

The History of Design 1850-2000
Midterm Exam Review
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The Industrial Revolution 1820s - 1860s/1870s

- What was it?
- How did it affect design?
- Who were some of the early designers who used industry to better their products?
- Why was steam technology important?

Power factories

The Great Exhibition of 1851 Henry Cole

- What was the purpose of this exhibition?
- Who were some of the organizers?
- What was the building like? Why was it important?
- How did the idea of "Empire" manifest itself at the exhibition?
- What was displayed there? Did everyone approve of it?

o first exhibition - show off, empire (colonies)

o wasn't just art & design, food/ppi

Some design was bad design (cole) - wanted function to make sense

American Design 19th century

- What are some of the styles that inspired American designers in the 19th century?
- Would you say that this was a homogenous style or one that relied on many influences?
- Be prepared to name some of the different design movements (Renaissance Revival, etc.).

Design Reform 1850 - 1890

- How did some designers react to the exhibits at the Crystal Palace?
- What were some of the ways that design reformers demonstrated their opposition to the machine produced goods on display?
- Why did Ruskin and Pugin advocate the Gothic as a period to emulate?
- How did William Morris put some of Ruskin's ideas into practice in his own work?

on slide list

saw exhibition & wrote papers (ruskin)

against indus. cheaply, poor taste

Art Nouveau 1890 - 1910 France & Belgium

- What were some of the design inspirations for Art Nouveau?
- Why was the poster so important at this time? What were some of the innovations in printing?
- Consider the role of women and plant imagery in Art Nouveau design

looking back, truth, morals/values beautiful & functional

Modernism 1918 - 1933 France & Netherlands

- What were some of its key principles?
- Who were some of the important theorists and designers defining this movement?

de stijl = the style

lithograph color printing

The Bauhaus 1919 - 1933 Germany

- What was the philosophy of the BH?
- What was the difference between the school in Weimar and the school in Dessau?
- Were these differences always clear in the designs?

Perriand | le corbusier

theo van doesberg

- got rid of departments
 - moved toward industrial no versus developed style

- transform
 - breaking from past
 - abstraction
 - tech

not exp. week

Princess Albert

scale glass, iron mass produced can be taken apart

abstract nature

looks to rococo

- Propaganda
 - advertisement
 - sensual styles, not tell what about (feeling - sell)
 - text before/info → Pictures

- Who were some of the notable designers from the school?
- What was the Frankfurt kitchen and why is it important?

Art Deco 1920s France German modernism

- What was the big exhibition of Art Deco and why is it important? (Art Deco continued...)
- How does the idea of the exotic influence art deco design?
- Was this an exclusive style?

post WWI, supposed to be 1918
decoration, aesthetics, style

Appropriation vs. appreciation

only to rich

- fetish
- way to show off wealth

- where material comes from (wealth of nation through colonialism)

Keywords/People/Ideas

- Queen Victoria - doesn't leave UK
- Industrialization
- The Great Exhibition of 1851
- Joseph Paxton - designed crystal palace
- Henry Cole
- "False Principles"
- The Indian Court
- The Medieval Court
- The Basic American periods— neoclassical, gothic revival, rococo revival
- Art Nouveau—the new art
- Modernism
- Art Deco

"stereotypes" - honored through empire
greenhouses - landscape architect

- Metamorphosis
- Walter Gropius - created Bauhaus

- Art and industry a new unity!
- Art and technology a new unity!
- Bauhaus Weimar
- Bauhaus Dessau
- Economy of form/economy of materials
- Design Reformers:
- AWN Pugin

- John Ruskin—The Nature of the Gothic

- William Morris
- Arts and Crafts

William Morris
handmade (dignified, personalized, joy in creation)

theorist of design re form
upset w/ indus. rev.
labor/worker rights

On the exam you will be given a choice of the following five essay questions. You will be required to answer ONE question.

1. Throughout the 19th Century, and into the 20th Century, designers, critics, and tastemakers, ranging from AWN Pugin, to John Ruskin, to William Morris to Walter Gropius, have looked to the Middle Ages as a source of inspiration. Using at least four examples, please discuss.

2. Discuss the role of industrialization in the development of 19th and 20th Century design. What were the effects on labor practices, industrial design, efficiency, ornament, etc. Please use at least four examples.

3. Using at least four examples, please highlight the differences between the Weimar and the Dessau Bauhaus.

Weimar	Dessau
1919 - 1925	1925 - 1933
suburban conservative traditional	gitty working class factories
more wealthy	- industrial mass production
art + industry in new unity	art + tech in new unity

4. Using at least four examples, discuss the influences of "the exotic" on Art Deco.

5. What is Modernism and how is it reflected in design? Please use at least four examples.

France / Netherlands

objects