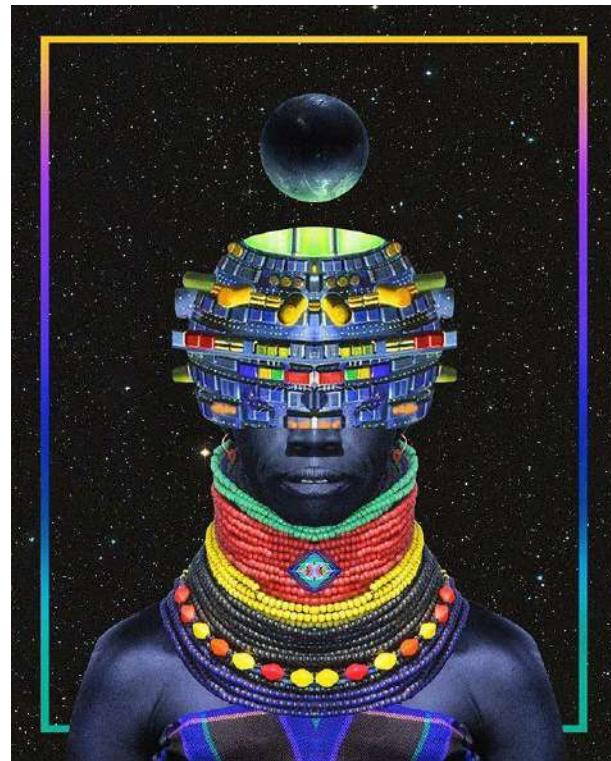


ART AND DESIGN

AESTHETICS



CONTENTS

- Roman Empire
- Early Christianity
- Medieval Art
- Modern Art
- Art Movement



ROMAN EMPIRE

➤ INTRODUCTION

- Situated around the centre of ITALIAN PENINSULA
- Located at TIBET RIVER
- Largest and most powerful empire
- Duration from 800BC to 500AD

➤ ART AND ARCHITECTURE

- Known for Classical architecture
- Give artistic touch in every work even in coin
- Artist were open to new idea
- Get Influence from other culture and empire
- Clay sculpting and bronze work seen here
- Discovery of concrete made construction of Arches, Dome, Vaulted ceiling etc

➤ AESTHETICS

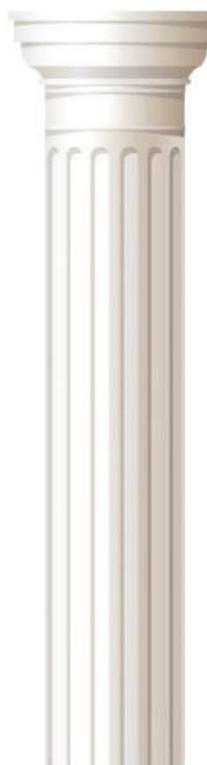
- Roman artist has much more Realistic outlook
- Glorify God
- Marble bust was seen in this time.
- The colour they use such as white, yellow, Pompeii red etc



Architecture mainly use column such as

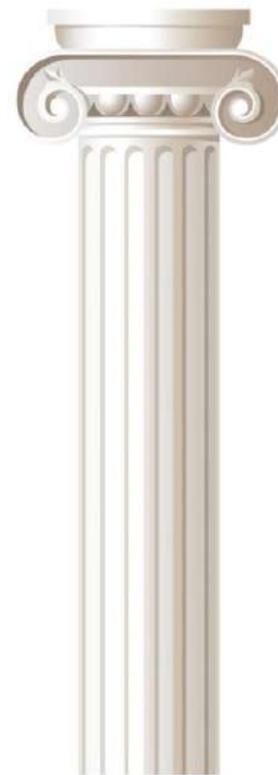
DORIC

Simplest variety
Such as square,
Circle etc.



IONIC

Scroll or spiral
Design.



CORONTHEIN

Most complex and
Decorative having
Floral motive.



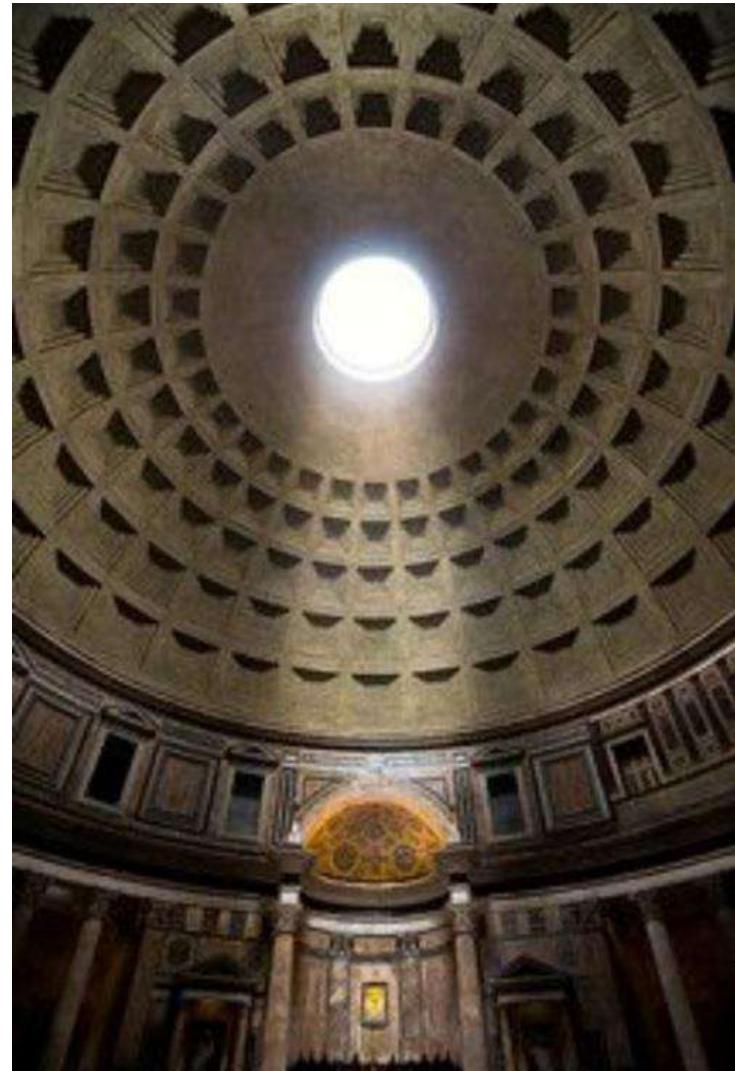
COLOSSEUM

- Colosseum was completed in 80AD .
- It is the greatest amphitheatre in Rome providing sitting arrangements for 50,000 people.
- It showcases the 3 type of column – Doric , Ionic and Corinthian.
- Its second and third level features had statue of god and goddess standing under each impressive arch.
- Advance features such as underground system of passage way, trap doors, drainage pipes and retractable roof make this place makes this place much more adorable.



PANTHEON

- It was one of the most impressive dome in Rome.
- It was commenced by emperor Hadrian to honor all Roman gods and was completed in 125AD.
- The interior rooftop of the dome is engraved beautifully with a circular OCULUS opening in centre showing us the way to heaven.
- Construction of dome required around 5,000 tones of concrete .
- It measured 142 feet in diameter and 71 feet in height.
- The concept of using lighter material on top with strong base was applied in making of the dome.



AUGUSTUS

- He was the heir of Julius Caesar and came into power soon after her death .
- He subtly used to promote himself as the representative of god and can be seen interacting with god many a times.
- He used art as a tool to communicate with the mass , knowing the fact that the majority of people are uneducated.
- His relief work shows the promotion of marriage and child bearing.(refer fig. 1).
- The sculpture of Augustus always appeared as a never-aging son of god.(refer fig. 2)

Fig 1



Fig 2

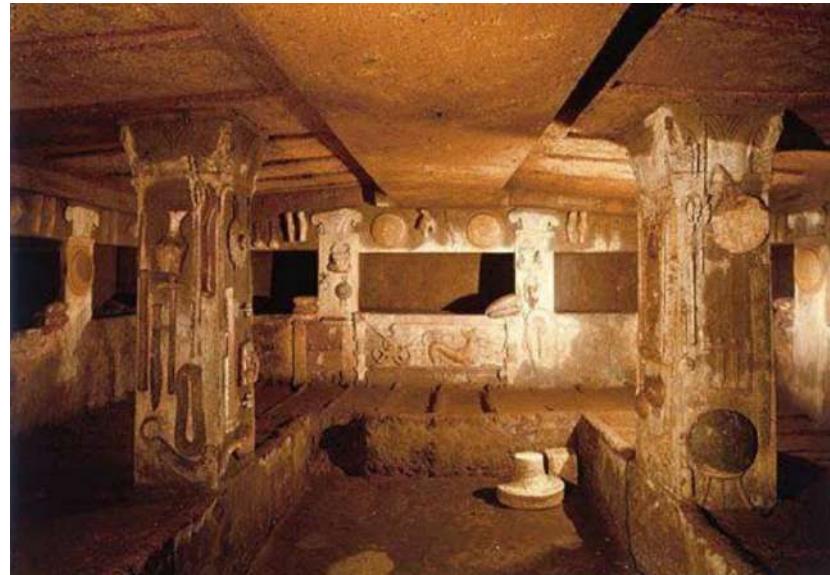
CERVETERI SARCOPHAGUS

- The art was taken from Tuscany , north of Rome. (ETRUSCAN ART)
- The powerful people were the firm believers in the afterlife i.e. DEATH. After this **Funerary Art** was introduced.
- Sarcophagi portrays husband and wife sitting on a dinning couch having no parallel in Greece.
- The artist emphasized on proportion and balance to focus on the upper half of the body.



INTERIOR OF THE TOMB OF CERVETERI

- Cerveteri's tomb was well documented with underground burial chambers.
- The burial mounds sometime reached the size with diameter in excess of 130 feet.
- It is constructed with wood and mud brick and underground tombs are as permanent as bedrock itself.
- Cerveteri tomb is also known as 'TOMB OF THE RELIEFS'.
- Many facility were given to them because of their after death believe such as stools, mirrors, drinking cups, knives etc



EARLY CHRISTIANITY

➤ INTRODUCTION

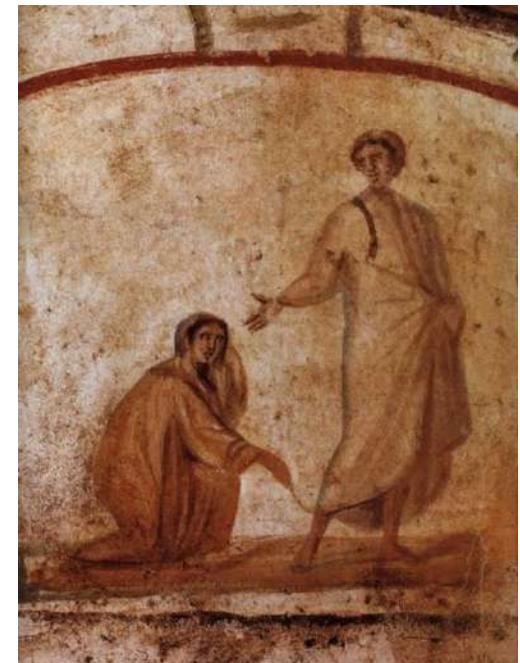
- It lasted till 313AD
- Began after Christ death
- Christianity was just beginning to sweep Roman art

➤ ART AND ARCHITECTURE

- They prohibited most idolatrous art form
- Made sculpture which can be viewed from all side
- They use plenty of medium and Christian theme to work
- Focus more on spiritual rather than human art

➤ AESTHETICS

- Catacomb art and early Christian art are more impressive rather than realistic.
- Old
- They don't blend the colour so the stroke are visible
- Glorify God.



SARCOPHAGUS OF JUNIUS BASSUS

- Most Sarcophagi featured a blend of traditional roman symbols.
- This relief work was detailed, realistic and proportional; however distortion was made to reflect status importance.
- Biblical scene representing salvation such as “Daniel and the Lion” and “Jonah and the Whale” were portrayed.
- Neither images of Jesus nor the cross symbol was used instead Jesus was represented by more light hearted allegorical images such as good shepherd , the peacock, the anchor and the lamb.



MEDIEVAL ART

➤ INTRODUCTION

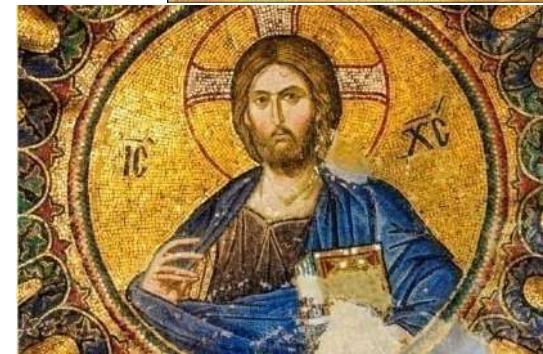
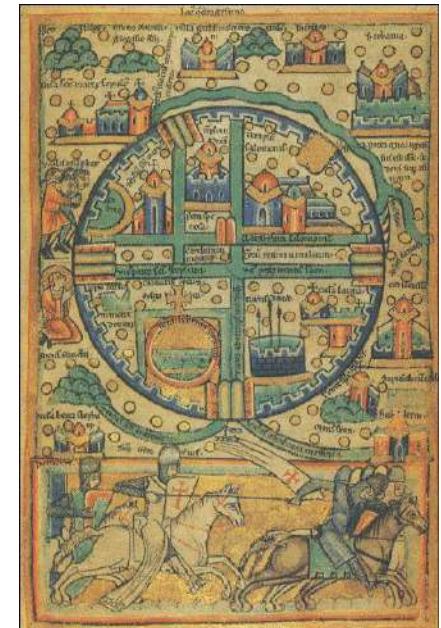
- Time duration is from 4th to 15th century.
- It came after the depletion of Rome.
- Firstly Byzantine came was introduced in this era
- It lasted till the start of Renaissance.

➤ ART AND ARCHITECTURE

- It's art main aim was to make people understand Christianity.
- Religion oriented art.
- The element used was rich integrate symbol.
- Religious mosaics and frescoes was seen in medieval churches, cathedrals and Basilicas.
- Medieval art involves the fusion of eastern and western culture
- Known for Tessellation and patterns
- Mosaic work was mainly seen in this time

➤ AESTHETICS

- It is less Realistic as compare to Greek and Rome
- Luxurious material was seen in their work such as gold, silver, precious stone etc.
- Glitters, yellow and golden colour was mainly visible in their work.



BYZANTINE

➤ INTRODUCTION

- It is from Eastern Roman Empire
- Duration (300AD To 1450AD)
- Capital was founded at Constantinople by Constantine I.
- Mosaic was most prominent in this time



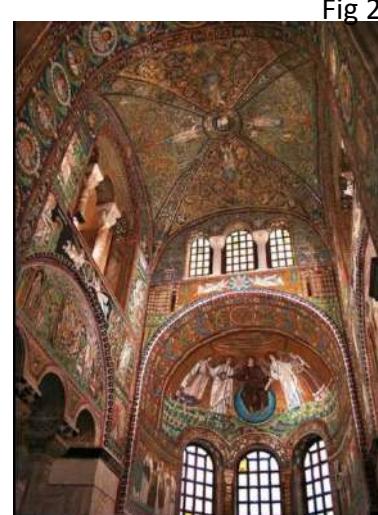
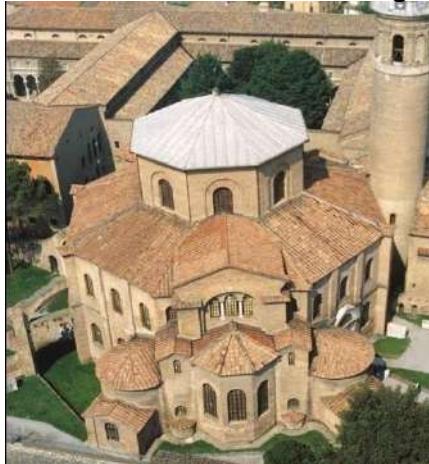
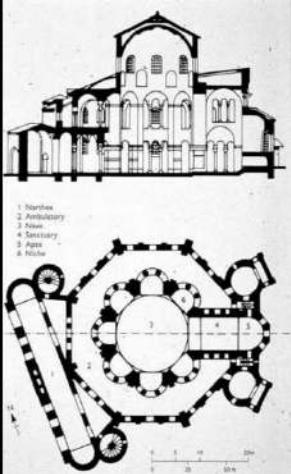
➤ AESTHETICS

- Symbolic is more seen than realistic work
- The image visible is very 2dimensional not 3d.
- Human proportion are bit off
- Very formal and unnatural
- Very bright colour where used in this time and the most prominent colour was yellow and golden



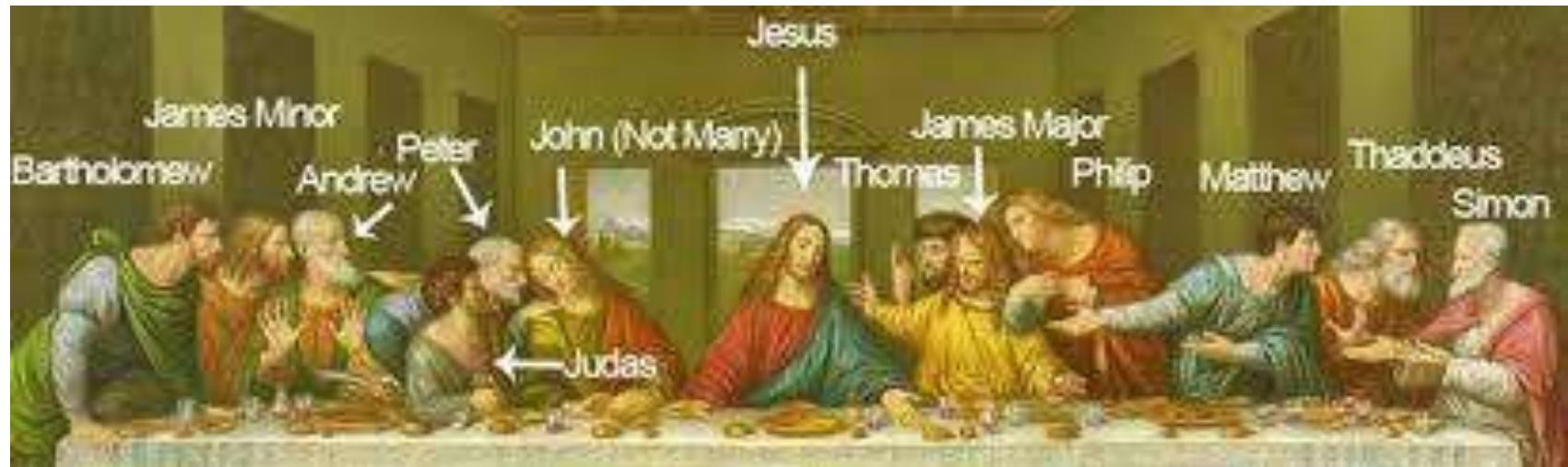
SAN VITALE

- This is a Church of 6th century.
- Located in ITALIAN city of RAVENNA
- It's focus is on centre rather than Basilica which has longitudinal axis.
- This Church is octagon in shape, within this there is small octagon which rises higher as seen in fig 1.
- The brick was made outside the church which was inspired by Ancient Roman building as seen in fig 1.
- Church wall is full of windows and interior is full of mosaic and portrait of Jesus Christ as seen in fig 2.
- The eastern end of San Vitale is completely covered with dense mosaic as seen in fig 2.
- Near the APSE there are 3 large window and just above that there is a large mosaic as seen in fig 2.
- In that Mosaic work Jesus is at it's centre dressed in royal purple colour sitting on an Orb of the earth, below this 4 river of paradise is flowing and holding a book of apocalypse as seen in fig 2.
- There are two angels surrounded him and 2 member of his court.
- Every surface of Apse is covered with Imagery, with figures, with decorative pattern.
- Right above the alter The Lamb of god that is Jesus wearing Halo as seen in fig 3.
- So from all these we can tell that the luxurious material are used here and very fine work is done with very high detail and bright colour and having better proportion too.



LAST SUPPER

- One of the most legendary work of art by **Leonardo Da Vinci**.
- Reveal a lot of symbolism.
- It is a complex work with mathematical symbolism, physiological complexity, use of single linear perspective and dramatic focus.
- The scene illustrate last day of Jesus Christ where Jesus is with his twelve apostles.
- He firstly seal stone wall surface and then painted over it with tempera and oil, as if it were on a wooden panel.
- He has immaculate detail and clarity in his work as we see in lacework of the tablecloth, transparent vine glass, pewter dishes , pitchers of water etc.



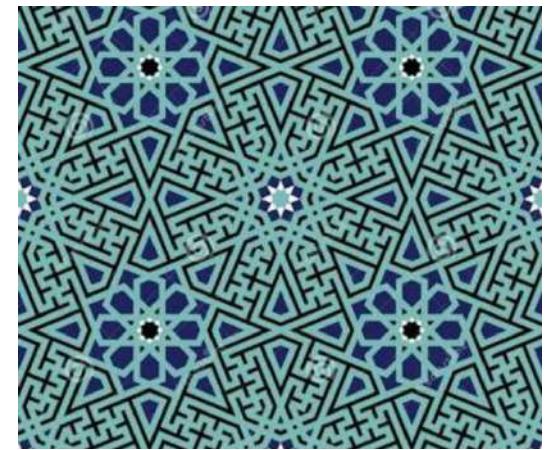
ISLAMIC

➤ INTRODUCTION

- Islamic people don't believe in GOD so their art work shows the door of Heaven.
- Islamic Art is full of pattern and symbols which create harmony.
- Their art depict luxury and show their status and power through their craft work.
- They use very complex motif.
- Calligraphy was a best way to represent GOD.
- Double arches were constructed with wood which was not too strong.

➤ AESTHETICS

- Rich colour, complex pattern and precious materials are used in Islamic art.
- Confusing pattern was made in Islamic art with lots of layers.
- Tessellation, floral, geometrical and organic work was seen mainly.



MOSQUE OF CORDOBA

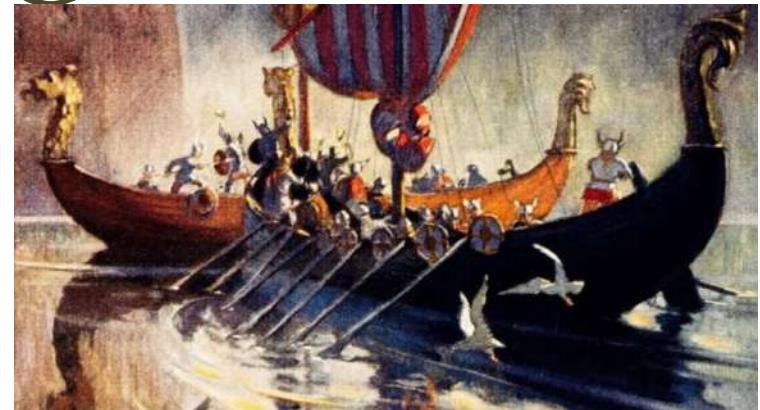
- Interior space is made with 856 columns of Jasper, Onyx, marble and granite entrance.
- There are 19 isles from east to west, 35 from north to south and dimensions of 425 feet by 570 feet.
- Architecture consist of double arches consist of lower horseshoe arch and upper as semicircular arch.
- The total number of column present there is 1283 and each with a feature of Doric, Ionic and Corinthian.
- Dome in front of the mihrab has an octagonal base crisscrossed by Ribs that form an intricate pattern centered on 2 square set at 45 degree angle to each other.
- Rich and varied abstract pattern are made here to give very alluring look.
- Work of this time give a very royal look because of it's colour, pattern and texture.



VIKING

➤ INTRODUCTION

- Duration from 80AD to 11th century.
- Viking is all about Sea warriors.
- Figurine and miniature art is visible here.
- Wood were highly carved.
- 194 archeological style was discovered.
- They were migratory people so most of their art work was portable.
- It was known for fibula or golden brooches.
- Some of their adorable work was interface pattern, abstract of animal etc.



➤ AESTHETICS

- Their work is highly decorative.
- Precious stone, gold, silver, steel materials are used.
- Integrated pattern, carving, mosaic make their work look more alluring.



OTROGOTHIC GOLDEN EAGLE

- It was found at Tierra de Barros.
- Abstract eagle brooch
- Having a circular centre.
- It has a geometrical arrangement of precious gems.
- It is made with gold over bronze, gemstone, glass, meerschaum etc.
- The colour and luxurious material is giving a very adorable look to this brooch.



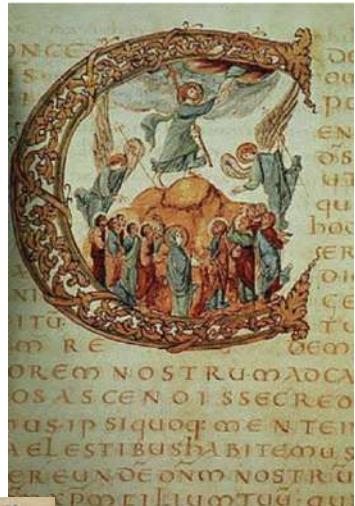
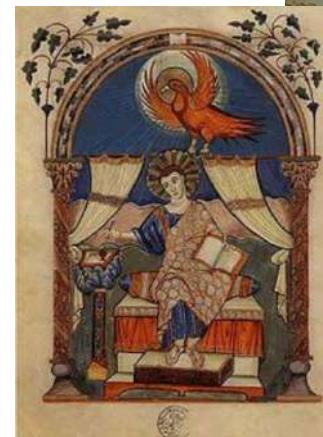
COROLINGIAN

➤ INTRODUCTION

- This period is between the late 8th and early 10th centuries.
- Charlemagne sponsored the construction of many extravagant churches and monasteries
- He was interested in educating abbots, the bishops and priests so that people may be no more illiterate and could practice Christianity in proper way.
- Manuscript was mainly seen in this time and there were 7000 manuscripts between 750 and 900AD but now only 500 manuscripts are still survived.

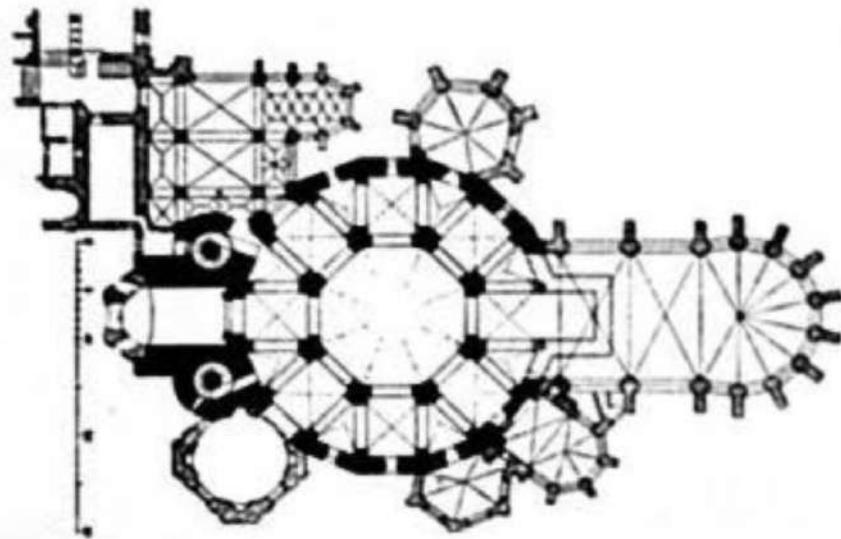
➤ AESTHETICS

- The art work was not realistic but it was much more idealistic.
- Precious stones, gold and silver were mainly used in this time for gospels which is giving a very royal look.
- Manuscript used in this time was giving a very classical look which is now used as Latin, French and Spanish language.
- In their every work the importance of education is clearly visible due to its motif, colour etc.



PALATINE CHAPEL AACHEN (GERMANY)

- It was the centre of power of the Corolingian Empire.
- It is formed by a group of buildings with residential, political and religious purpose.
- It's exterior is of octagonal shape.
- Arches are made in the form of semicircular shape.
- It's octagonal dome is covered with mosaics.

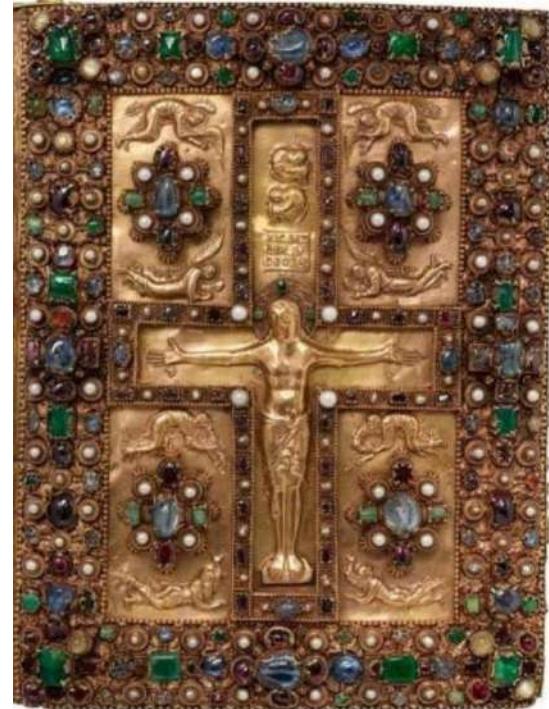


LINDAU GOSPEL COVER

- This was one of the masterpiece collection of Morgan library and museum.
- It is named after the Abbey of Lindau on Lake.
- Precious silks from Byzantium and the Middle East were attached to the inside covers of the Manuscriptas seen in fig 1.
- The manuscript contains the text of 4 Gospels along with standard supplementary material.
- It is made with gold and a precious stones and gems which is giving a very royal look.
- In this Jesus is surrounded by 10 mourning figure.



Fig 1



CELTIC

➤ INTRODUCTION



- It is the art associated with the people known as celts.
- Celtic art became popular since 8th century BC.
- This style was originated from the British isles and known as Insula and is now known as Insular art.
- Best known illuminated manuscript come from celtic artist.
- There is a lack of presentation of Human figure.
- Wealthy family owned their own illuminated Manuscripts which were called the book of HOURS.
- Symbolic feature, 3 part graphics like triskele and 3 part spiral was seen in this time.
- In this time manuscript was needed for universities and monasteries
- Geometric patterns from coptic Egypt and the Anglo Saxon fascination with animal art began influencing Celtic style in the 7th century.
- Celtic art get ideas and inspiration from nature.
- Work which was scene in this time was metalwork, pottery and Jewelry

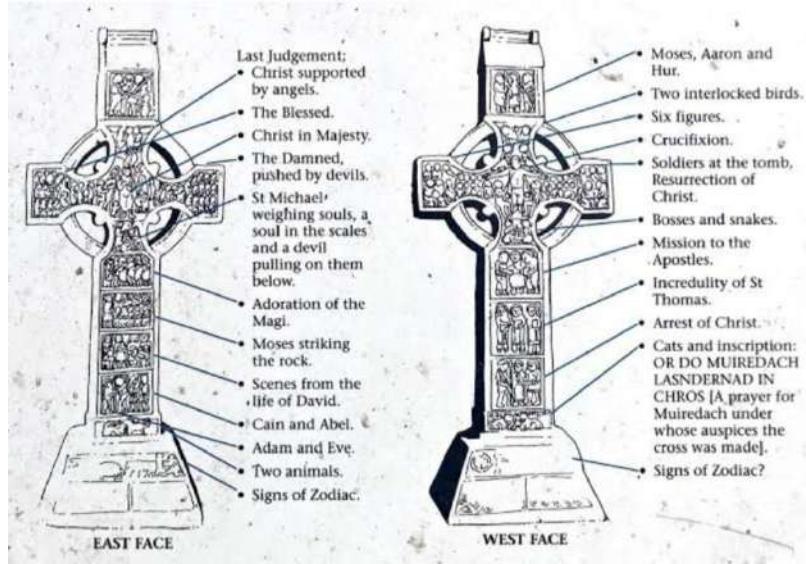
➤ AESTHETICS



- Very complex repeating forms and theme are visible in this art.
- Symmetrical and Geometrical pattern was used with a very high detailing and some spiral was also created.
- The line used at this time was mostly straight.

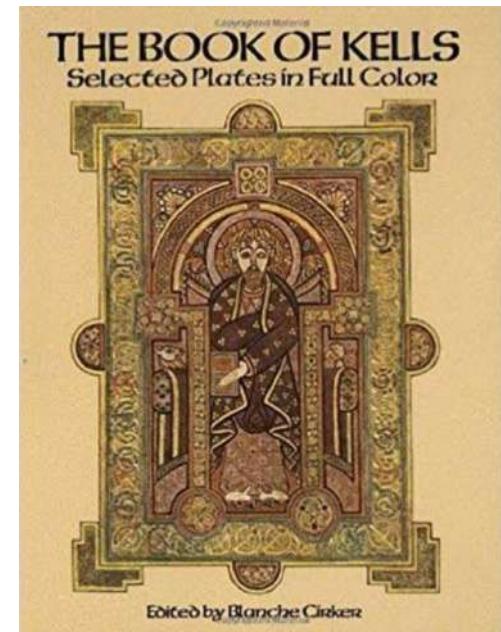
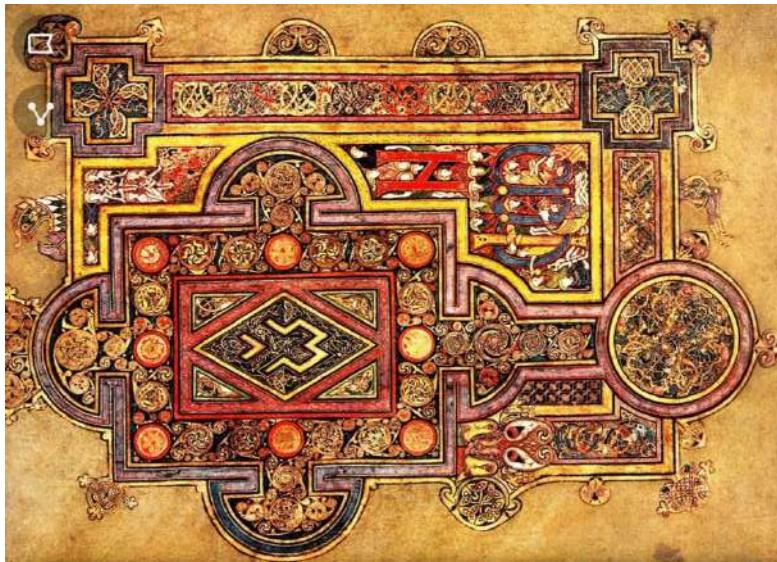
MURDOCH'S HIGH CROSS

- These sculpture crafted the high cross tombstone design and endure as an emblematic image within them.
- This high cross is made with sandstone with a feature of highly elaborated carved panels and geometrical motifs.
- It is illustrating numerous biblical scene.
- The centre panel depicts the last supper and the crucifixion of Christ.
- The Circle around the intersecting point of high cross represent the Sun god and eternity.
- The four part of the circle represent four season and the four cardinal directions.



BOOK OF KELLS

- The Book of KELL was created around 800AD.
- It contain 4 gospels of the New Testament.
- This illuminated manuscript are filled with decorative borders, complicated pattern, shapes, some doodles and illustration which lighten up the text on the page.
- The pages are living hardly any white space.
- Celtic curved leaves and vines, woven knots and noble animals are the few thing visible in this book.



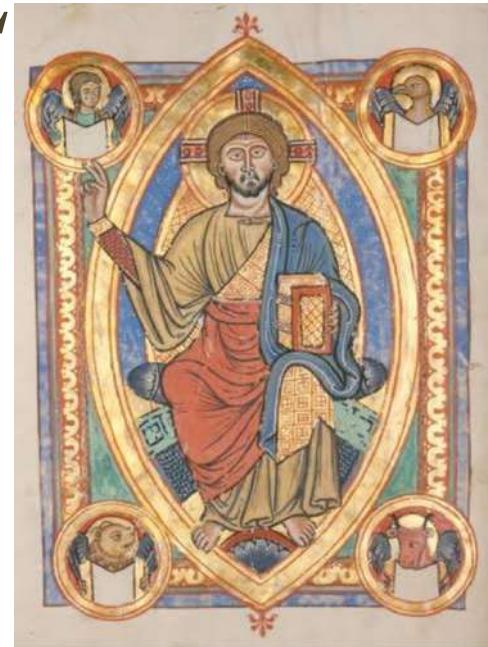
ROMANESQUE

➤ INTRODUCTION

- It was coined in 1871 in 11th and 12th century.
- It is having a 'Roman style'
- 22 of stone vaults and rounded arches.
- They don't use the classical architecture order of ionic, doric and corinthian.
- Regional style and characteristics was seen in this art.

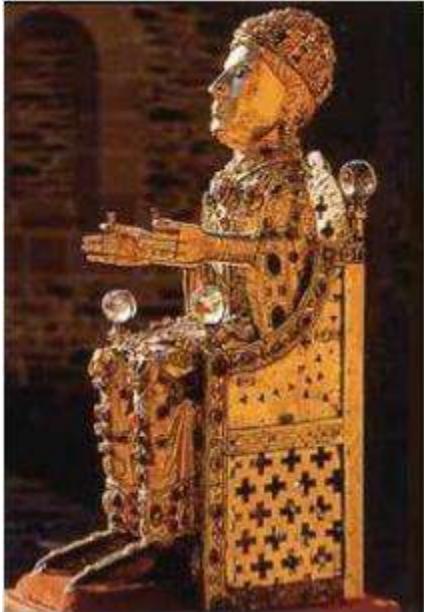
➤ AESTHETICS

- Abstract was seen in this time
- Precious stones and metal was used .
- Lack of expression.
- Rounded headed arches are mainly seen and there was lot of separate area.
- In this time light was passing less in Cathedrals as compare to gothic
- Cathedrals were low and wide.
- Leaf decoration with lots of characters are seen in barrel, vaults, apses etc.



RELIQUARY OF SAINTE-FOY

- The reliquary came from pilgrimage church, Conques, France.
- It is a thirty three and half inch wooden statue covered in gold and gemstones.
- In this Foy wears magnificent dangling earrings, a huge crown and a golden robe that covers her from neck to ankle.
- Sainte Foy is sitting, with her arms outstretched, staring forward at the viewer, and her blank stare reflects the spiritual transcendence from life on Earth.
- It is giving a very royal and luxurious look.



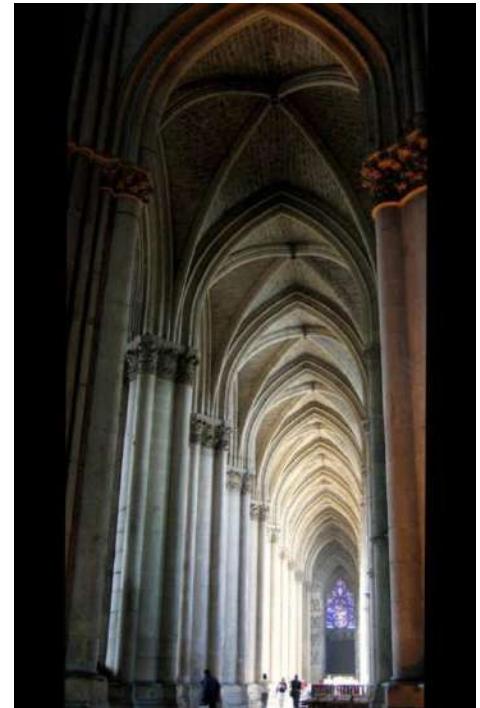
GOTHIC

➤ INTRODUCTION

- It was emerged at France and it's period was between 12th and 16th centuries .
- Gothic art influence Cathedral architecture.
- It was inspired by early style known as Romanesque.
- Stained glass window was introduced in this time.
- Fresco painting, illuminated manuscript, intricately illustrated books were the most comprehensive record of painting from this era

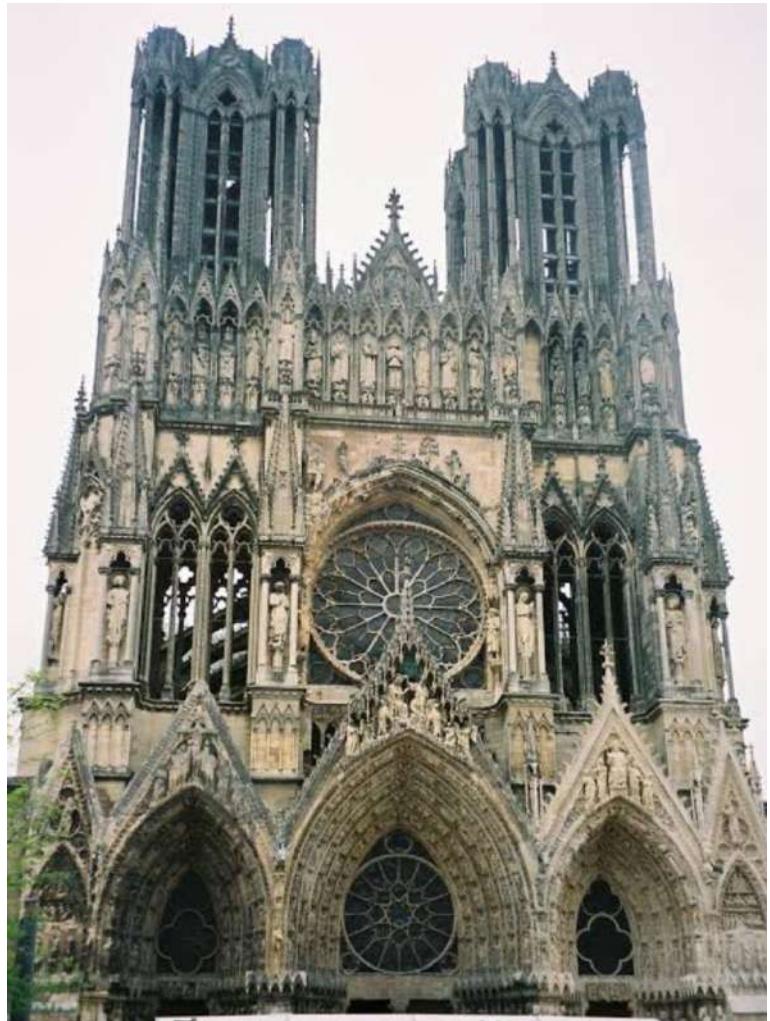
➤ AESTHETICS

- Cathedrals were strikingly tall, having one integrated space and flooded with natural lights.
- Gothic was characterized with the ribbed vault, the flying.
- Having a natural style.
- The geometrical design was more complex and elegant.
- Pointed arches was visible.
- Gothic was having a very tall and impressive roofs.



REIMS CATHEDRAL

- It is located at te city of Reims, France on the Vesle River East- Northern of Paris.
- It is also known as The Cathedral of Norte Dame at Reims.
- It was built in 1194 under auspices of Archbishop Aubry de Humbert and Designer Jean d'Orbais and destroyed by fire in 1210.
- It's total length is 489 feet.
- Stained glass window was first time in use and also was having a rose window which is a large circular in shape having separate petal shaped panels of colourful stained glass.



MODERN ART



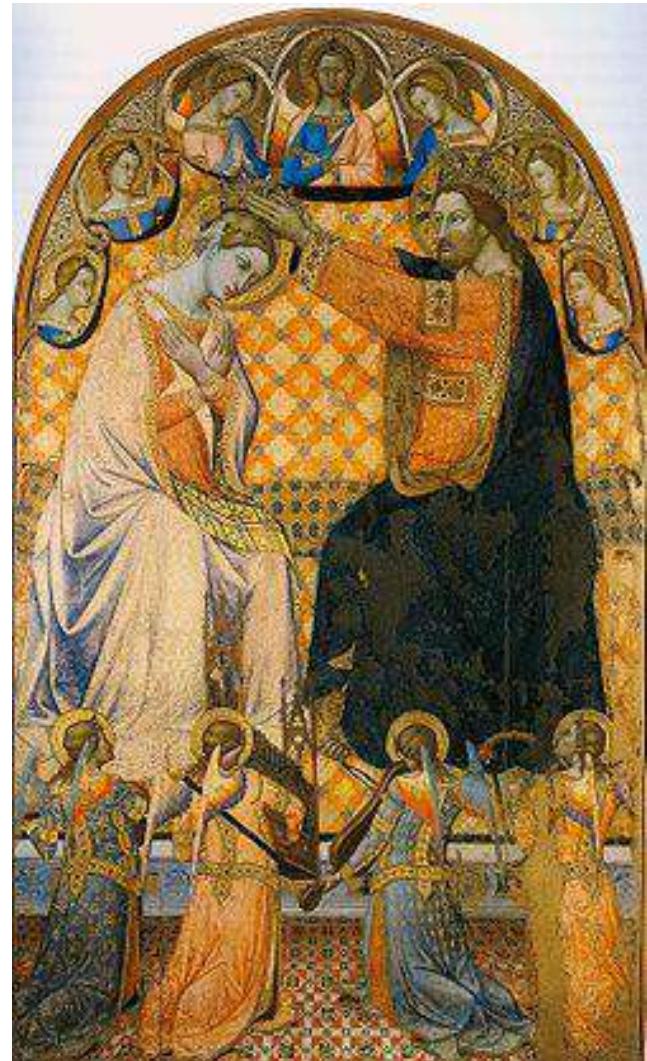
RENAISSANCE

- It Expansion of religious interpretation, scientific discovery, exploration of new lands and flourishing of art took place.
- It took place between the 14th and 15th centuries which devalued the medieval era.
- It produced innovative thinkers such as Nicholas Copernicus, Desiderius Erasmus etc are some who became most recognizable and well loved masters in the world
- is considered to be the time of rebirth .
- In this time Jesus followers and mother was given much more importance .
- In this time one point perspective was introduced.



ANGLE OF GOTTI'S THE CORONATIOAN OF THE VIRGIN

- It was painted around 1370
- The art depicts six angels witnessing a central scene of Jesus.
- The central portion depicts Jesus crowning Mother Mary after her death on earth.
- The painting is highly detailed and features bright pastel colour with background having radiant gold , making it more attractive.



BOROQUE

- This art has another fascinating beginning.
- Insufficient literacy among people led to the emergence of this art.
- A large population of Catholics were forced to convert themselves Lutheranism , and few among many could read ; therefore lead to the emergence of Boroque.
- By 1600 it became prevalent among artists in Rome and Italy.



LAS MENINAS

- It is a 1656 painting in the Museo del Prado in Madrid.
- Its complex and enigmatic composition raises questions about reality and illusions.
- It creates an uncertain relationship between the viewer and figures depicted.
- These complexities have made it one of the most widely analyzed works in Western painting.



ROCOCO

- This art was born in France in 18th century and soon spread in Europe.
- it is known for its luxury style of art and architecture.
- It generally contains some serious and realistic elements with some drama theme.
- Jean-Antoine, Jean Francois de Troy, Francesco Guardi are some who got recognition.



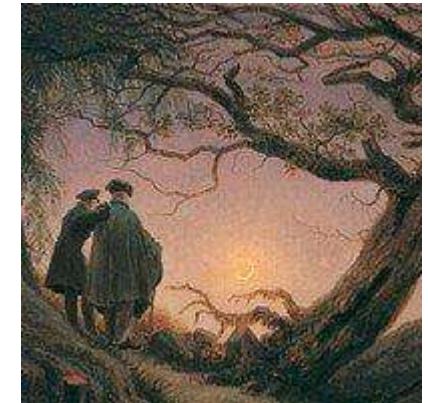
THE TRIUMPH OF VENUS

- It is a 1740 painting by Francois Boucher.
- It depicts the myth of the birth of Venus .
- The art is from the mythological subject that is playfully imbued with eroticism.
- The painting portrays the celebration of lust and love , and this contrasting feature make the painting a unique piece



ROMANTICISM

- It does not deal with love and romance as the name suggest rather with passion and their strong feelings.
- This art has a capability to adapt itself to any theme .
- It does not only influence visual arts rather influenced music and literature as well.



DELACROIX'S ABDUCTION OF REBECCA

- This painting depicts a scene from Sir walter Scott's novel Ivanhoe.
- The artist encapsulate the intense drama of the movement depicting the shock and turmoil of the events described in Ivanhoe.
- In contrast Rebecca sweet expression somehow adds to the sheer momentum to the piece.



NEOCLASSISM

- It was emerged in 1760 and was popular throughout Europe and North America.
- The artist admired the old classical style of art.
- At times, this art looks cold and unemotional but in fact some of the most of the neoclassical themes were emotional like patriotism , sacrifice and courage.
- It is generally known for its formal composition, accurate detail and solid lines.



PSYCHE REVIVED BY CUPID'S KISS

- The scene shown in the sculpture is the moment of psyche death .
- Where psyche disobeys Cupid's mother Venus by opening a flask.
- This work is a classical inspiration with fine detail and mixture of realism and idealism.
- A monochromatic colour is giving a very alluring look and highlighting the image



REALISM

- This painting depicts existing and real things.
- This art became popular at the time of French revolution 1848.
- This art flourished across, from period of 1840's till 1880's.
- Three of the most influential thinkers were Charles Darwin , Karl Marx and Auguste Comte.
- Represent truthfully, without artificiality and avoiding artistic conventions, or implausible, exotic, and supernatural elements.



THE STONE BREAKERS

- The art shows the state of poor peasants during the industrial revolution.
- The art conveys the hardship that the miners , farmers and peasants faced at the hands of factory owners and industrialists.
- The mellow colours are melancholic which shows the mellow faces of the poor miners and also bring out the harsh reality faced by the mellow class.



IMPRESSIONISM

- It is a 19th century art movement characterized by relatively thin, small, yet visible brush strokes .
- It originated with a group of Paris-based artists whose independent exhibitions brought them to prominence during the 1870s and 1880s.
- The Impressionists incorporated new scientific research into the physics of colour to achieve a more exact representation of colour and tone.
- It emphasize on accurate depiction of light and its changing qualities.
- It born during the time when best love themes were religious and historical.
- Their pictures are very bright and vibrant where the artists like to capture their images without detail but with bold colors.



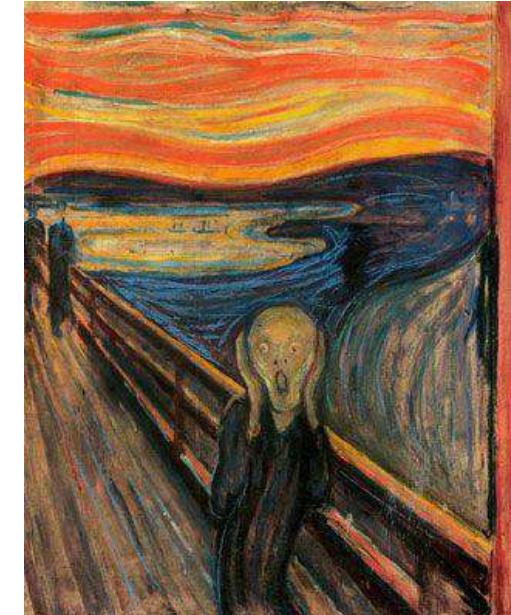
POPPIES

- It is a 1873 painting by Claude Monet .
- The artist try to portray a lady with her child walking across the fields.
- Contrasting shades of colours are used to differentiate between the sky, the trees and the grass.
- The dull shades of brown is used to show the barren land of the field.
- painting was an attempt to accurately and objectively record visual reality in terms of transient effects of light and colour.



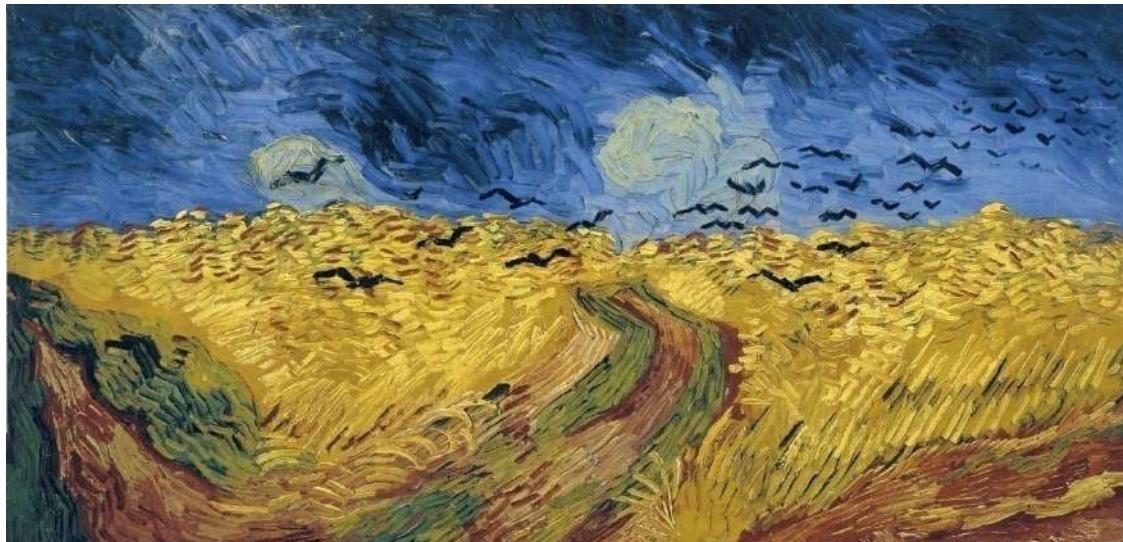
POST IMPRESSIONISM

- It's a predominantly French revolution that developed roughly between 1886 and 1905.
- It emerged as a reaction against impressionism that was concerned for naturalistic depiction of light and colour.
- It emphasized more on abstract qualities and symbolic content.
- This art generally contains posters of certain events or portrait of an individual by using vivid colours.
- Rather than merely represent their surroundings, they relied upon the interrelations of color and shape to describe the world around them.



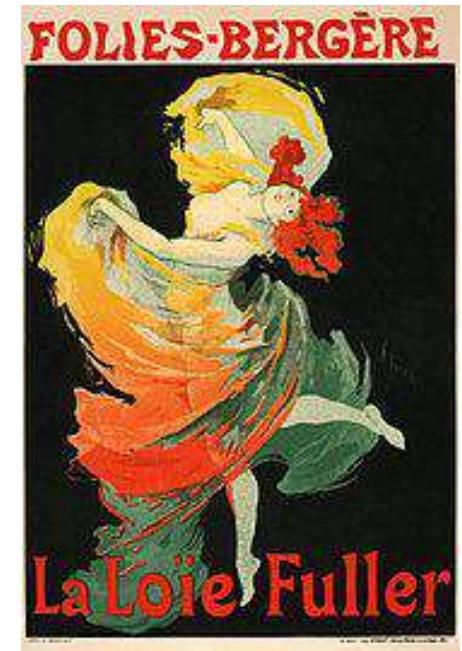
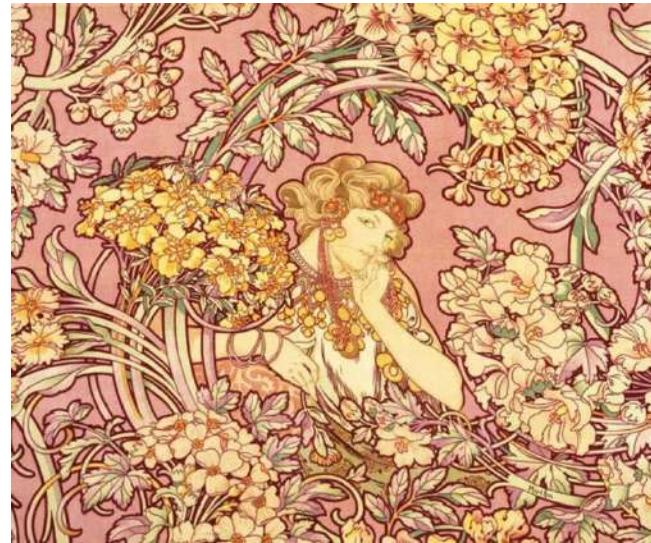
WHEATFIELD WITH CROWS

- It was a painting done by Vincent Van Gogh in July 1890.
- The medium used here was oil painting on canvas.
- It is a dramatic painting with vigorous strokes.
- It's dark stormy sky accentuating the contrast with the yellow wheat and the crows, which has given rise to numerous interpretations has also one of it's symbol of death.
- This painting is showing an abstract of sadness and loneliness.



ART NOVEAU

- It became popular during the period of 1890 to 1910.
- It deviates from real subject and moved towards the flowing and twisting lines and shapes.
- They are organic in their orientation featuring many art historians called whiplash curves.
- It focuses on decorating the every available surface .
- Common features of art are muted colors like olive green ,carnation pink and periwinkle blue.



THE PEACOCK SKIRT

- It is an 1893 illustration by Aubrey Beardsley's.
- It shows a rear quarter view of a women, wearing a long robe decorated with peacock feather pattern.
- To her left is a stylized peacock within a decorative dotted and scalloped border
- The refined curving lines of Beardsley's drawing were also influenced by Japanese woodblock prints and anticipate the forms of the art nouveau aesthetic.

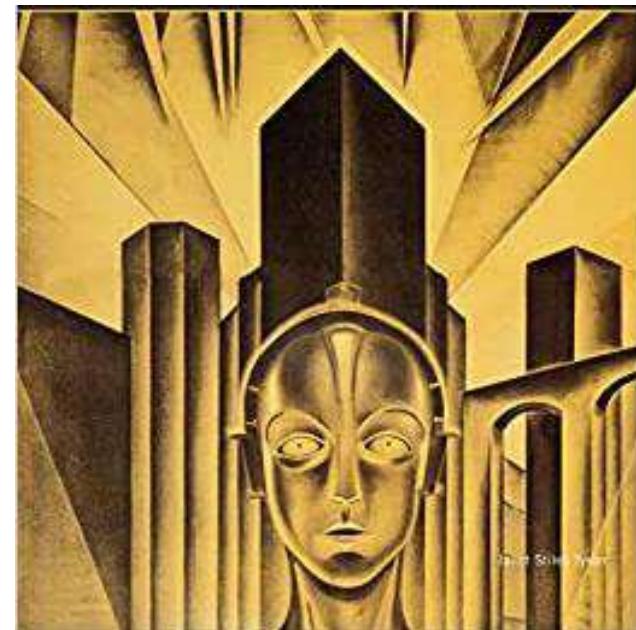


ART MOVEMENT



ART DECO

- Art Deco characterized by rich colour, bold geometry and decadent detail work.
- Between the 1920s and 1940s this art was embraced by many artists regardless of the field they were working in , from architecture and interior designing to painting and sculpture.
- Art Deco influenced the design of buildings, furniture, jewellery, cars, movie theatre etc.
- The pattern were a synonym for the modernist ideas of progress, optimistic celebrations of life and luxurious lifestyle.



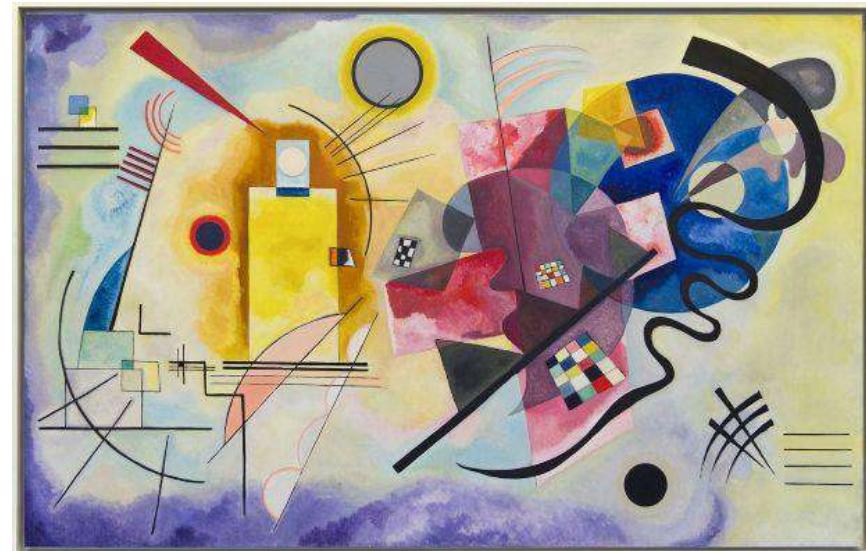
THE RIDING CROP

- This painting was made by Jean Dupas, in year 1928.
- The artist painted a well dressed lady with a tree in the background.
- Artist used combination of pencil, ink and water colour heightened with gum Arabic to give an amazing output to viewer.
- The art symbolizes the beauty of a women along with the nature.



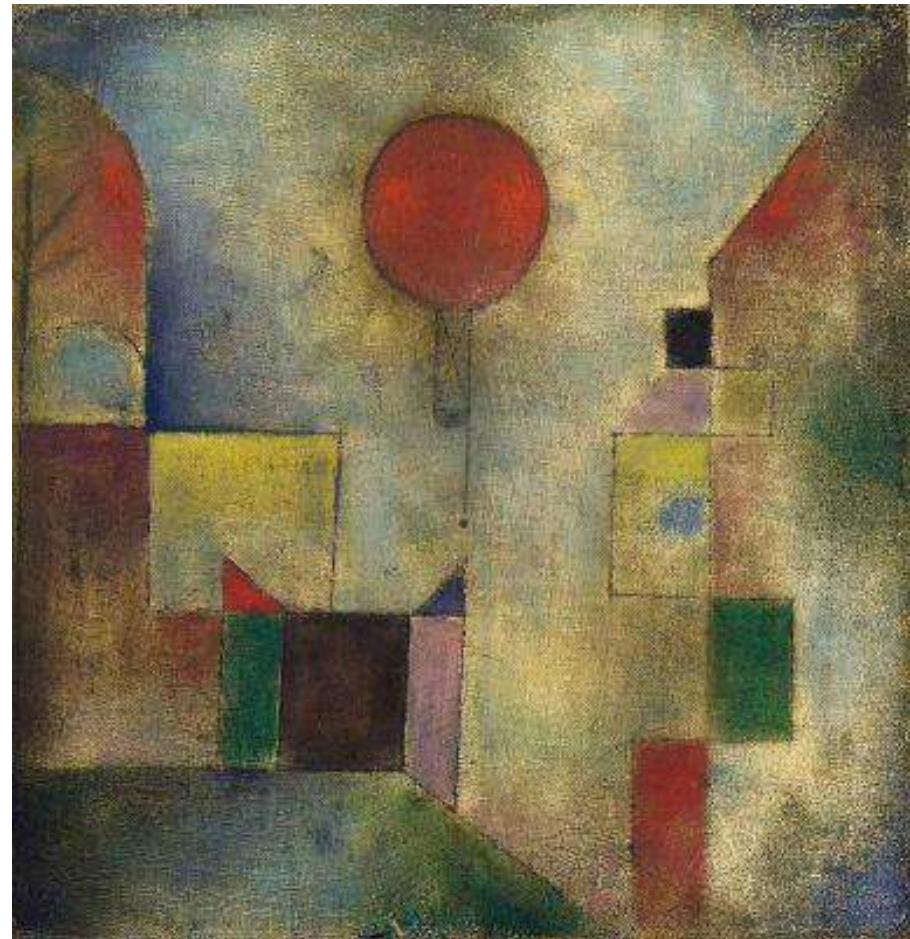
THE BAUHAUS

- It is a school of design, architecture and applied art that existed in Germany.
- This specific school was operational from 1919 to 1933 that combined crafts and the fine arts.
- the Bauhaus style, also known as the International Style and was marked by the absence of ornamentation.
- The school became famous for its approach to design, which strove to combine beauty with function and attempted to unify the principles of mass.



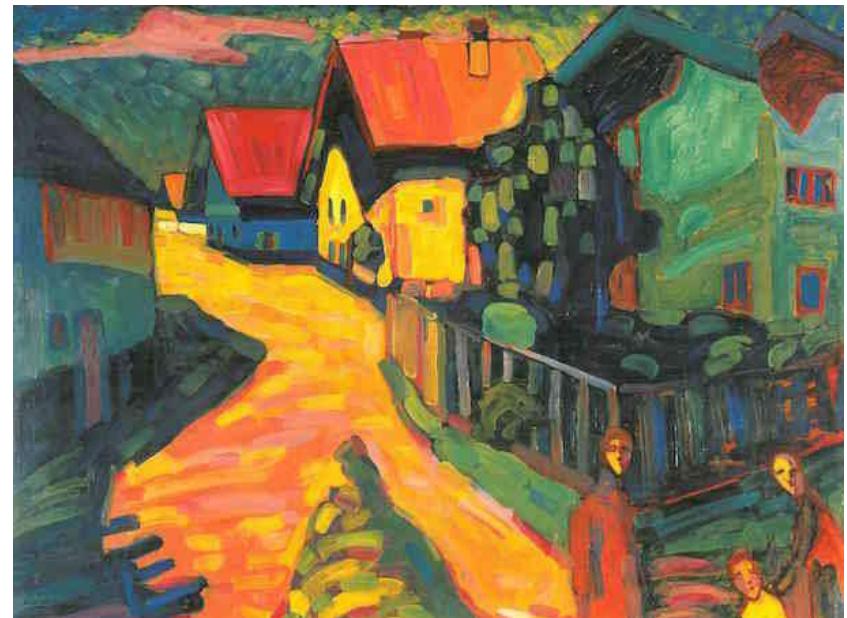
RED BALLOON

- This art was made by Paul Klee in 1922
- This style is generally known as an abstract art.
- In this canvas, translucent geometric shapes such as squares, rectangles and circles.
- primary colours used in this art is mainly red, blue and yellow.
- It is a display of an abstract style and structure while its whimsical images seem to amuse its viewer.
- The use of oil and chalk on muslin helps to bring out the intense colors and show Klee's expertise in color theory.



EXPRESSIONISM

- It is a modernist movement, initially in poetry and painting, originating in Germany at the beginning of the 20th century.
- It was inspired most heavily by the symbolist currents in late 19th century art.
- Its typical trait is to present the world solely from a subjective perspective, distorting it radically for emotional effect in order to evoke moods or ideas.
- Artist sought to express the meaning of emotional experience rather than physical reality.



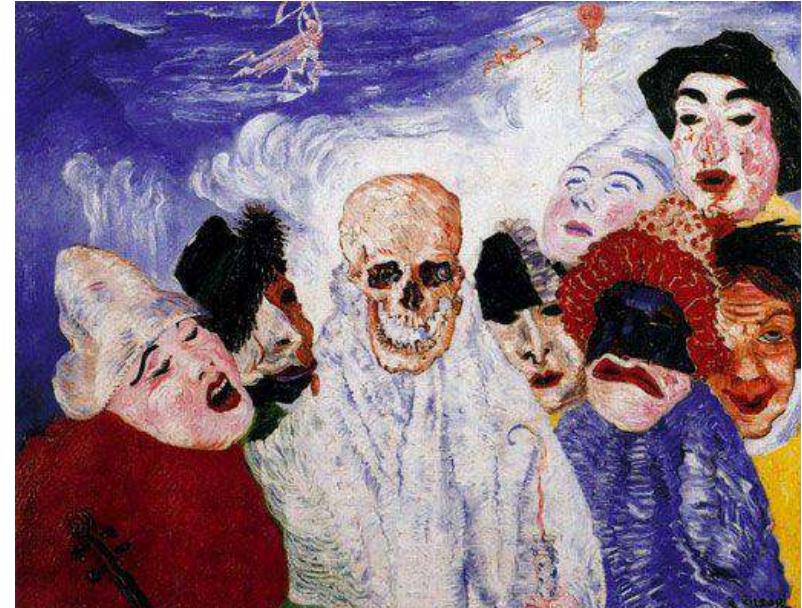
THE OLD GITUARIST

- It is an oil painting by Pablo Picasso created in late 1903 and early 1904.
- It depicts an elderly musician, a blind, haggard man with threadbare clothing, weakly hunched over his guitar while playing in the streets of Barcelona, Spain.
- An old man is holding guitar as if he is trying to tell speak out the truth.
- It depicts an irony as of a lie art trying to speak the truth.



SYMBOLISM

- It was a late 19th century art movement of French, Belgian and Russian origin.
- This art was developed by Stephane Mallarme and Paul Verlaine during 1860s and 1870s.
- The fusion of natural and fantastic belongs to the symbolism movement where the images are derived artists , dream and fantasies.
- It was articulated by a series of manifestoes and attracted a generation of writers.
- It first appeared as a literary movement that opposed rationalism and materialism that dominated western culture in the late 19th century.



THE CRYING SPIDER

- It is one of the Redon's "noirs" and shows a human face on a spider's body.
- This work has been described as a nightmare and dreams .
- Through his style the audience could see a multitude of things within his work.
- Tears fall from the eyes of the face depicting an upset face.
- The background has the shade of yellow and black giving it a scary look.



CUBISM

- It is an early 20th century avant-grade art movement that revolutionized European painting and sculpture .
- It inspired related movements in music, literature and architecture.
- It has been considered the most influential art of 20th century.
- One primary influence that led to cubism was representation of three-dimensional form in the late works of Paul Cezanne.



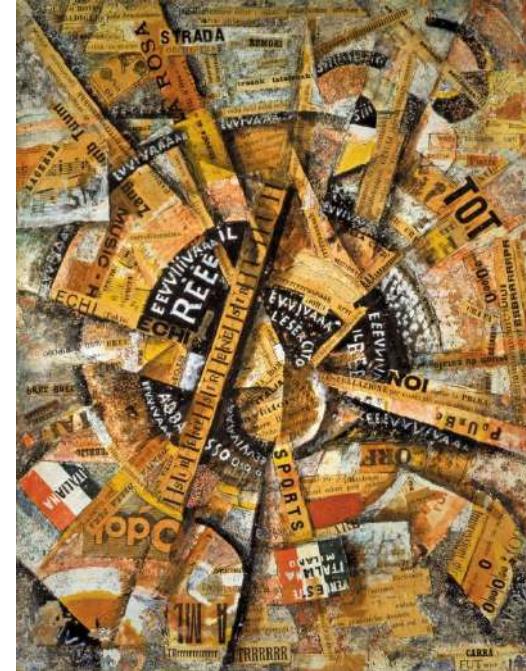
GUERNICA

- It is a large 1937 , oil painting on canvas by Spanish artist Pablo Picasso.
- This art has a combination of dark and light shades , featuring various creatures like horse, bull etc.
- The horse in centre appears to wear chain mail armor , decorated with arranged tally marks giving it an extraordinary look .
- A dead and dismembered soldiers lies under horse shows a situation of war.



FUTURISM

- This artistic and social movement was originated in Italy in the early 20th century.
- It emphasized on speed, technology, youth, violence and objects such as cars, the aeroplanes and the industrial city.
- Cubism contributed to the formation of Italian Futurism's artistic style.
- It glorified modernity and aimed to liberate Italy from the weight of its past.



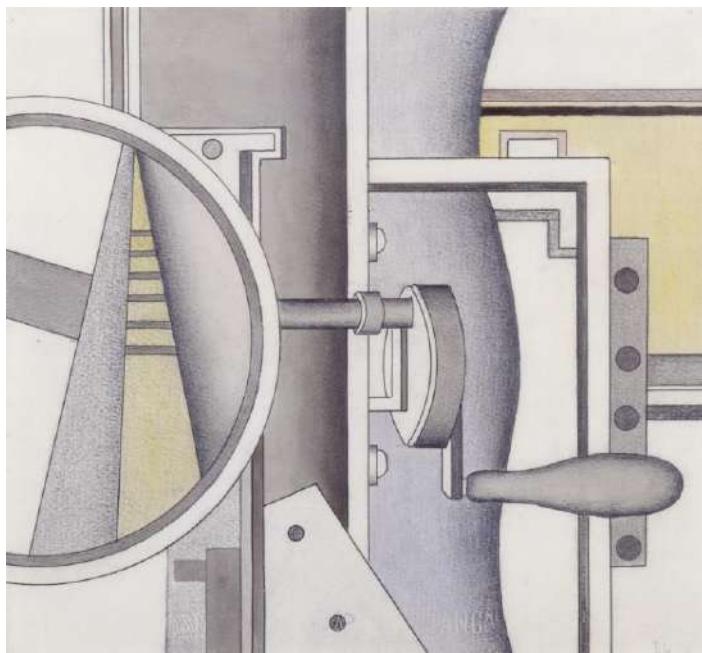
THE CITY RISES

- It is a painting by Italian painter Umberto Boccioni in 1910.
- Buildings in suburb with chimneys can be seen with chimneys in upper part.
- Most of the space is occupied by men and horses, melted together in dynamic effort.
- Thus it emphasize on the typical elements of the futurism, the exaltation of human work and the importance of human town



PURISM

- This art movement took place between 1918 and 1925 that influenced French painting and architecture.
- This art was led by Amedee Ozenfant and Charles Edouard Jeannert.
- This art criticised the fragmentation of the object in cubism and the way in which it has become by that time .
- Purist artists aimed to infuse mechanical and industrial subject matter with a timeless quality.
- This influenced work in which shapes were lent references to ancient, classical forms absent of decoration or additional ornamentation.
- It aimed to give mechanical and industrial subject matter a timeless , classical quality
- In this objects were represented as powerful forms devoid of any extraneous detail.



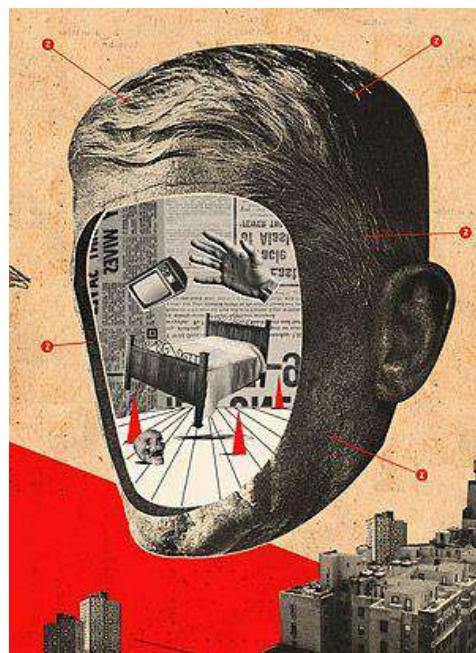
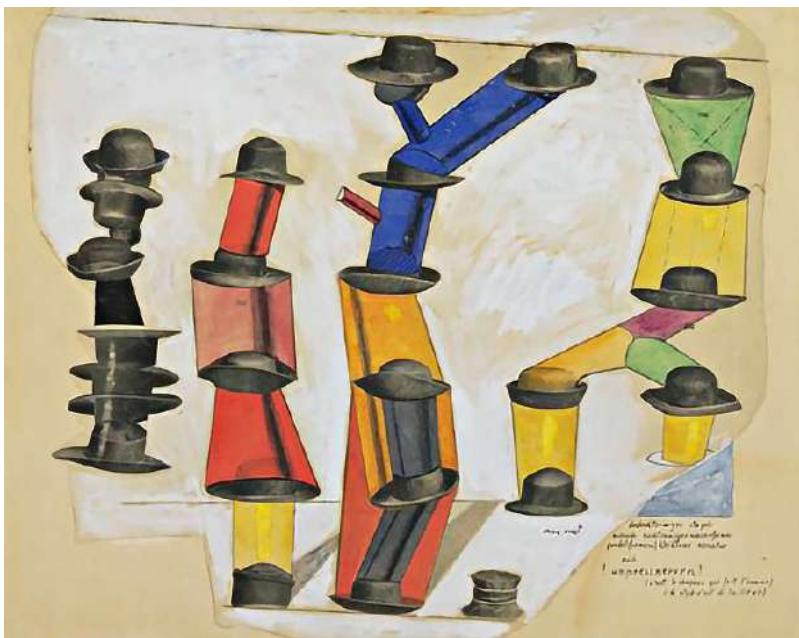
GLASSES AND BOTTLES

- This painting was made by Ozenfant.
- He used oil paint on canvas to make the painting.
- The fluting of the bottles in this painting recalls classical columns, and is echoed in the glasses.
- The relationship between bottles and glasses symbolizes harmony and unity.
- The painting with bootless in centre and red background reflects a peaceful image.



DADA

- This art movement started in European avant-grade in the early 20th century.
- The aim was to destroy the traditional values and to create a new art to replace the old
- This was a art movement in which art was having no meaning so it was said as art for nothing.
- This art diverse from performance art to poetry, photography, sculpture, painting and collage.



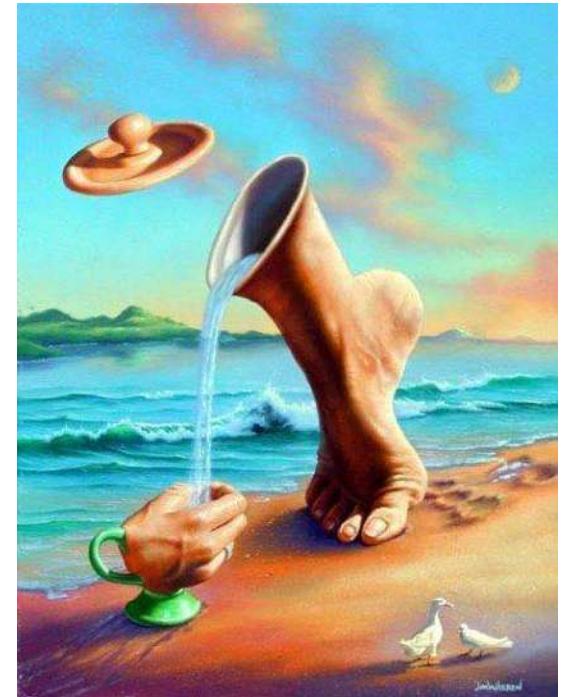
KARAWANE

- This art consist of a costume designed by Hugo Ball.
- The art consisted pattern created rhythm and emotion .
- This costume is meant to further distance him from his audience and everyday surroundings, making his speech more exotic.
- This art is made with the shades of black and white specifying every art beautifully.



SURREALISM

- It was a cultural movement that developed in Europe aftermath of world war I.
- This art is best known for its visual artworks and writings and the juxtaposition of uncommon imagery.
- Sometimes artist create strange creatures from everyday objects, thus leading to a diagrammatic innovation.
- It aims to resolve the previously contradictory conditions of dream and reality into an absolute reality, a super-reality or surreality.



THE ELEPHANT CELEBES

- This art was made in 1921 by Max Ernst.
- It was undoubtedly considered the first masterpiece of surrealist painting in the de Chirico tradition.
- A strange creature from dark shade was made with a long trunk as that of an elephant.
- The art was made considering spherical shape with light background to focus more on centre.



ABSTRACT EXPRESSIONISM

- This art was famous in America during world war II , and was developed in New York in 1940s
- The artist try to make art expressive and emotional by its effect.
- This art specifically do not contain any image rather combination of contrasting colours to make it attractive .
- Scribbling across the sheet without any specific detail gives an extraordinary result.



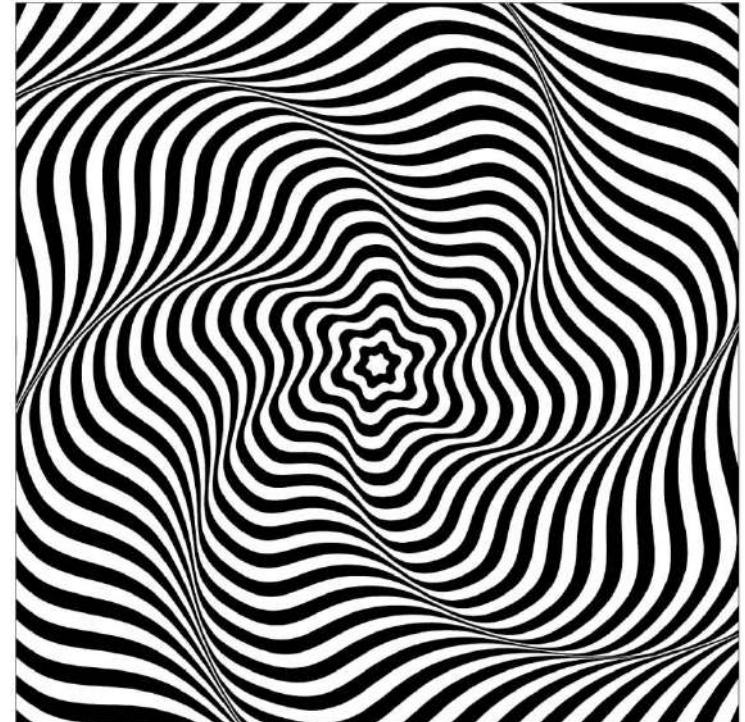
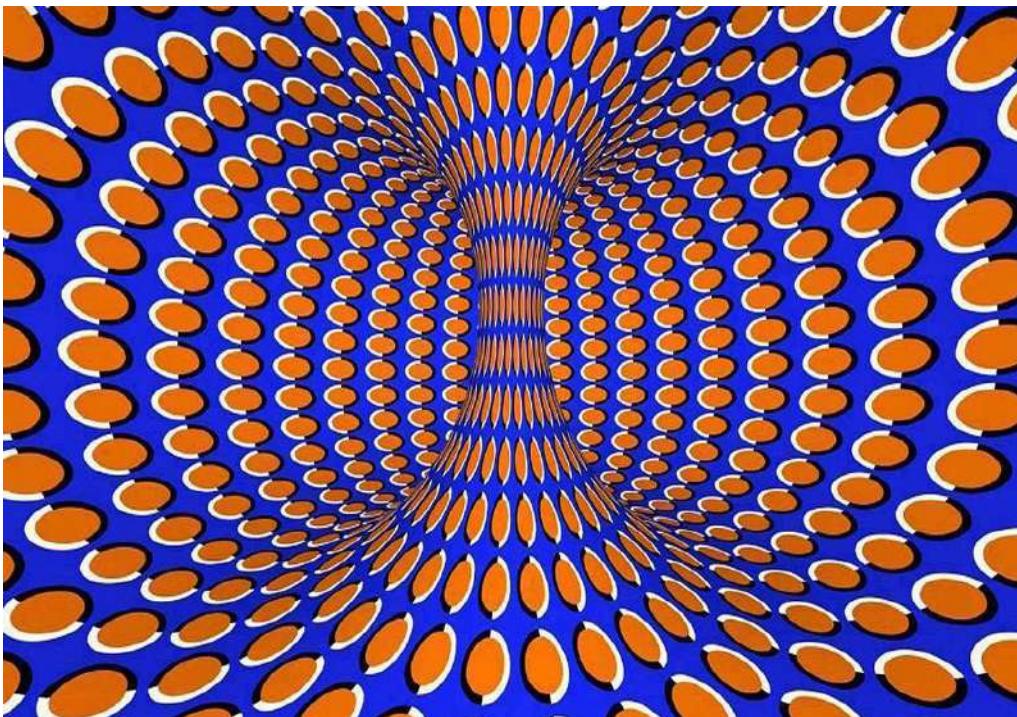
SURRENDER TO YOU FROM

- This painting is made by Yossi Kolter .
- The painting portrays an image of a girl with a mysterious look.
- This painting was made by using combination of various colours, giving it an adorable classy look.
- Thus the artist try to show the beauties of nature with a mysterious femininity that wraps it.



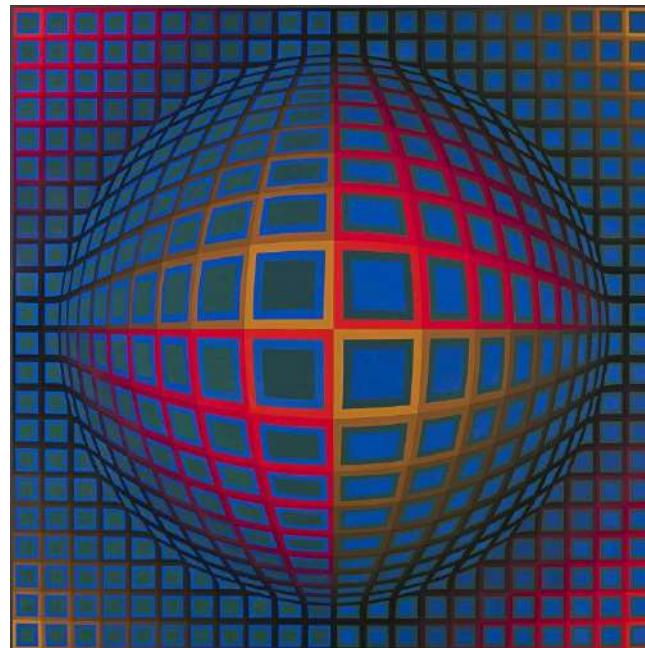
OPTICAL ART

- It is a style of visual art that uses optical illusions .
- This art generally uses 2 colour combination , mainly black and white.
- It gives the viewer the impression of movement, flashing and vibrating patterns and provides with the hypnotizing feature.



VEGA-NOR

- This artwork was created by Victor Vasarely who is also known as the father of optical art.
- This art is made with combinations of contrast colour in the borders of square .
- Squares of bigger length in the centre along with small boxes gradually, gives it an outward bowed spherical look.
- The colour combination along with the artist skill gives an extraordinary illusion effect.



EARTH ART

- This art emerged during the period of 1960s and 1970s.
- This art is also known by various names like environmental art, earthworks, land art etc.
- This art generally shows the connection of artist with nature by using natural materials.
- Natural elements like soil, rocks and vegetation used can be seen in the art.
- Having almost all the image in circular shape.



SPIRAL JETTY

- It is an earthwork sculpture created in 1970, USA.
- It is built on the northeastern shore of the salt lake .
- It depicts the image of a round coil when vied from above surface.
- The variations in the colour of purple and off-white gives an amazing look to that region.



POP ART

- This is an art that flourished in United States and United Kingdom during the midst of 1950s.
- It included popular and mass culture along with fine art, making it more challenging.
- Its basic aim is to use the images of the popular culture , giving it a creative effect.
- Artists generally specialize in the fields of product labeling, advertising and making of logos.



I WAS RICH MAN'S PLAYTHING

- It was made by Eduardo Paolozzi in 1947.
- It is considered the first standard bearer of pop art and first to display the word pop.
- The art consist of a young lady, an old aircraft , coca-cola bottle with a small description about the painting.
- The colour combination of the art makes its look adorable and attractive.



DESIGNER
AND
THEIR
AESTHETICS

Alexander Mc'Queen

Alexander Mc'Queen was born on March 17, 1969 in Lewisham, London. He attended carpenter's road primary school and Rockley School. In 1985, he left school for an apprenticeship with the traditional Sabile raw tailors 'Anderson and Shephard', 'Grieve and Hawkes' and 'Angel and Bermans'. He was the youngest designer to achieve the British Designer of the year Award in the year 1996, 1997, 2001 & 2003. Some of his famous collection was Plato's Atlantis, It's a Jungle out there, Dante etc. One of his work of Plato's atlantis as shown in fig 2, we can recognise that he love to work with sophisticated stone.

From his work it is seen that he love to play with set colour scheme such as analogous colour scheme which is seen here where colour changes from green to blue and aqua, then different shapes, thin curvy line which are presenting



imagination of water and marine life. So from all this we can tell that his work show many expression through his theme work which gives the dresses very alluring look. Texture and colour also play a vital role in his designing, he use monochromatic, triadic, tetradic, analogous, contrast etc colour scheme to give a feeling of sadness, happiness, enjoyment and many other emotions in his dress which make him very different from other designer.

Alexander Mc'Queen work according to his theme where is not restricted with any geometrical shapes or colours but when we talk about Anita Dongre work's she use geometrical shape, patterns and light colour which represent her work. From this we can tell that this make Alexander Mc'Queen different from another designer.

Lucienne Day

Lucienne Day was a most influential British Textile Designer of the 1950's & 1960's who was born in Coulsdon, Surrey, England on 5th January 1917. Drawn on inspiration from other art to develop a new style of abstract pattern making draped her British textile known as 'Contemporary Design'. Her playful pattern captures the **Excellence** and **Optimism**. She got inspired by her love of modern art, especially the abstract painting of Paul Klee and Jean Miro. Abstraction was the dominant idiom in her work. She mainly make a pattern based on plant forms often incorporating stylized motifs borrowed from nature, such as leaves, flowers, twigs and seedpods. She did many experiments with hard edged, multi-layered geometric design composed of square, circle, diamond and stripes.

In her work bold as well as thin line both are visible, calligraphy work of her



Calyx, furnishing fabric (shown in two colourways).

is giving a very Urdu language look, In her work Analogous colour is highly in use, although she use different different colour scheme. She take inspiration from nature and put it in her work as an Abstract which give very special and elegant look to her textile work. In her abstract work also anyone can find something meaningful which attract the mass.

Lucienne's work with lot of thick and thin line and convert almost all her work in abstract look whereas Maija Isola who is also a remarkable designer take inspiration from traditional folk art and modern visual art. She generally don't use thick and thin line in her work but she use organic shape in her work which make Lucienne Day different from her work.

Kate Moross

Kate Moross is a rising contemporary London-based graphic designer, illustrator and art director who was born on April 09, 1986, in London, UK. At the age of 26 she has achieved a prominent position in the world of designing, she is currently the art director of 'Studio Moross'. Her design follows certain pattern such as *Three sided shapes, illegible typography* and she is fond of performing letter work with Disney, Unilever and Kiehl's and some of the famous company such as Cadbury, Topshop, Parklife Festival clamoured to work with her.

Generally Kate Moross don't like to restrict herself from the typography rules and principles, she loves it work freely, so in most of her work very funky look is being visible, she uses funky or happy typography with combination of cool and warm colour to give very bright look to her work, visual pattern is being seen in



Kate Moross : Photo by Backyard Bill



Kate Moross : London



Kate Moross : Multicoloured Tribal

her work with lot of motion and give very cartoonish look.

Kate Moross is a designer who gives many cartoonish look to her work and uses lot of typography which is funky in look and she enjoys going to a local park and exploring world rather than visiting a prestigious art gallery whereas Herb Lubalin is also a great graphic designer who used to make a lot of distinctive pace in his work. He generally uses two colour with a combination of cool and warm colour such as red and green, red and blue. For example

'Mother and Child' so from all these we can tell that Kate Moross work is different from his work.



Kate Moross : Make Your Own Luck

Sabeena Karnik

Sabeena Karnik is a great typographer artist, she excels in creating **Three Dimensional decorative design** using paper as her principal medium. She has a passion for **Paper Quilling**, an art form that involves rolling strips of paper and shaping and moulding them to make exquisite expressions. She does 'Typography' which involve quilling, layering, sculpturing to make intricate composition. It is an art form of arranging paper fonts to make them readable and appealing from her work.

Theme work is being depicted from her work which is showing that she is a nature lover. In her work she is using a combination of cool as well as warm colour which is competing as work and is pleasing our eyes when she is using rectangle or tetradic colour scheme which make her work look more attractive.

Sabeena Karnik work is very bold with lot of theme and motif inside it and she many use tetradic colour scheme whereas



Sabeena Karnik, Mumbai-based paper illustrator and graphic designer

Consisting of Hibiscus, Anthurium, Bird of Paradise, Heliconia, Alpinia and palms. Taking inspiration from the botanical gardens I have visited in Rio and Singapore. ■



Creation of a name inspired by the elements of nature. Here is the sky and water splashes. #WIP



Herb Lubalin get inspired from typographic style and he use thick and thin font all together and use of play with different typeface and font and he generally use contrast colour scheme, so from this we can tell that Sabeena working pattern is different from him .

Wishing you all a very Merry 'C'hrismas ♣



Eugenie Niarchos

Eugenie Niarchos is best known as an Accessory designer, she creates Jewellery Design behind the Vinxx accessory line. She was born on July 15, 1986 in grace. Her stunning collection are often inspired by animals, the ocean and space. She finds great joy in using something that is not obvious choice for Jewellery, such as mixing lava with diamond and pearls.



Eugenie Niarchos mainly take inspiration from sky, marine life and solar system. She love to work with colourful Diamond such as purplish-pink diamond, greenish blue diamond etc. In her most of the work some geometrical shapes are visible. And also a monochromatic colour Schemes. In most of her work she use to work with cool colour such as purplish-pink, green-blue etc.

So, Eugenie Niarchos is a designer who work with some beautiful nature theme and use cool colour combination whereas Amrita Singh who is also a famous accessory

designer, take inspiration from Mugal India. She use a combination of old and new fashion and create something new. She use expensive white stones and geometrical patterns to describe her work. She generally make a assignable Bangles whereas Eugenie make necklace from nature inspiration, so from all these we can tell that Eugenie work style is different from Amrita Singh.



Nescafe

Print advertisement is something which capture the imagination, create brand recognition, and inspire consumer to purchase products every single day and if the advertisement doesn't draw attention then it's never going to get noticed. Bright colour, Big, Bold text and eye catching images are all great ways to draw attention. As we can see in 'NESCAFE'.



Coffee is something which activate our mind when we feel lazy so here in this advertisement they have used the term 'Wake up to life'. This word is striking the mind which is very important for any ad. Then there it has been used of Contrast colour scheme of red, black and brown colour, where the focus is going on the foreground that is coffee mug and it's large and bold letter with the lightest tint of white, so from all these characteristics it is aesthetically pleasing eye.

Nescafe work is very classy and simple giving a royal look whereas when we see at Orbit Advertisment it is giving a very cartoonish look due to the cow and its' letters. So by this we can say Nescafe work is different from other Ad.

Rehahn

Rehahn is a photographer based on Hoi An, Vietnam, who is known as Photographer that 'Captured Soul'. He was born on 4th May 1979 in Bayeux in Normandy, France. He has published 3 book of his photography, including 2 on Vietnam and this work is exhibited all around the world. The people he photographs often become 'Friends like family'. He was working on a project 'Precious Heritage' to photograph all of Vietnam's 54 tribes and yet he completed 49 of all those tribes where he made a great bonding.

Rehahn work is full of high detail, where the enormous expression is visible from his photography skill. In most of his picture his background is black in colour and the foreground is highly detailed and in most of his work he is using a cool colour contrast.

Rehahn work is giving a feeling of belongingness and a cool colour contrast whereas Daboo Ratnani's work is giving a very strong, aggressiveness look, where action are more visible. So from this we can tell that Rehahn work is different from other.



Madam Xong, a Vietnamese woman who featured in his 'Hidden Smile' photo, is one of the people Rehahn has helped by purchasing a new boat so she could continue transporting visitors around Hoi An. (Photo: Rehahn)



Rehahn's long-term project 'Precious Heritage' aims to photograph all of Vietnam's 54 tribes: To date, he's photographed people from 49 of those tribes, with plans to visit more in 2019.

THANK YOU!!