


## Module 9 : The Bauhaus and Modern Design Education

### Lecture 24 : Op in Fashion Design, Op in Product Design, Abstract Expressionists

The Lecture Contains:

-  Op in Fashion Design
-  Op in Product Design
-  Abstract Expressionists

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The new outlook toward art of minimalism became the source for couple of important art movements- Op Art and Minimalism. The application Op Art has certainly contributed significantly in the field of art and applied art.

## Op in Fashion Design



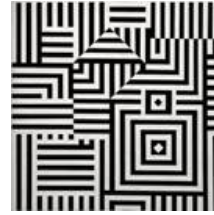
Plate 6A Fashion Design



6B Op in Fashion Design



6C Op in Advertisement



6D 2D-Design

(Source: [https://www.google.co.in/search?hl=en&sugexp=les%3B&gs\\_rn=4&gs\\_ri=psyab&tok=IDAcE18\\_HhHuxgYLMolGQ&cp=10&gs\\_id=ge&xhr=t&q=op+art+in+fashion&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.42661473,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=D60IUb\\_5FYPrAehuYGwAQ#imgsrc=RAI2E5OVy5UrEM%3A%3BUPjmqjAWVQXSQM%3Bhttp%253A%252F%252Fsantarendeira.files.wordpress.com%252F2011%252F01%252Fplanetclairevintage.jpg%3Bhttp%253A%252F%252Fsantarendeira.wordpress.com%252F%3B430%3B347](https://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=4&gs_ri=psyab&tok=IDAcE18_HhHuxgYLMolGQ&cp=10&gs_id=ge&xhr=t&q=op+art+in+fashion&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.42661473,d.bmk&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=D60IUb_5FYPrAehuYGwAQ#imgsrc=RAI2E5OVy5UrEM%3A%3BUPjmqjAWVQXSQM%3Bhttp%253A%252F%252Fsantarendeira.files.wordpress.com%252F2011%252F01%252Fplanetclairevintage.jpg%3Bhttp%253A%252F%252Fsantarendeira.wordpress.com%252F%3B430%3B347) ; February 21, 2013)

Optical Illusion popularly known as Op Art, based on the minimalist theory created

The Bauhaus influenced later art movements such as Abstract Expressionists and Op-Art. The Abstract Expressionist's theme revolved around the color theories which evolved from the Bauhaus classes. The Hard-Edge and Minimal movements of the Abstract Expressionists explored color through clean, clear edges of solid color. Op-Art is optical art, which tricks the retina to create the illusion of movement. Op-Art is widely used in modern commercial graphic design.



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Fashion Design could reinvent their creativity with the help of Op Art (plate 6A). Application of Op Design on fabrics (plate 6C-6D) created new style statement. Op Art contributed in creating 2-D surface design on fabrics for household applications- floor tile design, carpet design, drapery, upholstery design, etc. However, the application of Op Art remained restricted in limited colors. The limitation or choice of limited colors is inspired by the minimalist approach.

## Op in Product Design

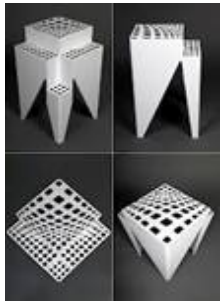


Plate 7A Furniture



7B Op Table-top



7C Op Lounge



7D Bridge Design

(Source: [https://www.google.co.in/search?hl=en&sugexp=les%3B&gs\\_rn=4&gs\\_ri=psyab&tok=IDAcEI8\\_HhHuxgYLmolGQ&cp=10&gs\\_id=ge&xhr=t&q=op+art+in+fashion&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bvm=bv.4266](https://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=4&gs_ri=psyab&tok=IDAcEI8_HhHuxgYLmolGQ&cp=10&gs_id=ge&xhr=t&q=op+art+in+fashion&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.4266)

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signs.blogspot.com%252F2012%252F03%252Fop-art-in-it.html%3B336%3B306 ; February 21, 2013)

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Op Style of creativity influenced wide range of household product designs. Furniture design (plate 7A & 7B) could fashion with sharp and minimal choice of contrasting color. Such color composition and simplicity certainly brings a new freshness in the field of design. Similarly application of Op semantics in indoor lounge (plate 7C) decoration has introduced sharp contrast with the earlier choice of visual experience. The fascinating style of Op Design is visible in Bridge Design (plate 7D). The construction of the bridge certainly exhibits a unique visual imagery. It is created an environment where people could appreciate aesthetic beauty of composition with minimum- line, color and form.

The theatre of World War II changed the scenario completely in Europe. Large number of freedom loving creative people had fled to United States. Unfortunately many of those who didn't flee had perished or remained hostage denying the 'freedom of expression'. The Abstract Expression is one of the movements that grew under such socio-political conditions. The Bauhaus is the mother of many of such movements that inspired new concepts.

### Abstract Expressionists



Plate 8A DERSTURM Magazine



8B Wassily Kandinsky

(Source: [http://en.wikipedia.org/wiki/Der\\_Sturm](http://en.wikipedia.org/wiki/Der_Sturm) ; February 27, 2013)

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Abstract Expressionism is a post WW II movement that originated from the German Expressionism in 1910. “Abstract expressionism was an American post–World War II art movement. It was the first specifically American movement to achieve international influence and put New York City at the center of the western art world, a role formerly filled by Paris. Although the term "abstract expressionism" was first applied to American art in 1946 by the art critic Robert Coates, it had been first used in Germany in 1919 in the magazine *Der Sturm*, regarding German Expressionism.” (Ref: [http://en.wikipedia.org/wiki/Abstract\\_expressionism](http://en.wikipedia.org/wiki/Abstract_expressionism) ; February 27, 2013)

Wassily Kandinsky's work in 1929 is referred as the beginning of Abstract Expression movement. **DerSturm** (German: The Storm) magazine covering the expressionism movement named Kandinsky's work as Abstract Expressions. The magazine continued weekly until monthly in 1914, and became a quarterly in 1924 until it ceased publication in 1932.



Plate 8A Mark Rothko



8B Jackson Pollok



8C Abstract Design Coffee Mug

(Source: <http://www.oxfordartonline.com/public/page/benz/themes/PostwarNYC> ; February 27, 2013)

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The creative approach through simple and limited color, freedom of expression and non-subjective and non-objective representation became the idiom of the new artistic expression. Rothko's clarity in form (plate 8A) and bold horizontal composition has set up a new style. Jackson Pollock's action painting (plate 8B) created a new language of expression that deals with psychological aspect of mind. Abstract Expressionism has made its way to design (plate 8C) and produced some interesting products as well.



Plate 9A Jasper Johns

9B Hans Hofmann *The Gate*  
(1959–1960)9C Isamu Noguchi, *The Cry*  
(1959)

(Source: [http://en.wikipedia.org/wiki/Abstract\\_expressionism](http://en.wikipedia.org/wiki/Abstract_expressionism) ; February 27, 2013)

Jasper John's symbolism appealed many. His abstraction became representational with the help of abstraction of color and form. On the other hand Hofmann's compositional approach reflects simple geometric forms and bold colors (plate 9B). Abstract Expressionism did not confine to two-dimensional work, it went on to influence three-dimensional sculpture as well. Noguchi's *The Cry* (plate 9C) truly expresses the spirit of Abstract Expressionism in term simplicity in form and abstract compositional expression.

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