

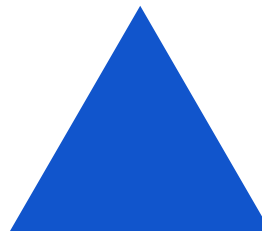
A NEW LANGUAGE

OF FORM

G03

Ashley Tan

Eugene Ho



CONTENT

1. Introduction

2. Suprematism

Kasimir Malevich

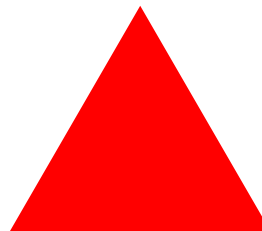
3. Constructivism

El Lissitzky

W. Kandinsky Mondrian

4. De Stijl

László Moholy-Nagy



INTRODUCTION

[timeline]

CUBISM
● 1907

▲ 1909
FUTURISM

SUPREMATISM
■ 1913

● 1915
CONSTRUCTIVISM

DE STIJL
▲ 1917

INTRODUCTION

[preface]

CUBISM



- Piercing figures
- Blends background into foreground
- Shows objects from various angles



FUTURISM

- Evokes all kinds of sensations
- Brings noise and heat

SUPREMATISM

- Founded by Kazimir Malevich
- Geometric abstract art
- Abstraction

DE STIJL

- Similar to Suprematism
- Seek universal laws of balance and harmony for art

CONSTRUCTIVISM

- Visual Communications
- Use art for social cause



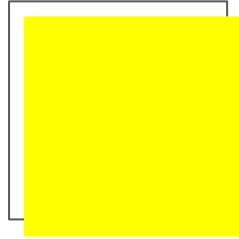
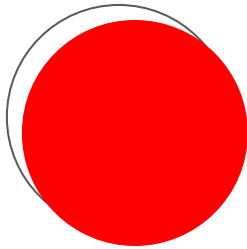
Cubo-Futurism

SUPREMATISM

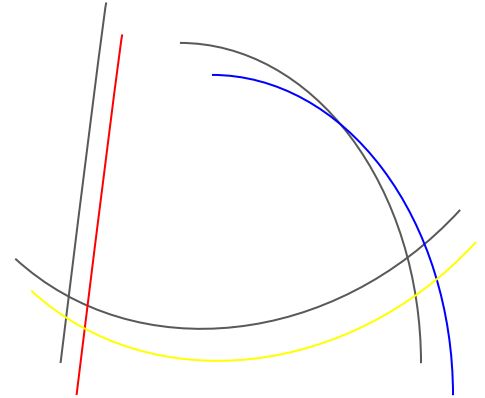
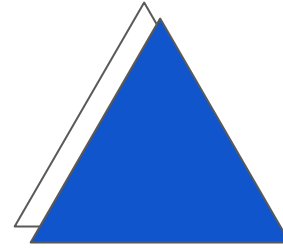
Art movement

Basic geometric forms

Elementary colours



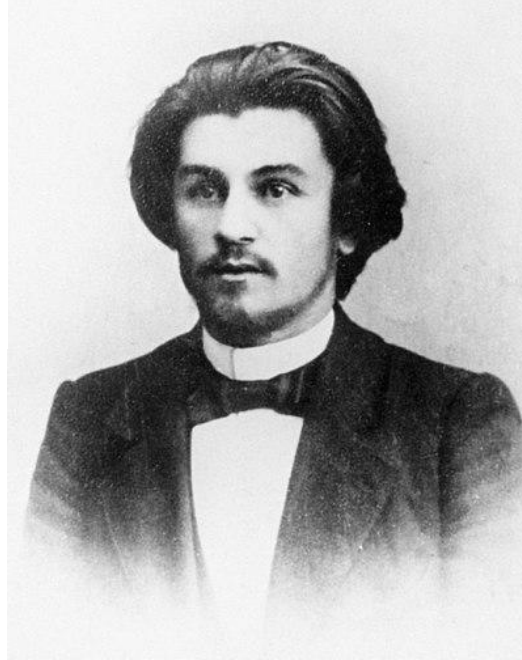
[introduction]



SUPREMATISM



Founded Suprematism
in 1913



Kazimir Malevich

[introduction]



Avant-Garde Artist
& Art Theorist

SUPREMATISM

[quote]

“Suprematism is an abstract art based upon ‘the supremacy of pure artistic feeling’,
rather than on visual depiction of objects.”



Suprematist art focuses on the interrelation of **form and color**,
rather than the representation of beautiful images.

SUPREMATISM

[quote]



**Suprematism itself refers to the supremacy of the artist's feelings
straight into the art work,**

without any desire whatsoever to represent them as real life things
which we all can identify with such as landscapes and portraits etc.

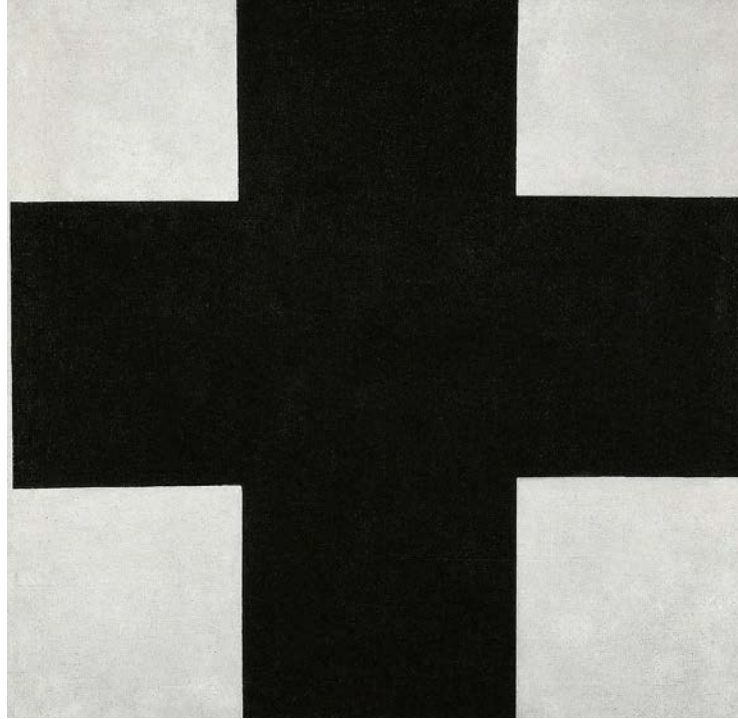


SUPREMATISM

[works]

Clear geometric lines-
Top down, left right

Small range of colors-
Black & white



Human life-

Power to choose

Image of decision-

Good & evil

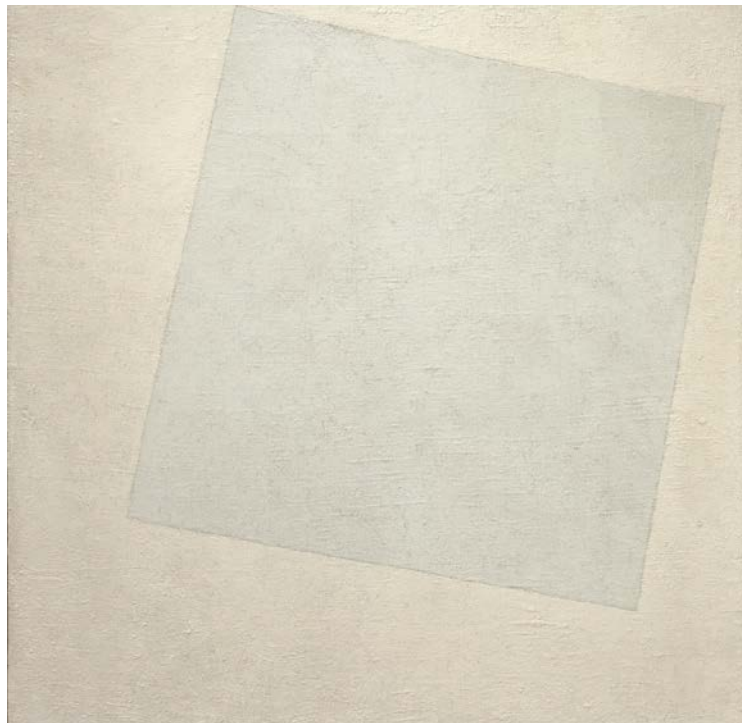
Black Cross
Oil on Canvas (1923)

SUPREMATISM

[works]

Illusion of
depth & volume

Removed any forms
of colour



Emphasizes painting in
materials aspect

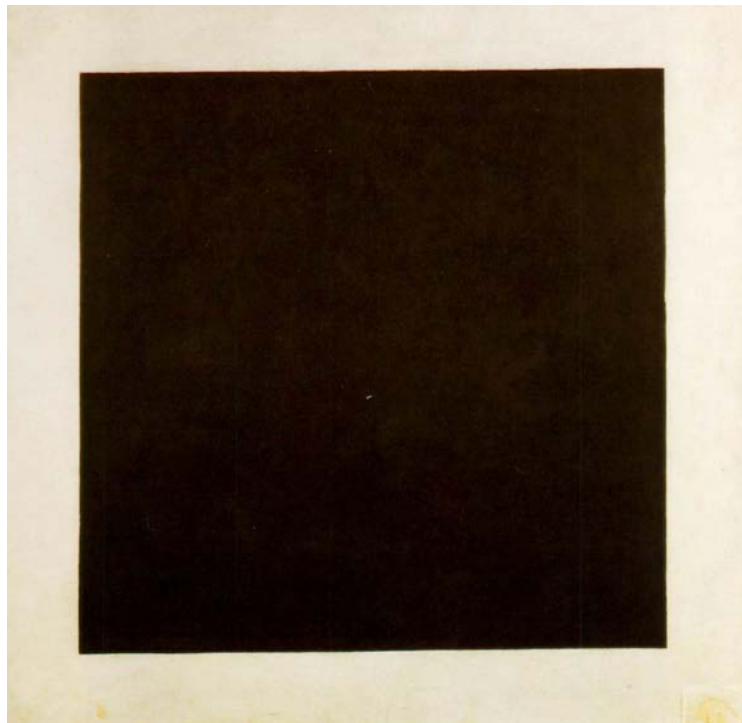
Radical re-invention
of the medium

White On White
Oil on Canvas (1918)

SUPREMATISM

Black paint dominates
the painting

Flatness over depth



[works]

Favors nature of
abstraction

Conveys feeling of
displeasure

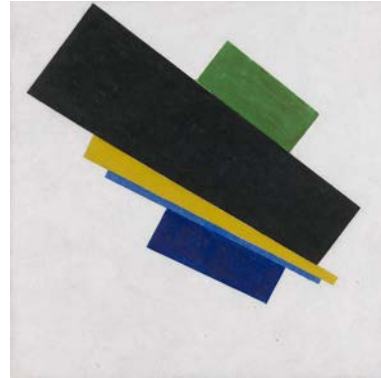
Feeling of pain
followed by relief

Black Square
Oil on Linen (1915)

SUPREMATISM

[works]

Other notable works:



What similarities do you see?

SUPREMATISM

[works]

Early Works



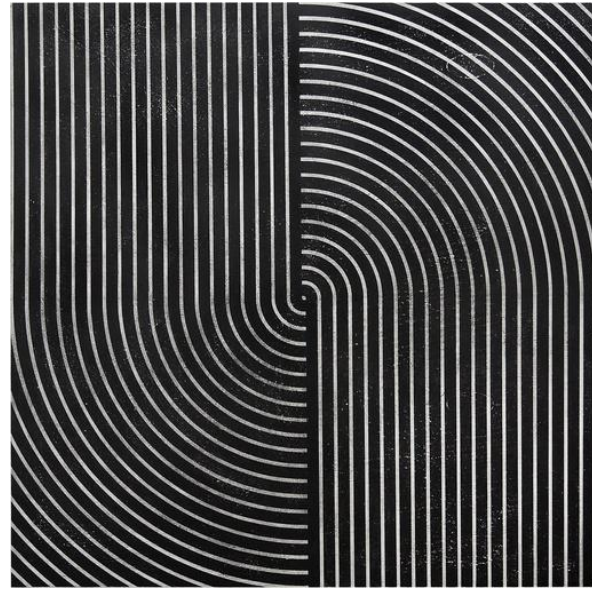
Donkey's Tail Exhibition

SUPREMATISM



Dulles, Sarah Morris, 2001

[influence]



Untitled, Davide Balliano, 2016

SUPREMATISM

[video]

Kazimir Malevich | TateShots



<https://www.youtube.com/watch?v=UWofzvBCnLc>

CONSTRUCTIVISM



[introduction]



Vladimir Tatlin



Alexander Rodchenko

CONSTRUCTIVISM

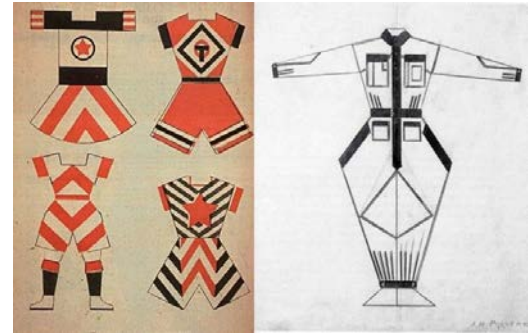


Industrial Design



Visual Communications

Applied Arts



CONSTRUCTIVISM

3 Principles of Constructivism

Tectonics

Represented the unification
of communist ideology with
visual form

Texture

The nature of materials and
how they are used in
industrial production

Construction

Symbolized the creative
process and the search for
laws of visual organization

CONSTRUCTIVISM

El Lissitzky



Proun 190

PROUN

“projects for the establishment [affirmation]
of a new art”

[works]



Beat the Whites with the Red Wedge

CONSTRUCTIVISM

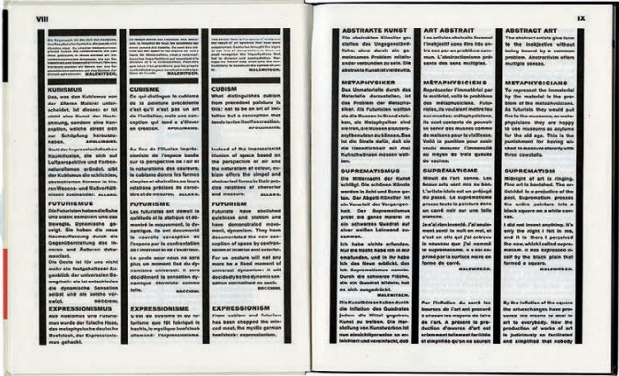
[works]

El Lissitzky



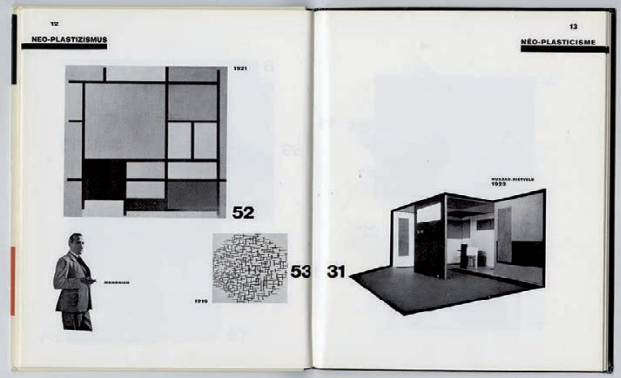
The Isms of Art Title Page

Medium-weight sans-serif type, mathematical division of the space, white areas, and bold rules established a typographic standard for the modern movement.



The Isms of Art

Rigorous verticals separate German, French, and English texts, and horizontal bars emphasize an important introductory quotation.



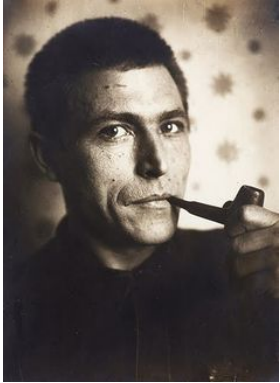
The Isms of Art

Asymmetrical balance, silhouette halftones, and a skillful use of white space

CONSTRUCTIVISM

[works]

Gustav Klutsis



Spartakiada postcard



"We Will Repay the
Coal Debt to the
Country,"



"Everyone Must Vote in
the Election of
Soviets,"

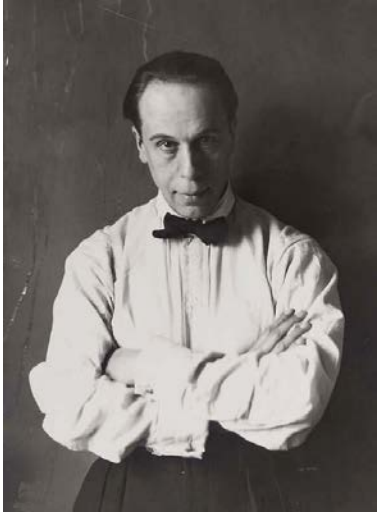


"In the Storm of the
Third Year of the
Five-Year Plan,"

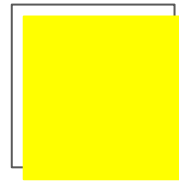
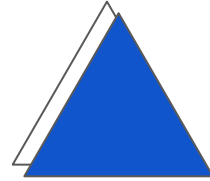
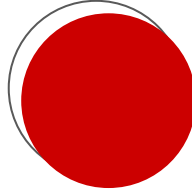
Propaganda Photomontage

DE STIJL

AKA NEO-PLASTICISM
AKA THE STYLE



Theo van Doesburg



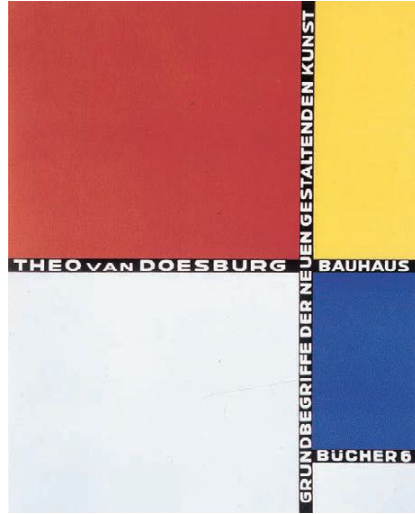
Universal laws of balance and harmony for art

DE STIJL

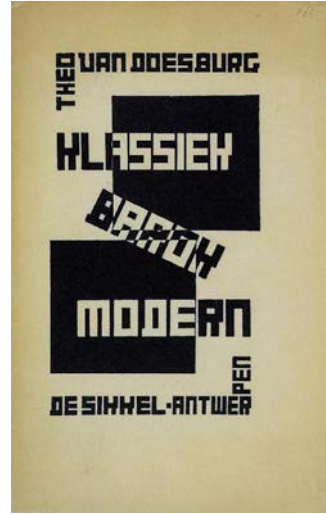
AKA NEO-PLASTICISM
AKA THE STYLE



Theo van Doesburg



Book Cover



Cover for Klassiek, Barok,
Moderne (Classic,
Baroque, Modern),



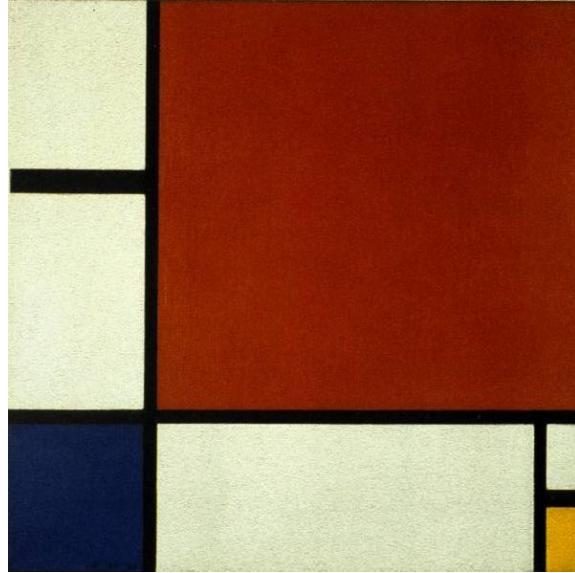
Model for the Schroeder House

DE STIJL

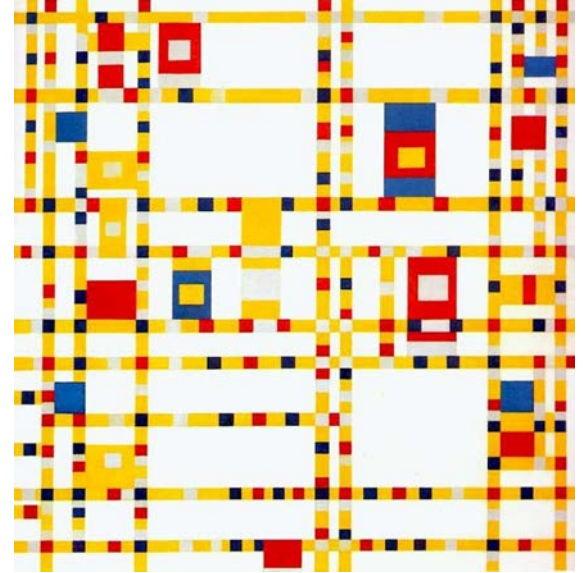
AKA NEO-PLASTICISM
AKA THE STYLE



Piet Mondrian



Composition II in Red, Blue, and Yellow



Broadway Boogie-Woogie

MODERN GRAPHIC DESIGN



Title page spread for *i10*, 1927.

Words ran vertically, bold sans-serif type placed into serif text for emphasis, bullets separating paragraphs, and bold bars next to page numbers.



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