

Defining Design Movements and Poster Designers

by Alex A.C.

Definitions

Art Deco

“Art Deco” (first coined by author Bevis Hillier in the 1960s) was an art movement popularized between the 1920s - 1940s, primarily first appearing in France right before World War I began in the 1910s. The main goal of Art Deco was to let go of the recent past, instead reimagining & modernizing previously established ancient & exotic styles from the far past. A common trope in Art Deco design is the use of geometric shapes and forms, such as squares, zigzags, and the like.^[1]

Art Nouveau

“Art Nouveau” (French for “New Art”, first coined in the 1880s in the Belgian Journal “L’Art Moderne”) was an art movement that began taking shape in the 1880s in western Europe & the United States. Originally born from the design reform & the Arts and Crafts movement, Art Nouveau’s core was to take the unruly form of Nature & translate that into art & architecture, signifying freedom & the growth of artistic tradition in the fields.^[2]

Surrealism

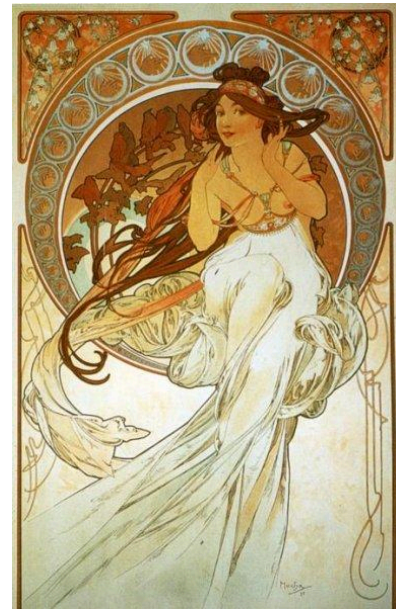
“Surrealism” (first coined by poet Andre Breton) was an art movement that started around the 1910-1920s in western Europe, notably in Paris, France. While not originally aligned with traditional visual arts, artists later began to follow this trend, one that followed the studies of one Sigmund Freud (researcher of dreams, notably Freudian Psychology) & Karl Marx (political figure most notable for Marxism) in an attempt to draw from one’s private mind & make something not bound by the restrictions of society or its limitations.^[3]

Alphonse Mucha

Alphonse Mucha (1860 - 1939) was a Czech-born artist & painter, primarily associated with the Art Nouveau movement & his focus on painting beautiful women. His love for the arts & drawing had been apparent since childhood, and would begin furthering himself in that direction as a young adult. One of his biggest works early on was decorating Hrusovany Emmahof Castle filled with murals, furthering not only his reputation, but in part furthering his education into the arts full time.^[4]

Examples of Alphonse Mucha's works^[4]

(Actually just an excuse to make you look at beautiful ladies)



"Dance" (1898), "Summer" (1896), & "The Arts: Music" (1898)

Adolphe Mouron Cassandre

Adolphe Mouron Cassandre (1901 - 1968) was a french designer & painter from Ukraine, who began his artistic works back in the 1920s. He would move to Paris, France in 1915, during an era where Art Deco would begin to be established, with France being the heart of the movement. In turn, Adolphe's works would be greatly shaped by the movement, which can be seen in many of his posters.^[5]

Examples of Adolphe Mouron Cassandre's works^[5]



"AU BUCHERON" (1923), "DUBO, DUBON, DUBONETT" (1932), & "NICOLAS" (1935)

Jason Munn

Jason Munn (b.1975) is an American graphic artist, originally known for his work in Wisconsin's independent music scene. His best known works are his poster designs, taking inspiration from 1950s artists like Alvin Lustig, which would eventually lead him to founding his own studio, The Small Stakes, in Oakland, California.^[6]

Examples of Adolphe Mouron Cassandre's works^[6]



"Matt Pond PA Winter Tour" (2006), "The Flaming Lips" (2006), & "Pedro the Lion Summer Tour" (2004)

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