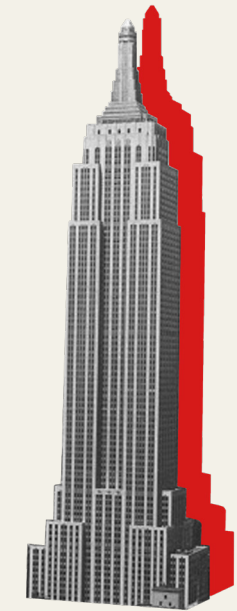


ART DECO

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

USA

MIAMI
ART DECO
HISTORIC DISTRICT



1932
THE GREAT
DEPRESSION
EFFECTS



Albert Amis
TROPICAL DECO



William F. Lamb
Arthur Harmon
Richmond Shreve
EMPIRE STATE BUILDING

SHANGHAI

JAPAN

Auguste Perret
THE THÉÂTRE DES
CHAMPS-ÉLYSÉES



William Allen
CHRYSLER BUILDING



Narayan Pansare
NEW INDIA ASSURANCE
BUILDING

INDIA
MUMBAI
BOMBAY DECO

FRANCE

INTERNATIONAL EXHIBITION OF
MODERN DECORATIVE AND
INDUSTRIAL ARTS

ONE OF THE
FIRST TRULY
INTERNATIONAL
STYLES

1914
PASSENGER
SERVICE AIRLINES
TOOK OFF



1919
FIRST CLEAR
TRANSMISSION OF
HUMAN SPEECH,
Communication Increases
• The radio goes into mass production
• Most households had radios & telephones
• News could be disseminated more freely
• World becomes smaller / Ideas & culture are passed

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.

1925

INTERNATIONAL EXHIBITION
OF MODERN DECORATIVE
AND INDUSTRIAL ARTS

1929

THE INDIAN INSTITUTE
OF ARCHITECTS



1910

THE THÉÂTRE DES
CHAMPS-ÉLYSÉES



LUXURIOUS DETAILS AND GEOMETRIC ORNAMENTATION

BOLD USE OF COLORS WITH GOLD AND COPPER ACCENTS



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.



BOMBAY DECO

EARLY 1930s

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.

