

Module 5 : Modern Art and Design

Lecture 13 : Cubistic Sculpture, Piet Mondrian's 'Neo-plastic Art', Minimalist Art in Industrial Design

The Lecture Contains:

-  Cubistic Sculpture
-  Piet Mondrian's 'Neo-plastic Art'
-  Minimalist Art in Industrial Design

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Cubistic Sculpture



Plate 8A La Vie
Familiale
(Alexander Archipenko,
1912)



8B Groupe de femmes
(Joseph Csaky, 1911-
1912)



8C Two views of 'The Large Horse',
bronze
(Raymond Duchamp-Villon, 1914)

(Source: http://en.wikipedia.org/wiki/Cubist_sculpture ; December 26, 2012)

Joseph Csaky (plate 8B), after Archipenko (plate 8A), was the first sculptor to join the Cubists, with whom he exhibited from 1911 on. The new concept of cubist sculpture certainly unfolds the role of dominant straight lines and flat surfaces. The voluminous forms in clear surface planes give solidity in mass and heavier appearance. The sculpture appears combinations of cone, cylinder, cube, etc. Thus it produces abstract forms through simplicity. According to Herbert Read, this has the effect of "revealing the structure" of the object.

(Read more: http://en.wikipedia.org/wiki/Cubist_sculpture ; December 26, 2012)

Piet Mondrian's 'Neo-plastic Art'



Plate: 9 Red and Blue Chair designed by Gerrit Rietveld in 1917

(Source: Ref. <http://vintageverity.wordpress.com/category/furniture-bible/> December 26, 2012)

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Piet Mondrian: 'Neo-plastic Art'

Mondrian's Pure Plastic Art ('Neo-plastic Art') philosophy played a very important role in Modern Art and Design relationship. Color did not have to represent and meaning or symbol. Color is as color only. Red and yellow represent the value of red or yellow. Along with the color the straight lines became significant in term of simplicity. Straight lines expressed a new form of aesthetics. Simplicity and minimal representation of form and shapes became the core of industrial products. A new essence of aesthetic beauty emerged that was not realized earlier. **The Bauhaus** became the source of such new philosophy.

(Read more: http://en.wikipedia.org/wiki/Piet_Mondrian ; December 28, 2012)



Plate 10A Mondrian's Tree



10B Mondrian's Gray Tree



10C Tree

(Source: <http://www.google.co.in/search?hl=en&q=Mondrian%27s%20paintings&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=girbUNLbPNGJrAfNpIDgCA&biw=1325&bih=549&sei=virbUPr3GJGGrAekk4DgDw> ; December 26, 2012)



Plates 11A Blue Apple Tree



11B Blue Apple Tree



11C Mondrian's Tree



11D Abstract Tree

(Source: http://www.google.co.in/search?hl=en&q=Mondrian+tree+abstraction&bav=on:2,or:r_gc.r_pw.r_qf.&bvm=bv.1355534169,d.bmk&bpcl=40096503&biw=1342&bih=542&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=LvTeUJurNcfPrQfft4GYAw ; December 28, 2012)

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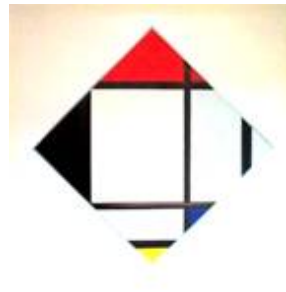
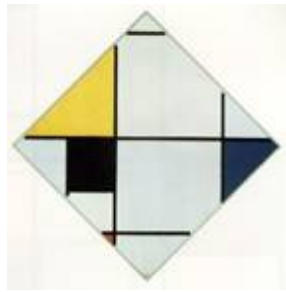
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"The earliest paintings (Piet Mondrian) that show an inkling of the abstraction to come are a series of canvases from 1905 to 1908, which depict dim scenes of indistinct trees and houses with reflections in still water. Although the end result leads the viewer to begin emphasizing the forms over the content, these paintings are still firmly rooted in nature, and it is only the knowledge of Mondrian's later achievements that leads one to search for the roots of his future abstraction in these works."

(Ref. http://en.wikipedia.org/wiki/Piet_Mondrian ; December 28, 2012)

Mondrian's effort to fundamental grammar of form and color led to abstractions. His earlier composition (plate 10A-10B) clearly shows his approach towards minimalist approach ultimately led to 'straight line' and 'primary colors', which he called 'Pure Plastic Art'. The 'purity' of form and color of Mondrian's spiritual quest led to finding the inner beauty and aesthetics through the 'minimum and simplicity'. His philosophy has influenced the Industrial Design applications in term of form and color. His tree series (plate 11A-11D) followed by cityscape eventually found the true spirit of minimum yet aesthetically appalling in 2-D compositions. In his earlier compositions the appearance of curve lines and forms have gradually minimized in much straighter lines. Thus he found the essence of minimalism, which has inspired and influenced the field of Industrial Design enormously.



Plates12 Piet Mondrian's 'Pure Plastic Art'

(Ref.Plates3 http://www.google.co.in/search?q=piet+mondrian&hl=en&noj=1&prmd=imvnso&tbn=isch&tbo=u&source=univ&sa=X&ei=1T3MT_D7KluJrAeghpzKDg&ved=0CGGQsAQ&biw=1350&bih=555

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Minimalist Art in Industrial Design

Minimalism is an art movement in sculpture and painting that began in the 1950s and emphasized extreme simplification of form and color. The Bauhaus introduced through their academic programme and adopted in Industrial Design. It is a Post-WW II movement that cherished with a new expression of aesthetics with the help of 'simplicity' through 'straight-line and pure-color'. Naturally, it is reduced to the basic forms and necessary elements. Squares and rectangular shapes of Piet Mondrian became the fundamental vernacular of composition (plate 12).



Plate 13A Frank Lloyd Wright



13B Minimalist Staircase

13C Minimalist
Architecture

(Source: http://www.google.co.in/search?hl=en&biw=1342&bih=542&noj=1&q=Minimalist%20Architecture%20Design&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=ov_eUP_nH82PrgeVwIGAag ; December 28, 2012)

Minimalist design has been highly influenced by Japanese traditional design and architecture. The simplicity in traditional housing architecture in Japan attracted many architects including Frank Lloyd Wright (plate 13A). Frank Lloyd Wright's strong horizontal planes and space concept strongly influenced modern architecture. In addition, the work of De Stijl artists is a major source of reference for this kind of work. De Stijl expanded the ideas that could be expressed by using basic elements such as lines and planes organized in very particular manners. Curve line is not preferred against straight-line. Architecture (plate 13B-13C) played a very significant role in minimalist expression. De Stijl a Dutch movement in 1917 became the real source of inspiration through its Neoplastic Theory. 'Basic elements' became the canon of a new aesthetic appreciation.

