

ART DECO

The Art Deco movement was established during the 1920s and flourished in the United States and Western Europe and influenced painters, designers and architecture. The movement birthed in Paris where it was first exhibited. The art represented the transition of modernism into fashion and became a staple of the design industry within the United States throughout the booming years of the roaring 20s. The sentiment behind the style was to symbolise sophistication and wealth. The sleek and contemporary designs were engraved onto sky scrapers across America's thriving skyline which was growing at a rapid pace throughout this time period. With these designs being featured on such colossal structures, it rendered a prominent statement of prosperity and change.

Deco had many influences, some dating as far back as ancient Egypt, focusing closely on the use of lines and vivid shapes to form patterns. The use of lines was symbolic of the light rays generated by the Sun.

The Art style often only uses man made substances such as plastics, glass, concrete and alloys. It also often featured symmetric designs which are organised and spaced.

Luxury products such as furniture, house hold appliances and over luxuries had been designed with this style in mind, many products were mass produced due to the quickly expanding middle class throughout the US, growing the footprint of the movement, but it wasn't until the 1930s where the movement became internationally recognised.

However, following on from the Second World War the movement diminished.

It wasn't until the 1960s where there were attempts at sparking and resurrecting the movement. However, it still often exhibited in fashion and Jewellery design.

Deco is also heavily featured in the Chrysler Building and Empire State Building in NYC and are some of the most iconic skyscrapers in the world. Art Nouveau was another Art style at the time which was applied in architecture, however is separate to Deco, but this style also became very popular on buildings.

