ANEW LANGUAGE



OF FORM



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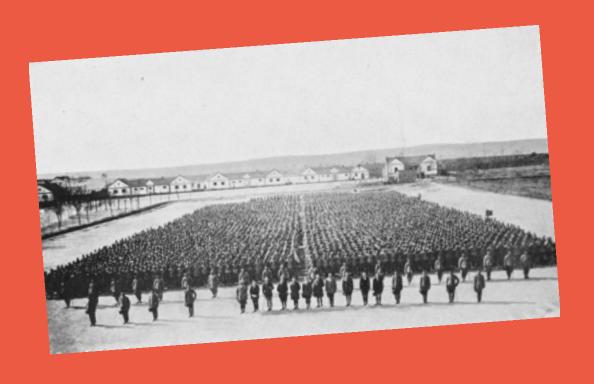


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Kauffer and Cassandre applied synthetic cubism's planes to the poster in England and France, a formal typographic approach to graphic design emerged in Holland and Russia, where artists saw clearly the implications of cubism.

Ideas about form and composing space from the new painting and sculpture were quickly applied to problems of design. The new forms were more constructed and though out in a formal sense.

They were less experimental and more systematic in reasoning.



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A spirit of innovation was present in art and design, and new ideas were in abundance. By the end of World War I, graphic designers, architects, and product designers were energetically challenging prevailing notions about form and function.

RUSSIAN SUPREMATISM & CONSTUCTIVISM



During a turbulence of period of political trauma caused by
World War 1 and the Russian Revolution, the creative art style
and ideas in design started to develop. Russian artists absorb
cubism and futurism with amazing speed.

The Russian movement was actually accelerated by the revolution, for art was given a social role.



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The Russia BCETO MMP1

revo



Some key contributors to the movement was Kasimir Malevich, El Lissitzky, Alexander Rodchenko, Georgia and Vladamir Augustovich Stenberg.



KASIMIR MALEVICH

Malevich founded the Russian avant-garde art movement
Suprematism in 1913. He believed that pictorial content was a
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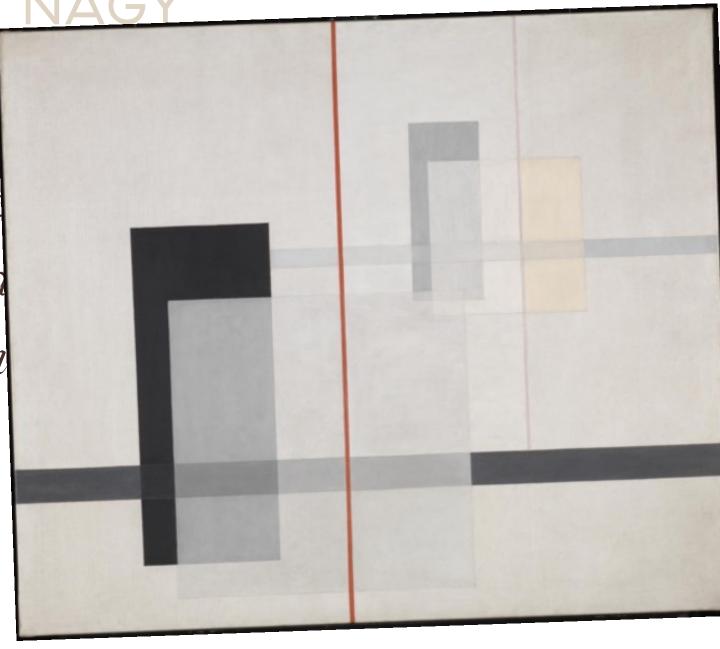
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STIJ



De Stijl (The Style) was an influential movement in art, architecture and design founded in 1917 in the Netherlands, led by artists Tho van Doesburg and Piet Mondrian.

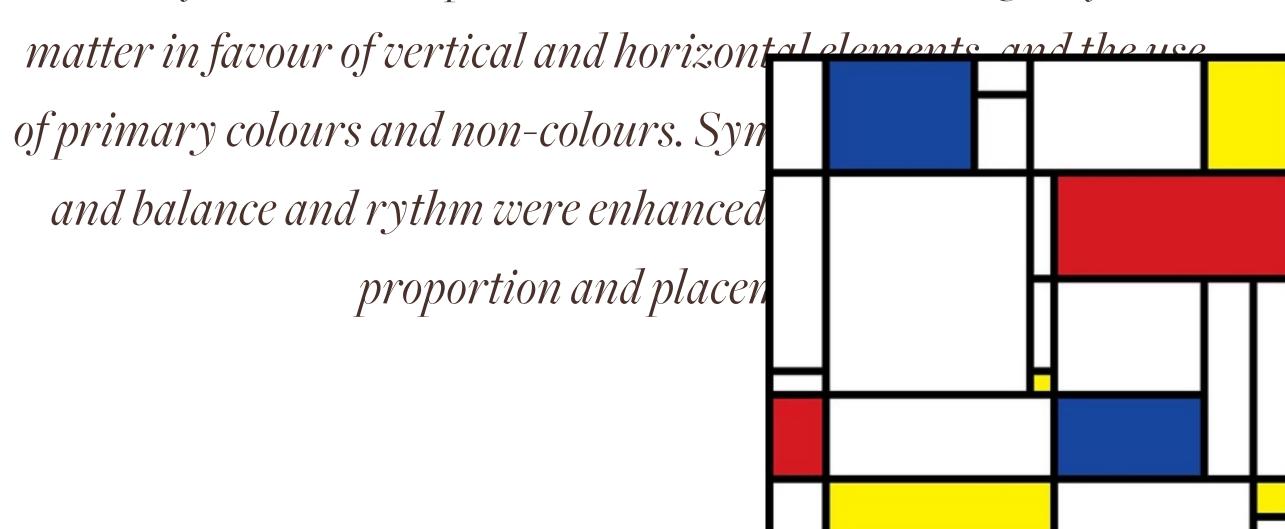
Members of De Stijl embraced a utopian vision of art and its transformative potential.



De Stijl advocated a purification of art, eliminating subject matter in favour of vertical and horizontal elements, and the use of primary colours and non-colours. Symmetry was to be avoided and balance and rythm were enhanced by the relationships of proportion and placements.



De Stijl advocated a purification of art, eliminating subject





THEO VAN DOESBURG

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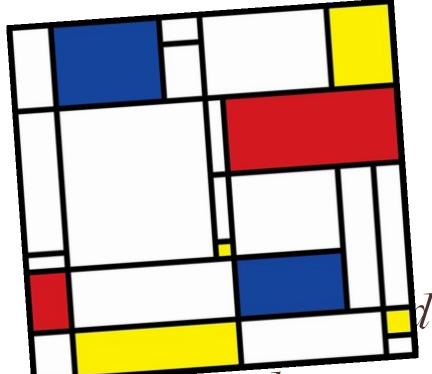
Piet Mondrian was a contributor to the De Stijl art movement and group, which he co-founded with Theo van Doesburg. His art was highly utopian and was concerned with a search for universal values and aesthetics.



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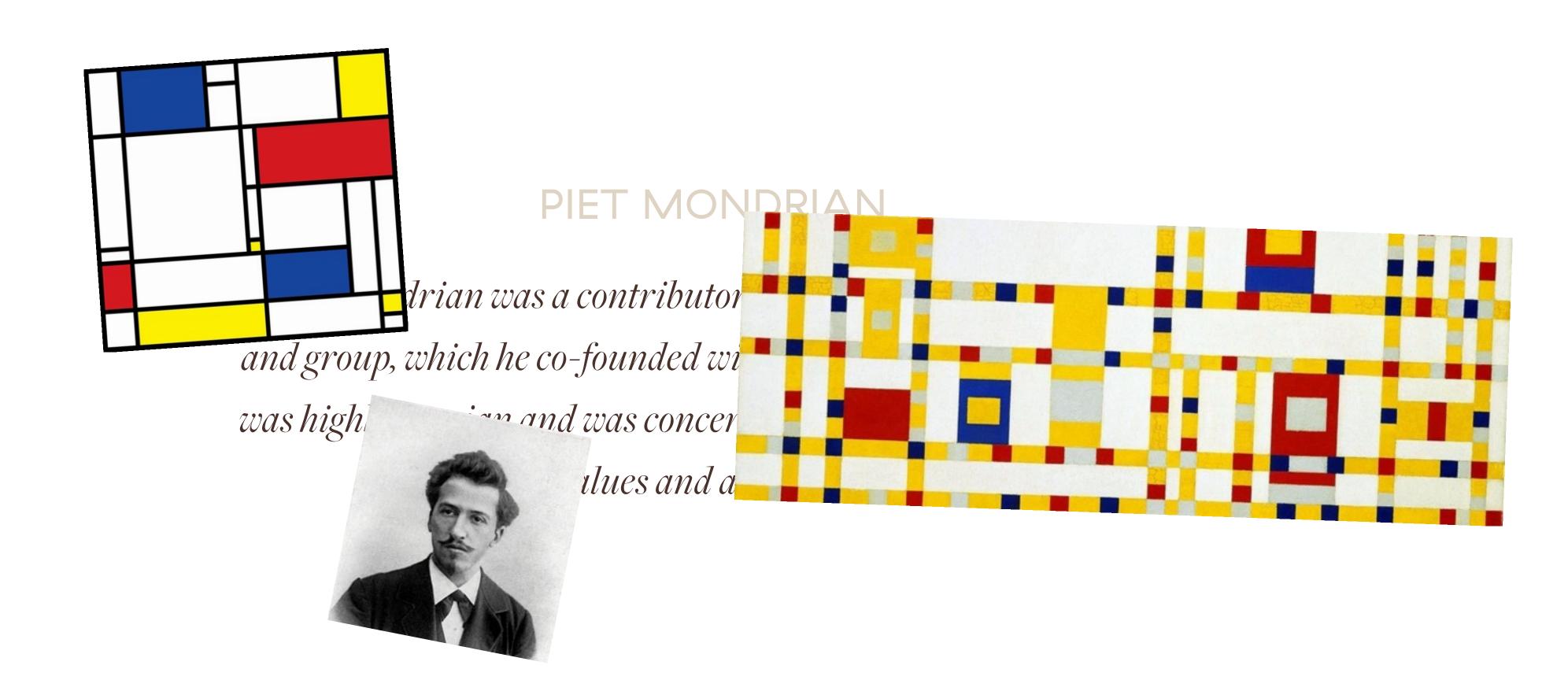
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To sum up...



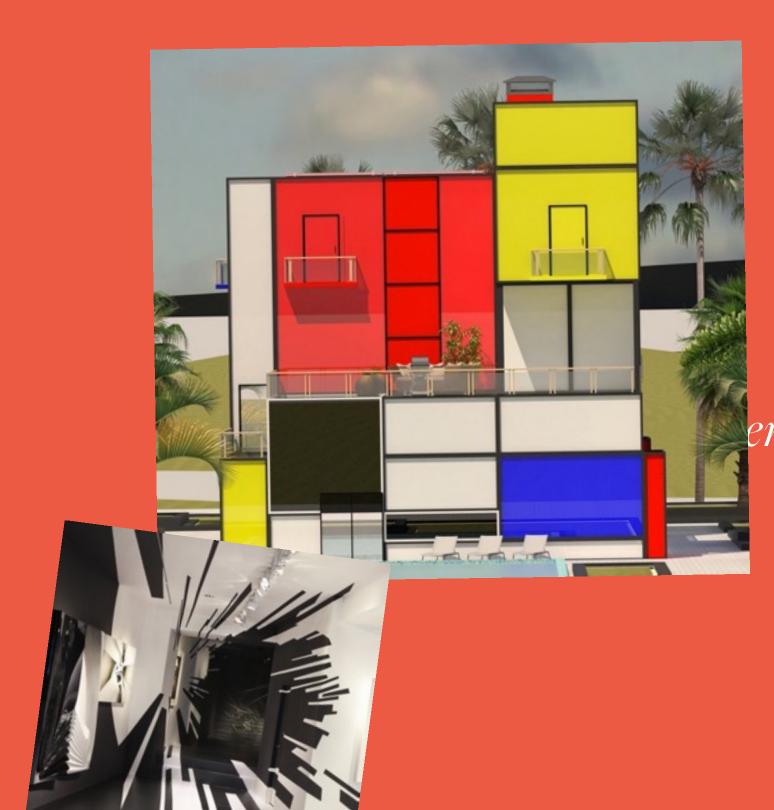
Although the Russian Suprematism and the Dutch De Stijl
movements were apparently completely isolated from one
another, both movements had a common quest for a pure art
visual relationship which has remained a major influence for the
visual disciplines thought the twentieth century.



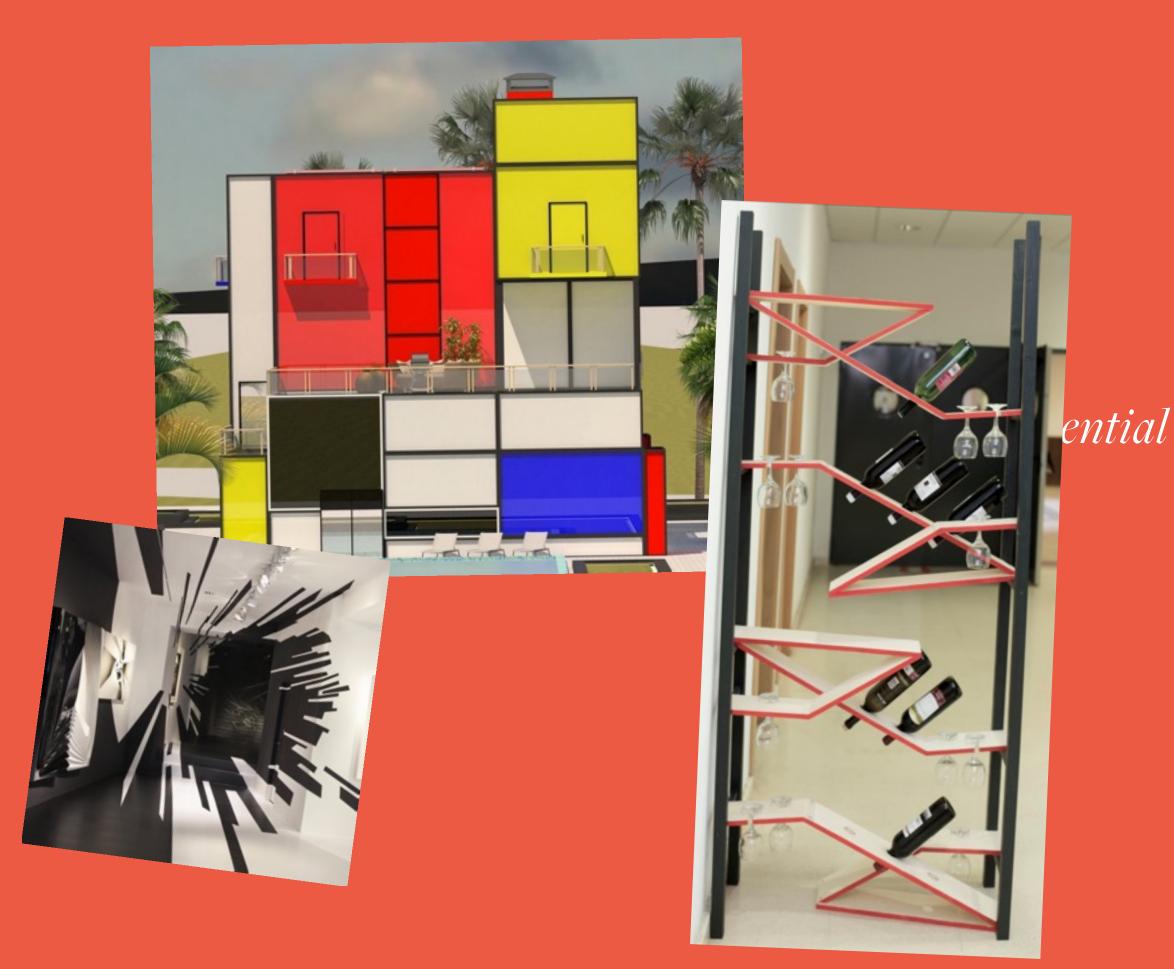
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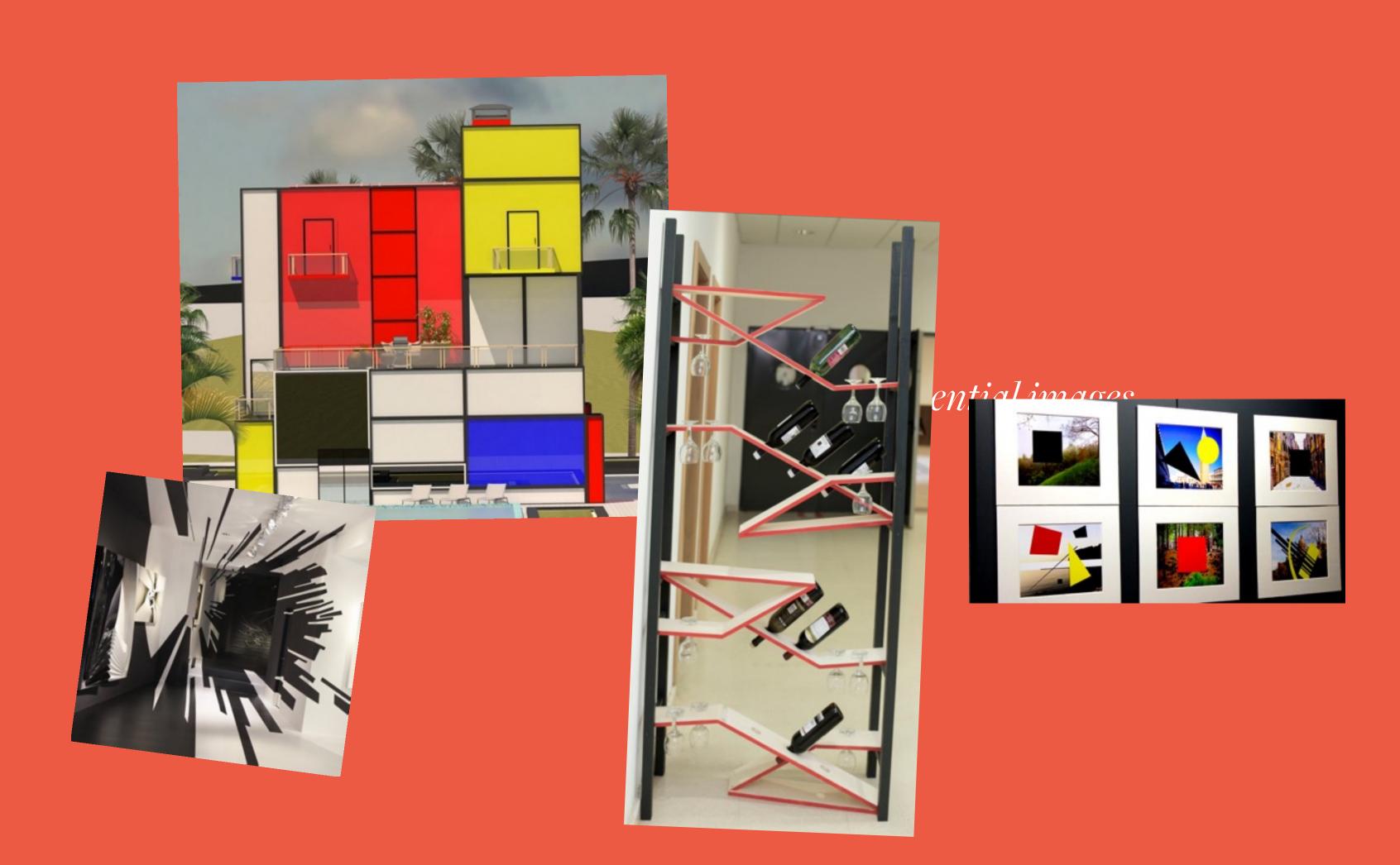
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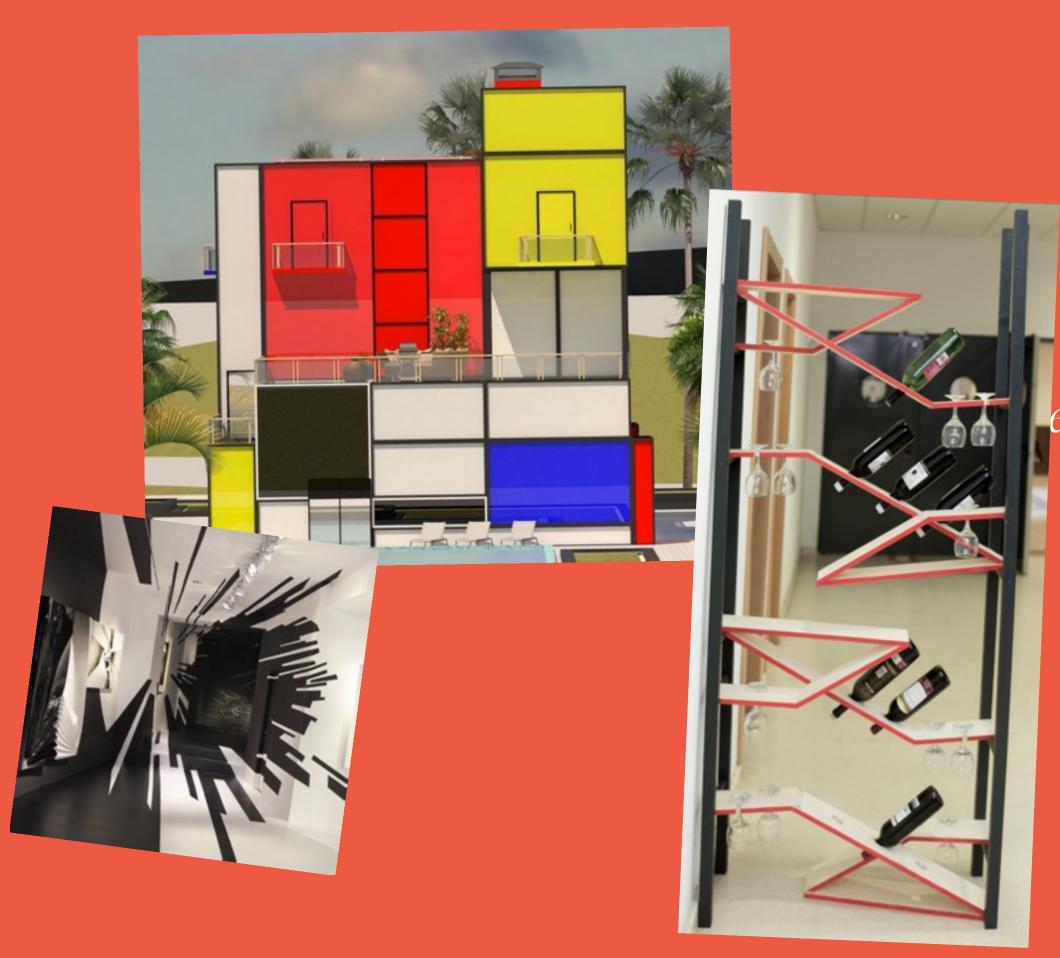


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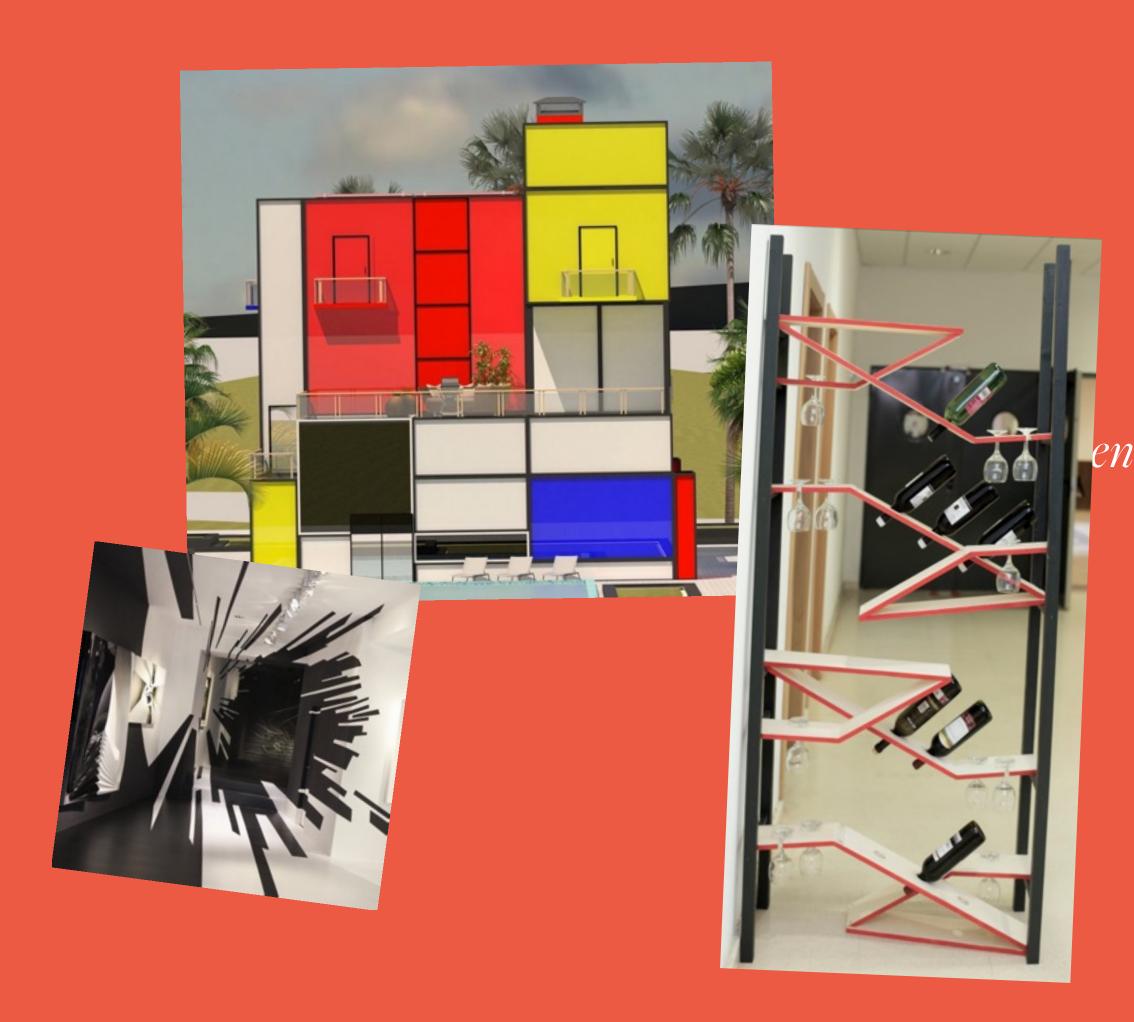


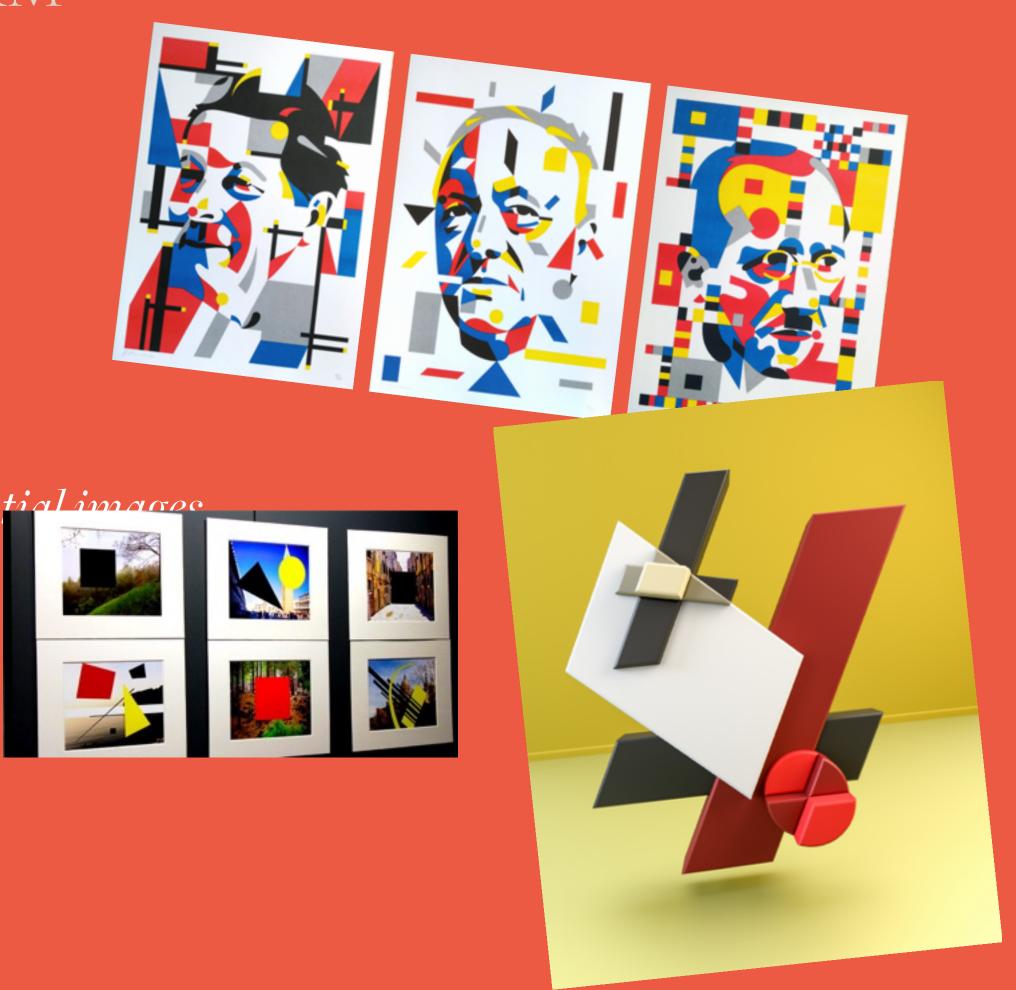














CHERYN LIAVV SEE HUI QIN AMANDA YONG









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THANK YOU

