



# Art Nouveau

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HISTORY ART CULTURE





Alfons Maria Mucha

# Art Nouveau

- What was this artistic movement?
- In what context did it emerge?
- How did it create a new aesthetic?



## Art Nouveau

In the transition from the 19th to the 20th century, alongside a particularly happy moment in history - the "*belle époque*" - where peace and apparent political stability reigned in a climate of optimism.



# Art Nouveau

But most people worked in factories and lived in large cities in overcrowded, poorly maintained buildings with miserable conditions of privacy, hygiene and ventilation. These circumstances led to diseases such as rickets and tuberculosis.







## Art Nouveau

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There was a return to nature and its forms, recognizing its importance.



# Art Nouveau

Shapes linked to the human figure, fauna and flora created a new aesthetic

Paul Ranson





# Origin

## Art Nouveau

France and Belgium called it *Art Nouveau* (“*new art*”), the name of a store in Paris that opened in 1895 and specialized in selling objects with innovative designs.





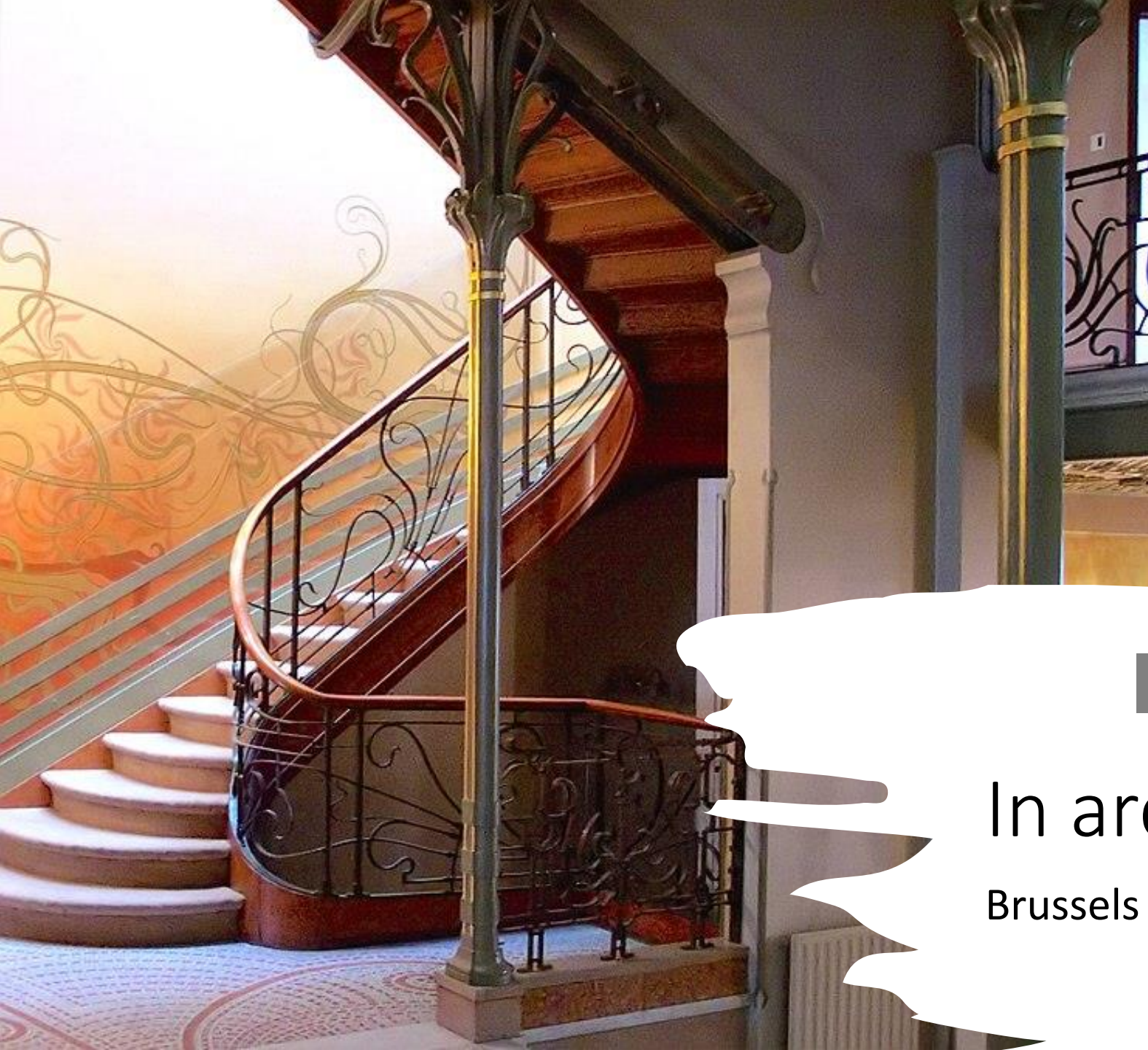
In architecture

Regional and national differences

Allied to each location was an **artist** emblematic of its forms







Victor Horta

In architecture

Brussels





Henry van de Velde

In architecture

Brussels





Hector Guimard

In architecture

Paris





Antoni Gaudí

In architecture

Barcelona





Josef Hoffmann

In architecture

Vienna





Raimondo D'Aronco

In architecture

Turin and Constantinople





Rennie Mackintosh

In architecture

Glasgow

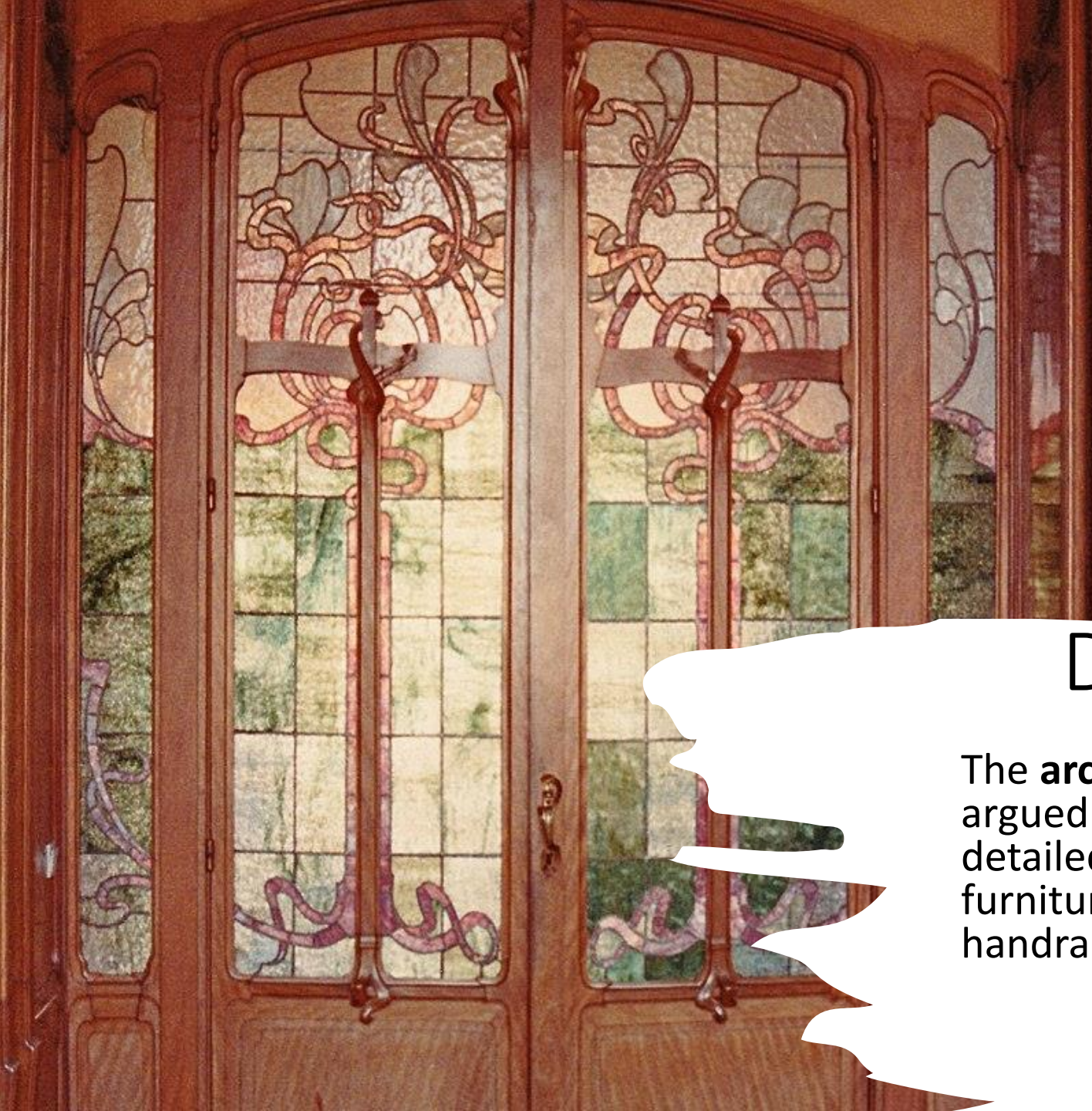




## Decorative arts

an aesthetic favored by functional and beautiful pieces and a synthesis of all the arts with their integration into everyday life.





## Decorative arts

The **architect-decorators** who designed the projects argued that no object was too banal and deserved a detailed creation, whether it was a lamp, a piece of furniture, a stained glass window, a handle, a handrail, wallpaper or a vase.





## The materials

The art nouveau architects used **materials** such as glass, concrete and iron, which now delineated interior spaces and was combined with other ceramic materials, with different textures such as fired tiles and azulejos.





## The materials

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Cast iron was used by the Frenchman Hector Guimard in his famous Paris metro entrances



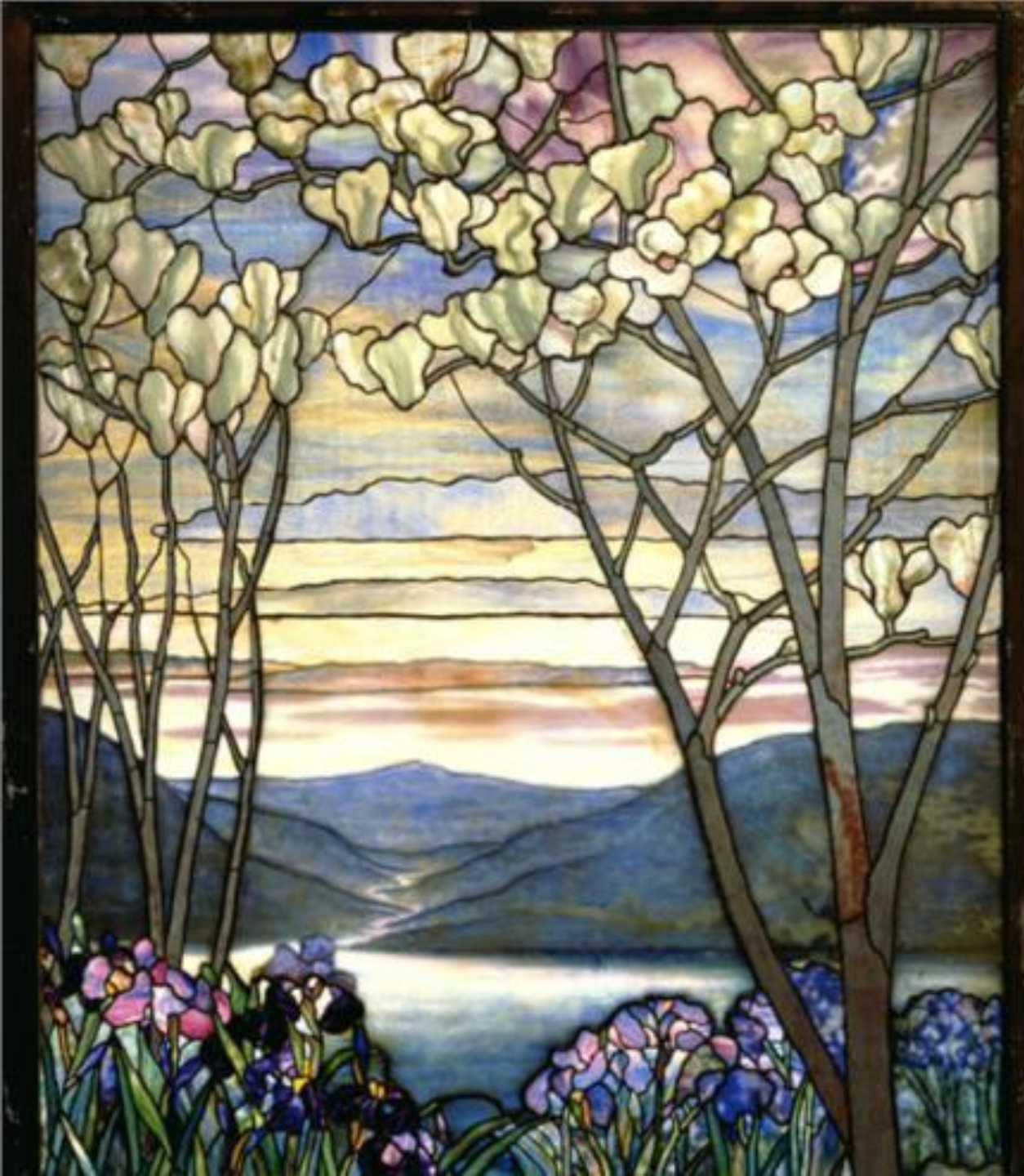


## The materials

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Gaudi used the trancardi technique (composition of fragmented ceramic elements)





# Art Nouveau

It was an art characterized by originality, eccentricity and a new decorative and sinuous grammar, inspired by nature, in which they combined traditional materials with new ones in a graceful and innovative result.

Stained glass, Louis Comfort Tiffany



# Technical data

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