



01.01.02 PROJECT DOCUMENT

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Art Nouveau Moodboard



Nature



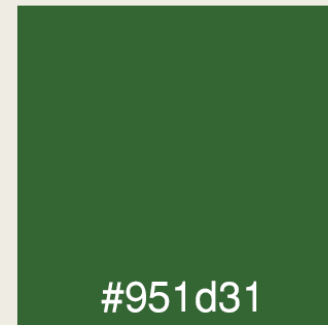
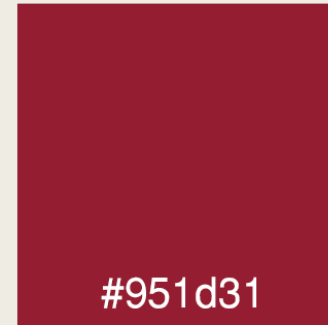
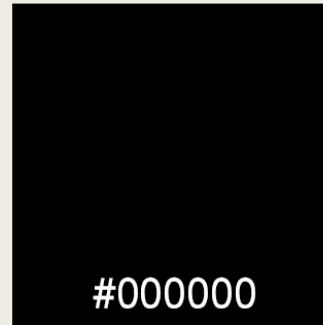
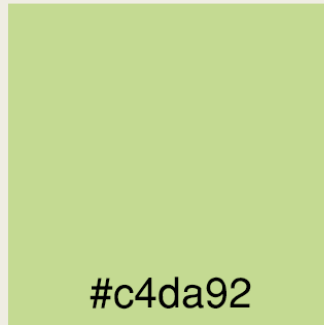
ART NOUVEAU



Fantasy



Color scheme



Typography

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g
h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
.,:;'!"?&\$%&()

I chose **Argos Nouveau** typeface for the headings and title because it expresses perfectly the beauty and shapes of the Art Nouveau style.

A B C D E F G H I J K L M
N O P Q R S T U V W X
Y Z À Á a b c d e f g h i j k l m
n o p q r s t u v w x y z à á é &
1 2 3 4 5 6 7 8 9 0 (\$ □ € . , ! ?)

For the body text I chose **Groundy Old Style** because it is easier to read than the **Argos Nouveau**.
It also has the nice curved lines which we find in Art Nouveau style.

Text example 1

Entrances to Paris Subway Stations (1900)



- When **Hector Guimard** was commissioned to design these famous subway station entrances, Paris was only the second city in the world (after London) to have constructed an underground railway.
- **Guimard's** design answered the desire to celebrate and promote this new infrastructure with a bold structure that would be clearly visible on the Paris streetscape.
- The entrances use the twisted, organic forms typical of **Art Nouveau** that appear at first to be nearly seamless, yet they are constructed out of several cast iron parts.

In effect, **Guimard** had concealed an aspect of the object's modernity beneath its sinuous continuity, a strategy that is symptomatic of **Art Nouveau's** ambivalent attitude to the modern age.

Text example 2

Alphonse Mucha

- **Alphonse Mucha**, was a **Czech Art Nouveau** painter and decorative artist, known best for his distinct style. He produced many paintings, illustrations, advertisements, postcards, and designs.
- **Mucha** produced a flurry of paintings, posters, advertisements, and book illustrations, as well as designs for jewelry, carpets, wallpaper, and theatre sets in what was termed initially The Mucha Style but became known as **Art Nouveau** (French for "new art").
- **Mucha's** works frequently featured beautiful young women in flowing, vaguely Neoclassical-looking robes, often surrounded by lush flowers which sometimes formed halos behind their heads. In contrast with contemporary poster makers he used pale pastel colors.

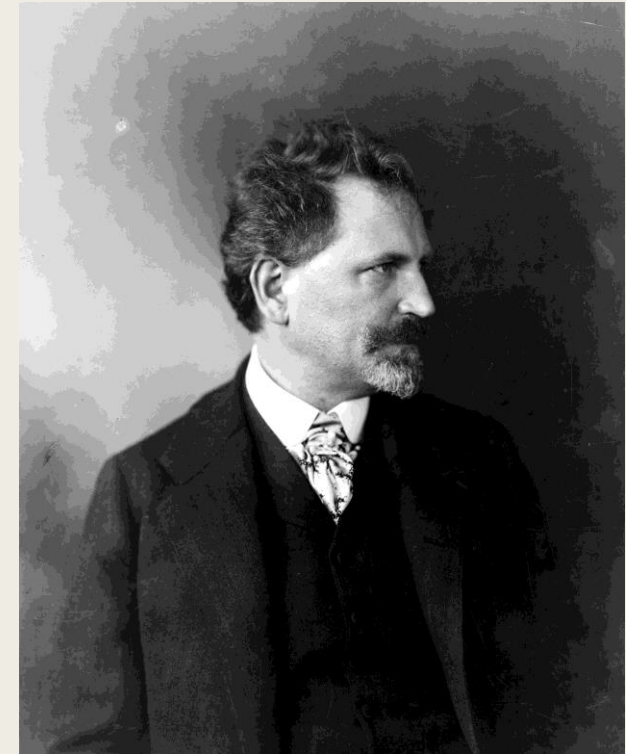


Image assets



metropolitain-metro_800x1121.png



metropolitain-metro_500x701.png



metropolitain-metro_300x421.png

Logo sketch

The main idea of the logo was “A” which comes from “Art” and it was designed with curved lines so it expresses the style we find in Art Nouveau.

