

UNIT 5: CONTEXTUAL
INFLUENCES
IN ART AND DESIGN



MODERN ART MOVEMENTS



ART DECO

The Deco movement first surfaced in western Europe around 1908 and remained popular until 1935. This particular movement centers around architectural design and is regarded as a visual art.

The main artistic themes in the deco movement were geometric patterns, bright bold colours, visual drama, mirrors and a metallic finish, these features heightened the grandiose, luxurious look of Deco greatly contrasting from the flowery and delicate Art Nouveau style. It is intrinsic to the 1920s as it is instantly recognisable era-related films like *The Great Gatsby*, are full of Art Deco inspired set design so that the audience will really be immersed in the essence of the 'Roaring Twenties'.

Deco is credited for influencing the design of jewellery, cars, fashion, trains and much more, in the decades following the movement. The movement survived the First World War and

so its depictions of luxury and fortune deeply contrasted the destruction and devastation happening at the time. After the first world war it declined greatly as new materials such as stainless steel, plastic and chrome plating came through.

These materials brought with uniformity and modern design so the bright colours and geometric shapes influenced by Fauvism and Cubism respectively, disappeared with the post-war motive of functionality. The thirties also followed the Great Depression wherein which there was mass poverty and struggle the glorious 'Roaring Twenties' that the art world was in bliss with came to a catastrophic end.

With an collapsed economy and an impending war Deco left a bad taste in people's mouths, its themes of luxury exuberance and wealth were no longer appropriate.



EXPRESSIONISM

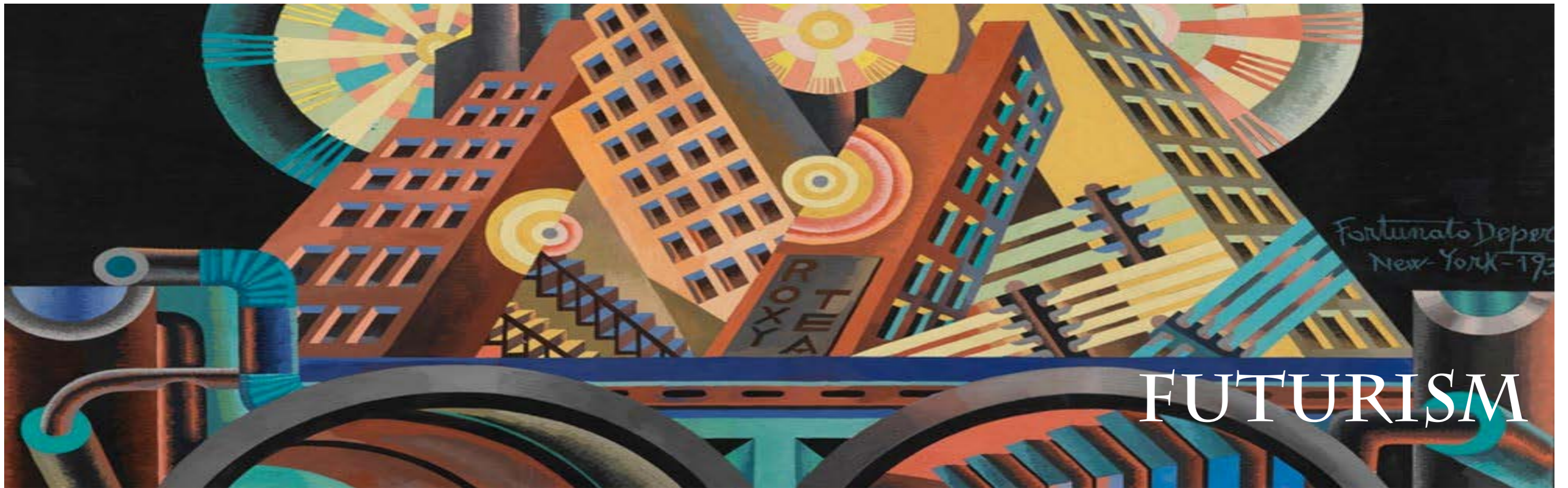
Expressionism surfaced at the beginning of the 20th century, its artist distorted objects and figures to evoke an emotional reaction from the viewer, making its interpretation subjective and unique to each separate view. Expressionism originally started out in poetry and then expanded to painting, this new vibrant, abstract and emotional artistic style was first seen in Germany quickly expanding to the rest of Europe and to the rest of the world. One of the most famous expressionist artists was Edward Munch often recognised as a pinnacle of the art movement through his infamous painting; *The Scream*.

The movement centers all around emotion and how those emotions convey themselves visually, these often hard to express thought and feelings were brought to life by the wild distortions and warpings of reality. Exaggeration is a key feature in the movement as it rejects representing actual physical perception, instead, choosing to emphasize the underlying psychological elements present in reality, conveying a more complex actuality that we all experience. Whilst having quite thought-provoking origins expressionism wasn't entirely unique especially at the height of its popularity it intertwined

with many other modernist art movements such as Cubism, Dadaism and Surrealism. This made it hard to categorise what exactly was expressionist or not, such could be explained as is the nature of the movement. To be as expressive and limitless as possible, as is the nature of the human mind at constant peril of ever-changing thoughts and feelings.

It has been explained that the rampant rise of Expressionism at the turn of the century was a direct retaliation to the growing industrialisation of Europe and the abandon of rich cultural norms in exchange for militarisation and monetisation. At the time the storm was brewing for World War 1 and all the tension that happened before it, leading up to it, such as the Protestant Reformation and the German Peasant Wars'.

The movement rejected the changing society and opted to express their angst towards industrialisation and the increasing violence. Expressionism served as a form of escapism by rejecting reality and distorting what physically existed in simplicity for complex and provocative psychological images.



This is another art movement that sparked at the start of the 20th century it was all about the excitement behind new technology such as the plane, car and radio. Its main focuses were speed, youth, interaction and violence. These key themes show the contrast between those who eagerly anticipated the arrival of new technology and those who feared that these inventions were the beginning of the end for mankind and how these inventions would inevitably bring destruction and chaos.

The movement was spearheaded in to existence by Italian poet Filippo Tommaso Marinetti in 1909 when he published his manifesto of Futurism in the newspaper, the movement strongly rejects the past. Many felt ancient culture was oppressive in nature whilst technology and modernity represented freedom, dynamism, and beauty and for this the movement, at first, was widely celebrated.

The avant-garde movement combined elements of Cubism, Ex-

pressionism and Divisionism to bring forth their and grandiose passion of future forth. This subsequently them into having a slow start as it took them a while to create their own distinctive style. Eventually the look of futurism was established through its repulsion of the old painting techniques, harmony and themes. Spoke boldly against art critics and 'good taste' whilst revelling in the abstract concepts of 'However daring, however violent' and 'the smear of madness' all the while completely embracing science.

The manifesto did not only encompass painting but a whole range of things such as clothing, cooking and architecture. The second release of the manifesto entitled 'Technical Manifesto of Futurist Painting 1914' was geared towards painting and really helped futurists come together with one coherent look across the board 'universal dynamism' as Marinetti dubbed it. Releasing manifestos was a key element of futurism as to encourage others into welcoming the New Age.



DADAISM

With Switzerland at its core Dadaism branched out as an avant-garde European art movement at the start of the 20th century. It was a direct reaction to the violent and horrid nature of the war, Dada is in way to mock, or provoke laughter amongst its viewers. It is most known for its satirical nature making light of the tragedies of pre, present and post-war life. It started in the year 1916 as Zurich, Switzerland as its home and branched out to New York, North America by circa 1915, and had taken Paris, France by 1920.

It started out as literary movement and questioned the strong sense of nationality present in Europe which many felt was responsible for the war, as well as the iron cut capitalism that was occurring. It later grew into a more international movement full of anti-war and anti-capitalism sentiments a prominent group in this was the Japanese Mavo group

Dadaism reflected strong left-wing views including anti-bourgeoisie and anti-colonialism, these capitalist critics used many mediums in order to express the sentiments of the movement such as; sculptures, sound media, literary and of course art. Re-occurring artistic themes spanned sarcastic texts satire on the rich and powerful and sculptures that represented the bleak and barrenness of war.

Dadaism artwork often emulated realism and expressionism combining human expression with cold hard structures, clearly promoting the idea that the continued systems of capitalism, class and war is preventing people from truly expressing themselves and instead forced to follow the restricting regimen the demand of the dollar creates. The art movement was a call for suppression of the upper class, equal distribution of wealth, unity and individuality and creativity amongst the people.



Picasso is a world-renowned artist that could be most credited for his forefront in this modern art movement that he and Georges Braque introduced the world to Cubism, which in its heyday was ground-breaking when it was launched into the art world in 1908.

It made such an impression as it reduced reality to geometric patterns. It was a new form of abstract that was revolutionary, as it deterred from realism and the need to create stiflingly accurate paintings, challenging the European tradition of bringing out the illusion of real space with various rigid and enforcing painting techniques.

In doing this Cubism abandoned the sense of depth in paintings and instead opted for a multiple viewpoint flat viewing plane. This allowed for many different perspectives to be present in one piece, ultimately resulting in leaving the path of the fixed

viewpoint which had dominated art all the way from the Renaissance period. It did not only effect painting but also saw come-uppance in literature and sculpting amongst other things.

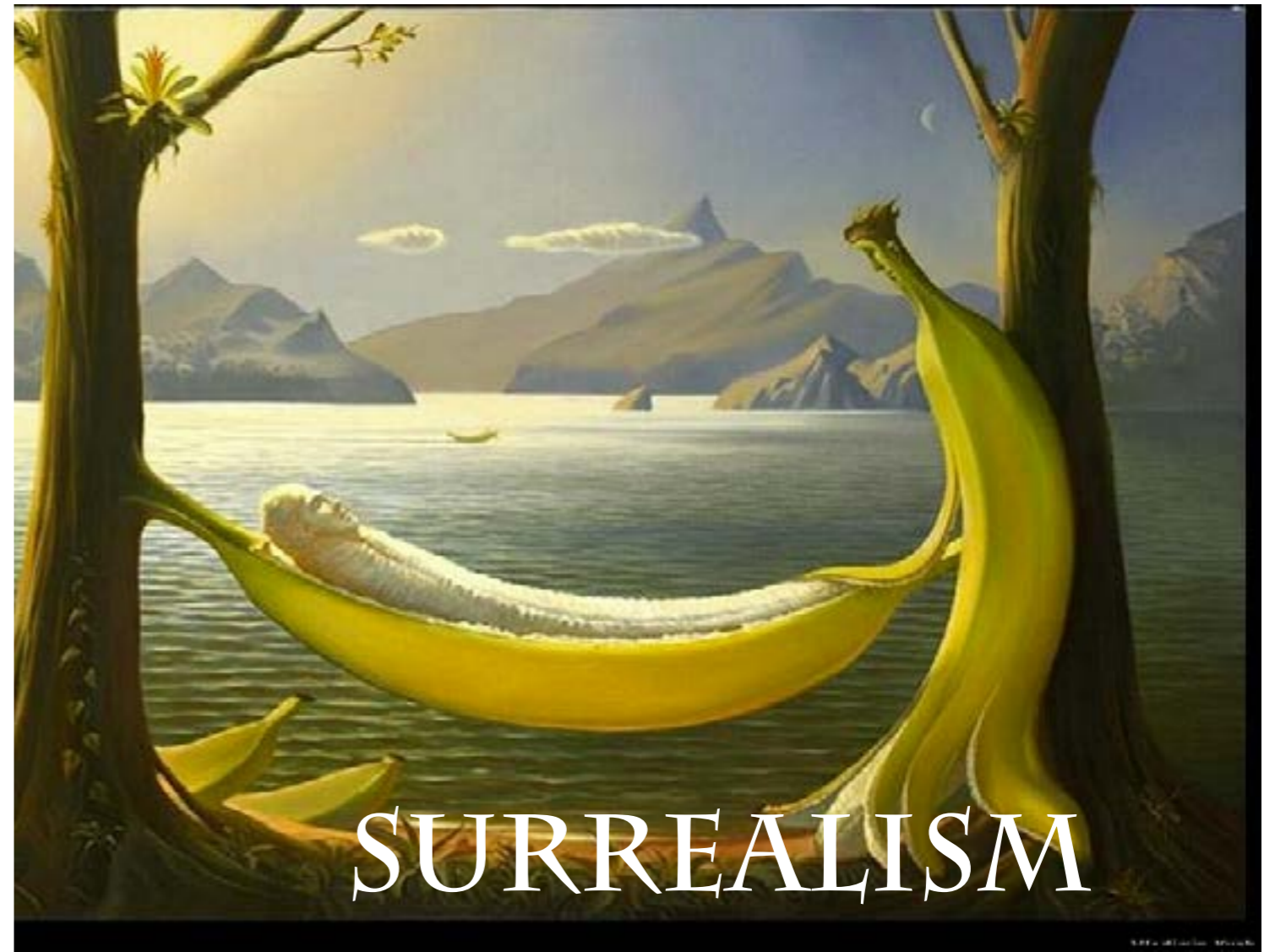
The main features of cubism involved shapes lines and geometric planes they were often coupled with bright and bold colours . Cubism made even more wide brushstrokes when 3D paintings entered the scene it was here that many different forms of cubism began to emerge such as 'surrealist' and 'constructivist' it was able to be many different things at once which led it to be one of the most influential art movements of its day encouraging many other following art movements in direct response to it such as; Dadaism, Art Deco and Constructivism.

Art critics lovingly refer to Cubism as a revolutionary avant-garde force that changed art forever.



This modern movement sought out to bring out the creativity lurking in the recesses of the human mind, by combining Realism and the active disassociation of all conscience, reasonable thought Surrealism was born. A modern movement devoid of a sense of scale or preconceived structure. It was built on the principle of free flow allowing for the unconquered thought to be conveyed through the absence of reason, morals, principles or structures.

It first appeared on the scene in 1920 and is said to have Dadaism as one of its key influences. It has its cultural roots in France and Belgium whilst having Max Ernst as a major contributor. Surrealism has many poetic elements such as juxtaposition and non sequitur. It made it an international success and went on to influence literature, film, music and even went on to



become a philosophical social theory.

Surrealism's most applauded artists include Salvador Dalí, Max Ernst, Frida Kahlo, Pablo Picasso and Paul Klee. In this list of art movements surrealism is by far my favourite, I feel it is the most creative and exploratory on this list as well as imaginative. It puts a more solid and definitive form to the idea initiated in expressionism, by conceptualising an actuality but not being constricted to the rules of reality.

The main materials used were paint as many works were paintings, a special technique called Grattage was popularised during this movement, it involved scraping wet paint off a surface this technique was mastered by Joan Arco and Max Ernst.



Modernism is a rare art movement in the sense that it originated in America from growing scepticism surrounding Europe especially the Parisian standard. Its disassociation from previous art movements and rules came from two places; the desire to further separate from Europe and to ditch tradition for exploration and experimentation.

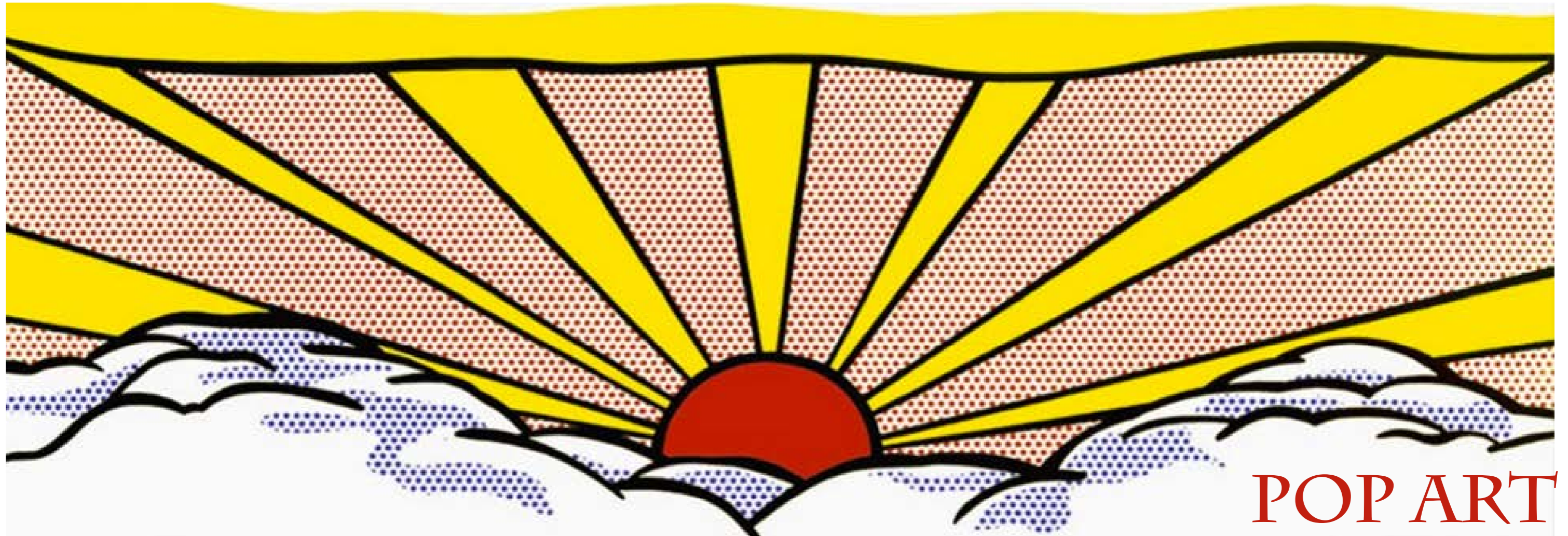
Modernism is often used for a blanket term for all the art movements that happened at the start of the 20th century so it can be hard to differentiate from the art movement and the group term. Many different art movements are intertwined with the singular form as several of the elements inexplicably linked to say cubism or expressionism can be found in modernism.

It grew in popularity after World War 1 after starting out in the belief that religion, politics and society could no longer afford you with the assurances that you were used to. With the devastation and destruction that followed the war many agreed



with that node of thinking as they could no longer return to a life before the war. People had to adapt and change an immovable demand for modernity barged into the simplistic and traditional was of living that many, from both Europe and America, had become accustomed to.

The movement took on a very nihilist mindset, expressing that the new age was chaotic, destructive, abhorrent and depressingly futile. Some of American Modernism's most famous artists are Georgia O'Keefe, Charles Sheeler and Alfred Stieglitz. Many of American Modernists leaders were Jewish immigrants in America having experienced growing tensions towards them at the start of the century and the brutal assault of Nazi Germany afterwards their notion of thinking was understandable.



POP ART

Pop Art started out as a UK art movement in the 1950s its graphically popping and attention grabbing print style soon became a international success forever changing the world of graphic design. Its eye-grabbing elements made Pop Art a major key in advertising and branding. The end of the Second World War brought a massive economic boom to both the UK and US spurring the age of commercial industrialisation.

Pop Art is a was a movement that broke off from fine art entirely by drawing inspiration from commercials and ordinary items, it is very much so a graphic art whereas fine art was more visual.

Andy Warhol and Roy Lichtenstein are the movements infamous lead artists, Warhol with his Marilyn Monroe piece and Lichtenstein with his prints of women. Even now these pieces are just as impactful and iconic to a modern audience, with their bright colour palettes and and bold harsh black lines. War-

hol is most known for creating packaging designs like ketchup and soup cans whereas Lichtenstein aligns more with the classic comic book style.

Printing was the main method of creating pop art, silkscreen printing involved a mesh where ink was transferred to a canvas through it as part of the process. Printing allowed for quick reproduction of the art work in large amounts, you could also reuse the carving of the art work so that each reproduction will be almost identical.

I like pop art for its strong graphic appeal. Whilst indistinguishable and unmistakable, I do feel it is not as varied or complex as other movements. It neglects to experiment and explore in its way of presentation or rather it can't as Pop art has very rigid and structured aesthetics.



Post Modernism spans the era of the late 1950s and beyond coinciding with the end of the golden fifties and the start of the technological arms race between various nations, but more specifically Russia and the USA. The movement encapsulated every path of expression vulnerable to use. From philosophy to architecture to literature and several different art forms including sculpture.

Through artwork artists expressed their views and how they felt society was affected by institutions such as; consumerism, capitalism, globalism and the growing influence of technology in society. many artists of this movement project an anti-consumerist view as they feel it numbs human connection, making people more shallow and isolated, especially with the introduction and increased use of technology.

Nihilism and Existentialism were both constant themes as what



was happening at a societal level; the Cold War, The Civil Rights Movement and other important historical events it gives those who didn't have a voice before, a platform to speak. In that time period you also experienced a decrease in socio-economic divide allowing for people on the opposite side of the spectrum to empathize with those, whose worlds, they could not access before. These things also brought about the discussion of the futility of life, how they're will always be some power whether physical or spiritual holding power over you, and whether or not there is a point to living - a meaning to existence.

It is a very broad term so many other movements encircle and intertwine with this particular art movement. Chris Ofili, Jeff Koons and Tracy Emin are established post modern artists used such a varied set of techniques to bring their visualizations to life many of which resemble older painting techniques but with their own twists.



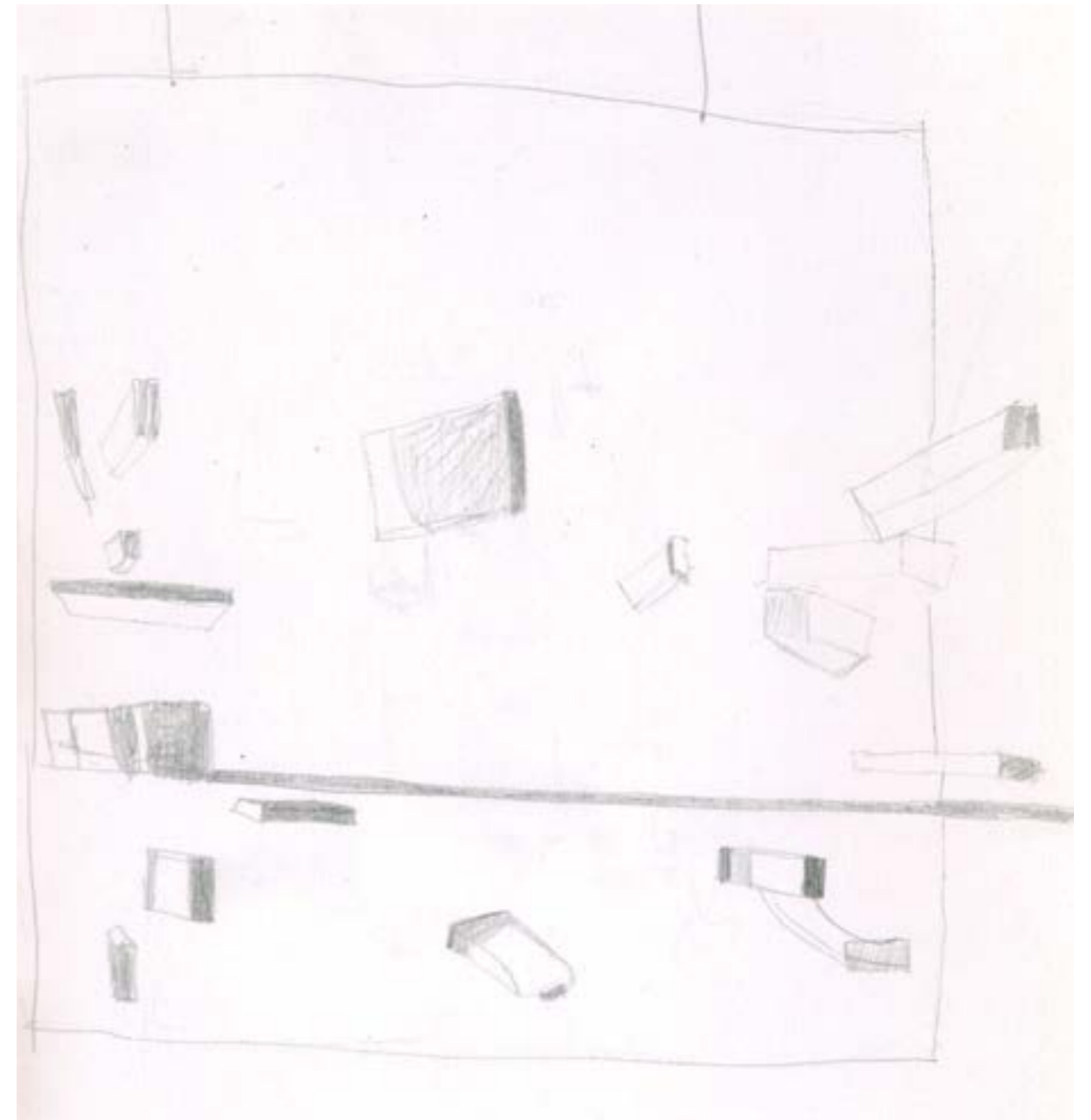
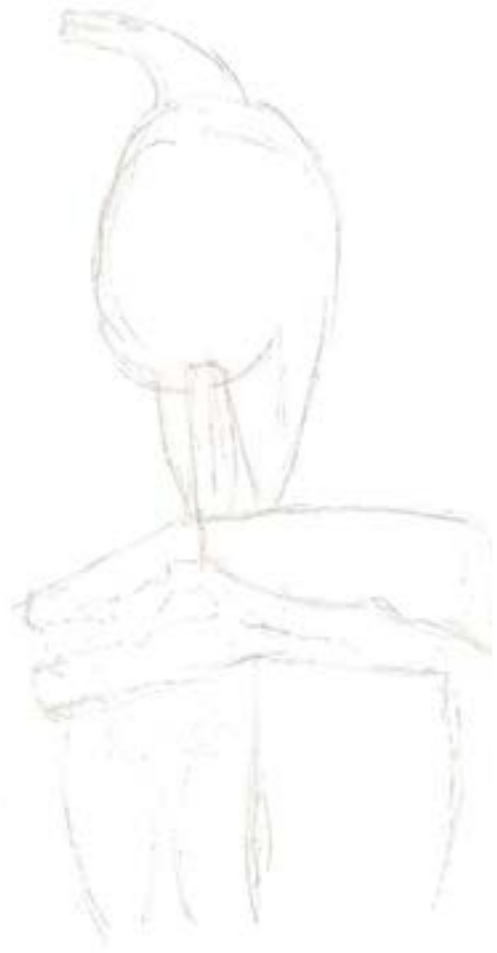
Young British Artists came into fruition in the 1990s, The UK experienced a splurge of young artists coming forth in their work and impacting the art worlds, so much so that they became their own art movement many showcasing sculptures and their Photographic masterpieces.

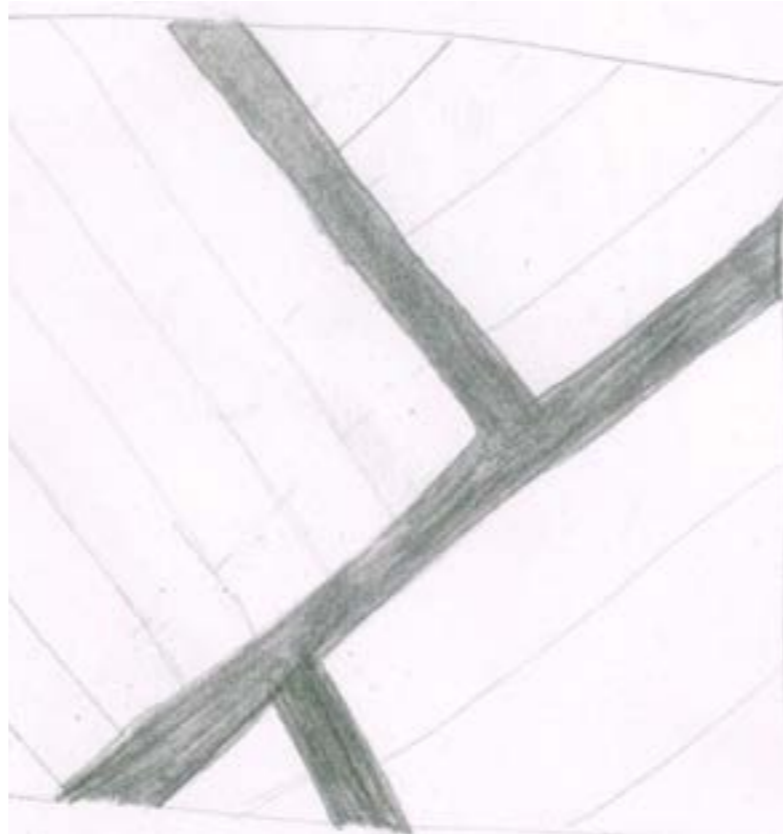
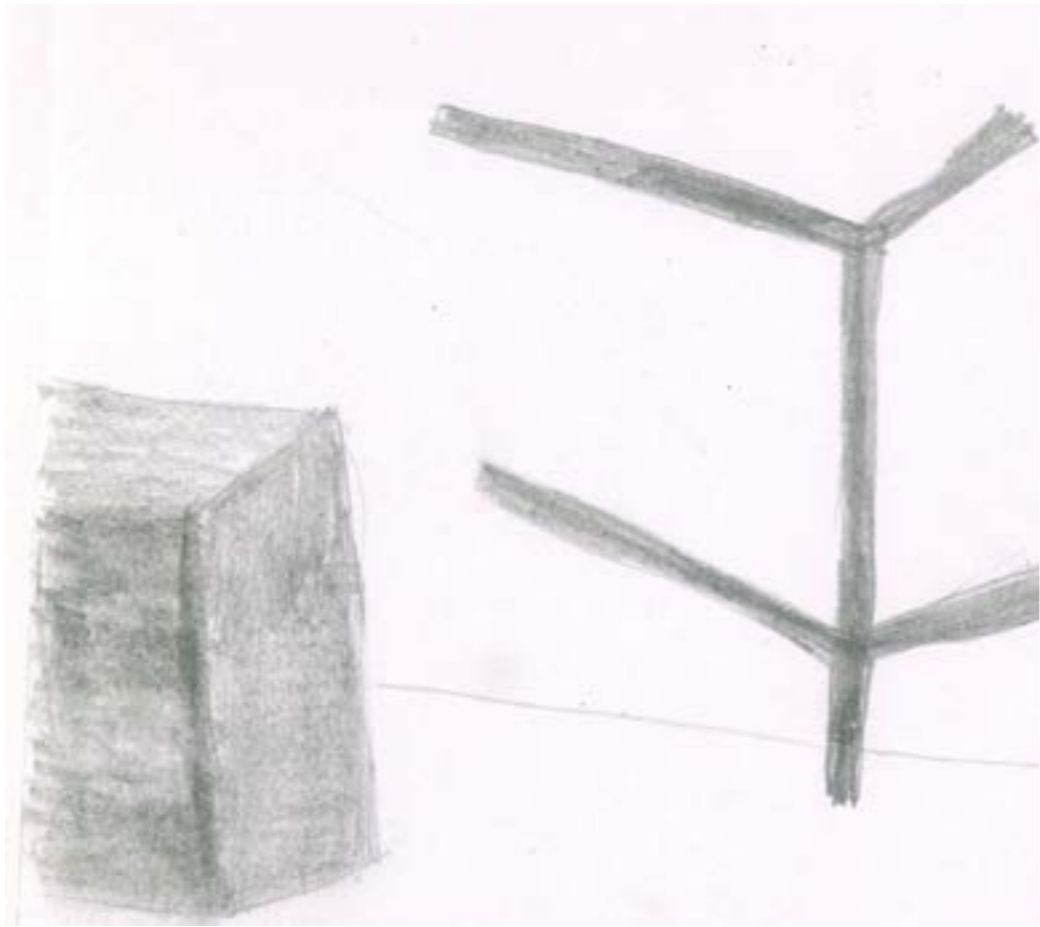
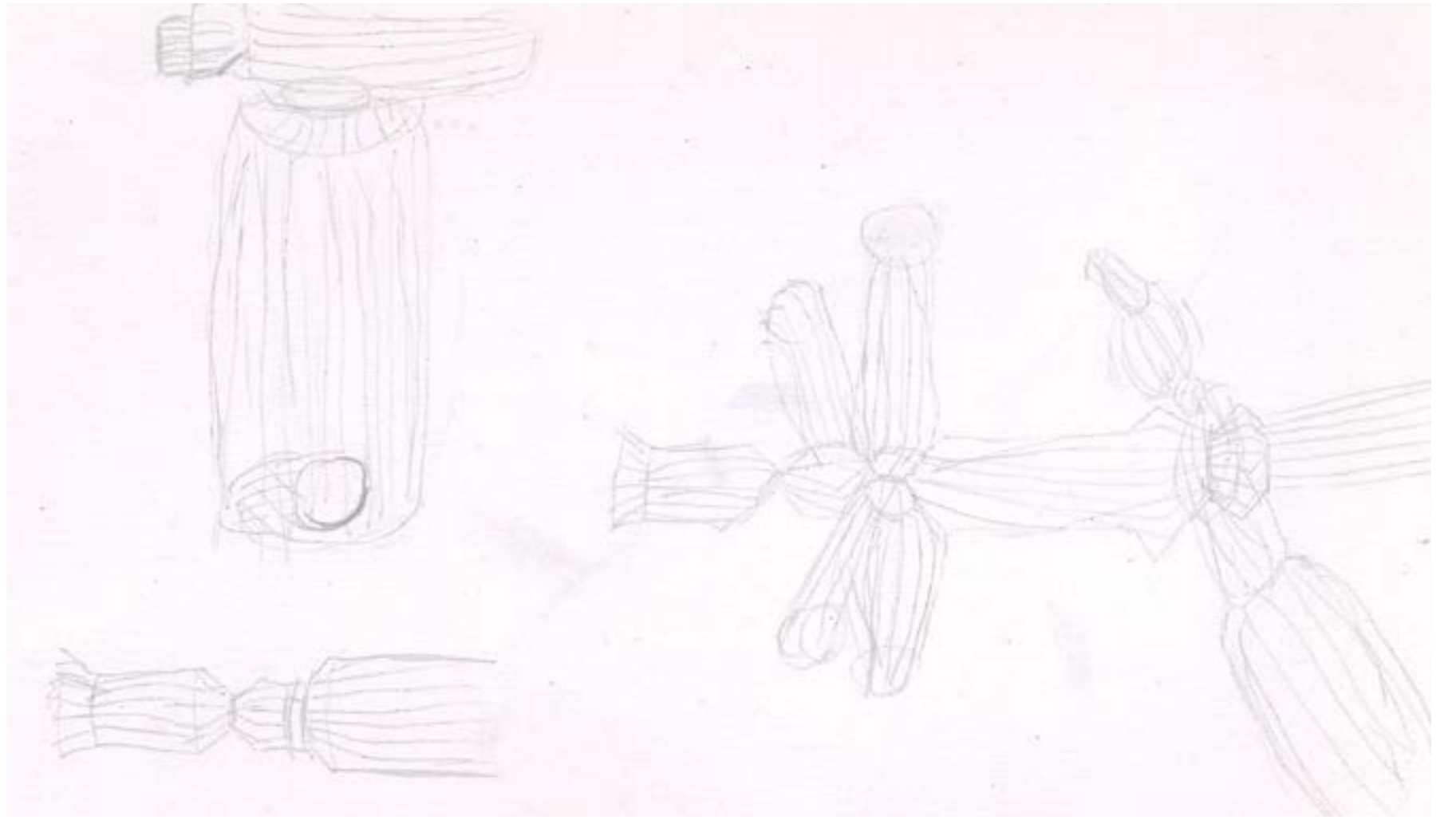
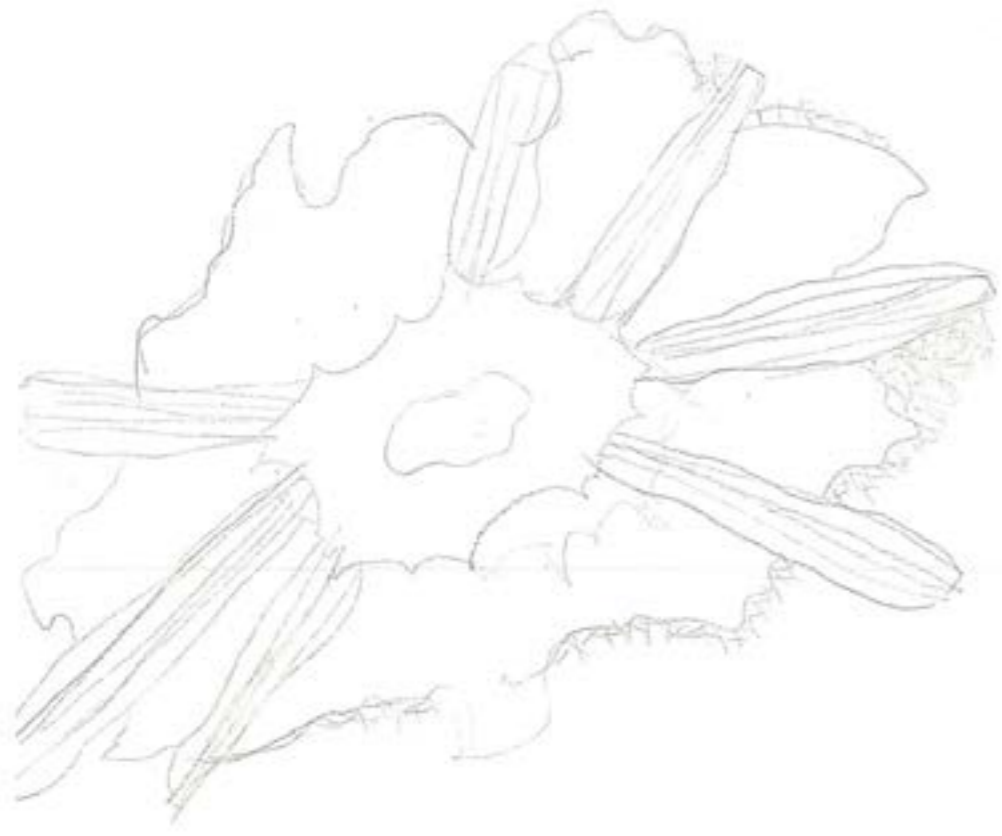
They began showcasing in 1988 expressing an openness and fondness to techniques, materials and processes as well as utilising powerful shock tactics with an entrepreneurial spirit. They brought Britain forth into the contemporary art world with a fierce passion. YBA art took many forms as many artists made their creations with found items and things that previously would have never been considered creative or something that would constitute as art. Some controversial things that Young British Artists used were dead animals, fresh food, cigarettes and things like women's tights.

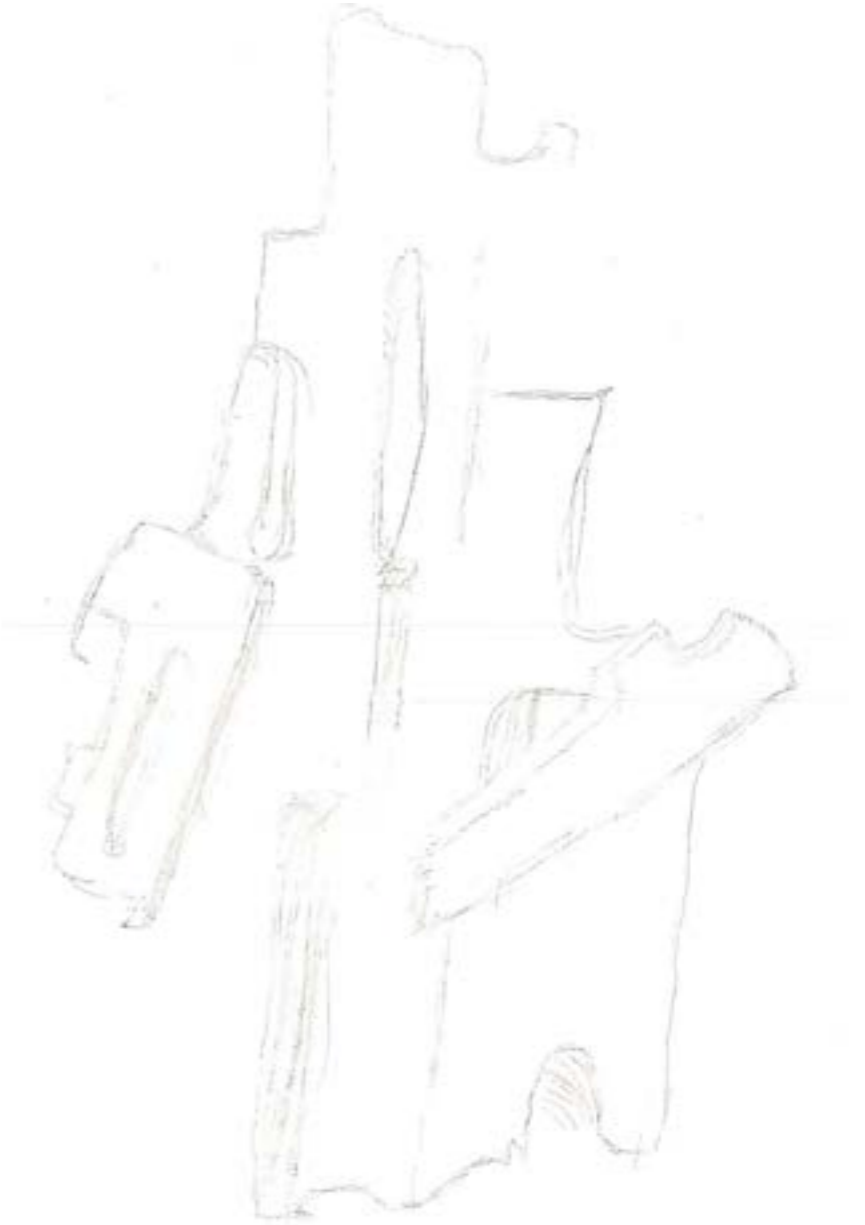
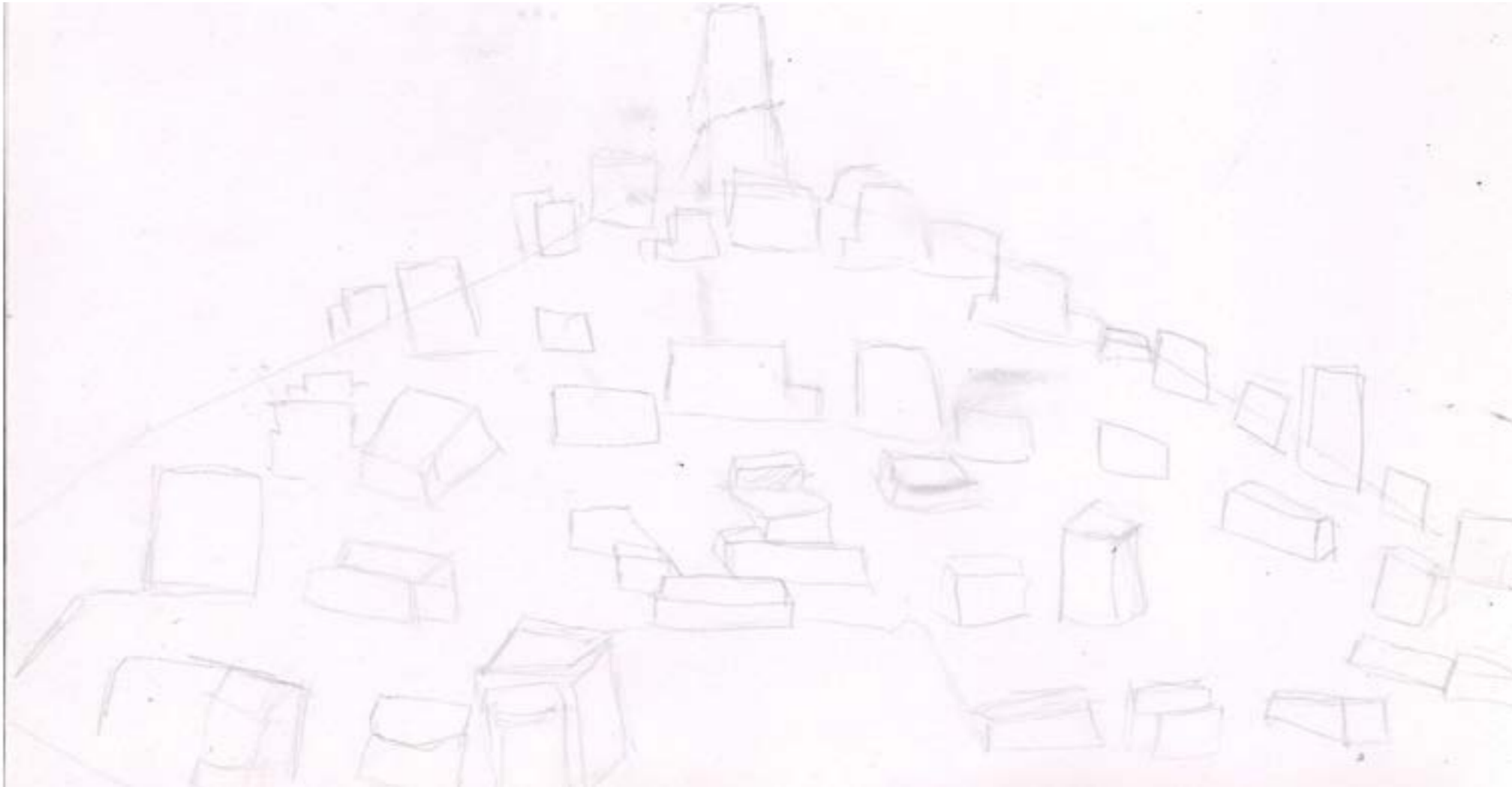
The Photography aspect was also abstract, the artist often captured images that were violent, aggressive or argumentative in nature, often illuminating the rough and ugly side of nature and society capturing existence in its 'raw form'. This contrasted greatly to the art movements of old that often prioritised the beauty of their subject over its natural form.

Many traditional artists exaggerated the attractiveness and the appeal of their artistry for they had no cameras or such technology to capture the essence of their surroundings, so instead compensated with imagination and their own personal imagery to instantiate what their subject meant to them. Conversely the art viewers of the 1990s had the access to these everyday objects and the means to photograph them themselves, so the use of shock tactics could be argued as necessary in order to differentiate themselves from each other and from those without artistic vision.

PRIMARY RESEARCH FROM THE TATE MODERN







These are some sculptures that I sketched at the Tate Modern, the first one is of an ancient city and is made entirely of cous cous, which was the ancient city's main food source. It was constructed by an French-Algerian artist who visited the place in Algeria.

GENIUS OF ART QUESTIONS



- Patrick Heron Lived in Cornwall but didn't make it in the art scene until he went to New York

- He live two doors from Francis Bacon.

- He had a Daughter
His work differed greatly from the grey and dreary British art

-He is considered the father of Modern British Art

-Francis Bacon was gay

-He experienced quite masochistic gay relationships

- His artwork was is grotesque brutal and disturbing

- He set out to intentionally provoke the public with his work

- He moved to Cornwall after the 1950s



-Peter Blake is well known for his American influence in his art

- He was 14 when he joined the Gravesend School of art

-He is considered The father of British Pop art

-Had a strong American influence in his work

- He co-created the album cover of SGT Pepper's Lonely Heart Band

1. The start of British Modern Art started where?
Cornwall 1950s
2. What did one critic describe Patrick Heron's work as?
Absurd
3. What did Patrick Heron think art should do?
Emotion, sensation, feeling good
4. What did Francis Bacon think life was full of?
Pain and suffering
5. What did Francis Bacon's artwork deliberately set out to do?
Shock and upset post-war Britain
6. What did Peter Blake's work celebrate?
American fashions such as denim and Elvis
7. Who is the father of British Pop Art?
Peter Blake
8. What does Transient mean?
Lasting for a short time, temporary.
9. What happened to the UK economy during the 1970's?
10. Gilbert and George describe themselves as?
Living sculptures
11. What was the new spirit for 80's Britain?
Anarchy, punk
12. Who is the world's richest living artist today?
Jeff Koons
13. Who is Charles Saatchi?
A British-Iraqi Jewish Businessman who with his brother leads the world's largest advertising agency. Has the Saatchi gallery
14. At the end of the 80's boom, how much did Hirst sell his work at Sotheby's auction for?
15. What was Tracy Emin's unique selling point?
Her confessional theme
16. What does Grayson Perry explore in his work?
Taboos such as domestic violence and gender roles
17. What does he feel the main most important activity in life is?
Enjoying life.

There was a huge economic depression and a big recession from 1973-5

What is the meaning of the following terms;-

Rationing, Stiff upper lip, Abstract art, Post war Britain, Triptych, 3 day week?

-Triptych is a series of three paintings

-Stiff upper lip is a term expressing the up-tightness and pretension

-Post war Britain is life in Britain after WW2

-Abstract art is art without form or structure

-A three-day week is when the strikes went on so long the country operated on a three-day week instead of five



-Richard Hamilton is considered a pioneer of British Pop Art

-Studied at the Slade school of Fine art

- His political art often parodied post-war consumerism
- Famous for his pop art collages
- He designed the cover of the Beatles' White album and poster

-Gilbert and George considered themselves as living statues

- They juxtaposed their conservative and business-like look against their absurd art

- They used many mediums such as music, photography and video

- They used a sort of satire to narrate the state of affairs in 1970s+ Britain

-They often included nudity and obscenity in their artwork



-A Pioneer in the Young British Artist movement

- Has a younger twin brother named Paul

- Her launching piece was particularly attention grabbing as it was a tent entitled 'Everyone I've ever slept with'

- Created a limited edition print for 2012 London Olympics

- She claims her debt to artists such as Edvard Munch and Egon Schiele, but also American painter Jean-Michèle Basquiat.



-Known for his detailed and varied work in embroidery and stitching

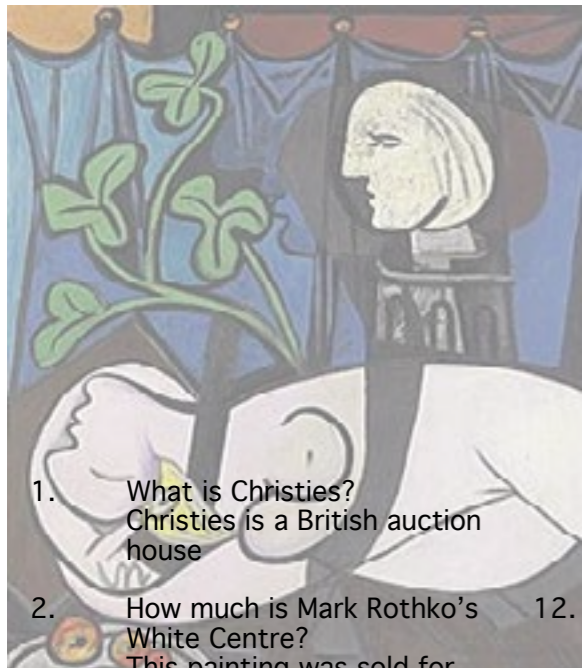
-Made fantastic detailed ceramic artworks

- Often wore his artwork which happened to be dresses and accessorised with makeup

-He won the Turner Prize in 2004

-Some of the themes he explored in his work included child abuse, paedophilia, domestic violence and cultural stereotypes

THE WORLD'S MOST EXPENSIVE PAINTINGS



1. What is Christies?
Christies is a British auction house

2. How much is Mark Rothko's White Centre?
This painting was sold for \$86.9 million

3. Value isn't always connected to what?
Skill

4. What does provenance mean?
It is the history of ownership of a valued or important object, art piece or literature.

5. Who previously owned Rothko's White Centre?
It was previously owned by David Rockefeller.

6. How did they earn their wealth?
They earned money by selling oil, and banking.

7. In 1960 how much did he pay for White Centre?
He paid \$10,000 for the painting and hung it in his office, he owned it for so long it became dubbed as the 'Rockefeller Rothko'.

8. Who are the current owners?
The current owners are the Royal family of Qatar it was sold for \$72.8 million.

9. Massacre of the Innocents by Peter Paul Rubens is worth what?
This painting is worth \$76.5 million.

10. Where are the majority of old master paintings?
Europe

11. How did Ken Thomson earn his wealth?

By building a global media enterprise that once included the times.

12. What number on the rich list of people in Britain is Jeffrey Archer?
583rd

13. How much is Monet Water Lily Pond worth?
This particular painting was worth \$54 million.

14. How many years did Monet spend painting this water lily pond?
Twenty-six years.

15. What is the most popular postcard sold in the National Gallery?
The reproduction of a Van Gogh painting of sunflowers in a vase.

16. How much did Au Moulin de la Galette by Renoir sell for?

This painting was sold for \$78.1 million

17. How much did Portrait of Dr Gachet by Van Gogh sell for?
This one was sold for \$82.5 million

18. Who bought them?
Ryouhei Saito who was a Japanese paper tycoon.

19. What is rumoured to have happened to the painting 'Portrait of Dr Gachet' by Van Gogh owned by Japanese businessman, Ryouei Saito?
It was rumoured to be burnt.

20. How much was Francis Bacon Triptych sold for?
It was sold in the UK for \$86.2 million

23. Who bought it?
The Chelsea FC manager Roman Abramovich.

24. Adele Bloch-Bauer II by Gustav Klimt was sold for?
\$87.9 million

25. What is restitution art?
Art that is bought and returned to the original owners.

26. Dora Maar Au Chat by Picasso sold for?
\$95.2 million

27. How old was Picasso when he painted boy with a pipe?
24

28. How much did it sell for?
\$104.1 million

29. What did Steve Wynn do to his Picasso painting, Le Rêve?
He made a hole in it with his elbow.

30. How many items did Victor and Sally Ganz sell at their auction?
57

31. What did Victor Ganz do for a living?
Made custom jewellery

32. How much did Nude, Green Leaves and Bust by Picasso sell for?
\$106.4 million

33. How old was Picasso when he painted it?
50

