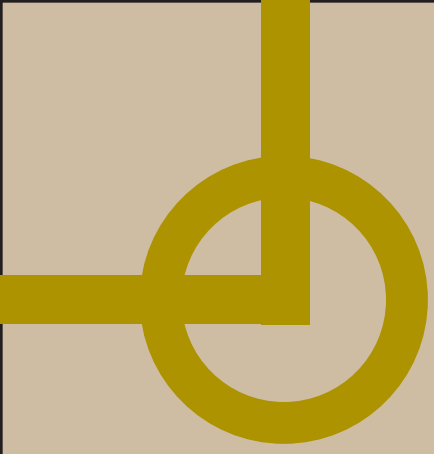


# Environmental Design Movements







# ART DECO

## Introduction

Art Deco was a post great-war design style. During the emergence of the machine age and the industrial revolution meant that designers could start incorporating more intricate designs into the buildings. The roaring twenties and the large economic boom coming from the end of world war one. Art Deco has major elements including prominent use of geometric shapes like squares and circles. Art Deco works to draw inspiration from non western cultures such as eastern Asia. The main goal of Art Deco was to place great emphasis on the skill on crafts included in the design and the craftsmen that contributed to the design.

One of the most prominent and famous designer is William Van Allen who worked on new York's Chrysler building, Completed in the year of 1930. William worked with Clarence Fagan True, after graduation from the Pratt Institute. Upon the completion of his studies he moved to

New York and worked on the Hotel Astor in 1902. After his life William left his name to the Van Allen Institute which worked on improving public spaces



By Unknown author - Empire State Notables, 1914, page 557, Public Domain, <https://commons.wikimedia.org/w/index.php?curid=170157307>

By w>User:Overandderivative work: Overand (talk) - Chrysler Building by David Shankbone.jpg, Public Domain, <https://commons.wikimedia.org/w/index.php?curid=6882882>

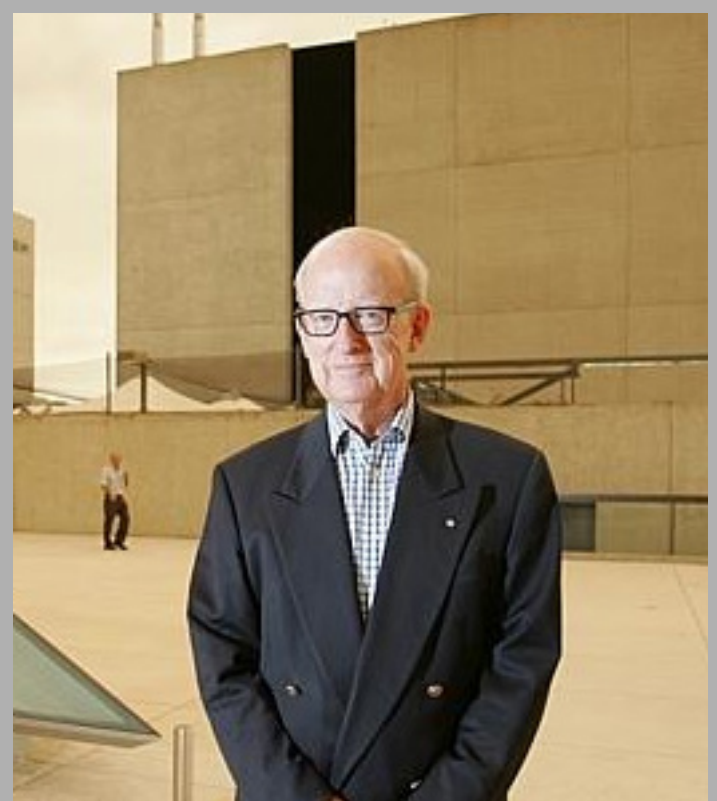


# BRUTALISM



Brutalism was a post World War 2 building style that emerged in the united kingdom. As the cold war emerged new building styles also came to being. Brutalism was a simplistic building style designed around the idea of “Form follows function” where there was great influence placed on the structural elements of the house. Brutalism was influence by the emergence of “utilitarians” and new materials such as steel and concrete. A call for low cost social housing lead to building being built as cheaply and bare bones as possible. The main elements the contribute to the style of brutalist architecture include the key principle of form over function using low cost materials such as concrete and steel. The simplistic design

An important designer was Robin Gibson (Ao) an architect whose work in brutalist design extends to such building as the Queensland cultural center, the Queensland art gallery and the Brisbane arcade and square. Robin would later receive the order of Australia for his contribution to public buildings.



<https://www.archdaily.com/957105/brutalist-belgrade-through-the-eyes-of-alexey-kozhenkov>

<https://www.couriermail.com.au/news/queensland/eminant-architect-robin-gibson-designer-of-the-queensland-cultural-centre-has-died/news-story/e3be0386de7e5f3cfec8cfff483beb3>

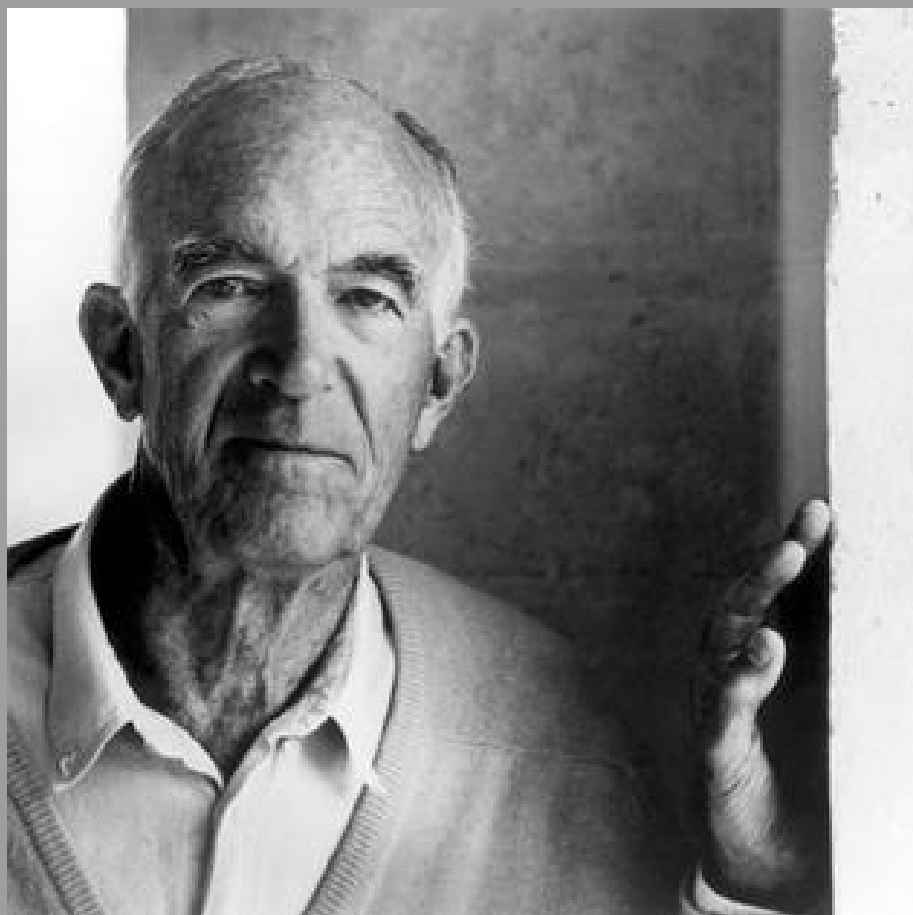


# MODERNISM

Modernism as a design style emerged during the industrial revolution and the onset of both world wars caused a need for housing to be rebuilt as a result. Like with art deco new technologies meant that large buildings such as skyscrapers with large lavish and open interiors. The key elements of modernism included minimalist aesthetics, like brutalism modernism looks to place emphasis on function of the building with open floor plans to integrate with nature with large and open windows. The modernist design movement was brought forward by the industrial revolution where mass production and mechanization meant more detailed designs and shapes were possible. The aftermath of the world wars meant many houses needed to be put up in a short amount of time leading to mass production of design.



The famous Sydney opera house was created by Jørn Utzon, born in Copenhagen and grew up in Aalborg. Jørn's work drew inspiration from the works of Frank Lloyd Wright and the Mayan pyramids. In 1957 Jørn won the design competition for the new Sydney opera house, where he only submitted preliminary drawings. After the designs were clarified the construction went ahead. Leading to the opera house everyone knows today.



# RIVOLI CINEMAS

The Rivoli cinemas in Camberwell is one of Melbourne's famous examples of late 1930s Art Deco design and is the only form of the work of cinema specialist architects H. Vivian Taylor and Soilleaux. Who were prominent theater designers who constructed over 5000 cinemas during their time.

While the original theater was built on the site in 1921 it was closed down in the late 1930s to be redeveloped into the current art deco design. During October 1940 the new theater opened featuring the new and improved art deco look. At the time its features included the vertical sign, plastered ceilings, and custom ornate light fittings. In 2005 a major restoration was underway to repair many of the Architectural features of the cinema including the mosaics, fittings and plaster while also expanding the size of the theater with a modern extension. The exterior of the building uses shades of pink to accompany horizontal brickwork gives a depiction of the streamlined art deco style. This is accompanied by the curved facades and famous vertical sign.



Some of the impressive interior features include the dramatic circular staircase leading in from the ticket hall, which is featuring a two-way split that gives an allure of luxury. Many of the interior plasters are still present in the building, while the original mosaic floor is a key depiction of Art Deco's attention to the crafts. With a predominantly turquoise-gold coloration in the plaster, the Rivoli Cinema is one of Melbourne's most well-known Art Deco buildings.



<https://www.hallsforhire.com/halls/village-cinemas-rivoli>

[https://en.wikipedia.org/wiki/Rivoli\\_Cinemas](https://en.wikipedia.org/wiki/Rivoli_Cinemas)