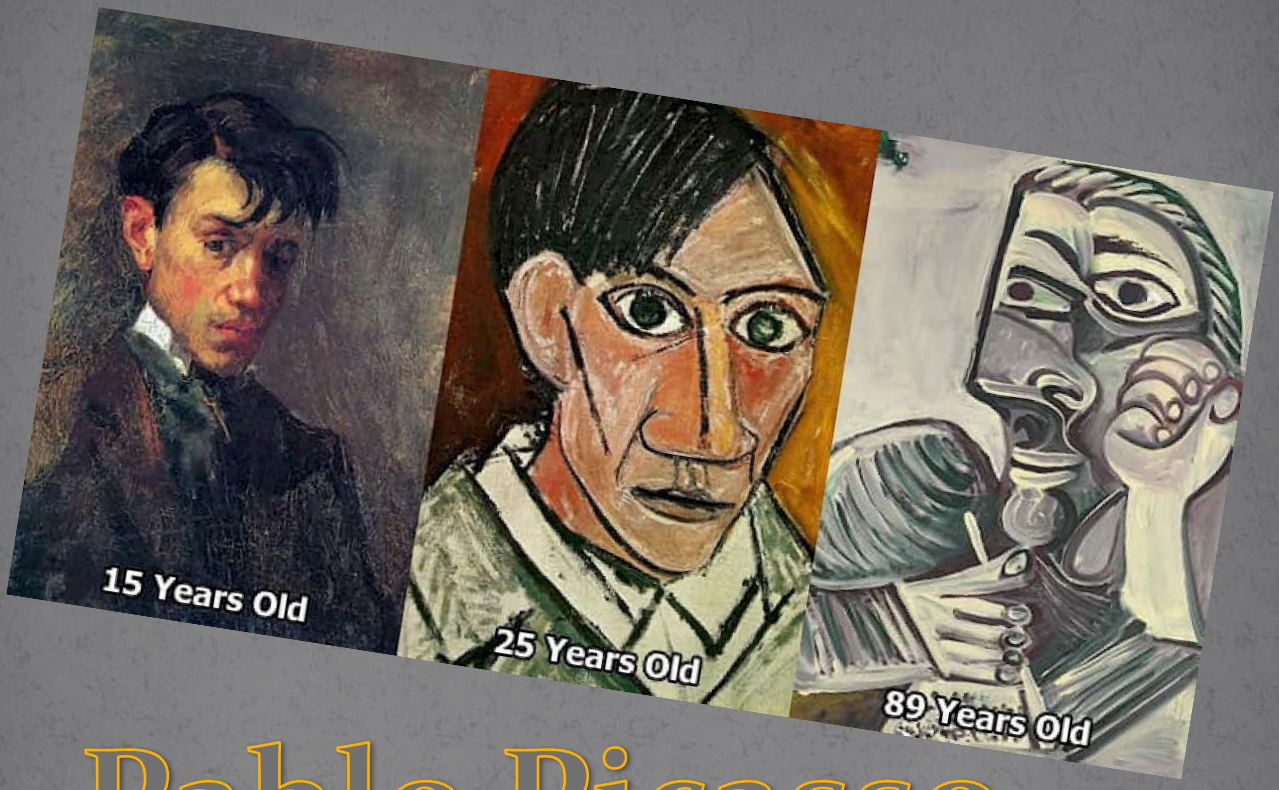


Salvador Dali



Cubism

- **Cubism** was a revolutionary new approach to representing reality invented in around 1907–08 by artists Pablo Picasso and Georges Braque. They brought different views of subjects (usually objects or figures) together in the same picture, resulting in paintings that appear fragmented and abstracted.
- Analytical Cubism - The first stage of the Cubism movement was called Analytical Cubism. ...
- Synthetic Cubism - The second stage of Cubism introduced the idea of adding in other materials in a collage.
- The **Cubists** challenged conventional forms of representation, such as perspective, which had been the rule since the Italian Renaissance. Their aim was to develop a new way of seeing which reflected the modern age.

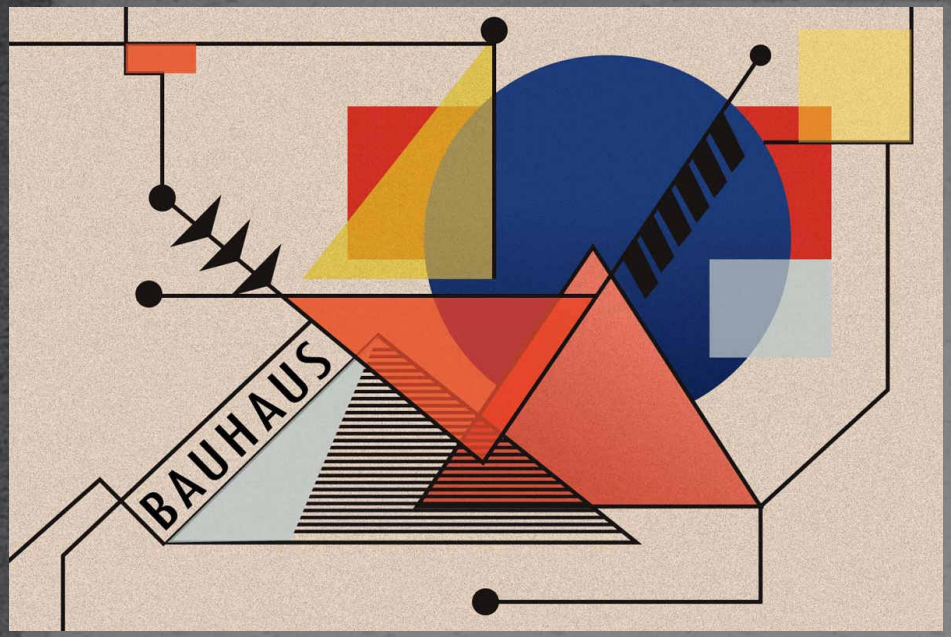


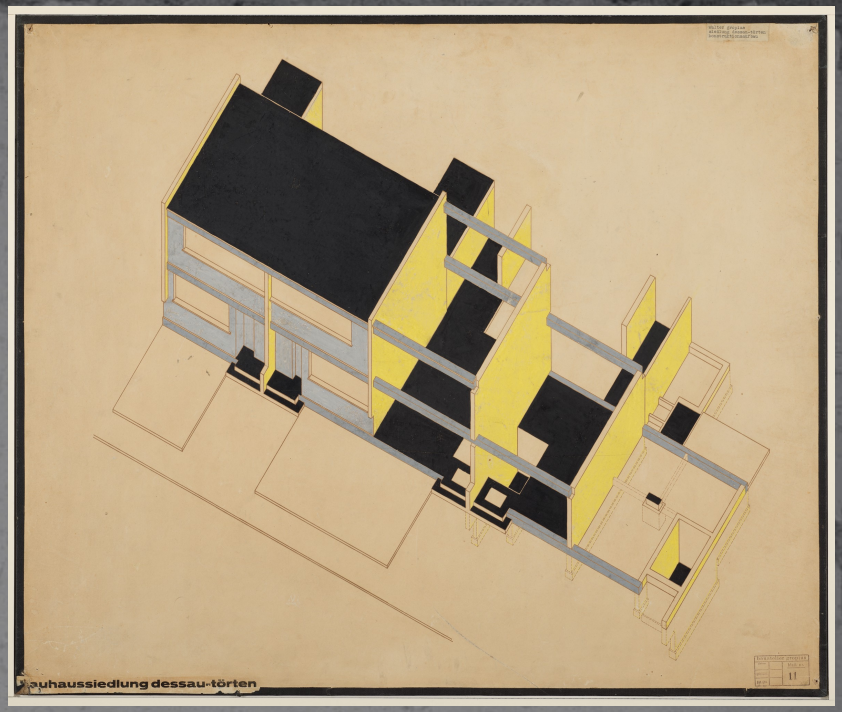
Pablo Picasso

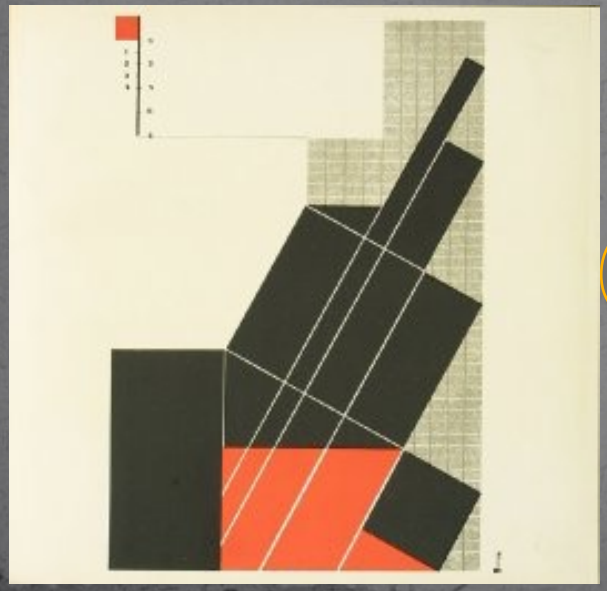


Bauhaus

- **Bauhaus**—literally translated to "construction house"—originated as a German school of the **arts** in the early 20th century. Founded by Walter Gropius, the school eventually morphed into its own modern **art** movement characterized by its unique approach to architecture and design.
- Began in 1919 when Walter Gropius founded a school with a vision of bridging the gap between art and industry by combining crafts and fine arts. ... The **Bauhaus movement** is characterized by economic sensibility, simplicity and a focus on mass production.
- In the city of Weimar by German architect Walter Gropius (1883–1969).
- it also favors functionality over ornamentation and asymetry and regularity over symmetry.
- **Bauhaus**, **school** of design, architecture, and applied **arts** that existed in Germany from 1919 to 1933. It was based in Weimar until 1925, Dessau through 1932, and Berlin in its final months.





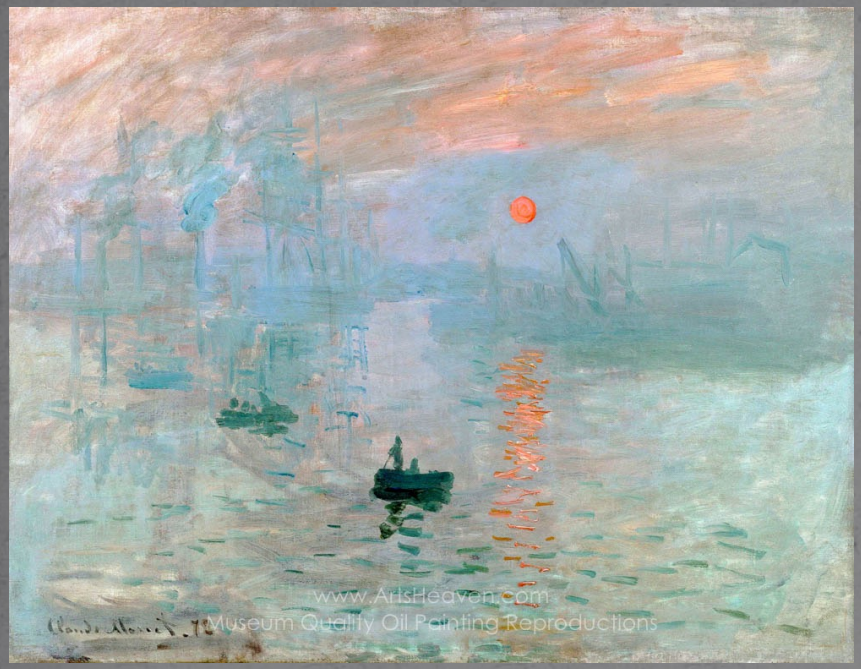


Walter Gropius



Impressionism

- a style of painting developed in the last third of the 19th century, characterized chiefly by short brush strokes of bright colors in immediate juxtaposition to represent the effect of light on objects.
- The term '**impressionism**' comes from a painting by Claude Monet, which he showed in an exhibition with the name Impression, soleil levant ("Impression, Sunrise"). An art critic **called** Louis Leroy saw the exhibition and wrote a review in which he said that all the paintings were just "impressions".
- Monet's paintings are considered among the first works of **art** in the modern era, due to his rough painting style and absence of idealism in his figures. Manet was a close friend of and major influence on younger artists **who founded Impressionism** such as Claude Monet, Edgar Degas and Pierre-Auguste Renoir.
- By the end of the **Impressionists** period, artists felt liberated from strict rules or composition, subject matter and technique. They no longer depended on opinion of the Salon. They were free to paint what they wanted, experiment with new technology, and pursue their own ideas and talent.

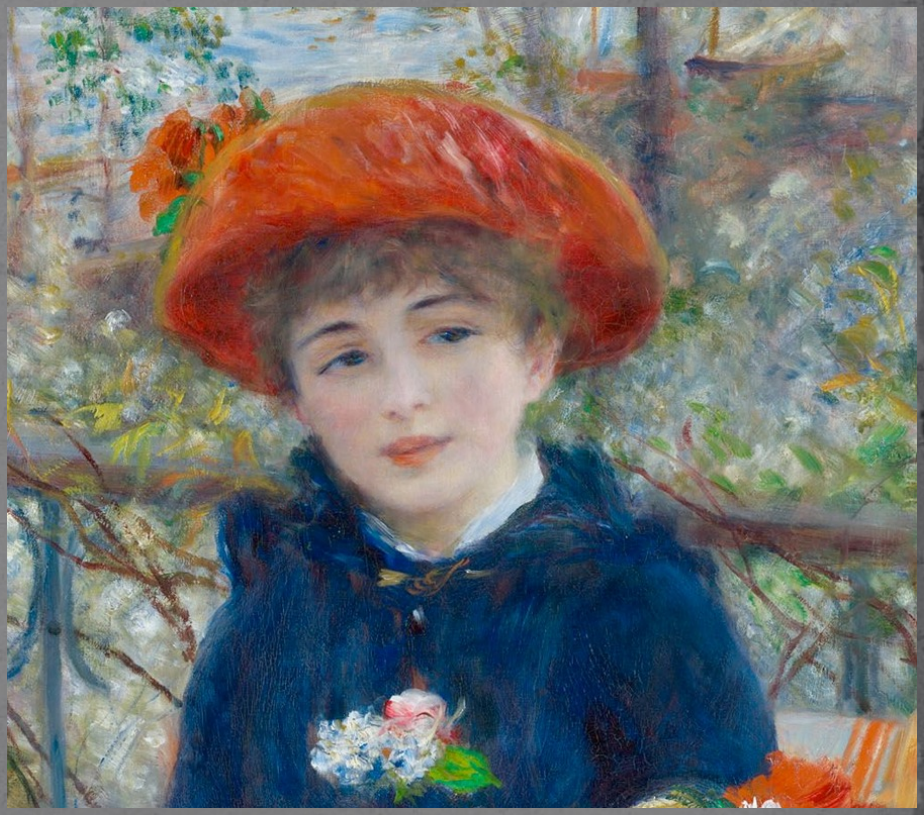




Claude Monet

Pierre Auguste Renoir







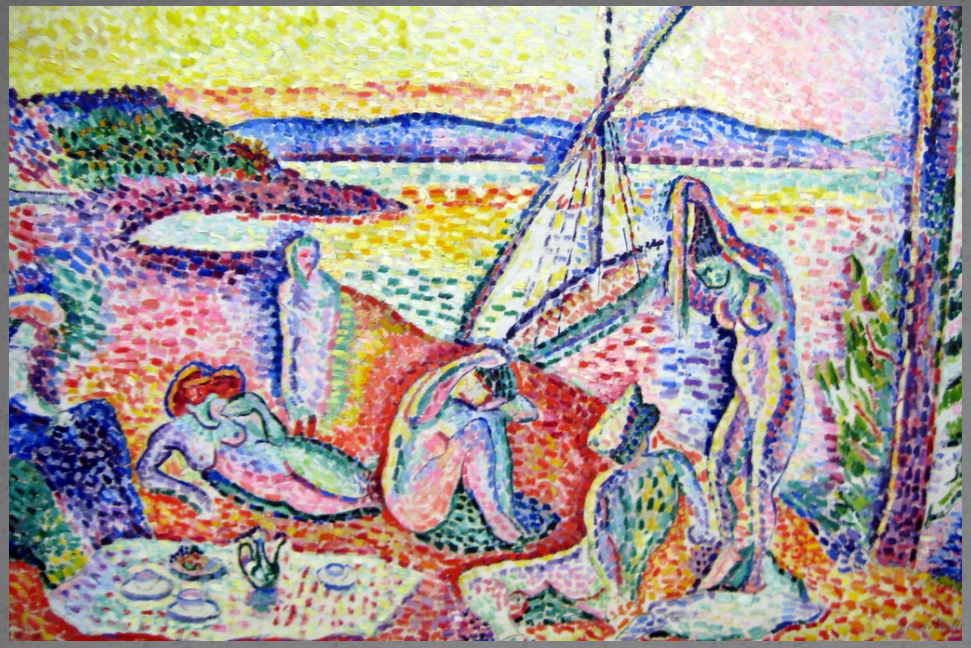






Fauvism

- Fauvism is the style of les Fauves, a group of early twentieth-century modern artists whose works emphasized painterly qualities and strong color over the representational or realistic values retained by Impressionism.
- **Fauvism**. The name les **fauves** ('the wild beasts') was coined by the critic Louis Vauxcelles when he saw the work of Henri Matisse and André Derain in an exhibition, the salon d'automne in Paris, in 1905.
- **Matisse was** heavily **influenced** by **art** from other cultures. ... The human figure **was**central to **Matisse's** work both in sculpture and painting. Its importance for his Fauvist work reflects his feeling that the subject had been neglected in Impressionism, and it continued to be important to him.







Henri Matisse

New objectivity

- The New Objectivity was a movement in German art that arose during the 1920s as a reaction against expressionism.
- As its name suggests, it offered a return to unsentimental reality and a focus on the objective world, as opposed to the more abstract, romantic, or idealistic tendencies of Expressionism. The style is most often associated with portraiture, and its leading practitioners included Max Beckmann, Otto Dix, and George Grosz. Their mercilessly naturalistic depictions, sometimes reminiscent of the meticulous processes of the Old Masters, frequently portrayed Weimar society in a caustically satirical manner.
- Many German artists entered World War I enthusiastically, believing it would bring about positive social change. However, the horrors they experienced in the trenches, and their country's humiliating defeat, left them bitter and disillusioned at the seemingly futile bloodletting. In the aftermath, the freedom of form and color associated with pre-war Expressionism
- seemed out of touch with the pervasive post-war cynicism. In this context, many artists turned toward a new kind of realism with a biting satirical edge, a style which came to be known as *Neue Sachlichkeit*

Otto Dix





















Paul Nash

Surrealism

So that's enough history for now *phew!*



Ummmmm what?

- Be investigative
- That presentation was my own process on art history
- That was just covering a time period of 50 years
- Don't be afraid to open up, relax into where your creative journey takes you
- You will find 99 very good ideas before finding the one amazing one
- Don't stop

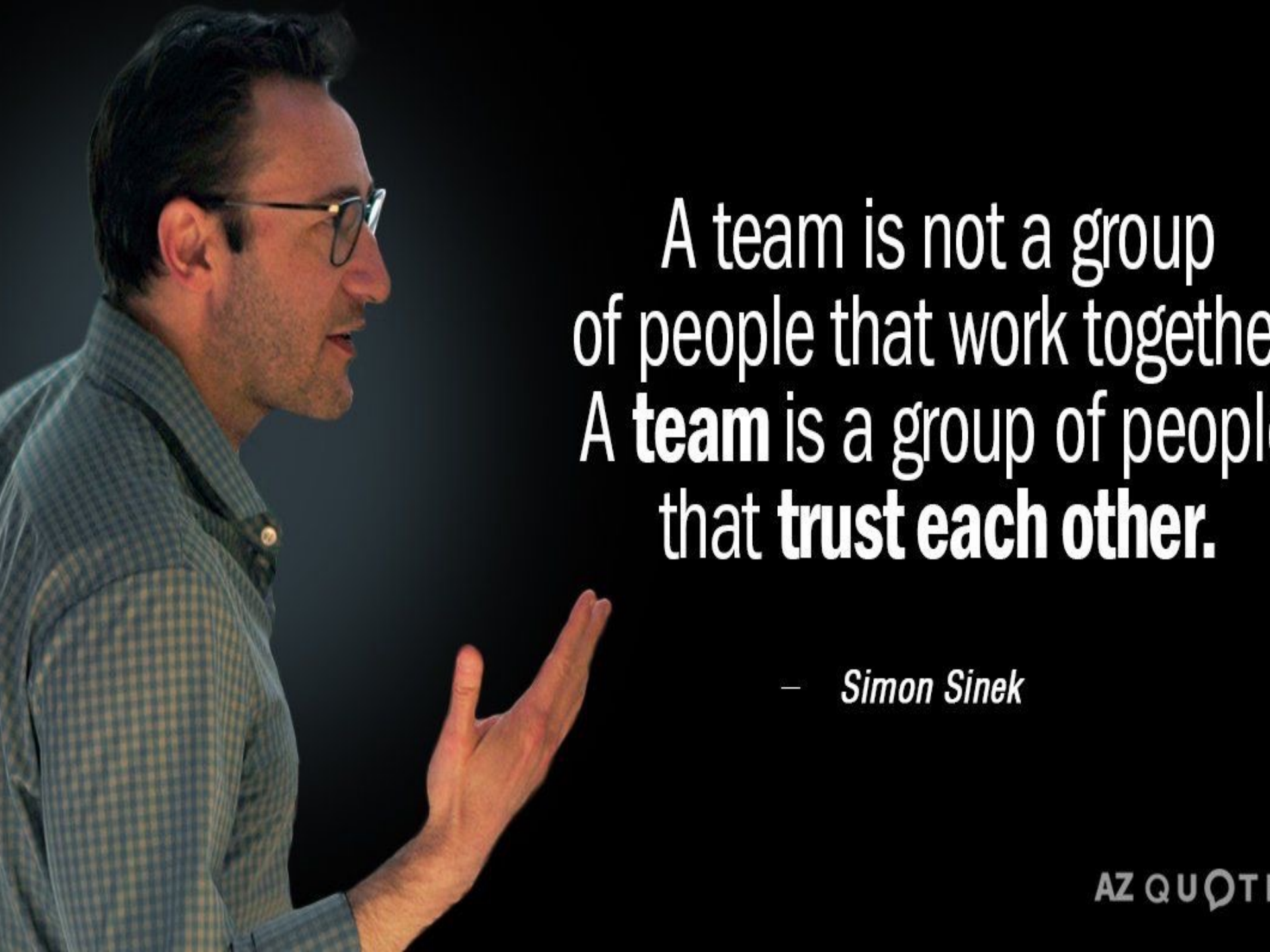
What is art?

- The expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or **emotional power.**

But how do I do it?

- 225g soft butter
- 225g golden caster sugar
- 4 large eggs
- ½ lemon zested
- 1 tsp vanilla extract
- 225g self raising flour
- Splash of milk
- Optional fillings
- Icing sugar for dusting




A team is not a group
of people that work togethe
A **team** is a group of peopl
that **trust each other.**
– *Simon Sinek*
AZ QUOT