

THE ART NOUVEAU DECORATIVE ART MOVEMENT

The nouveau decorative-art movement centered in Western Europe. It began in the 1880s as a reaction against the historical emphasis of mid-19th-century art, but did not survive World War I. Art nouveau originated in London and was variously called Jugendstil in Germany, Sezessionstil in Austria, and Modernismo in Spain. In general it was most successfully practiced in the decorative arts: furniture, jewelry, and book design and illustration. The style was richly ornamental and asymmetrical, characterized by a whiplash linearity reminiscent of twining plant tendrils.

Its exponents chose themes fraught with symbolism, frequently of an erotic nature. They imbued their designs with dreamlike and exotic forms. Like Impressionism, Art Nouveau was a rebellion against classical and traditional art. The movement was very successful in going beyond the borders of fine art and spreading into commercial and decorative arts.

A comparison that comes to mind today is The Kitsch Movement. The Kitsch movement has been considered an indirect criticism of the contemporary art world. Kitsch painting is an international movement of classical painters, founded by Odd. Kitsch incorporating the techniques of the Old Masters with narrative, romanticism, and emotionally charged imagery. The movement defines Kitsch as synonymous with the arts of ancient Rome or the Greek technic. Kitsch painters embrace it as a positive term: not in opposition to art, but as its own independent superstructure. Thus, Kitsch painters assert that Kitsch is not an art movement, but a philosophical movement: a superstructure of values and philosophy which are separate from art. art nouveau was inspired by natural forms and structures, not only in flowers and plants, but also in curved lines. Architects tried to harmonize with the natural environment I think if such a concept arose today it would be adopted digitally . perhaps a movement amongst web designers ,graphic design and digital media .

