



Module 5 : Modern Art and Design

Lecture 11 : 'Art for Art's Sake', Modern Art to Design, Vincent van Gogh, Cubism

The Lecture Contains:

 Introduction: 'Art for Art's Sake'

 Modern Art to Design

 Vincent van Gogh

 Cubism

 **Previous** **Next** 

Module 5 : Modern Art and Design

Lecture 11 : 'Art for Art's Sake', Modern Art to Design, Vincent van Gogh, Cubism

Introduction: 'Art for Art's Sake'

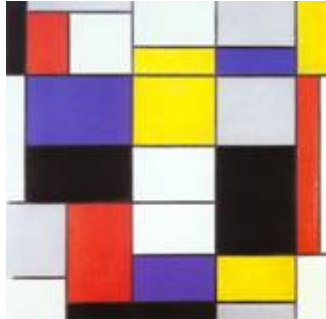
The so-called academic painters of the 19th century believed themselves to be doing their part to improve the world in presenting images that contain or reflect good conservative moral values, examples of virtuous behaviour, of inspiring Christian sentiment, and of the sort of righteous conduct and noble sacrifice that would serve as an appropriate model toward which we should all aspire to follow.

The conservatives wished to maintain existing institutions and preferred gradual development over radical change. The progressives, on the other hand, were critical of institutions, political and religious, as restrictive of individual liberty. Progressives placed their faith in the goodness of mankind, a goodness which they believed.

In the late 19th century, we find art beginning to be discussed by critics and art historians largely in formal terms which effectively removed the question of meaning and purpose from consideration. From now on, art was to be discussed in terms of style -- colour, line, shape, and space, composition -- conveniently ignoring or playing down whatever social, political, or progressive statements the artist had hoped to make in his or her work.



Plate 1A Composition VIII
(Wassily Kandinsky, 1923)



1B Composition A
(Piet Mondrian, 1923)



1C Henri Matisse
(1923)

◀ Previous Next ▶

Module 5 : Modern Art and Design

Lecture 11 : 'Art for Art's Sake', Modern Art to Design, Vincent van Gogh, Cubism

(Source: https://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=1&gs_ri=hp&tok=XvcbZQAM4fKy2grGHfkpgw&cp=17&gs_id=zw&xhr=t&q=1923+European+Art&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.355534169,d.bmk&bpcl=40096503&biw=1318&bih=600&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=BfzPUO6sA4-srAe6g4DADA ; December 18, 2012)

For art to be an effective instrument of social betterment, it needed to be understood by as many people as possible. But it was not a matter of simply articulating images; it was the "true" art behind the image that was deemed important. Art can be many things and one example may look quite different from the next. But something called "art" is common to all. Whatever this art thing was, it was universal; like the scientific "truth" of the Enlightenment. All art obviously possessed it.

Some artists went in search of "art". From an Enlightenment point of view, this was a search for the "truth" or "essence of art", and was carried out using a sort of pictorial reasoning. The first step was to strip away distracting elements such as recognizable objects which tended to conceal or hide the art thing; an example would be Wassily Kandinsky.

MODERN ART TO DESIGN (Vincent van Gogh, March 30, 1853-July 29, 1890)



Plate 2A The Potato Eater



2B Starry Night over the Rhône



2C Self-portrait

(Source: https://www.google.co.in/search?hl=en&q=van+gogh+paintings&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1355534169,d.bmk&bpcl=40096503&biw=1318&bih=600&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=OwPQUJHBllaSrge--YHICQ ; December 18, 2012)

◀ Previous Next ▶

Module 5 : Modern Art and Design

Lecture 11 : 'Art for Art's Sake', Modern Art to Design, Vincent van Gogh, Cubism

Van Gogh spent his early life working for a firm of art dealers, and after a brief spell as a teacher, became a missionary worker in a very poor mining region. He did not embark upon a career as an artist until 1880, at the age of 27. Initially he worked in somber colours, until an encounter in Paris with Impressionism and Neo-Impressionism accelerated his artistic development. He produced all of his more than 2,000 works, including around 900 paintings and 1100 drawings or sketches, during the last ten years of his life. Most of his best-known works were produced in the final two years of his life, and in the two months before his death he painted 90 pictures.



Plate 3A Starry Night



3BWheat Field with Black Crows (1890)

(Source: <http://www.vangoghgallery.com/painting/> ; December 18, 2012)

Cubism



Plate 4A Paul Cezanne, 1898-1900

4B Les Demoiselles d' Avignon
(Pablo Picasso, 1907)4C Violin and Candlestick,
(Georges Braque, Paris, 1910)

(Read more Source: <http://en.wikipedia.org/wiki/Cubism> ; December 18, 2012)

◀ Previous Next ▶

Module 5 : Modern Art and Design

Lecture 11 : 'Art for Art's Sake', Modern Art to Design, Vincent van Gogh, Cubism

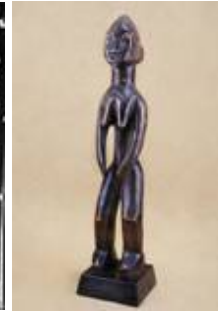
Cubism is an early-20th-century avant-garde art movement pioneered by Georges Braque and Pablo Picasso, and later joined by Juan Gris, Jean Metzinger, [Albert Gleizes](#), Robert Delaunay, Henri Le Fauconnier, and Fernand Léger that revolutionized paintings and sculptures, throughout the world. The movement had inspired related movements in music, literature and architecture. Cubism has been considered the most influential art movement of the 20th century. Cubism has three phases- Pure Cubism, Analytic Cubism and Synthetic Cubism. Paul Cezanne is considered as the father of Cubism. His theory of solid geometric form demonstrated that everything falls under Solid Geometric' forms (plate 4A). The basics of Platonic Solids became the grammar of Cezanne's creativity. Picasso and Braque executed Cezanne's theory through their paintings which is called Cubistic work. The art historian Douglas Cooper states that Paul Gauguin and Paul Cézanne "...were particularly influential to the formation of Cubism and especially important to the paintings of Picasso during 1906 and 1907".



Plate 5A Pablo Picasso, Guernica



5B Guernica Drawing



5C African Female

(Source: https://www.google.co.in/search?hl=en&q=picasso%27s+bull+head&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=40096503&biw=1318&bih=600&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=jEHQUF-Of8BoisrAeCrYHgAQ ; December 18, 2012)

(Plate 5C: <http://www.google.co.in/search?hl=en&q=Ancient%20African%20tribal%20Sculpture&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=kSfbUOOTKMjJrAfjxoGAAw&biw=1325&bih=549&sei=mCfbULDTNoWrrAej74HoDA> ; December 26, 2012)

Paul Gauguin, Henri Matisse, and Pablo Picasso were fascinated and inspired by the simplicity of tribal art of Africa (plate 5C). Characteristically during the Cubist period use of colour became limited while the linear quality became stronger and prominent. Picasso's Cubism (plate 4B) had prominent line, hard-edge and relatively flat surface treatment. Similarly Braque's paintings (plate 4C) look almost monochromatic and hard-edged surface contour. This begins the new era of strong linear quality that has strong influence in the future design.