

MOOD BOARD

Glamour



Womens Liberation



Progressive



ART DECO

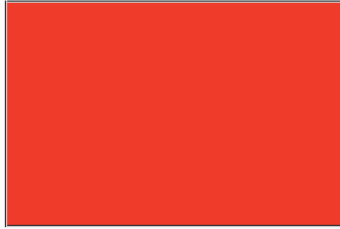


Luxury



by Martin Klingman

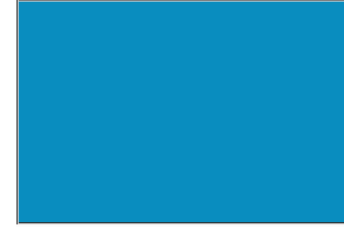
COLOR SCHEME



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RGB 240 60 43



HEX #BAB2AF
RGB 186 178 175



HEX #0A8DBE
RGB 10 141 190



HEX #000000
RGB 0 0 0



HEX #FFFFFF
RGB 255 255 255

TYPOGRAPHY

The 4 typographies I have selected maintain a clean, clear and cohesive feel to the style and appeal of Art Deco. There is a notion of space and serenity, which I envision in a life of luxury and sophistication.

Shree Devanagari 714

Shree Devanagari 714

Shree Devanagari 714

Shree Devanagari 714

Adobe Devanagari

Adobe Devanagari

Adobe Devanagari

Hiragino Sans

Hiragino Sans

Hiragino Sans



Minion Pro

Minion Pro

Minion Pro

TEXT EXAMPLES



Art Deco came to the world in 1925 from Paris, France and last through the 1930's. You can see the burst of desire for new energy and hopeful luxury, as a result of surviving the destruction of WW1. Women began taking initiative in their rights. This was the beginning of women voting rights and the landmark start of womens liberation.



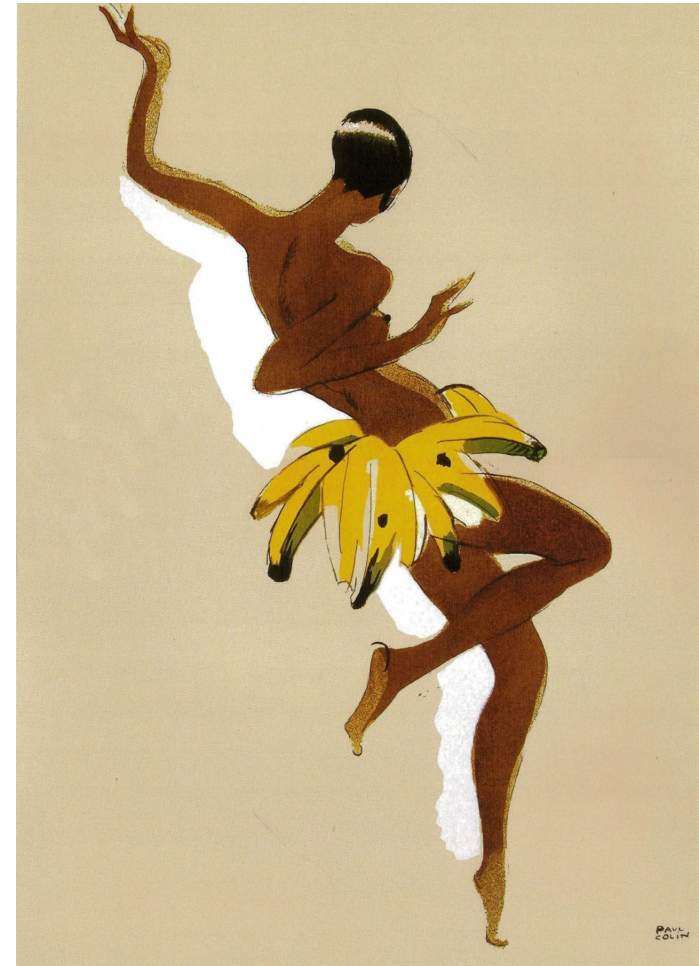
Eric Gill was a key artist in the Art Deco scene. He came from Brighton, England and eventually settled in London. To the left is his beautiful work, “Eve”. Simple and elegant in design, holding true to the nature of 1926 Art Deco. This piece is an ink print derived from a wood engraving. The detail and precision is sophisticated, indeed.

Flappers are the women to the right in the photo. This was an expression they gained in their ability to finally flap their wings and fly. To live a new life in a new exciting, dynamic and gorgeous world, just the way they would like to. Dancing, socializing and taking charge of their needs and beliefs.

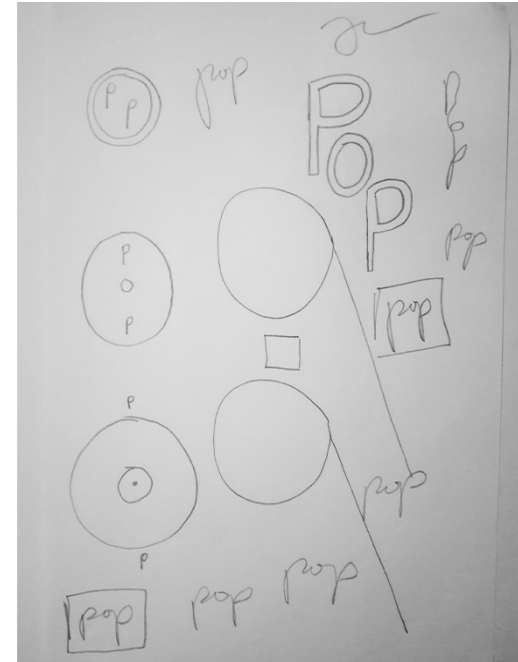
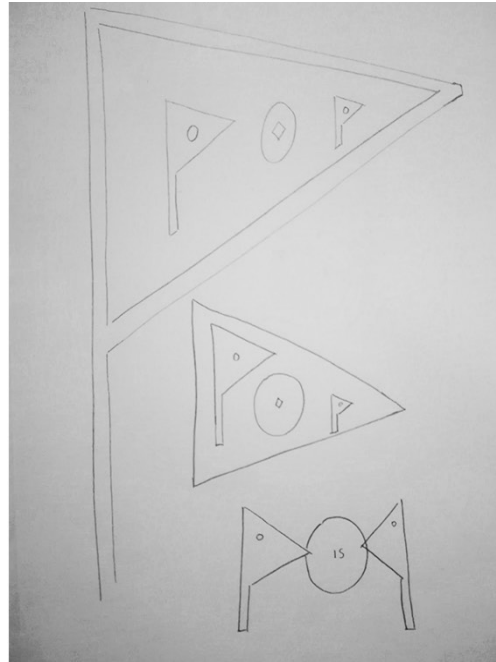
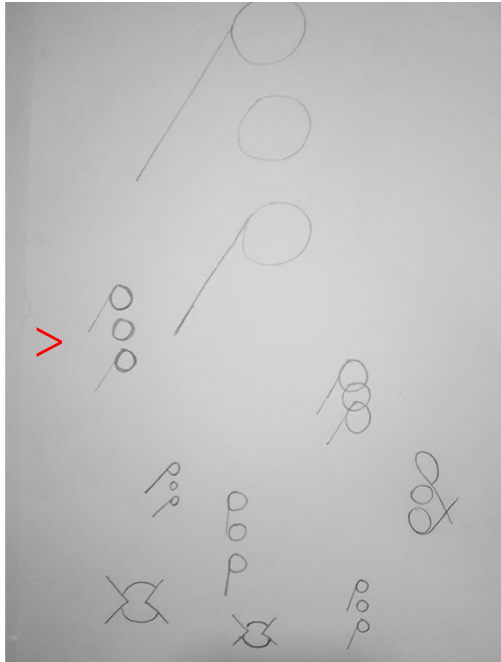


TEXT EXAMPLES

Paul Colin created this sophisticated work of legendary performer, Josephine Baker. It was created in 1929. Colin was a huge supporter of her talent and devoted a great deal of his efforts to helping promote her with his keen and witty design, showing her in the most exciting light and grace. She hit the scene like an explosion. It is nearly impossible to not have heard of Josephine Baker, no matter what you are. She was an iconic figure in the jazz scene emerging in Europe. She came from and with no surprise, poverty. Her life is documented so beautifully by Paul Colin, a French artist. He accumulated well over 1400 posters in the Art Deco scene and settled in Paris in 1912 right in the midst of WW1. As the war came to an end, Colin, set back into working on his poster works, and enjoying a relationship with his new found beauty and talent. This was quite an impact considering the times and the views on mixed couples. I find this very inspiring and actually of no surprise. Most artists, take the road of passion over society view. Colin lived a fruitful and extensive life to the ripe age of 92. He was considered a master of the craft in poster making. While he was devoted to the theatre and performance world, he also designed several sets and costumes in his adoration for the cause and support of the live stage.



LOGO



My personal website is popispop.net. The chosen logo noted in red, indicates an influence of the art deco movement. There is a clean, sophisticated and progressive feel to it. It is luxurious.

SKETCH

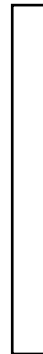
Art
Deco

Image Assets



Large

1621 x 1080 jpg
72 pixels/inch.
File size - 265 KB
Quality 70%



Medium

765 x 509 jpg
72 pixels/inch.
File size - 72 KB
Quality 70%



Small

362 x 239 jpg
72 pixels/inch.
File size - 22 KB
Quality 70%

FOLDER STRUCTURE

