

- •THE ART NOVEAU WISHED TO MODERNISE SOCIETY THROUGH ART
- •THROUGH AN INTEGRAL ART THAT TOUCHED THE WHOLE SOCIETY AND MOVED EACH SCIENCE OF LIFE. THEY THOUGHT IN AN INTEGRATED ART WHICH DOMINATED ALL THE TECHNOLOGIES AND OBJECTS OF HUMANS
- •THEY WISHED A MORE RATIONAL AND SCIENTIFIC SOCIETY AND REJECTED SOMEHOW THE PREVIOUS ART MOVEMENT OF ROMANTICISM WHICH IN CATALONIA WAS CALLED THE RENAIXENÇA (THE NEW REBIRTH) BUT REJECTED AS WELL THE MECHANISATION OF INDUSTRIALSIM IN FACT A PRECESSOR OF THAT MOVEMENT WAS THE BRITISH ARTS AND CRAFTS





Hector Guimard. "Porte Dauphine" Metro de París



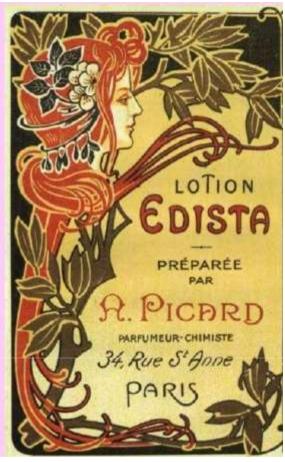
Disseny de paper pintat. William Morris. 1884



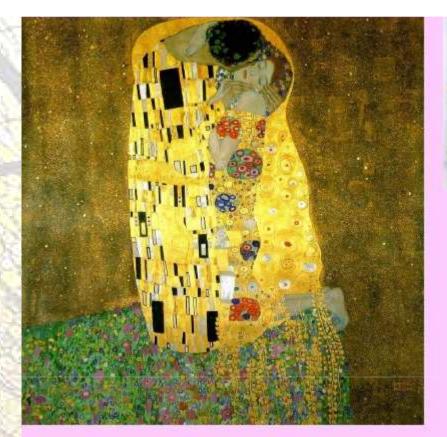


Hector Guimard - Escuts de l'estació Port-Royal 1900 (París)





- •IT GREW AGAINST BUT THANKS TO THE NEW URBAN UPPER CLASS BECAUSE OF THE INDUSTRIAL REVOLUTION. THE ARTISTS WHERE MAINLY SONS OF THIS SOCIAL CLASS BUT FORMALLY REJECTED THEIR INFLUENCE OR LIFE STYLE
- •EUROPE IS IN A GENERAL CHANGE DUE TO ITS IMPERIALISM, INDUSTRIAL REVOLUTION AND THE BIRTH OF THE NEW PROLETARIAN OR WORKING CLASS, SO THE NEW YOUNG ARTISTS ARE AGAINST THEIR MATERIALIST FATHERS.



El petó. Gustave Klimt (1862-1918)

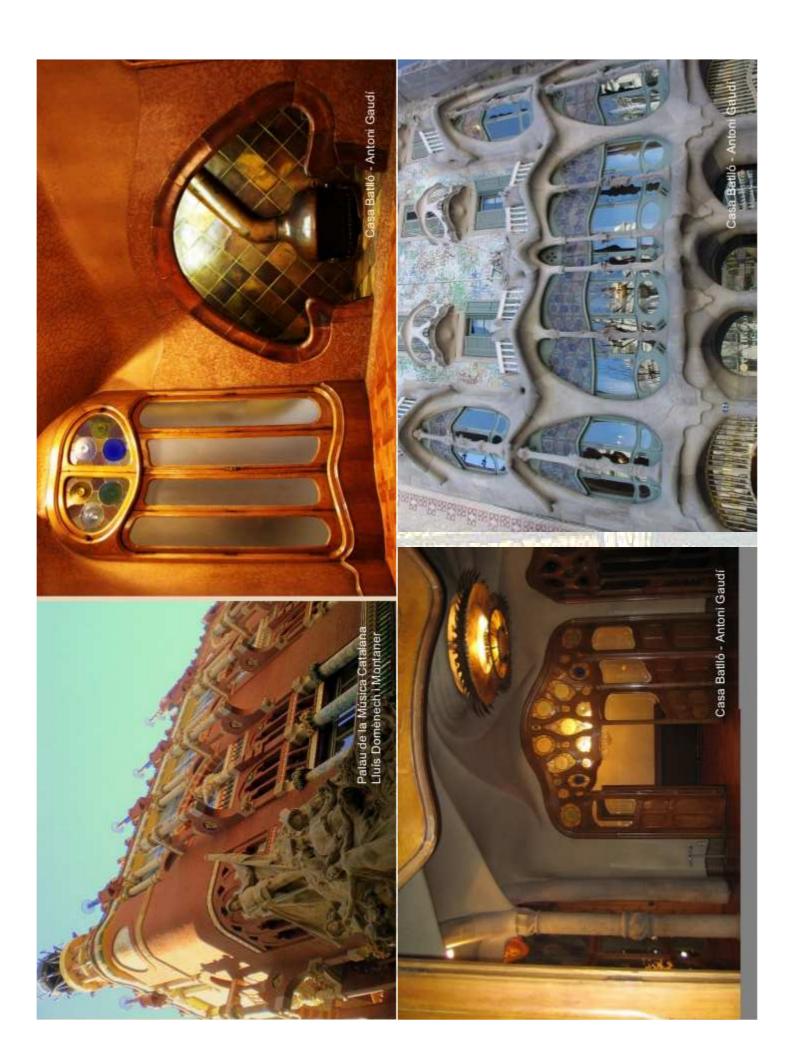


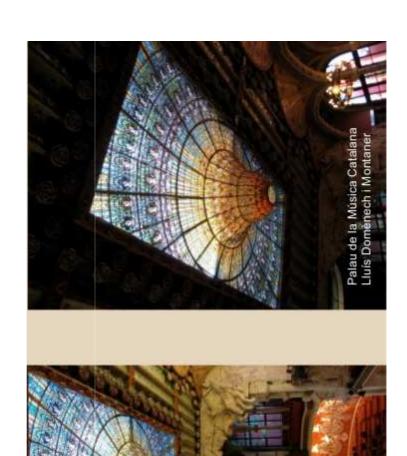
HENRI van de VELDE: Mobiliari



Vitrall del Palau de la

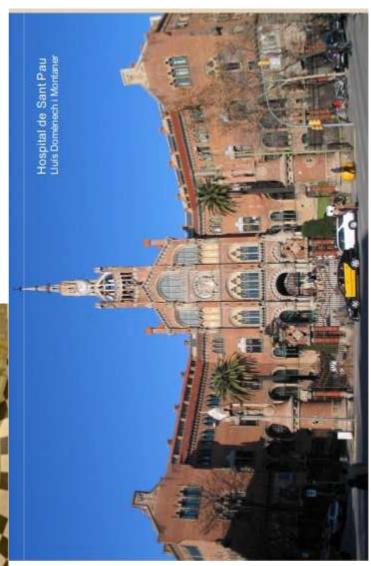
•IN GENERAL THE ART NOVEAU REJECTED THE PREVIOUS ACADEMIC STYLE, IN CATALONIA THIS MEAN TO ABANDON THE RECTS AND REPLACE THEM WITH THE CURVES OF NATURE, LETS SEE.



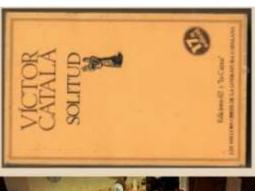












L'auca del senyor Esteve

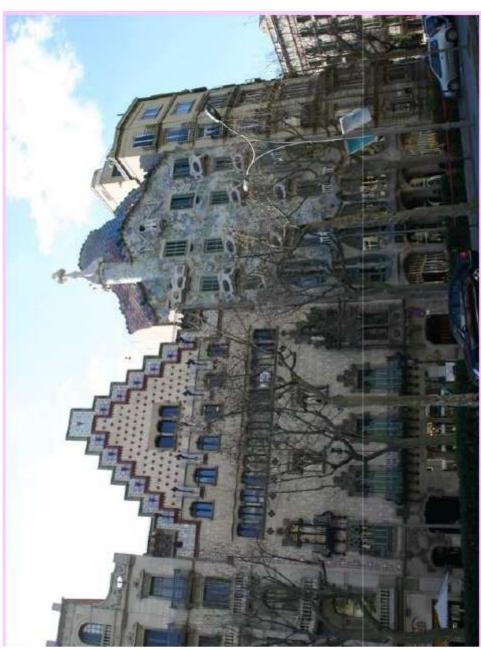


L'auca del Senyor Esteve amb ceràmica al carrer del Petritxol, Barcelona

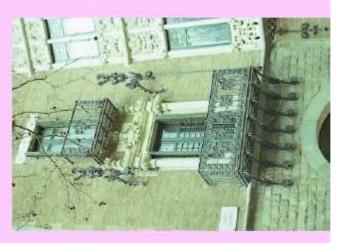








A la Casa Ametller (Barcelona) hi incorporà elements decoratius del gòtic català (1898-1900)







CASA DE LES PUNXES (1903-1905)