

Art Nouveau

A new style for a new age

Late 19th Century to Early 20th Century

It was developed by a brilliant and energetic generation of artists and designers, who sought to fashion an art form appropriate to the modern age. During this extraordinary time, urban life as we now understand it was established. Old customs, habits, and artistic styles sat alongside new, combining a wide range of contradictory images and ideas. Many artists, designers, and architects were excited by new technologies and lifestyles, while others retreated into the past, embracing the spirit world, fantasy, and myth.



Art Nouveau was in many ways a response to the Industrial Revolution. Some artists welcomed technological progress and embraced the aesthetic possibilities of new materials such as cast iron.

Others deplored the shoddiness of mass-produced machine-made goods and aimed to elevate the decorative arts to the level of fine art by applying the highest standards of craftsmanship and design to everyday objects. Art Nouveau designers also believed that all the arts should work in harmony to create a "total work of art," or *Gesamtkunstwerk*: buildings, furniture, textiles, clothes, and jewelry all conformed to the principles of Art Nouveau.

Im fascinated with this gorgeous and successful decorative styl which imbues me with such as exotic forms itself.

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