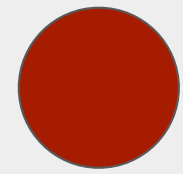


A New Language of Form

Aster Lau
Nicholas Boay



What Is A New Language Of Form?

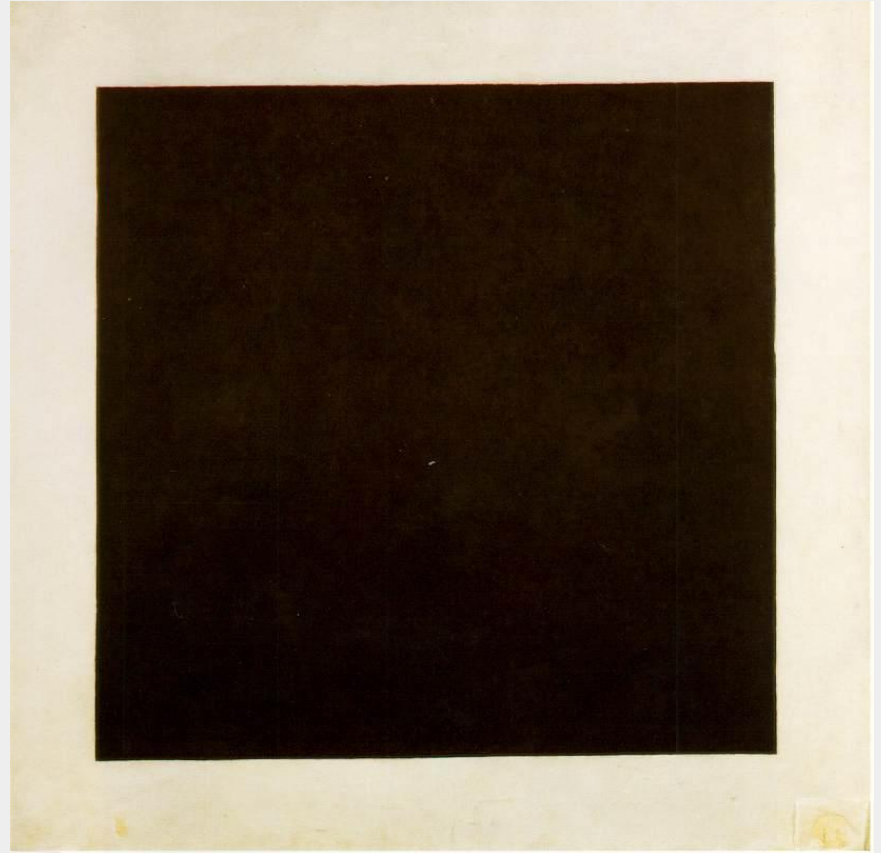
Old/Traditional Art



Abstract Art “New Art”



Even More Abstract



Artists Develop A New Way
Of Seeing Things

How & Why?



Cubism



Futurism

Suprematism

Suprematism

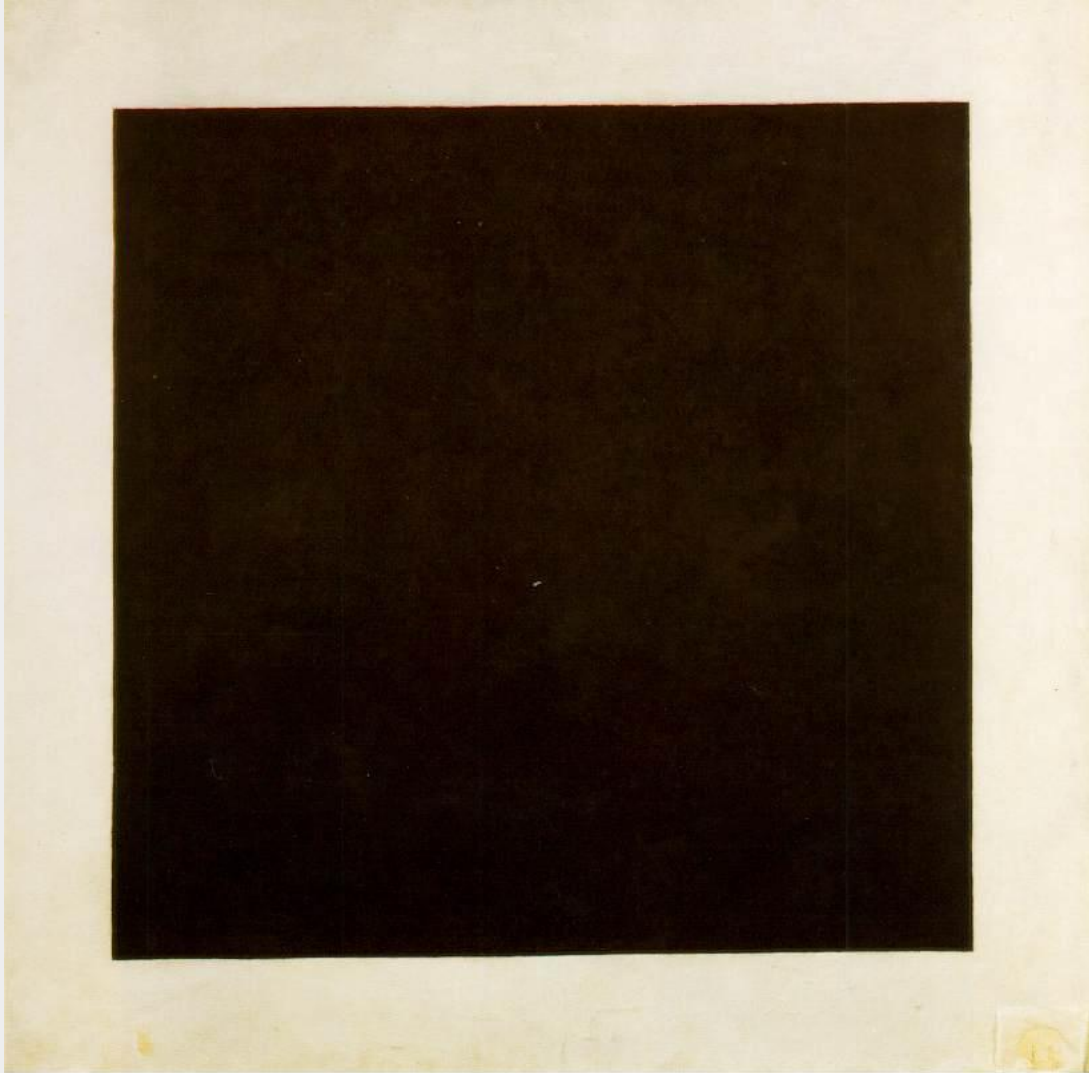
Non Objective Art , devoids of all meaning and representation.

Using basic geometry to convey 'feelings'

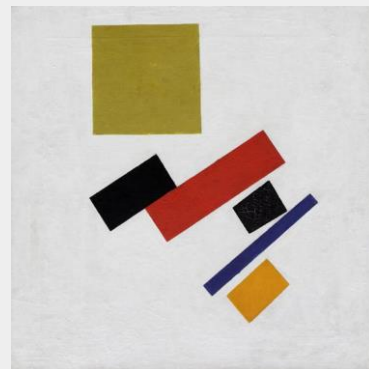
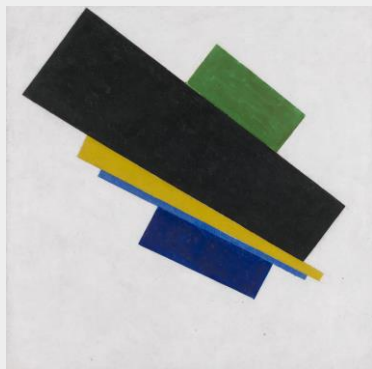
Viewers give meaning to the artwork

Cubism - Futurism - Suprematism

El Lizzizky : 'proun'



Works



Russian Constructivism

What is Russian Constructivism?

- Russian Revolution
- Philosophy:
Can be in any art style or
movement
- c. 1913 - 1930



Monument to the
Third International

Vladimir Tatlin
1919-1920

Style

Flat symbolic colours

Extensive white space

Photography and photo montage

Abstract, geometrical elements

Sans serif fonts

Thought

Derived from 'construction' of materials
(to make abstract art pieces)

Serves a social purpose beyond aesthetics



Books

Alexander Rodchenko
Gouache over photograph on paper
1925



Advertising Poster for pacifiers

Alexander Rodchenko
Stencil
1923

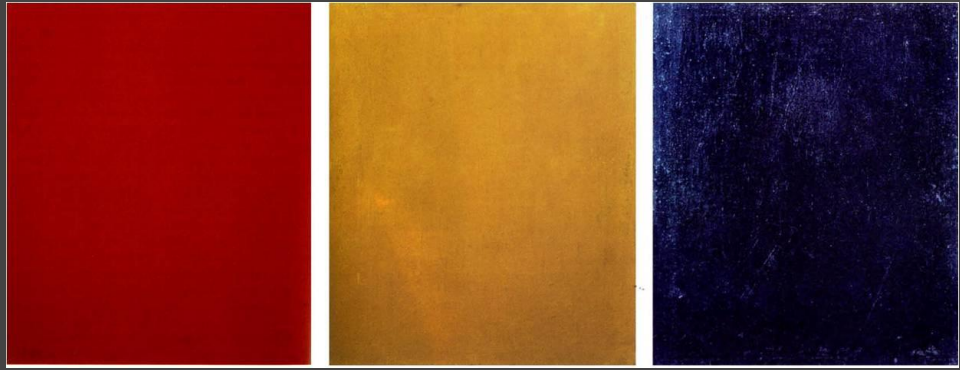


Monument to the Third International

Vladimir Tatlin
1919-1920

What did it do to us?

- De Stijl: Influenced by Malevich and Russian Constructivism



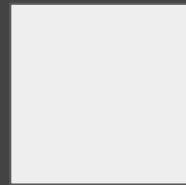
- Graphic Design today:
Photomontages and photographic elements, bold typography, abstract design

De Stijl

Also: Neo-plasticism

De Stijl

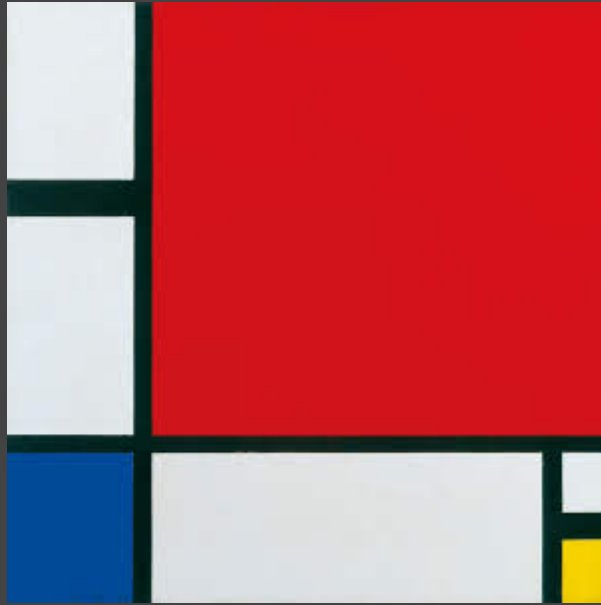
- “The Style” - Dutch Artistic Movement (1917 - 1961)
- Visual Elements: Cubism & Suprematism
Anti-Art Sentiments: Dada (& Russian Constructivism)
- Focuses on the essential elements of representation



De Stijl is the name of a journal
published by
a circle of Dutch abstract artists.

Pioneers of De Stijl:

- Theo van Doesburg
 - Piet Mondrian



Composition II in
Red, Blue, and Yellow

Painting by Piet Mondrian, 1930

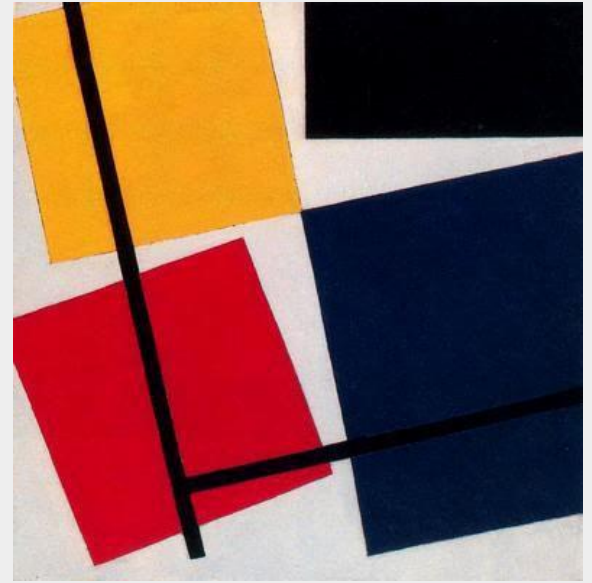


Red and Blue Chair

Chair designed by Gerrit Rietveld,
1917

De Stijl's Influence

- Modern art and Abstract Art:
Simplified visual compositions
- Bauhaus Movement:
Product and architecture design
and ideology
- Elementarism:
Variation of De Stijl

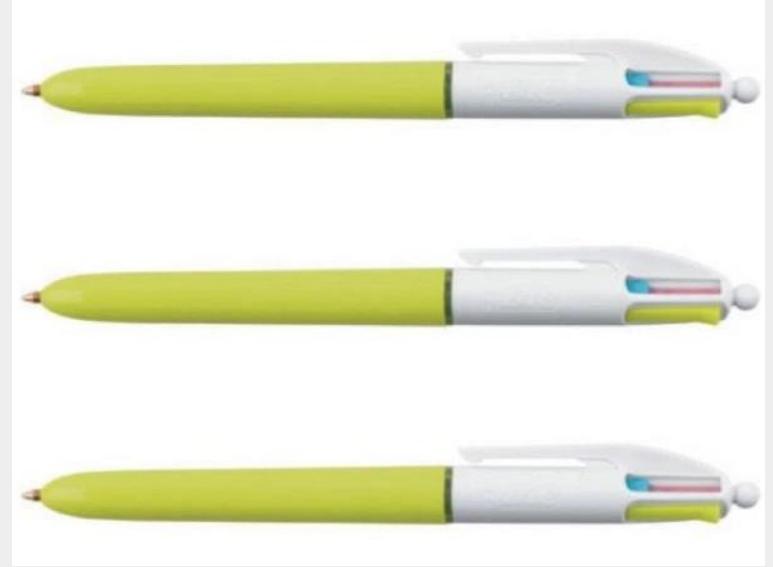


Simultaneous Counter-
Composition

Theo van Doesburg
1929-1930



Prada Fall/Winter 2011
Runway Collection, Milan.



Bic's 40th Anniversary
Limited Edition
4 Colors Pen Set

Everything comes together!

Retracing our roots, building on them.

Significance, purpose and message.

Free expression.

Thank you! :D

References

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- The influence of Russian Constructivism in the graphic arts:
http://artandthis.typepad.com/art_and_this/2009/06/mark-danceys-graphics-and-russian-constructivism-.html
- Rodchenko's Designs:
https://learn2design.files.wordpress.com/2012/09/rodchenko_design.pdf
- Piet Mondrian: <https://www.britannica.com/biography/Piet-Mondrian>
- Elementarism: <http://www.visual-arts-cork.com/history-of-art/elementarism.htm>

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- Neo-plasticism: <http://www.tate.org.uk/art/art-terms/n/neo-plasticism>
- The most important art movement you've never heard of: <http://www.telegraph.co.uk/travel/destinations/europe/netherlands/article/s/de-stijl-the-most-important-art-movement-you-have-not-heard-of/>
- A brief visual history of the utopian De Stijl movement: <https://99designs.com.sg/blog/creative-inspiration/know-your-design-history-the-utopian-de-stijl-movement/>
- 100 Years of De Stijl: <https://www.youtube.com/watch?v=ygiPcUKDdtM>
- Bauhaus Design School: <http://www.visual-arts-cork.com/history-of-art/bauhaus-design-school.htm>

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- [Benedetta Cappa - Velicita.jpg](#)
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- [220px-Supremus 55 \(Malevich, 1916\).jpg](#)
- [Suprematism 2.jpg](#)
- [T02319 9.jpg](#)
- [Suprematism-1916-1.jpg](#)
- [806L15006 869PX.jpg](#)
- [http://radicalart.info/nothing/monochrome/MalevichRodchenko/malevitch/complex/Suprematism1915%5BFallingStac.jpg](#)

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