

ART DECO

1 9 1 0 - 1 9 4 0

• GEOMETRIC VOLUMES • STRAIGHT LINES • SYMMETRY

"ART DECO REFLECTED THE RECENT DECADES OF RAPID TECHNOLOGICAL ADVANCEMENT AND AN AESTHETIC APPRECIATION OF MECHANICAL PRODUCTION. ART DECO FOSTERED COLLABORATION BETWEEN THE ARTS AND INDUSTRY."



1931
EMPIRE STATE
BUILDING



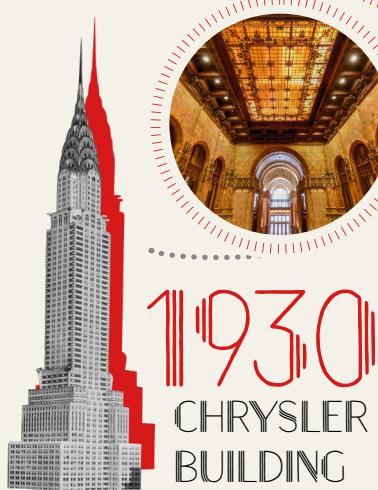
1930s
STREAMLINE
MODERNE



Raymond Loewy
STREAMLINE DESIGN

NEW YORK

LAVISH INTERIORS
FEATURING RARE &
EXPENSIVE MATERIALS AND
EXQUISITE CRAFTSMANSHIP

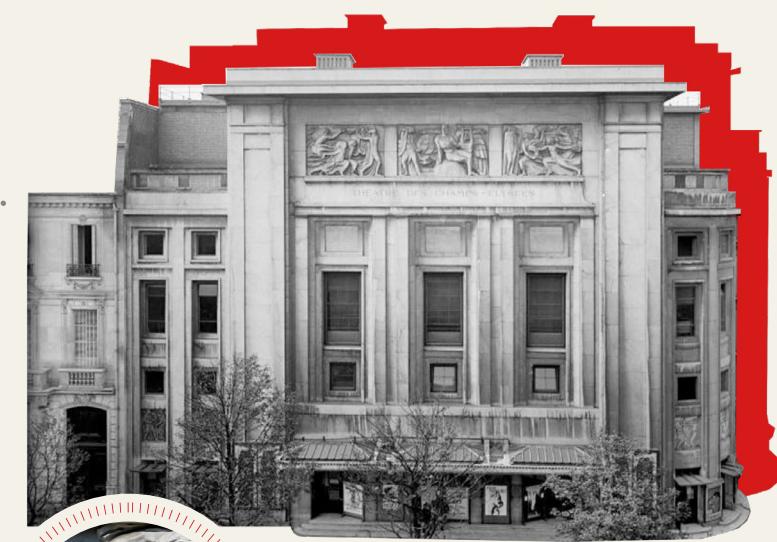
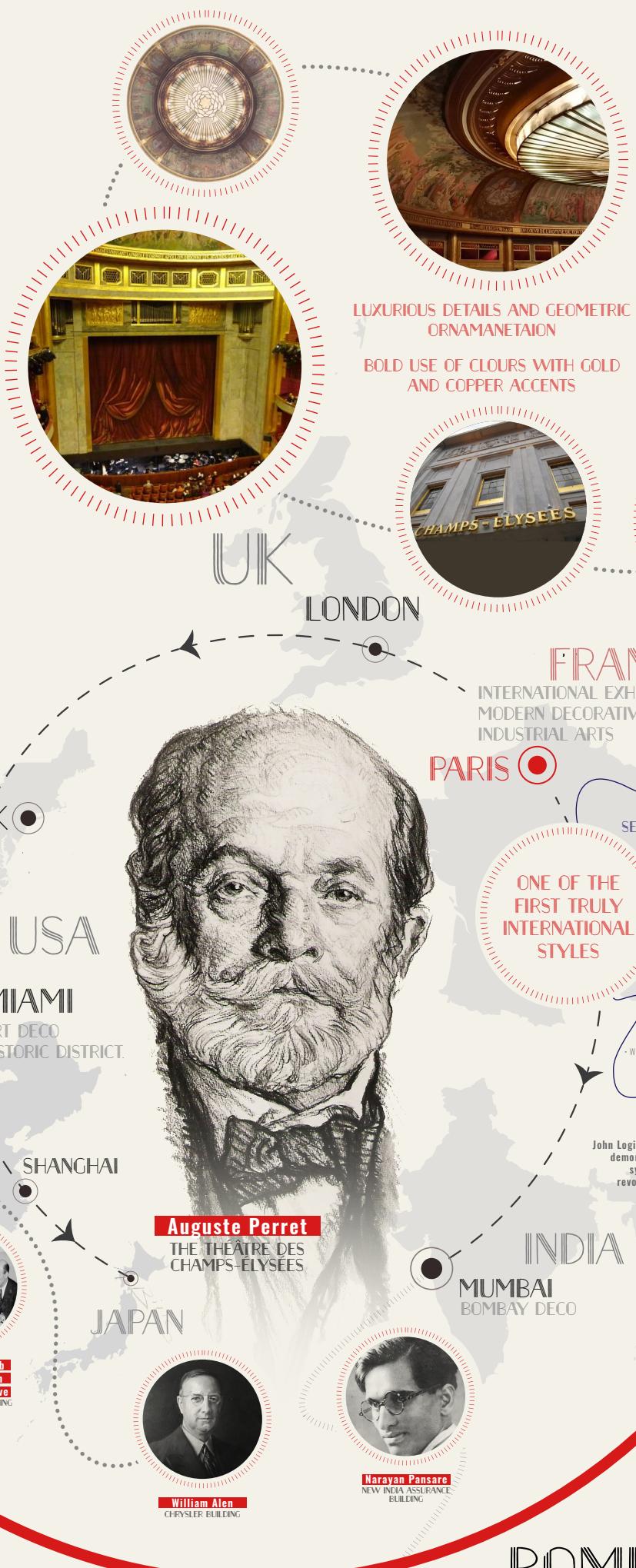


1930
CHRYSLER
BUILDING

TROPICAL DECO
LATE 1930s

Art Deco takes on new forms depending on the region. In Miami, the Art Deco buildings are extremely vibrant, featuring brilliant shades of pastels, shorter heights, and more organic shapes. This reflects the laid-back beach town culture and maritime connections. Though there are plenty of similarities, the Art Deco architecture and design in Miami is different enough to earn its own name: Tropical Deco.

Miami Beach building boom came during the second phase of art deco known as 'Streamlined Moderne'. It began with stock market crash and ended with the outbreak of world war II. It was less decorative- a more sober reflection of the great depression.



1910

THE THÉÂTRE DES
CHAMPS-ÉLYSÉES



FRANCE

INTERNATIONAL EXHIBITION OF
MODERN DECORATIVE AND
INDUSTRIAL ARTS

PARIS

1914
PASSENGER
SERVICE AIRLINES
TOOK OFF

1919
FIRST CLEAR
TRANSMISSION OF
HUMAN SPEECH,
Communication Increases

1926
INVENTION OF
FIRST TELEVISION

John Logie Baird gives the first public demonstration of a true television system in London, launching a revolution in communication and entertainment.

Communication Increases
- The radio goes into mass production
- More reliable telephone lines
- People could communicate more freely
- News could be disseminated more freely
- World becomes smaller / ideas & culture are passed

1925
INTERNATIONAL EXHIBITION
OF MODERN DECORATIVE
AND INDUSTRIAL ARTS

1929

THE INDIAN INSTITUTE
OF ARCHITECTS



BOMBAY
DECO

1930s
EARLY

Mumbai has the world's second-largest collection of Art Deco structures, after Miami. Guided by their desire to emulate the west, the Indian architects were fascinated by the industrial modernity that Art Deco offered. The western elites were the first to experiment with the technologically advanced facets of Art Deco, and architects began the process of transformation by the early 1930s.

