

Neo-Classicism
Art Nouveau Architecture
Beaux Arts Architecture
Neo-Gothic Architecture
Art Deco Architecture

NEO-CLASSICISM

Influencing conditions

Location: France, Italy, England

Geography: Central Europe

Materials: stone, brick, wood

Climate: varies depending on country

Time: 1760-1860

Concurrent events:

- 1763: Treaty of Paris gives Canada to Britain.
- 1768: Watt's steam engine completed
- 1776: United States declares independence
- 1776 Book: Adam Smith's "Wealth of Nations"
- 1789 French Revolution
- 1806 Holy Roman Empire comes to an end
- 1859 Book: Darwin's "Origin of the Species"

Social conditions:

- Disintegration of Renaissance, Baroque, Rococo system of social, political, religious way of life
- Political revolution
- Industrial revolution
- Religious and philosophical revolutions
- Industrial change produced slums, more products, generalization of taste and fashion, more secular way of life
- Adam Smith philosophy encourage exploitation of labor and universal education

Religious conditions: Glorious Revolution gave religious tolerance to all

Needs:

New Building types:

- Factories, warehouses, rail stations, bridges
- Commercial: banks, stores, markets, offices
- Public: justice, parks, government, hospitals, hotels, resorts, libraries
- Mass housing becomes a new pre-occupation

Forms:

New aesthetic **philosophy in the picturesque style**. Style incorporates the sublime, the picturesque and associatism

- Sublime: subjective reaction to aesthetic stimuli
- Picturesque – aesthetic ideal, pictorial representation
- Associatism: associating rejuvenated styles with historical references

These three items become more explicit, even forming a part of the building program

Expression:

- Rome becomes the emotional center of Neo-Classicism
- Paris becomes the cerebral center
- Picturesque style produced compositional assemblies, as opposed to the typical symmetrical buildings previously constructed
- The study and categorization of architecture leads to a greater awareness of the past.

- keen interest in ideas of Renaissance architect Andrea Palladio inspired a return of classical shapes in Europe, Great Britain and the United States.
- buildings were proportioned according to the classical orders with details borrowed from ancient Greece and Rome.

European architects were turning away from elaborate Baroque and Rococo styles in favor of restrained Neoclassical approaches. Orderly, symmetrical Neoclassical architecture reflected the intellectual awakening among the middle and upper classes in Europe during the period historians often call the Enlightenment. Ornate Baroque and Rococo styles fell out of favor as architects for a growing middle class reacted to and rejected the opulence of the ruling class. French and American revolutions returned design to Classical ideals—including equality and democracy—emblematic of the civilizations of ancient Greece and Rome. A keen interest in ideas of Renaissance architect Andrea Palladio inspired a return of Classical shapes in Europe, Great Britain, and the United States. These buildings were proportioned according to the classical orders with details borrowed from ancient Greece and Rome.

In the late 1700s and early 1800s, the newly-formed United States drew upon Classical ideals to construct grand government buildings and an array of smaller, private homes.



Art Nouveau Architecture

1890 to 1914 AD

- known as the New Style
- first expressed in fabrics and graphic design, the style spread to architecture and furniture in the 1890s.
- buildings often have asymmetrical shapes, arches and decorative surfaces with curved, plant-like designs.

Known as the New Style in France, **Art Nouveau** was first expressed in fabrics and graphic design. The style spread to architecture and furniture in the 1890s as a revolt against industrialization turned people's attention to the natural forms and personal craftsmanship of the Arts and Crafts Movement. Art Nouveau buildings often have asymmetrical shapes, arches, and decorative Japanese-like surfaces with curved, plant-like designs and mosaics. The period is often confused with Art Deco, which has an entirely different visual look and philosophical origin.

Note that the name Art Nouveau is French, but the philosophy—to some extent spread by the ideas of William Morris and the writings of John Ruskin—gave rise to similar movements throughout Europe. In Germany it was called Jugendstil; in Austria it was Sezessionsstil; in Spain it was Modernismo, which predicts or event begins the modern era. **The works of Spanish architect Antoni Gaudí (1852–1926) are said to be influenced by Art Nouveau** or Modernismo, and Gaudi is often called one of the first modernist architects.



Beaux Arts Architecture

1895 to 1925 AD

- also known as Beaux Arts Classicism, Academic Classicism, or Classical Revival,
- architecture is characterized by order, symmetry, formal design, grandiosity, and elaborate ornamentation.

Combining **classical Greek and Roman architecture** with **Renaissance ideas**, Beaux Arts architecture was a favored style for grand public buildings and opulent mansions.



Neo-Gothic Architecture

1905 to 1930 AD

- Gothic ideas were applied to modern buildings
- Gargoyles, arched windows, and other medieval details ornamented soaring skyscrapers.

In the early 20th century, medieval Gothic ideas were applied to modern buildings, both private homes and the new type of architecture called skyscrapers.

Gothic Revival was a Victorian style inspired by Gothic cathedrals and other medieval architecture. Gothic Revival home design began in the United Kingdom in the 1700s when Sir Horace Walpole decided to remodel his home, Strawberry Hill. In the early 20th century, Gothic Revival ideas were applied to modern skyscrapers, which are often called Neo-Gothic. Neo-Gothic skyscrapers often have strong vertical lines and a sense of great height; arched and pointed windows with decorative tracery; gargoyles and other medieval carvings; and pinnacles.

The 1924 Chicago Tribune Tower is a good example of Neo-Gothic architecture. The architects Raymond Hood and John Howells were selected over many other architects to design the building. Their Neo-Gothic design may have appealed to the judges because it reflected a conservative (some critics said "regressive") approach. The facade of the Tribune Tower is studded with rocks collected from great buildings around the world. Other Neo-Gothic buildings include the Cass Gilbert design for the Woolworth Building in New York City.



Art Deco Architecture

1925 to 1937 AD

- Zigzag patterns and vertical lines create dramatic effect on jazz-age
- many Art Deco motifs were inspired by the architecture of ancient Egypt.

With their sleek forms and ziggurat designs, Art Deco architecture embraced both the machine age and ancient times. Zigzag patterns and vertical lines create dramatic effect on jazz-age, Art Deco buildings. Interestingly, many Art Deco motifs were inspired by the architecture of ancient Egypt.

The Art Deco style evolved from many sources. The austere shapes of the modernist Bauhaus School and streamlined styling of modern technology combined with patterns and icons taken from the Far East, classical Greece and Rome, Africa, ancient Egypt and the Middle East, India, and Mayan and Aztec cultures.

Art Deco buildings have many of these features: cubic forms; ziggurat, terraced pyramid shapes with each story smaller than the one below it; complex groupings of rectangles or trapezoids; bands of color; zigzag designs like lightning bolts; strong sense of line; and the illusion of pillars.

By the 1930s, Art Deco evolved into a more simplified style known as Streamlined Moderne, or Art Moderne. The emphasis was on sleek, curving forms and long horizontal lines. These buildings did not feature zigzag or colorful designs found on earlier Art Deco architecture.

Some of the most famous art deco buildings have become tourist destinations in New York City—the Empire State Building and Radio City Music Hall may be the most famous. The 1930 Chrysler Building in New York City was one of the first buildings composed of stainless steel over a large exposed surface. The architect, William Van Alen, drew inspiration from machine technology for the ornamental details on the Chrysler Building: There are eagle hood ornaments, hubcaps, and abstract images of cars.



Thank you.