



The Juxtaposition of a Woman's Role in Art Nouveau and Pop Art

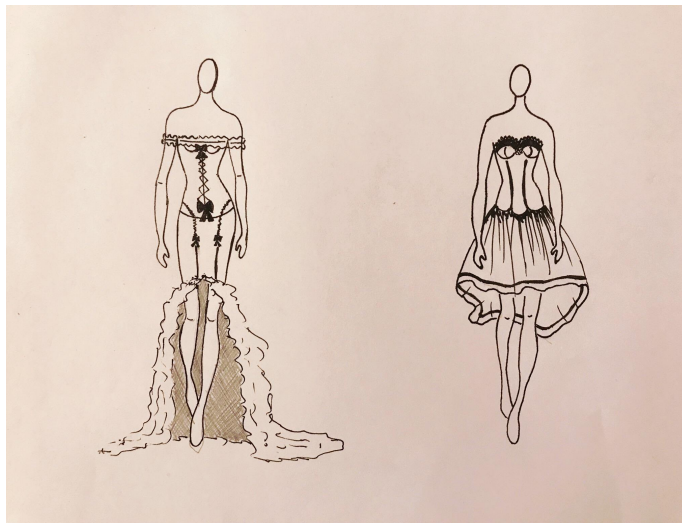
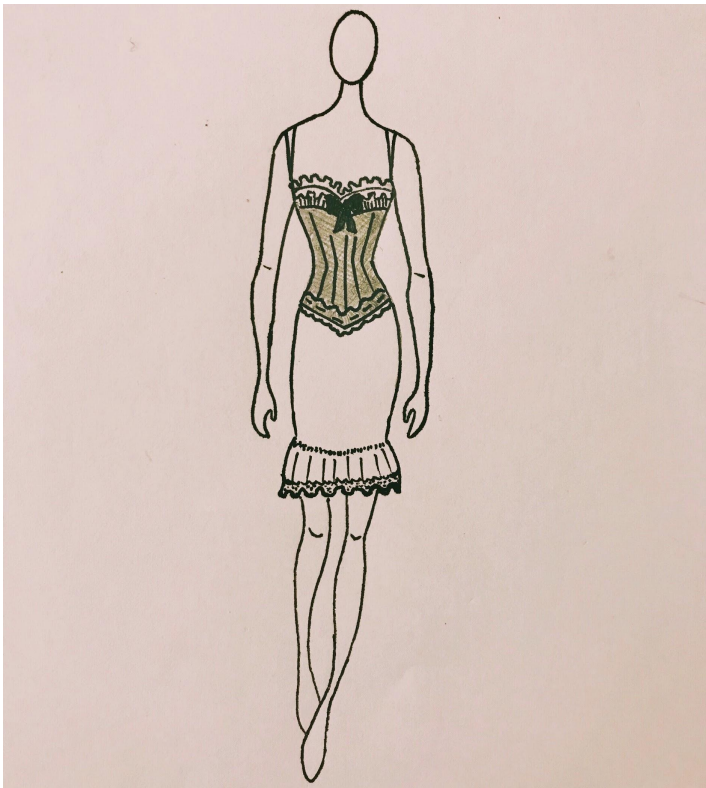
Maya Kapur • Dec 5 • PLDS
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Art Nouveau

- Part of the decorative arts
- 1890s to 1910s
- Designers did not look to the past
- Inspired by characteristics: natural forms and structures, the femme fatale, dreams, fantasy, subconscious

Pop Art

- Challenge to traditions of fine art
 - 1960s
 - Feminist activism
 - Imagery from popular and mass culture: advertising, comic books, mundane cultural objects
 - Using prints or logos from brands that were bold and colorful
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- Silhouette: corset with a flowy a-line skirt
- Materials: lace, silk, and ruffles
 - Traditionally feminine
- Freedom of Pop — tighter and smaller
- Attract attention
- Prominent designer Althea McNish

**Continue women's
activist movement —
regards to equality in
the workplace**