

20th Century Modern Design Design Movements

Modernism

Modernism was born at the end of the 19th century and developed mostly at the first half of the 20th century, not as a style but as a collection of ideas. In essence, Modernism had a **utopian desire to create a better world**. It rejected the old norms and progressed into the new, allowing for personal and independence expression.

In architecture and design, Modernism meant rejecting the ornamental motives of the old world (what we refer to as "Antiques"), adopting the technological progress and its aesthetics, and emphasizing pure geometric shapes; creating **"good design" which is fitted to its purpose and embraces abstraction**.

Modernism gave birth to a design language that had shaped modern life and is still the base of contemporary design. The good designs of the Modernism era are regarded today as **classical designs and as great milestones in the history of design**. They are **exhibited in the leading museums around the world** and are highly demanded by aesthetic lovers, interior designers and collectors.



Arts and Crafts / 1880-1910 / Between "Antiques" and "Modernism"

The Arts and Crafts style was based on **high quality, clean lines craftsmanship** with a strict adherence to the principle of **"fitness to purpose"**. It was a British and American aesthetic movement in search for authentic and meaningful styles, that began as a counter reaction to the eclectic revival of highly ornamented historic styles and to "soulless" machine-made production aided by the industrial revolution.

Wiener Werkstätte / Vienna Workshop / 1903-1932

One of the leading Arts and Crafts' workshops was the Wiener / Vienna Workshop which was funded by artists Josef Hoffman and Koloman Moser. **Their aim was to make all aspects of human life into one unified work of art**. The workshop mainly dealt with creating jewelry, fabrics, ceramics, pottery, and furniture, all characterized by **simple shapes, minimal decoration and geometric patterning**

From the collection of 'The New Gallery'

	<p>Cabaret Fledermaus Chair by Josef Hoffman Designer: Josef Hoffman (one of the greatest architects and designers of the 20th century and the fonder of the Vienna Workshop 1903-1932) Place & Era: Vienna, 1905-1906 Materials: Bentwood with fabric upholstery Design Style: Arts & Crafts</p>
	<p>Bench by Josef Hoffman Designer: Josef Hoffman (one of the greatest architects and designers of the 20th century and the fonder of the Vienna Workshop 1903-1932) Place & Era: Vienna, 1905-1906 Materials: Bentwood with fabric upholstery Design Style: Arts & Crafts</p>

The birth of MODERNISM / 1910-1940

The Arts and Crafts Movement left historicism behind in favor of simpler, more functional forms.

The Modernists aimed to design furniture with **pure lines and a geometric form** that could be **easily mass produced**. Pieces should be without decoration, as the form would say it all. Modernism has created numerous design classics and a design language which is still the base for contemporary design.

The Bauhaus (1919-1933) and the International Style

The Bauhaus was a school for design and architecture that operated in Germany between the wars (1919-1933), and was born out of the need to rebuild Germany after WWI. Its aim was to produce **pure and simple designs** that would be **available to all**, thanks to the economic assistance of machines.

The Bauhaus school developed what is known as the international style of architecture, interior design, furniture, household objects, textile and graphic design, and is one of the most important mile stone in the history of Modernism. It is there that the architect Ludwin Mies van der Rohe (the last director of the school) imprinted the phrase "**Less is More**".

From the collection of 'The New Gallery'



Art Deco / 1920-1940

Art Deco was born at much the same time as Modernism, with many of the same events impacting on its development. As with Modernism, the emphasis was on the geometric, but the different lay in craftsmanship. Art Deco utilized **traditional cabined-making skills** and was branded as **elitist** by the Modernists, as only the rich could afford such labor-intensive pieces.

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Mid-Century Modern / 1950-1970

The Second World War brought changes to people's lives world over.

The 1950s heralded a new era in design, with inspiration coming from Italy, Scandinavia and America. **The period favored light, spacious interiors and vivid colors to counteract the drab war years. The plain functionalism of the Modernists prevailed, but with a more organic approach.** New materials offered a wealth of possibilities to designers.

From the collection of 'The New Gallery'

	<p>Eames DCM Chair (Dining Chair with Metal Legs) Designer: Charles & Ray Eames Producer: Herman Miller Place & Era: USA, 1945 Materials: Molded plywood (oak) with steel frame and elastic rubber joints Design Style: Mid Century Modern</p>
	<p>Pair of Milo Baughman Armchairs Designer: Milo Baughman Place & Era: USA, 1950s Materials: Steel base and leather upholstery and cushions Design Style: Mid Century Modern</p>
	<p>Eames Swiveling Armchair X 12 Designer: Charles & Ray Eames Producer: Herman Miller Place & Era: USA, 1960s Materials: Molded fiberglass seat shell with internal vinyl on cast aluminum and steel beam base Design Style: Mid Century Modern</p>
	<p>The Siesta Chair by Ingmar Relling Designer: Ingmar Relling Place & Era: Norway, 1965 Materials: Bent steel base with leather cushions Design Style: Mid Century Modern</p>

'The New Gallery' imports and presents for sale unique and changing collections of 20th Century Modern Design. Emphasis on quality design and clean lines. The items are carefully renovated to preserve their original qualities.