

The Lecture Contains:



The Bauhaus and the Modern Design Education

- The Bauhaus, Weimar, Germany 1919 founder Walter Gropius
- Bauhaus philosophy
- Abstract Expressionism
- Op-Art

Module 9 : The Bauhaus and Modern Design Education

Lecture 22 : The Bauhaus, Weimar, Germany 1919 founder Walter Gropius, Bauhaus philosophy, Abstract Expressionism, Op-Art

The Bauhaus and the Modern Design Education

The Bauhaus, Weimar, Germany 1919 founder Walter Gropius

The concept and the spirit of designing things exist since the beginning of mankind. Till the Bauhaus institution took initiative around the early 20th century to establish a structured curriculum it remained primarily craft oriented field of design. The new design concept tried to analyze and understand the pure form, color and shapes. Such initiative helped to understand the true characteristics of material by stripping away the decorative aspects in design. The spirit of Bauhaus School generated an awareness synthesizing art, craft and industrial design. The creativity in design created a new breed of artist engineers. Thus, the Bauhaus played a pivotal role in the modern Industrial Design profession. It generated enough curiosity and excitement among artists, architects and technologists.

The Bauhaus school was founded by Walter Gropius in Weimar, Germany which operated from 1919 to 1933. The Bauhaus style became one of the most influential forces in the modern architecture and design. The Bauhaus had a significant influence upon later developments in art, architecture, graphic design, interior design, industrial design, and typography. It became the inspiration for a large number of professionals who are interested in interdisciplinary experiments and creativity. The Bauhaus gave inspiration to reorient our creative expression.

As a result of Hitler's rise to power in the early 1930s, many took refuge in America along with the teachers from the Bauhaus. The Bauhaus was synthesizing the skill of the individual artisan with the process of mass production. "According to the Bauhaus philosophy of education, it is important for the artist to explore qualities of materials and to experiment with different forms that might be suited to mass production."



Plate 1A The Bauhaus, Germany

1B Bauhaus
Architecture

1C The Bauhaus, Tel Aviv

(Source: <http://en.wikipedia.org/wiki/Bauhaus> ; February 14, 2013)

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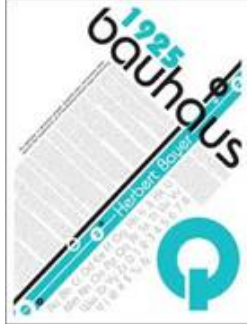
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Bauhaus philosophy

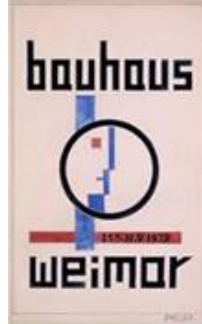
Bauhaus Institution laid the foundation for the future Industrial Design movement that swept through the world. It believed and practiced a highly structured interdisciplinary curriculum for the modern design. Elegant consumer products did not remain for the limited customers. The new design process enhanced the design process in manufacturing, standardized mass products, easy assembling, and replacement of parts and cost effective.



Plate 2A Bauhaus Poster
(1923)



2B Bauhaus Poster
(1925)



2C Bauhaus Poster
(1923)



2D Poster on Kandinsky

(Source: http://www.google.co.in/search?hl=en&q=Bauhaus+Posters&btnK=&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=n_8dUY2fAYHmrAf_uYCQDQ&biw=1338&bih=601&sei=PAEeUdOFMMmPrgfVvYDABw#imgcl=XwIRtZC8OQjnM%3A%3BXYjO70rU9nEuWM%3Bhttp%253A%252F%252Firenesgarro.altervista.org%252Fimg%252Fautoritratti%252Fbauhaus.jpg%3Bhttp%253A%252F%252Firenesgarro.altervista.org%252Fautoritratti.htm%3B1000%3B1414 ; February 15, 2013)

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Minimalist approach to design concept is quite prominent in the Bauhaus Design School. The poster designs (plate 2A-2D) with simplicity in form, color and typographic style shows the composition in space is quite judiciously applied. The simplicity and clarity in design composition has set the new trend in art, architecture and design for the future generation. Typographical font and selection of style in the posters certainly has contributed and created strong impact in the future advertisement and 2D poster design. The dominance of straight line confirms to the architecture style that evolve around Bauhaus teaching and style.

Abstract Expressionism



Plate 3A Nolan, 1960



3B Victor Vasarely



3C Victor Vasarely



3D Frank Stella

(Source: <http://twilightstarsong.blogspot.in/2010/02/arty-farty-op-art-friday-victor.html>; February 21, 2013)

Abstract Expressionists such as Kenneth Nolan, Frank Stella, Ellsworth Kelly and Al Held explored "Hard Edge" and "Minimal" aspect of color and shape relationships. Frank Stella used minimal color in a hard edge style on shaped canvas. His work is the most representational of this movement. This movement was shaped by the color theories of the Bauhaus, particularly Joseph Albers. After the Bauhaus, Albers founded the BlackMountainSchool in the United States. Nolan attended the school, and its influence was strongly felt among this group.

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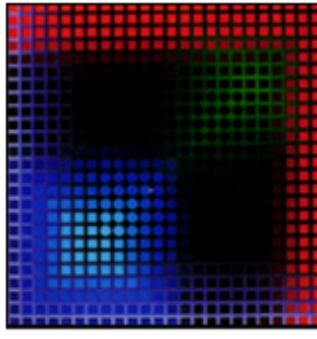
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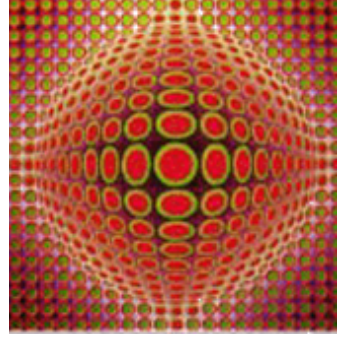
Op-Art



Plate 4A Nolan's Op Composition



4B Vasarely, 1969



4C Vasarely, 1969

(Source: <http://artweek.la/issue/april-9-2012/article/timothy-nolan-drift> ; February 21, 2013)

Along with the Industrial Design the teaching of Bauhaus influenced in the field of art it contributed to the Abstract Expressionist's theme revolved around the color theories. The essence and the style of Hard-Edge and Minimal expression created the Abstract Expressionism that explored color through clean, clarity in term of sharp edges and solid colours. Other that Abstract Expressionism contributed through Op-Art that creates illusionistic impression on our retina to create the illusion of movement. Op-Art is widely used in modern commercial graphic design. Op-art or optical art uses the elements of color and shape to "trick" the eye into seeing movement. Joseph Albers taught the Bauhaus classes, which included the primary exercises, these later led to the development of Op-art. Nolan, Vasarely (plate 4A-4B) are some of prominent artists who have contributed enormously and gave new direction in visual aesthetics.

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5A Art Nouveau Chair
(Late 1800- early 1900 AD)



5B Mies van der
Rohe, Bauhaus (1927)



5C Art Nouveau, Railings



5D Bauhaus Railing

(Source: http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=4&gs_ri=psyab&pq=bauhaus+philosophy&cp=5&gs_id=4f&xhr=t&q=art+nouveau&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=l_wmUdWUJrWrQfj84DwAg#um=1&hl=en&tbm=isch&sa=1&q=art+nouveau+railings&oq=art+nouveau+rai&gs_l=img.1.0.0i24.17945.18601.3.21904.3.3.0.0.0.0.321.829.22j1.3.0...0.0...1c.1.4.img.P6qmFxMnmm0&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1e981d6bbdfd7476&biw=1341&bih=604&imgsrc=DSJxYtNjkZ40M%3A%3B0bKxuhsAubzDtM%3Bhttp%253A%252F%252Ffarm4.staticflickr.com%252F3162%252F2551773401_c241ceae72_z.jpg%3Bhttp%253A%252F%252Fwww.flickr.com%252Fphotos%252F21894170%2540N03%252F2551773401%252F%3B640%3B480 ; February 22, 2013

Bauhaus: http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=4&gs_ri=psyab&pq=art+nouveau&cp=11&gs_id=1el&xhr=t&q=bauhaus+chair&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=mv4mUbrTLMuzrAflGoDgAQ ; February 22, 2013

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[The earlier Art Nouveau designs clearly had overburdened by ornamental decorative designs \(plate 5A & 5C\). The clarity, simplicity and structural quality remained hidden inside the form. On the other hand Bauhaus attempted to discover new expression of aesthetics that emerged out of simplicity and clarity in form and structural elements \(plate 5B & 5D\). A unique synthesis of decorative craft with minimalist artistic approach revolutionized the appearance of modern design. Naturally the new approach simplified the manufacturing process, cost of material and maintenance.](http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=4&gs_ri=psyab&pq=bauhaus+chair&cp=9&gs_id=1t&xhr=t&q=bauhaus+design&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=DP8mUbDdOsWNrget6lHYDw#um=1&hl=en&tbm=isch&a=1&q=bauhaus+railing&oq=bauhaus+railing&gs_l=img.12...8630.8630.0.10008.1.1.0.0.0.0.0.0..0.0...1c.1.4.img.ZD_WgBpJc&bav=on.2,or.r_gc.r_pw.r_qf.&fp=1e981d6bbdf7476&biw=1341&bih=604&imgrc=vT01o_BfeKgBaM%3A%3BIE7wV6tZruzUrM%3Bhttp%253A%252F%252F4.bp.blogspot.com%252FU MHrc8GAYLM%252FTarFIRgUwKI%252FAAAAAAAAAAHQ%252F_fLBxXN258E%252Fs1600%252FBauh ausinDessau_dw_k_172161g1.jpg%3Bhttp%253A%252F%252Fwww.flashcardmachine.com%252Fsurvey -iifinal.html%3B469%3B313 ; February 22, 2013)</p>
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