

Art Deco Style

1. Examples of text written for the website about the given style

1.2. The style in general history and characteristics

The style **Art Deco** first appeared in France just before World War I, the style includes visual arts, architecture and design of buildings, furniture, jewelry, fashion, cars, movie theatres, trains, ocean liners, and everyday objects such as radios and vacuum cleaners. It combined modern styles with fine craftsmanship and rich materials. During its heyday, Art Deco represented luxury, glamour, exuberance, and faith in social and technological progress^{1 2}

The name has its origins from the Exposition internationale des arts décoratifs et industriels modernes (International Exhibition of Modern Decorative and Industrial Arts) held in Paris in 1925 and is a short abbreviation for *Arts Décoratifs*,³

Art Deco imitates many different styles, sometimes contradictory, united by a desire to be modern. The style was influenced by Cubism that is characterized by bold geometric forms; the bright colors of Fauvism and of the Ballets Russes; the updated craftsmanship of the furniture of the eras of Louis Philippe I and Louis XVI. It is also influenced by the exotic styles of China and Japan, India, Persia, ancient Egypt and Maya art.

Art Deco was the successor to and reaction against Art Nouveau, a style which flourished in Europe between 1895 and 1900, and also gradually replaced the Beaux-Arts and neoclassical that were predominant in European and American architecture. In 1905 Eugène Grasset wrote and published *Méthode de Composition Ornementale, Éléments Rectilignes*.

It featured rare and expensive materials, such as ebony and ivory, and exquisite craftsmanship.

Art Deco is one of the first truly international styles, but its dominance ended with the beginning of World War II and the rise of the strictly functional and unadorned styles of modern architecture and the International Style of architecture that followed.⁴

Deco style had its orientation towards the future and celebration of modern ideas of progress.

In decoration, many different styles were borrowed and used by Art Deco. They included pre-modern art from around the world and observable at the Musée du Louvre, Musée de l'Homme and the Musée national des Arts d'Afrique et d'Océanie. There was also popular interest in archeology due to excavations at Pompeii, Troy, and the tomb of the 18th dynasty Pharaoh Tutankhamun. Artists and designers integrated motifs from ancient Egypt, Mesopotamia, Greece, Rome, Asia, Mesoamerica and Oceania with Machine Age elements⁵

¹ Texier, Simon (2012). *Paris: Panorama de l'architecture* (in French). Parigramme. [ISBN 978-2-84096-667-8](#).

² Hillier, Bevis (1968). *Art Deco of the 20s and 30s*. Studio Vista. [ISBN 978-0-289-27788-1](#).

³ Benton, Charlotte; Benton, Tim; Wood, Ghislaine; Baddeley, Oriana (2003). *Art Deco: 1910–1939*. Bulfinch. [ISBN 978-0-8212-2834-0](#).

⁴ [Benton, Benton and Wood & Art Déco \(1910–1939\) 2010](#), pp. 13–28.

⁵ "Art Deco Style". Museum of London. Archived from [the original](#) on 7 February 2008. Retrieved 6 November 2008.

Lobby of 450 Sutter Street in San Francisco by Timothy Pflueger(1929)



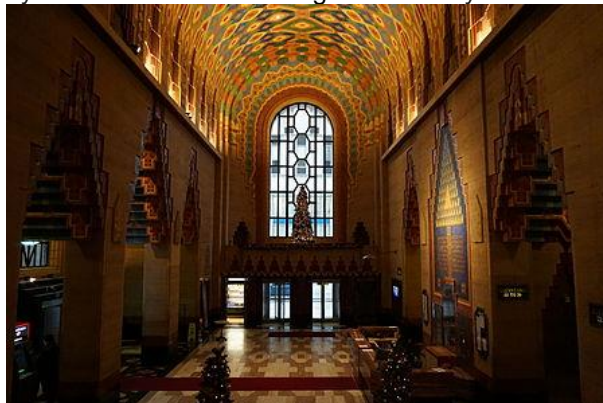
File name and file type : 450_300px_sutter_lobby_2.JPG
Image size: 450x300 *pixels*
File size 36.6 KB
Compression: None

Lobby of the Chrysler Building by William Van Alen in New York City (1930)



File name and file type: chrysler-building_lobby.jpg
Image size: 547x300 *pixels*
File size 44.9 KB
Compression: None

Lower lobby of the Guardian Building in Detroit by Wirt Rowland (1929)



File name and file type : detroit_december_guardian-building).jpg
Image size: 450x300 *pixels*
File size 40.0KB
Compression: None

Other styles borrowed included Russian Constructivism and Italian Futurism, as well as Orphism, Functionalism, and Modernism in general. Art Deco also used the clashing colors and designs of Fauvism, notably in the work of Henri Matisse and André Derain, inspired the designs of art deco textiles, wallpaper, and painted ceramics. It took ideas from the high fashion vocabulary of the period, which featured geometric designs, chevrons, zigzags, and stylized bouquets of flowers. It was influenced by discoveries in Egyptology, and growing interest in the Orient and in African art. From 1925 onwards, it was often inspired by a passion for new machines, such as airships, automobiles and ocean liners, and by 1930 this influence resulted in the style called Streamline Moderne.⁶

Art Deco was associated with both luxury and modernity

The Art Deco style combined very expensive materials and exquisite craftsmanship put into modernistic forms. Nothing was cheap about Art Deco: pieces of furniture included ivory and silver inlays, and pieces of Art Deco jewelry combined diamonds with platinum, jade, and other precious materials. The style was used to decorate the first-class salons of ocean liners, deluxe trains, and skyscrapers. It was used around the world to decorate the great movie palaces of the late 1920s and 1930s. Later, after the Great Depression, the style changed and became more sober.



cFile name and file type :
jewellery_3.jpg
Image size: 225x225 pixels'
File size: 6.20 KB'
Compression: None



File name and file type :
jewellery_34.jpg
Image size: 225x225 pixels'
File size: 45.2 KB'
Compression: None



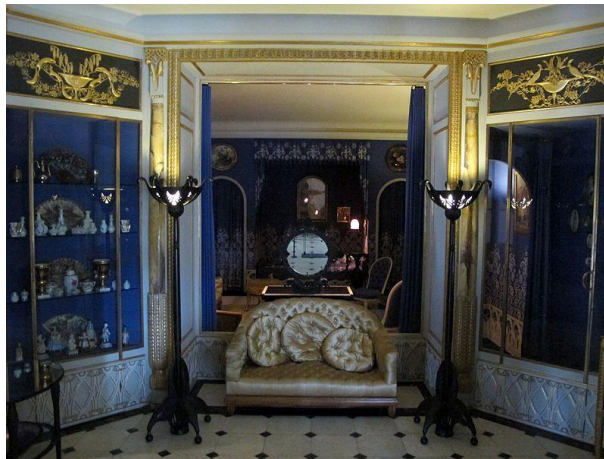
File name and file type : jewellery_1.jpg
Image size: 340x270 pixels'
File size: 9.94 KB KB'
Compression: None

A good example of the luxury style of Art Deco is the boudoir of the fashion designer Jeanne Lanvin, designed by Armand-Albert Rateau (1882–1938) made between 1922–25. It was located in her house at 16 rue Barbet de Jouy, in Paris, which was demolished in 1965. The room was reconstructed in the Museum of Decorative Arts in Paris. The walls are covered with molded *lambris* below sculpted bas-reliefs in stucco. The alcove is framed with columns of marble on with bases and a plinth of sculpted wood. The floor is of white and black marble, and in the cabinets decorative objects are displayed against a background of blue silk. Her bathroom had a tub and washstand made of sienna marble, with a wall of carved stucco and bronze fittings.

⁶ [Duncan 1988](#), pp. 7–8.



File name and file type : boudoir-of-the fashion-designer _jeanne-lanvin, 2.jpg
 Image size: 1100x725 *pixels*
 File size: 133 *KB*
 Compression: *None*



File name and file type : boudoir-of-the fashion-designer _jeanne-lanvin, 3.jpg
 Image size: 800x600 *pixels*
 File size: 91 *KB*
 Compression: *None*



File name and file type :
 boudoir-of-the fashion-
 designer _jeanne-lanvin,
 1.jpg
 Image size: 550x839 *pixels*
 File size: 98.9 *KB*
 Compression: *None*

1.2. Artists representing the style.

Most of the outstanding Art Deco creators designed individually crafted or limited-edition items. They included the furniture designers Jacques Ruhlmann and; the architect Eliel Saarinen; metalsmith Jean Puiforcat; glass and jewelry designer René Lalique; fashion designer Erté; artist-jewelers Raymond Templier, H.G. Murphy, and Wiwen Nilsson; and the figural sculptor Chiparus. The fashion designer Paul Poiret and the graphic artist Edward McKnight Kauffer represent those whose work directly reached a larger audience.

Jacques Ruhlmann

Émile-Jacques Ruhlmann (28 August 1879 – 15 November 1933), his first names often seen reversed as Jacques-Émile, was a renowned French designer of furniture and interiors, epitomising for many the glamour of the French Art Deco style of the 1910s and 1920s.

In 1919 Ruhlmann founded, with Pierre Laurent, the company Ruhlmann et Laurent, specializing in interior design and producing luxury home goods that included furniture, wallpaper and lighting. By this time, Ruhlmann was making formal elegant furniture using precious and exotic woods in combination with ivory fittings, giving them a classic, timeless appeal.

Ruhlmann's legacy as a designer was the subject of a major retrospective exhibition at the New York Metropolitan Museum of Art in 2004. In 2009, he was called the "Art Deco's greatest artist" by the New York Times.⁷⁸



File name and file type : emile-jacques -ruhlmann_2.jpg
Image size: 225x225 pixels'
File size: 394 KB'
Compression: None



File name and file type : emile-jacques -ruhlmann_1.jpg
Image size: 450x600 pixels'
File size: 24 KB'
Compression: None



File name and file type : emile-jacques -ruhlmann_3.jpg
Image size: 600x600 pixels'
File size: 44 KB'
Compression: None

Maurice Dufrêne (1876–1955) was a French decorative artist who headed the *Maîtrise* workshop of the *Galleries Lafayette* department store. Maurice Dufrêne was born in Paris in 1876. His father had a wholesale commodities business. Dufrêne would collect left-over pieces of wood, cardboard and fabric from his father's workplace and turn them into decorative artworks. He studied at the *École des Arts Decoratifs*. Originally he planned to be a painter.⁹

Dufrêne found a position as a manager and furniture designer at *La Maison Moderne* of Julius Meier-Grafe, whose showrooms displayed rooms decorated in Art Nouveau style. There he worked with designers such as Henry van de Velde, Victor Horta, Charles Plumet and Anthony Selmersheim. From 1903 Dufrêne exhibited regularly at the *Salon d'Automne* and the *Salons of Société Nationale des Beaux-Arts*. In 1904 he was one of the founding members of the *Société des artistes décorateurs*, and for thirty years he would exhibit at its Salon. He designed many different types of decorative art

⁷ "Art Deco at the Met". *The New York Times*. 11 December 2009. Retrieved 1 May 2010.

⁸ "Attribution Error at Sotheby's auction". *Article on Docantic*. 6 March 2016.

⁹ [Raizman 2003](#), p. 145.

including metalwork, ceramics, glass and fabric. He also designed complete interiors, but was best known for his furniture.¹⁰



File name and file type :
maurice- dufrene-1.jpg
Image size: 194x259 pixels'
File size: 8.00 KB'
Compression: None



File name and file type :
dufrene-rapaport-vase.jpg
Image size 220x269 pixels'
File size: 16.0 KB'
Compression: None



File name and file type :
maurice- dufrene-2.jpg
Image size 800x800 pixels'
File size: 69.3 KB'
Compression: None

Paul Poiret (20 April 1879, Paris, France – 30 April 1944, Paris) was a leading French fashion designer, a master couturier during the first two decades of the 20th century. He was the founder of his namesake haute couture house. His contributions to his field have been likened to Picasso's legacy in 20th-century art.

Poiret was born on 20 April 1879 to a cloth merchant in the poor neighborhood of Les Halles, Paris. His parents, in an effort to rid him of his natural pride, apprenticed him to an umbrella maker. There, he collected scraps of silk left over from the cutting of umbrella patterns, and fashioned clothes for a doll that one of his sisters had given him. His first design, a red cloth cape, sold 400 copies. When Poiret presented the Russian Princess Bariatinsky with a Confucius coat with an innovative kimono-like cut, for instance, she exclaimed, "What a horror! When there are low fellows who run after our sledges and annoy us, we have their heads cut off, and we put them in sacks just like that."¹¹



File name and file type :
paul-poiret_2.jpg
Image size: 225x333 pixels'
File size: 24.00 KB'
Compression: None



File name and file type :
paul-poiret_3.jpg
Image size: 220x249 pixels'
File size: 20.00 KB'
Compression: None



File name and file type :
paul-poiret_1.jpg
Image size: 334x510 pixels'
File size: 48.00 KB'
Compression: None

¹⁰ [Miller 2005](#), p. 33

¹¹ [The Way We Move: How Paul Poiret freed us from the corset](#), by Josh Patner, [Slate](#), 18 May 2007

New York City's Rockefeller Center (especially its interiors supervised by Donald Deskey; built between 1929 and 1940), by William Van Alen, and the Empire State Building by Shreve, Lamb & Harmon are the most monumental embodiments of Art Deco. During the 1930s the style took over South Beach in Miami, Florida, producing an area known as the Art Deco historic district.



File name and file type :
shreve-lamb.jpg
size: 203x248 *pixels*
File size: 9.47 *KB*
Compression: *None*



File name and file type :
new-york_ rockefeller-center.jpg
size: 259x194 *pixels*
File size: 14.4 *KB*
Compression: *None*



File name and file type :
chrysler-building.jpg
size: 800x1313 *pixels*
File size: 946 *KB*
Compression: *None*

2. Colour scheme for the website

The color scheme that characterizes the Art deco style are:

Metallics



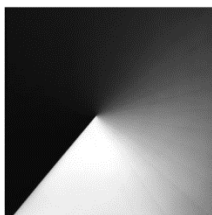
Silver, Gold, Metallic Blues and Charcoal Greys also represented the wealth and prosperity of the times. Metallic finishes instantly add glitz, glamour and imply luxury and wealth.

Neutrals



Art Deco was all about a streamlined, modern look and a neutral, monochromatic color scheme easily achieved this feel. Creams, beiges, taupes and medium browns became popular choices for [interiors](#) and [fashions](#).

Black & White



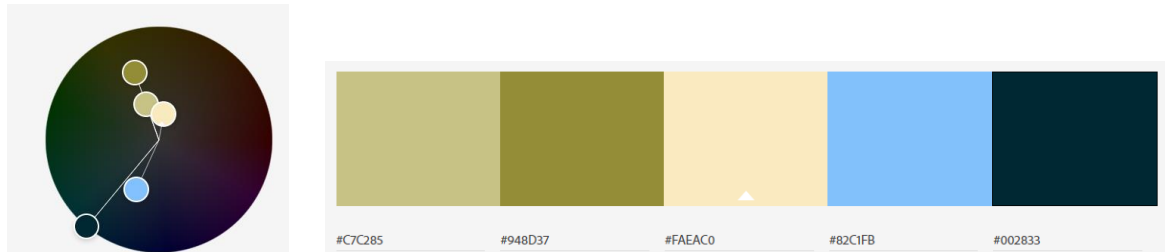
This is probably the most popular colour scheme during the 1920's and 1930's. Black and white checkerboard tiles, floors and [wallpapers](#) were very trendy. Also, [fashions](#) became ultra sophisticated and streamlined. The [classic Chanel](#) black and white ensemble was the ultimate in chic sophistication.

Bold & Bright



The economy was booming in during the **Roaring 20's** and lively, energetic colours began to symbolize the prosperity of the times. Hues like canary yellow, emerald green, peacock blue, royal purple and brilliant red became all the rage.¹²

After analyzing the characteristics of the style's color scheme the chosen palette for the website will be formed by compound colors as per below figure:



3. Typography Styles

The art deco graphic design trend seems to have its own brand of typography as well. One of the nice things about this style is that typefaces are rather ornate and fun, but don't have all the long flourishes and swashes and tails that give other ornate typefaces a more feminine feel.

These typography styles are often identified by thick strokes and alternating lines or fills. The x-height of these characters is often exaggerated with exceptionally tall characters or more stubby variants. While the characters are often straight up and down, they often use varying stroke weights on a sans serif base. Often these typefaces look like what you might imagine to be a "modern sans serif" or precise hand lettering. Another common element of the art deco typography style is use of all caps for lettering. While some of these typefaces might include lowercase characters, they are not frequently used.¹³

The fonts that will be used for the website are Broadway for the heading and for the paragraphs Mostra Nuova as they are often used in art deco as these will capture the attention of the user.

Broadway e.g:

Art Deco style - general history and characteristics

Mostra Nuova e.g:

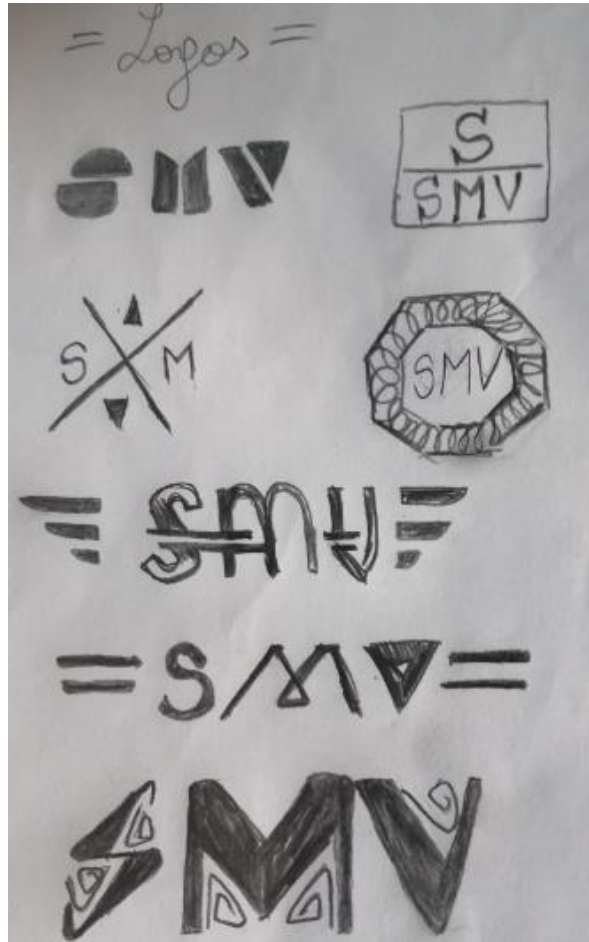
The style Art Deco first appeared in France just before World War I, the style includes visual arts, architecture and design of buildings, furniture, jewelry, fashion, cars, movie theatres, trains, ocean liners, and everyday objects such as radios and vacuum cleaners

¹² <http://artdecostyle.ca/art-deco-style-blog/art-deco-colours>
<https://color.adobe.com/create>

¹³ <https://designshack.net/articles/trends/art-deco-graphic-design/>

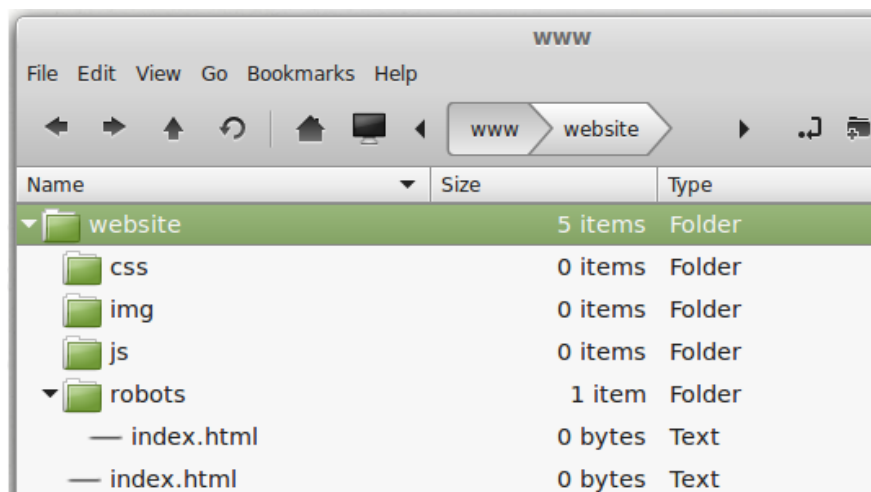
4. Sketches of your ideas for icons and logo content for the website

For the logo the initials of the name will be used, the sketches are presented in the below picture:



5. A visualisation of the content library folder and file structure

The folders will be organized as per below example:



6. Moodboard

