



| Movements & Manifestos: Content Overview

Overview

- What manifesto did you choose?
- Intro to art and design movements of the 20th Century
- Activity: Identify the movement
- Activity: Interpreting 20th C manifestos

15 min break

- Introduction to critical thinking
- Activity: Analyse the authors position
- Write up session and post on blog

Next Week – Library Workshop - No to Google & Why Reference Brief

Designing a Feminist Alexa

A 6-week creative learning programme delivered by Feminist Internet in partnership with the UAL Creative Computing Institute



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| **Session 2: What Manifesto did you Choose?**

1. Summarise the manifesto you chose from 100 Artists' Manifestos
2. Why did you choose it?

| 20th Century Design History

*“Have nothing in your houses that you do not know to
be useful or believe to be beautiful”*

William Morris

| 20th Century Design History

Arts and Crafts

Britain, Europe, USA

1830's - 1900's

Characteristics

- Flat, formal, patterns, reference to medieval style, rich colour, complex design, functional, advocating craft

Context

The Arts and Crafts movement was a social and artistic movement that believed in protecting

craftsmanship and design in the face of increasing industrialisation. The movement believed in affordable, well made goods that used skilled means of production. A strong belief in art and design for all.

Key Artists / Designers

William Morris (1834 - 1896)

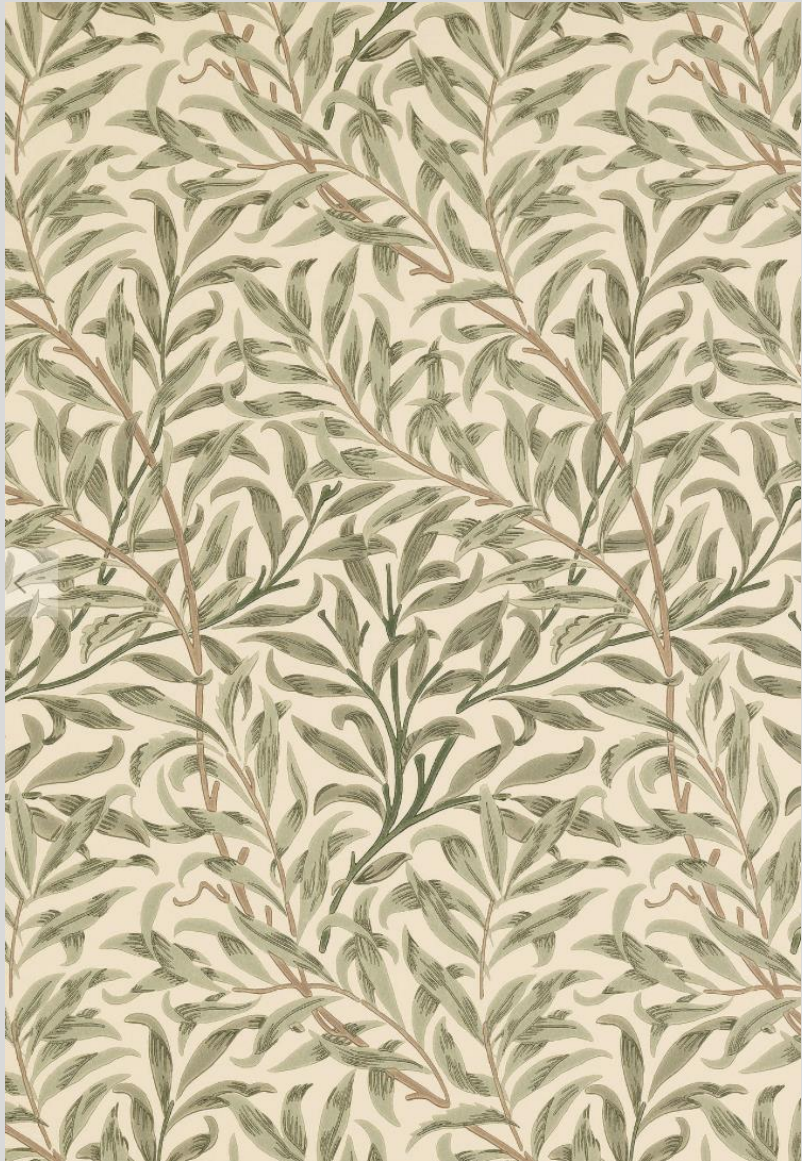
John Ruskin (1819 – 1900)

Edward Burne Jones (1833 - 1896)

Inspiration

Social reform, functionality, vernacular, Middle Ages, Arthurian Legend

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William Morris Print. Available at <https://bit.ly/2zNjYHx>. Last Accessed 2nd October 2018

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*“Line determinative, line emphatic, line delicate, line expressive, line controlling
and uniting”*

Walter Crane

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Art Nouveau

1880s - 1914

Characteristics

- Modern, elongated designs, geometric, symbolism, muted colors, stylised flowers, the “whiplash line”. Also seen as the first international style movement. Some regard it as the first self conscious attempt of modernism. The movement advocated the idea of total works of art.

Context

Art Nouveau was formed on the ideas of the Arts and Crafts movement, but at the same time was being developed in the political unrest prior to WW1. Concerned with beauty, form and imagination it was the first attempt at an organised design based movement that united countries and practitioners. Movement that set out to create a “thoroughly modern art” (Dempsey, 2002, p.33)

Key Artists / Designers

Aubrey Beardsley (1872 – 1898)

Victor Horta (1861 – 1947)

Paul Hankar (1859 – 1901)

Inspiration

- Japanese prints. Arabesque designs of the middle east. Celtic designs.



Aubrey Beardsley (1907). *Salome*. [Ink on paper].
Available at: <http://bit.ly/2dsHqjT>
Accessed 17th October 2016

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"Simplicity of form contrasts at the present time with richness of materials...Modern simplicities are rich and sumptuous"

Aldous Huxley



Tamara Lempicka (1927). *Andromeda*.
Available at: <https://artnt.cm/2RmHAti>
Accessed 3rd October 2018

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Art Deco

1920's- 1940's

Characteristics

- Modern yet traditional. Embraced handicrafts and the mechanisation. Unlike its functional sibling, Modernism, it responded to human needs for pleasure and escape. It encouraged fantasy and imagination.

Context

Spanned the boom of the 1920's and the bust of the 1930's. It was the style of the flapper girl and the factory, the luxury ocean liner and the skyscraper, the fantasy world of Hollywood and the real world of the Harlem Renaissance. People wanted to forget the hardships of the Great War, and Art Deco enabled this

Key Artists / Designers

Sonia Delaunay (1885 – 1979)

Jean Dunand (1897 – 1942)

Inspiration

Decorative arts for the sake of decoration (1925 Paris Exposition Internationale des Arts Décoratifs et Industriels Modernes). Luxury and technology. New materials but sumptuous and excessive. Ancient Egypt, Mayan, African references



Sonia Delaunay (1927). *Beachwear*. [Fashion design].
Available at: <http://bit.ly/2erGTw2>
Accessed 17th October 2016

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"Art, instead of being an object made by a person, is a process set in motion by a group of people. Art's socialized."

John Cage

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The Avant Garde 1920's- 1940's

Characteristics

- As applied to art, avant-garde means art that is innovatory, introducing or exploring new forms or subject matter (Tate, 2018)

Context

Avant garde began in the 1850's with Gustave Courbet, who was strongly influenced by early socialist ideas. Avant garde can be broadly read as the pursuit of the new, or modern. Although it has become synonymous with art and design of early - mid 20th Century, it can be used to describe work today. Avant garde artists often go hand in hand with controversy and change.

Key Artists / Designers

Raoul Hausmann (1886 - 1971)

Man Ray (1890 – 1976)

Rudolf Schwarzkogler (1940 - 1969)



Cadeau (1921), editioned replica 1972
© Man Ray Trust/ADAGP, Paris and DACS, London
2018 Available at: <https://bit.ly/2DSN38h>
Accessed 3rd October 2018

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"Let us create a new guild of craftsmen, without the class-distinctions which raise an arrogant barrier between craftsman and artist!"

Walter Gropius

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Modernism

1920's-1950's

Characteristics

- Utopian, new spirit, in reaction to WW1. Focused on principles of utilitarianism and access for all. Big focus on industrialisation. Progressive values. Clean, minimal, spacious, new materials.

Context

A rejection of history and conservative values. Innovation and experimentation with form (the shapes, colours and lines that make up the work) with a tendency to abstraction; and an emphasis on materials, techniques and processes. Modernism has also been driven by various social and political agendas. These were often utopian, and modernism was in general associated with ideal visions of human life and society and a belief in progress.

Applications

- Architecture, Art, public planning, urban regeneration, Bauhaus, housing policy, exhibitions, interiors, product design.

Key Artists / Designers

Walter Gropius (1883 – 1969)

Laszlo Moholy Nagy (1895 – 1946)

Marcel Breuer(1902 – 1981)

| 20th Century Design History

Bauhaus

1919 - 1933

Characteristics

- Utopian, new spirit, in reaction to WW1. Socially motivated, interested in art and design that furthered economic and social justice. Intended to better society.

Context

Wanted to rid students of pre-conceived classical notions of art and unlock creative potential. Bauhaus saw artists and designers in a community context; living and working together. Also Gropius had a strong desire to make life easier and more fair for working people. There was also a real focus on the ideas of John Dewey who advocated ‘learning by doing’.

Applications

- Architecture, Art, public planning, urban regeneration, Bauhaus, housing policy, exhibitions, interiors, product design.

Key Artists / Designers

Walter Gropius (1883 – 1969)

Laszlo Moholy Nagy (1895 – 1946)

Marcel Breuer (1902 – 1981)



Lucia Moholy (1925–26). *Bauhaus Building, Dessau*. [photograph].
Available at: <https://bit.ly/2RmODug>
Accessed 2nd October 2018

| 20th Century Design History

“Nothing but the marvelous is beautiful.”
Andre Breton



Man Ray, (1932) *Les Larmes*. [Photograph].

Available at: <http://bit.ly/2eq9UHK>

Accessed 17th October 2016

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Surrealism

1920's- 1960's

Characteristics

- Modern yet traditional. Embraced handicrafts and the mechanisation. Unlike its functional sibling, Modernism it responded to human needs for pleasure and escape. It encouraged fantasy and imagination. It exceeded reality.

Context

Surrealism, born of the political ideology of Karl Marx and the psychoanalysis of Sigmund Freud, is one of the most influential art movements of the 20th century. The term was first coined in 1917 by the art critic and poet Guillaume Apollinaire, and in 1924 it was used by André Breton to describe a politically radical movement that aimed to change perceptions of the world.

Key Artists / Designers

Salvador Dali (1904 - 1989)

Andre Breton (1896 - 1966)

Rene Margritte (1898 - 1967)

Inspiration

- Dream, art nouveau, psychology, the body, nature, against the machine, symbolism.

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“Less is a bore.”

Robert Venturi

| 20th Century Design History

Post Modernism **1970's – Current**

Characteristics

Anti-authoritarian by nature, it refuses to recognise the authority of any single style or definition of what art should be. It collapses the distinction between high culture and mass or popular culture and it tends to get rid of the boundary between art and everyday life. Resultantly, postmodern art can be characterised by its self-conscious use of earlier styles and conventions, and an eclectic mixing of different artistic and popular styles and media. Into pluralism instead of a single unifying mantra / manifesto.

Context

The term postmodernism is used to describe the changes that took place in Western society and culture from the 1960s onwards that arose from challenges made to established structures and belief systems. In art, postmodernism was specifically a reaction against modernism which had dominated art theory and practice since the beginning of the twentieth century.

Key Artists/Designers

YBA's, Jeff Koons, Pop Art

Inspiration

- Reaction against modernism, reason, complexity, contradiction & a medley of cultural references.



Jeff Koons (1985). *Three Ball Total Equilibrium Tank*
[Mixed media]. Available at <http://bit.ly/2ezC9Dc>
Accessed 17th October 2016

| 20th Century Design History : Activity

Look at the design movement cards on the table. In groups arrange them in the right order, discuss why you made your decisions and attempt to put rough dates on the designs and objects.

Take notes as you will be asked to feedback. Think about form, material, style when making your decisions.

Photographs encouraged so you can include them in your blogs!

| Interpreting 20th Century Manifestos

Activity

Choose one of the manifesto's on your table. Respond to the following questions:

1. When was it written?
2. What was the socio-political context of the time?
3. What was the manifesto responding to?
4. Do you think it was realistic or overly ambitious?
5. What would you rewrite?

Choose part of the manifesto you think could be different. Annotate it, and come up with ideas to re-write it.

15 min coffee break

**Which movement used
the whiplash line?**

**Which movement was
heavily influenced by
the ideas of Marx and
Freud?**

| Week 2: Critical Thinking



| Week 2: Critical Thinking

Content

1. Introducing critical thinking

Activity

- Assessing your own critical thinking skills
- Close, analytical reading of text

| Week 2: Critical Thinking

What is Critical Thinking?

| Week 2: Critical Thinking

What is Critical Thinking?

It is a cognitive activity, associated with the mind. You use mental processes such as

- Attention
 - Categorization
 - Analysis
 - Selection
 - Judgement
-
- (Cottrell, 2005, p. 1)

| Week 2: Critical Thinking

Activity

In the hand out provided, list when you use the following skills in your everyday life. This could be at college, at university, at work, with your family. Include an explanation of why you think these different aspects of critical thinking are important

- Attention
- Categorization
- Analysis
- Selection
- Judgement

(Cottrell, 2005, p. 1)

| Week 2: Critical Thinking

It's a Process

Critical thinking is a complex process of deliberation which involves a range of skills

- Identifying other peoples positions, arguments and conclusions
- Evaluating the evidence for alternative points of view
- Weighing up opposing arguments and evidence fairly
- Being able to read between the lines; seeing behind the surface and identifying unfair assumptions
- Recognizing techniques used to make certain positions more appealing than others
- Reflecting on issues in a structured way, bringing logic and insight to bear
- Drawing conclusions about whether arguments are valid and justifiable, based on good evidence and sensible assumptions
- Synthesising information. Drawing together judgements of evidence, synthesising this information to form your own opinions.
- Presenting a point of view in a structured, clear, well reasoned way that convinces others.

| Week 2: Critical Thinking

Activity: Identifying the Authors Position

Read through the passages in the hand out and identify the authors position.

- Read quickly and note your first impressions. Try to capture the authors position
- Follow up rapid read with a closer read. Note down the authors position. This will help you identify the argument the author is making.

| Week 2: Write up and reflect

Write Up The Session

Manifestos & Movements

| Bibliography

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