

OPEN STUDIO ANYWHERE



Art Nouveau



Use this kit to learn about Art Nouveau, the story of the movement, and the artwork. Inside you'll find prompts, projects, and more to help you create your own art!

To learn more about Artists Creating Together, visit our website at artistscreatingtogether.org



HermanMiller Cares



What is Art Nouveau?

Art Nouveau is an international style in architecture and design that started in the 1890s and lasted until the first World War in 1914.

The Art Nouveau style influenced all types of art, including architecture, interior design, jewelry and glass design, posters, and illustration.

Art Nouveau is characterized by its use of long, organic lines inspired by nature! The founders of Art Nouveau were trying to create a new style, one that didn't look like any other type of art!

What does "Nouveau" mean?

Nouveau is a French word that literally mean new! So Art Nouveau means New Art. Like we read above, they wanted to make something brand new, so what a perfect name!

You pronounce Nouveau like this: new - vo



What does it look like?

Art Nouveau features grand, flowing lines, intricate patterns, vibrant, often clashing colors, bold hand-lettering, feminine figures and elaborate themes.

Gismonda, Alphonse Mucha (1894)



Acanthus, William Morris (1875)

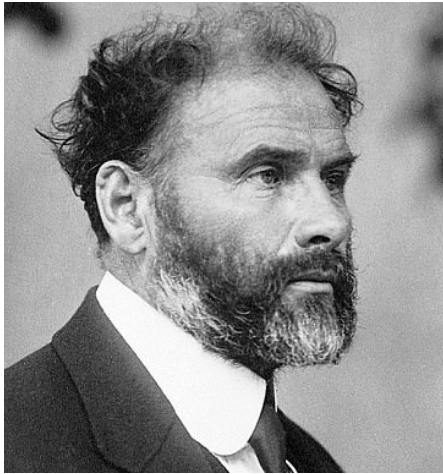


Decorative Scene, Verlag Julius Hoffmann (1908)



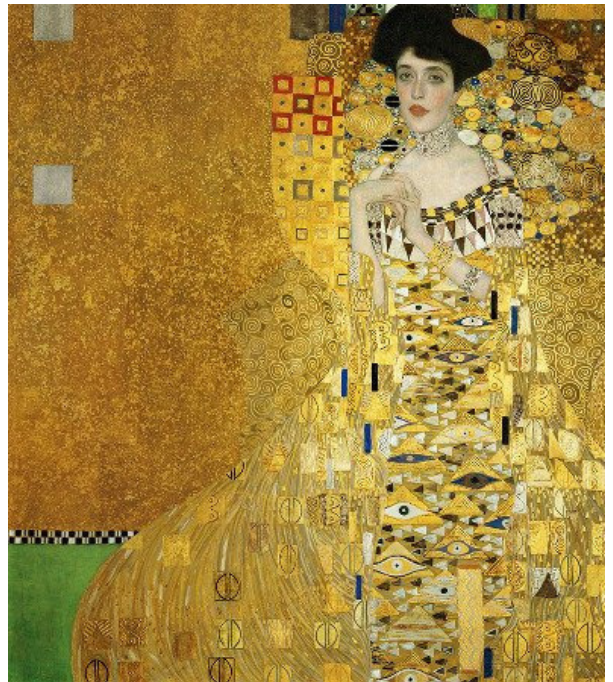
Who are Art Nouveau artists?

Gustav Klimt



Klimt was an Austrian painter and muralist. He was one of the most influential figures in the Art Nouveau movement.

See more of his work by clicking on his photo!



Portrait of Adele Bloch Bauer (1907)

Henri de Toulouse-Lautrec



Toulouse-Lautrec was a French painter, printmaker, and illustrator. After an injury and a condition which restricted the use of his legs, he devoted himself to his art. Through his lifetime, he created hundreds of pieces.

See more of his work by clicking on his photo!



Au Salon de la rue des Moullins (1894)



Why was Art Nouveau popular?



[Click here to watch a video to learn more about the Industrial Revolution!](#)

This movement inspired incredible creativity in everything from jewelry to architecture, and was inspired by nature at a time when the changes brought about by the Industrial Revolution seemed harsh and dehumanizing.

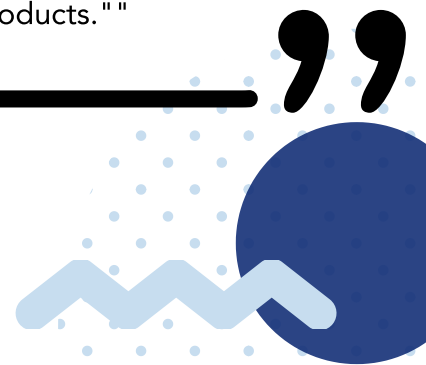
As opposed to the growing man-made industry around them, Art Nouveau celebrated the natural: plants, organic twisting shapes, bright and deep colors, and women in natural settings.

Art Nouveau was out of fashion by World War I, but its influence has continued throughout the decades -- and we'll learn more about that soon!

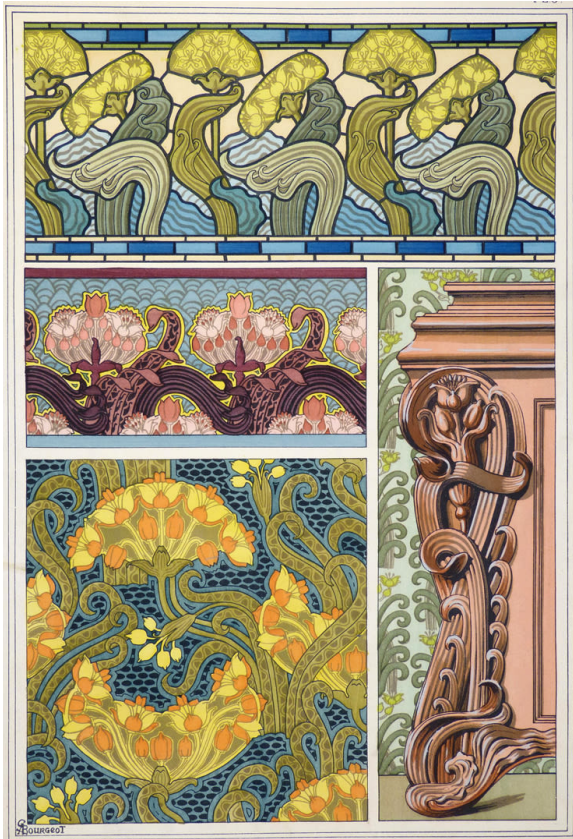


"In the late 1800's new technology was changing the way the world worked, and the way that it looked," the Vox video explains. "Some people, especially artists, living through the technological revolution, were not so into all the new industry. To be blunt, they thought it was ugly.

They responded with organic forms and intricate patterns that evoked a pre-industrial world while simultaneously showcasing, and selling, the most modern ideas and products."



Art Nouveau and Nature



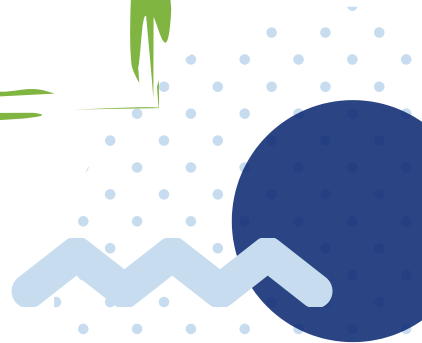
Rushes, Eugene Grasset (1896)

Art Nouveau was heavily inspired by flowers and other natural elements. Curling vines, leaves, and flowers appear in many Art Nouveau pieces.

Birds were a significant animal found in many Nouveau paintings, with swans being an emblem of the style.

Now it's your turn!

Practice drawing vines, leaves, flowers, or animals. Use flowing lines and look outside for inspiration!



Influence on 1960's Art & Design

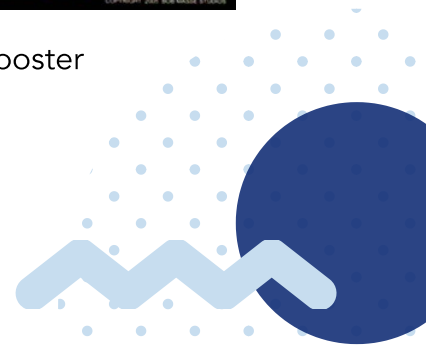
Fast forward to the 1960's and Art Nouveau makes a very big come back in what seems like an unexpected place!

The natural elements we saw in the past, like flowers, curving lines, peacocks, and more are now updated and dialed up with incredibly bright, almost neon, colors! Even using similar fonts, the Art Nouveau style returned in the 1960s, notably on posters for musicians concerts.

Check out the similarities between this advertisement from the 1890s and this Pink Floyd concert poster from 1966!

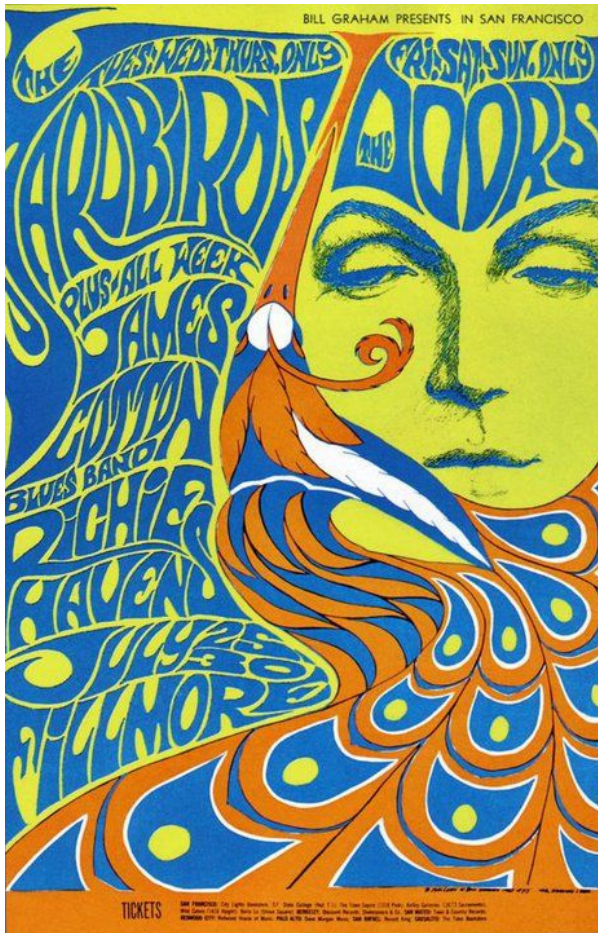


An advertisement from the 1890s and a 1966 Pink Floyd poster



Create Your Rock & Roll Poster!

The Art Nouveau style had a more modern revival through music posters from the 1960's. Now you get to make another revival by making your own rock and roll poster!



Think about the Nouveau use of color and pattern.
What colors do you want to use to showcase your band?

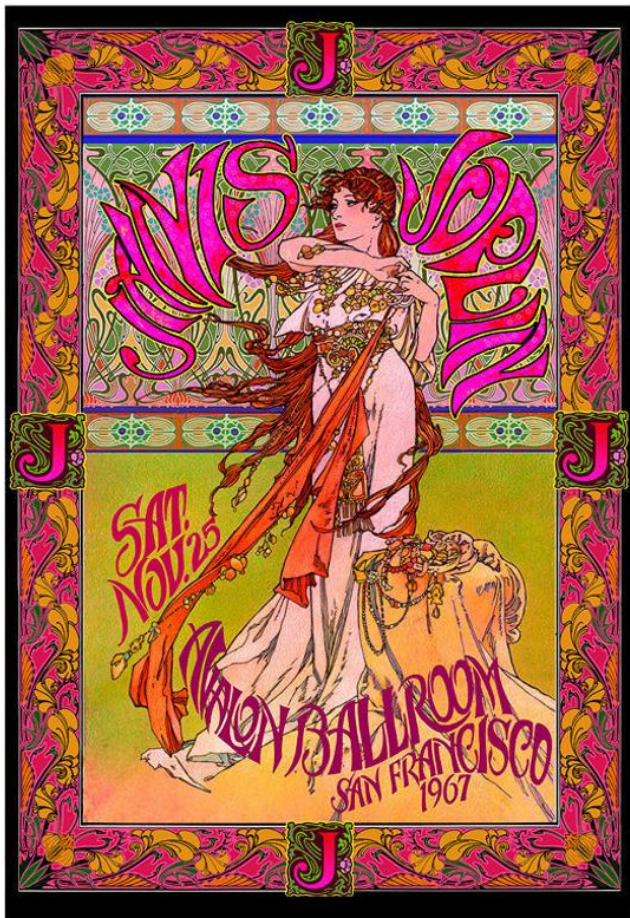


Remember how they took inspiration from nature to make patterns.
What patterns do you want to use?

Step 1: Materials and Planning

Before you begin, you might want to collect a few materials. Since the Art Nouveau artists mostly used paint, that will be a key material, but you are welcome to use what you have!

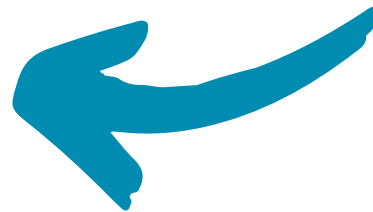
- paint or markers
- pencils
- paper or cardboard
- ruler



Now, think about what you want your poster to look like.

You can make a poster for a band you like, or you can create a poster from out of your imagination!

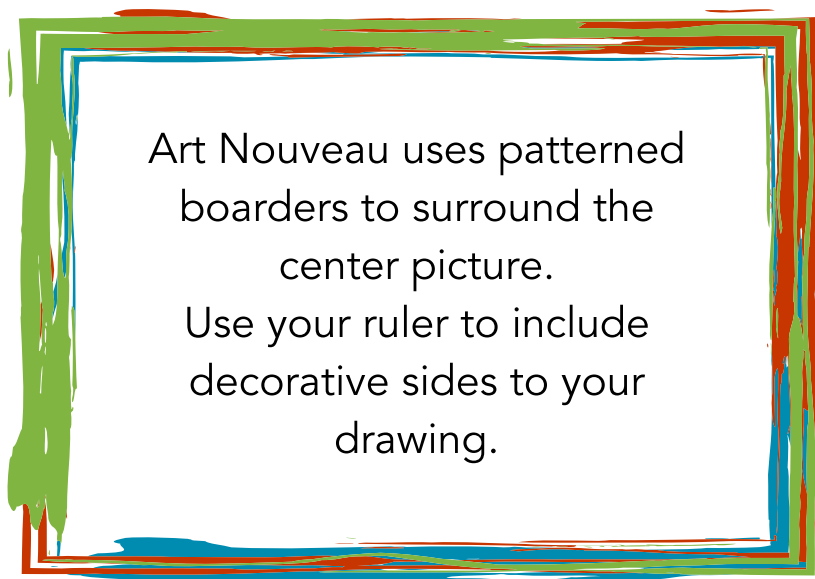
This poster is a concert poster for Janis Joplin performing in 1967.





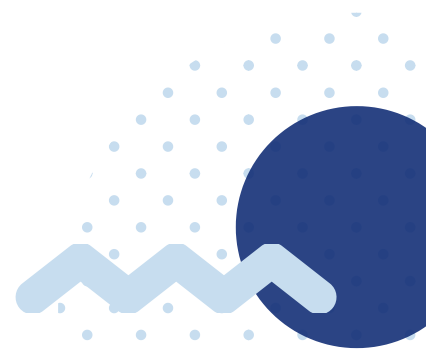
Step 2: Draw and Design

Take your piece of paper or cardboard and with a pencil, draw out what you want your poster to look like.



If you are creating a poster for a preexisting band, think about the style of that band. What colors do they use? What type of music do they play? Are they a rock band? Pop band? Jazz band?

One great way to consider designing your poster is to think about how the band's music makes you feel when listening to it. Does the music make you feel happy? What designs and colors make you happy? Add those in!

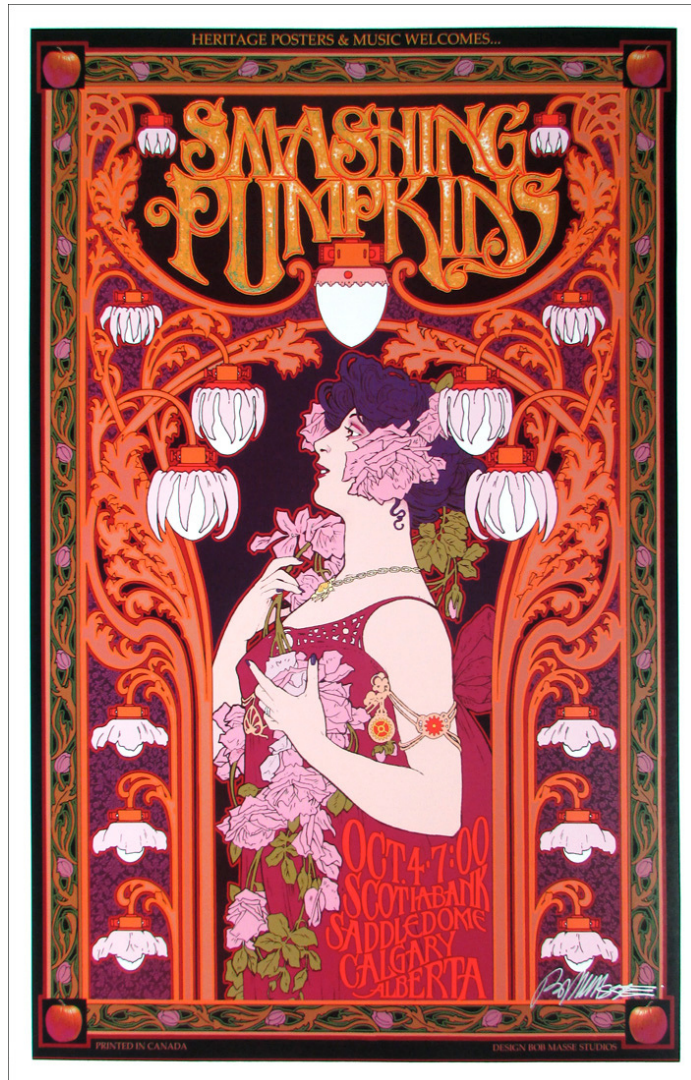




Step 3: Color!

Now comes the fun part, coloring!

Use paint or markers to fill in your poster and boarder.



Art Nouveau uses brilliant colors to decorate their designs and figures.

For your poster, what colors fit your band? Think about how to make your picture pop!





Learn more about Art Nouveau:

https://www.metmuseum.org/toah/hd/artn/hd_artn.htm

<https://www.tate.org.uk/art/art-terms/a/art-nouveau>

<https://www.theartstory.org/movement/art-nouveau/>

<https://www.artsy.net/article/artsy-editorial-art-nouveau>

<https://www.britannica.com/art/Art-Nouveau>

<http://blog.flametreepublishing.com/art-of-fine-gifts/bid/72084/Art-Nouveau-Artists-Gustav-Klimt>

<http://www.artnet.com/artists/henri-de-toulouse-lautrec/>

<https://www.youtube.com/watch?v=9vuql2v2IRs>

<https://www.sfomuseum.org/exhibitions/allure-art-nouveau-1890-1914>

<https://www.kqed.org/arts/11361671/sfo-exhibit-shows-how-artists-adapted-art-nouveau-to-rock-posters>

<https://www.britannica.com/event/Industrial-Revolution>

