

ART NOUVEAU & ECOLOGY

HISTORICAL LAB – 19 NOVEMBER 2011

Palazzo Lombardia, Piazza Città di Lombardia n. 1, 20124 Milano

PRESS PACK



The **Réseau Art Nouveau Network** is a network of cities aiming to preserve, study and promote Art Nouveau at a European scale. The network develops a **fourth project** in the framework of the Culture 2007-2013 programme.

Created in 1999 under the leadership of the Brussels-Capital Region, the network has already received three successive European funds (1999; 2001-2004; 2005-2008). In 2010, the network obtained a new five-year fund for a project **entitled « Art Nouveau & Ecology »** (2010-2015) enlightening the main inspiration of Art Nouveau and its relation to ecology today.

Please find enclosed a press pack giving additional information about the Réseau Art Nouveau Network, our project, our organisation, its structure, partners and actions.

You can read this press pack online in our « press » section and we invite you to visit our website for any other additional information (downloadable photos and logos):

www.artnouveau-net.eu

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« ART NOUVEAU & ECOLOGY »

THE CONCEPT

Although Art Nouveau emerged more than a century ago in various European cities, it came back again at the centre of debates more than ever in recent years. The works of this long criticized movement are now not only recognized but also restored and preserved; and nature, as a main source of inspiration, decoration and structure of Art Nouveau, is a current concern, with sustainable development and environmental friendly materials...

The « Art Nouveau & Ecology » project seeks to highlight the relationship between the European Art Nouveau heritage and nature.

“Man will not move forward in the invention of beauty without imitating natural forms”. This sentence by John Ruskin (1849), whose theories will be used by the artists of Art Nouveau, illustrates the fundamental place of nature in the artistic life of the time: to immerse the modern man in the heart of nature is the original will at the end of the nineteenth century. Art nouveau responds by a constant reference to nature. This « intrusion » of nature has long seemed suspicious to the critics of Art Nouveau, who reduced the movement to a form of naturalism or mere imitation.

Art Nouveau manifested as a "total art", it includes a range of disciplines: architecture, decorative arts, applied arts, graphical arts, painting, handicrafts, glassware, woodworking, parquetry, jewellery, etc... These disciplines will be featured in the exhibition "Natures of Art Nouveau", which will analyze the place of nature in Art Nouveau detailing the various phases of construction, the natural material in the raw state (wood, glass, stone, etc.) to the final object.

Literature, the press and other writings of the period will also be discussed at the international symposium entitled "Perception of Art Nouveau" (Bruxelles-Brussel, December 2010) to enlighten the public on critical or crazes aroused by Art Nouveau from 1880 to today.

The project will also provide an opportunity to inculcate environmental values to children while making them discover European Art Nouveau through educational tools (educational books, online activities) relating to natural materials.

The steadily updated website www.artnouveau-net.eu continues to be the showcase of our network by having all our activities and Art Nouveau news (see "news", "agenda" sections) all over the world ("agenda" and "links" sections).

CITIES INVOLVED IN THE PROJET

Coordinator: Brussels-Capital Region

Villes coorganisatrices : Ålesund (NO), Aveiro (PT), Barcelona (ES), Bruxelles-Brussel (BE), Bad Nauheim (DE), Helsinki (FI), Ljubljana (SL), Nancy (FR), Regione Lombardia (IT), Rīga (LET), Terrassa (ES).

Partenaires associés : Glasgow (UK), La Chaux-de-Fonds (CH), La Habana (CU).

BUDGET

The project « Art Nouveau & Ecology » is co-financed by the European Union (49%) and partner institutions (51%), meaning a total budget of more than **4.000.000 euros** for five years.

PROJECT MAIN ACTIONS

- conducting a **travelling exhibition entitled « Natures of Art Nouveau »**, innovative by its touchable aspect and aimed at the general and visually impaired public, ideal to promote Art Nouveau amongst European publics through the circulation of works and to increase the policy of heritage awareness in all co-organising cities and beyond. Curator Teresa Montserrat-Sala works as a team with designer Antoni Garau, both of them coming from Barcelona. The exhibition will be opened in October 2013 in Helsinki ;

- a **series of five Historical Labs** on the topic of ecology and nature, one-day symposia allowing professionals and the general public to share their knowledge experience of Art Nouveau: in Terrassa ("The Art Nouveau Herbarium", 3 June 2010), Barcelona ("Tourism and the Preservation of Art Nouveau Heritage: a source for funding... a source of problems?", 4 June 2011) ; Milan ("Nature, Creativity and Production at the time of Art Nouveau, 19 November 2011), Aveiro (January 2013) ; Riga (September 2014) ;

- **the 10th anniversary of the Réseau Art Nouveau Network** celebrated in Brussels during a great international symposium about the «Perception of Art Nouveau» on 4 and 5 December 2010 (proceedings available on our website) ;

- the **multilateral exchanges**, working meetings to share experiences and training between co-organisers on the following topics:

- Listed buildings, preservation policies and financial support through the European Union (Brussels, December 2010)
- New technologies and social networks in the diffusion of heritage: challenges and opportunities (Barcelona, June 2011)

Two other multilateral exchanges will be planned in the framework of the project in Helsinki (2013) and Alesund (2014) ;

- **bilateral exchanges**, personalized trainings and « à la carte » visits between co-organisers allowing an effective circulation of European cultural actors and an optimization of meetings ;

- a **feasibility study** for an **exhibition of chairs** aimed at the visually impaired and general public, allowing the visitors to sit on copies of Art Nouveau chairs in order to understand the tactile aspect and the essence of the style ;

- **activity books** and **activities on line** to introduce the young public to Art Nouveau and ecology ;

- **an effective communication plan** (website, newsletter, press conference, leaflets, etc.) to promote our actions and our partner cities' heritage beyond the EU borders.

ACTIONS IN MILAN – NOVEMBER 2011

- plenary meeting of the Réseau Art Nouveau Network in the framework of the project Art Nouveau & Ecology

- general assembly of the Association Réseau Art Nouveau Network (asbl)

- optional meeting: project of exhibition dedicated to the visually impaired public

- **3^d historical lab, 19th of November 2011** at the Palazzo Regione Lombardia on the topic: « Nature, Creativity and Production at the time of Art Nouveau ». Various lectures will deal with general issues (Nature, Creativity and Production in the Art Nouveau architecture of Rijeka) and more specific subjects (Art Nouveau and orientalism, Gallileo Chini in Milan and in Lombardia).The programme is available on the website of the Réseau Art Nouveau Network and on the site www.cultura.regione.lombardia.it

- presentation leaflet of the Réseau Art Nouveau Network and project « Art Nouveau & Ecology »

- press conference

- Art Nouveau visit day in San Pellegrino Terme



Regione Lombardia

ART NOUVEAU IN LOMBARDY: THE REGION'S COMMITMENT AND ACTIONS

Milan, 19 November 2011

Over the years Regione Lombardia has promoted and developed various actions to **conserve and promote the Art Nouveau heritage** in the area, fully recognizing its value and importance.

AGREEMENTS – Some of the most significant actions are contained in the “**Magistri Comacini**” **Framework Agreement for Territorial Development (Accordo Quadro di Sviluppo Territoriale – AQST)** that Regione Lombardia promoted in 2005 in order to valorize the art history and local culture of the Lake Como area. Specifically, work was done to restore the **Villa Bernasconi at Cernobbio** and use it as a centre for the promotion of cultural activities. Privately owned examples of the Art Nouveau cultural heritage, such as the Villa Ciria and the Villa Poletti in Lanzo d’Intelvi, as well as the holiday homes in Brunate, were also rediscovered and showcased as part of the “Magistri Comacini” AQST.

Another major conservation project, likewise enabled through a Programme Agreement promoted by the Region, involved **San Pellegrino Terme (Bergamo)** and **renovation of the Casino and Grand Hotel**, considered two of the most important Lombard examples of the Art Nouveau style.

ITINERARIES – Most of the Art Nouveau heritage in Lombardy is represented by private property. Therefore, the Region has combined concrete actions to restore a number of buildings with **activities to promote awareness about the Art Nouveau style and its importance**, due also to the immense contribution that this artistic movement made towards embracing modernity. For example, a project has been set up to promote a cultural tourism itinerary that conceptually links Milan, Como and Varese to showcase the Art Nouveau heritage of these cities.

The 2010 call for proposals funded the **project of the Province of Varese entitled “Tra Liberty e letteratura sul sentiero 10”**. The itinerary winds its way across the province, going from the Villaggio Cagnola at Rasa di Varese through Comerio with Villa Tatti Talacchini, Varano Borghi with the Hotel Liberty, the lakefront of Laveno, the city of Varese and its many private and public villas, such as the Villa Panza, and then the cloister of Voltorre in Gavirate.

Numerous events, guided tours, workshops and activities for both children and adults have been staged at the various locations, with shows and weekends devoted to Art Nouveau music and knowledge about the movement’s architectural and artistic heritage.

VILLAGGIO CRESPI – Regione Lombardia has also focused on the Art Nouveau heritage of industrial architecture, as eloquently exemplified by the **Villaggio Crespi at Crespi d’Adda**, one of Lombardy’s UNESCO sites. Considered a treasure of industrial archaeology, it has been on the List of World Heritage Sites since 1995 as it is considered “an outstanding example of a workers’ village, the most complete and best conserved in Southern Europe”. In the same area, the **Taccani Hydroelectric Plant** at Trezzo sull’Adda is another noteworthy example.

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EUROPEAN NETWORK – For Regione Lombardia, valorizing the Art Nouveau heritage is significant also because it represents a powerful stimulus for cohesion with the other Member States of the European Union. This led to the decision to join the **Réseau Art Nouveau Network** from the time it was established in 1999 as part of a significant exchange with European partners, with the aim of implementing important valorization projects to be undertaken with the support of the European Union Culture Programme.

One of them is “**Art Nouveau & Ecology**”, a project the Network launched in 2010 envisaging numerous specific actions on this subject, including special educational activities for young people.

In addition to Regione Lombardia, the Network partners and participants in the “Art Nouveau & Ecology” are the **Brussels**-Capital Region; the Kulturkvartalet Foundation at Ålesund, **Norway**; the Aveiro Municipality in **Portugal**; the Bad Nauheim Jugendstil Association (Jugendstilverein) in **Germany**; the Municipal Institute of Urban Landscape and Quality of Life of **Barcelona**; the Horta Museum in Brussels; the **Helsinki** City Museum; the Urban Planning Institute of the Republic of **Slovenia** in Ljubljana; the Municipality of Nancy in **France**; the Municipality of Terrassa in **Spain**; and the Municipal Agency of Riga in **Latvia**. Also participating as associated partners or observers, without making an individual contribution, are the cities of Rijeka, Vienna and Budapest; the Glasgow School of Art, Scotland; the Municipality of La Chaux de Fonds, Switzerland; and the City of Havana, Cuba.

(Lombardia Notizie)

The project «Art Nouveau & Ecology » of the Réseau Art Nouveau Network is supported by the Culture 2007-2013 programme of the European Union.



RESEAU ART NOUVEAU NETWORK GENERAL PRESENTATION

In 1999, following an idea mooted by the Brussels-Capital Region Direction of Monuments and Sites, a large group of institutions from various European cities with a rich Art Nouveau heritage decided to come together to form an initial European co-operation network.

Enterprise and commitment are the network's chief hallmarks; as well as rigorously scientific approach, it aims to keep professionals informed and to make the general public aware of the cultural significance and European dimension of this heritage on our very doorstep.

Since it was created, the Network realized a number of actions: exhibitions, publications, colloquia and educational tools.

You will find additional information about our activities on our website www.artnouveau-net.eu, from which you can subscribe to our newsletter and download some of our publications and the proceedings of our colloquia. You will also find the actions of the network, information on our partner cities, Art Nouveau links and events all around the world. Professionals and students can use our scientific tools, as well as our research database listing Art Nouveau related theses and a list of documentation centres. Last but not least, our educational tools allow children to read our activity books on line, and the teachers to help the pupils discovering Art Nouveau with our activity sheets on line.

More than successive European projects, the Réseau Art Nouveau Network obtained the status of association in 2007 (under the Belgian law).

Association (asbl) member cities: Ålesund (NO), Aveiro (PT), Bad Nauheim (DE), Barcelona (ES), Bruxelles-Brussel (BE), Budapest (HU), Darmstadt (DE), Glasgow (UK), Helsinki (FI), La Chaux-de-Fonds (CH), La Habana Vieja (CU), Ljubljana (SL), Nancy (FR), Palermo (IT), Provincia di Varese (IT), Regione Lombardia (IT), Rīga (LV), Rijeka (Croatie), Terrassa (ES), Varese (IT), Wien (AT).

PRESENT STRUCTURE OF THE NETWORK

BOARD OF ADMINISTRATION: **President:** Breda MIHELIC (Ljubljana)
Vice-president: Lluís BOSCH PASCUAL
Acting General secretary: Manoëlle WASSEIGE (Bruxelles-Brussel)
Treasurer: Daniela PROTTI (Regione Lombardia)
Member: Helen KENDRICK (Glasgow)

COORDINATION OFFICE (BRUSSELS): Elisabeth HORTH
Anne-Sophie RIFFAUD-BUFFAT

THE RESEAU ART NOUVEAU NETWORK FIGURES

22 member institutions

44 Art Nouveau specialists

16 countries – 13 being part of the European Union

17 cities

3 regions or provinces

12: the age of the network in 2011

4.019.797 €: overall budget of the “Art Nouveau & Ecology” project (2010-2015)

2.009.788 €: European Union financing in the “Art Nouveau & Ecology” project

2.010.009 €: participation of 12 co-organising institutions in the “Art Nouveau & Ecology” project

1.520.000 €: overall budget of the “Art Nouveau & Society” project (2005-2008)

2.000 €: annual fee of the Réseau Art Nouveau Network association members

4 grants by the European Union programme “Culture 2000” since 1999

More than 30.000 visitors per year on website www.artnouveau-net.eu

6 newsletters per year sent to more than 4000 contacts

8 publications downloadable in various languages

71 Art Nouveau related conferences on line

185 Art Nouveau related doctorate theses on line

Up to 500 Art Nouveau related links

THE NETWORK WEBSITE

The website www.artnouveau-net.eu is the main communication tool between the network and the general public who can discover a number of Art Nouveau events through our sections “agenda” and “news”. The website also allows students and professionals to access a research database listing 185 Art Nouveau related doctorate theses on line.

The website graphic was renewed in July 2011 and the website will soon be available in 11 languages: English, French, German, Italian, Catalan, Norwegian, Slovene, Finnish, Latvian, Dutch and Portuguese.



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ABOUT ART NOUVEAU

Art Nouveau came into being in 1893 when Victor Horta introduced iron and casting into the homes of the bourgeoisie in Brussels. These industrial materials enabled him to breathe space into home interiors, allowing air and light to circulate. By choosing to decorate with abstract curves he was able to express the malleable nature of metal, whose varied composition provided the decorative theme of mural paintings and mosaics. He thus created a teeming universe where lines expressed vitality, the power of plant growth.

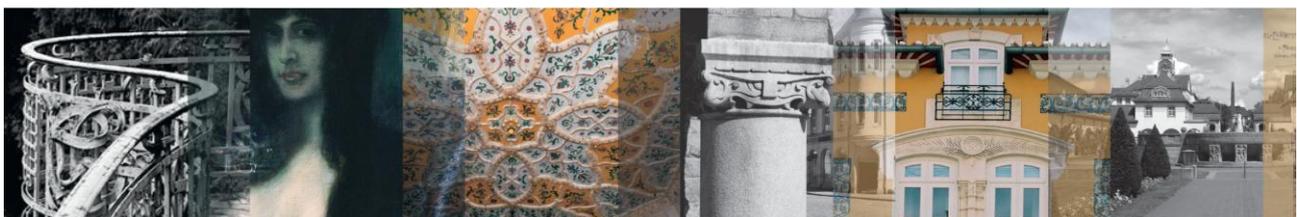
Nature was one of the fundamental sources of the new style: theoreticians such as Eugène Grasset in his work "La plante et ses applications ornementales" showed how motifs borrowed from nature could be used in a logical way. The rediscovery of Japanese art in the latter 19th Century led to a new perspective that would wonder at the beauty of a wave, a kimono motif or the curve of a courtesan's neck. The fluidity of lines, asymmetrical compositions without geometric perspective and delicate shades of colour created a new ornamental vocabulary, freeing itself from historicism, from the grand "carnival of styles" which prevailed for a large part of the 19th Century.

The languishing and mysterious image of the female which haunted the pre-Raphaelites became a decorative theme adopted in advertising (Mucha's posters) before appearing in architecture and the decorative arts in the same way as plants or abstract lines. Art Nouveau has two faces: that of a style appropriate to new ways of life (lighting, hygiene, transport) and that of a quest to embellish daily life (artists trained in the traditional fine arts devoting themselves to the applied arts). The creators pondered the lasting nature of craft production methods as well as the need to provide industry with models of high quality in order to raise the esthetical level of mass production.

Traditional products created by William Morris and Arts and Crafts were costly and only accessible to the well-heeled. In Weimar or Darmstadt, creators of Art Nouveau such as Henry Van de Velde or Josef-Maria Olbrich were employed to revitalise the local industries and increase the prosperity of the states that employed them. In Vienna, the Viennese Workshops were wholeheartedly committed to costly craft production in the belief that it was time for the bourgeoisie to play its part in artistic patronage. Art

Nouveau spread quickly throughout Europe thanks to photo-illustrated art magazines as well as international exhibitions. The name differed according to country, it was called "Modernisme" in Catalonia, "Jugendstil" in Germany, "Liberty" in Italy or "Secession" in Vienna or Prague. It was to develop more quickly in countries or regions which claimed greater cultural autonomy (such as Catalonia, Czechoslovakia and Finland) or those experiencing economic prosperity and distancing themselves from tastes dictated by capitals (Glasgow or Nancy). The whole of Europe was to adopt Art Nouveau to a greater or lesser extent because the style was able to cohabit with forms inherited from the past. It was more often dominant in new areas constructed to cope with increasing urbanisation at the end of the 19th Century (Riga or Barcelona). The fashion was to diminish from 1906, disappearing almost completely during the First World War.

Francoise Aubry, Curator of the Horta Museum, Bruxelles-Brussel



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Art Nouveau: A Quintessentially European Movement

Jugendstil, Modern Style, Glasgow Style, Secession, Nieuwe Kunst, Stile Liberty, Ecole de Nancy, Modernisme - these are all different facets of an essentially pan - European cultural phenomenon: Art Nouveau.

Emerging at the turn of the century, the Art Nouveau trend was driven by a particular set of aesthetic ideals and an enthusiasm for modernity, exploiting the possibilities offered by the industrial technologies and the new materials, and combining an aspiration to beauty with meticulous workmanship and a scrupulous eye for detail. The result was a wonderful concordance of architecture, furniture, and decoration.

An Endangered Heritage?

Having languished for decades in oblivion, Art Nouveau is once again in fashion and apparently well protected. But appearances can be deceptive: as well as the major examples of the movement's output, the importance of which is universally acknowledged, there are large numbers of remarkable creations that remain unknown to the public, enjoy scant protection, or have actually been destroyed. In addition, the tardiness with which protection measures are being implemented in certain countries is placing large numbers of important items associated with the movement in jeopardy.

SHORT HISTORY LINE OF THE RANN EUROPEAN PROJECTS

1. Launch phase (1999-2000)

Following an idea mooted by the Brussels Capital Region Department of Historic Sites and Monuments, a large group of institutions from various European cities with a rich Art Nouveau heritage decided to come together to form an initial European co-operation network.

During this first phase of the Network the structure of the cooperation between the member cities was established; responsibilities delegated during several plenary meetings, the website was created, the graphical identity was chosen, the image bank was launched, the publication 'Art Nouveau in Europe today – A general appraisal' was edited, the presentation kit was exhibited in different public spaces, etc.

Partner cities: Ålesund, Barcelona, Bruxelles-Brussel, Budapest, Glasgow, Helsinki, Ljubljana, Nancy, Palermo, Reus, Rīga, Terrassa, Wien and Ecole d'Avignon as technical partner.

2. Art Nouveau in Progress (2001-2004)

A key feature during this phase was the exhibition 'Art Nouveau in Progress' and its catalogues. It was created as a very different event from the large exhibitions, which have successfully celebrated the Art Nouveau movement over the last few years.

The aim of the exhibition is to explore the destiny of the Art Nouveau heritage in the thirteen cities and brings to light a number of examples of previously unknown projects: examples hitherto unseen or now disappeared, not acknowledged in their day or undergoing restoration. It also shows how the buildings have changed and been adapted to fit in our contemporary life one century later. The exhibition is presented successively in each of the partner cities, each host city featuring its own local extension of the event, showing current restoration projects for its Art Nouveau heritage.

During this second phase of the Network, colloquia were held in Wien (Oct. 2002) and Ålesund (Oct. 2004), both centered around the same theme as the exhibition (see Colloquia) and allowed researchers and European professionals to share their experiences and thoughts for the future.

Furthermore, an awareness campaign for the youth was launched 2003-2004 with four publications, a series of posters, guided tours for the schools and a very appreciated handbook for interactive visits- all of which are available on this website.

Partner cities: Ålesund, Barcelona, Bruxelles-Brussel, Glasgow, Helsinki, Ljubljana, Nancy, Provincia di Varese, Reus, Rīga, Terrassa, Wien and Ecole d'Avignon as technical partner.

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3. Art Nouveau & Society (2005-2008)

The main action of this phase is the production of the multimedia presentation mentioned above.

Under the title 'Art Nouveau & Society', the Network has conceived a pluri-annual programme of actions to be realized under three structures: Innovation Labs, Historical Labs and Exchange Platforms. **The core feature is a multimedia presentation entitled: 'Art Nouveau & Society'. The launch of this multimedia presentation took place in Bad Nauheim (DE) in May 2008.** This short film examines European Art Nouveau and its social, political and economic context, linking cities in the past and present. The presentation is designed to be a permanent tool for the partners, allowing them to promote their heritage as an expression of their unity with the rest of Europe. The research and iconography gathered at the Historical Labs will also be included.

As a whole, six plenary meetings and Historical Labs will have taken place during the period 2005-2008:

- International Exhibitions and World Fairs (Bruxelles-Brussel, 22 October 2005)
- National Identity and International Trends (Ljubljana, 10 March 2006)
- Decoration in Art Nouveau (Riga, 20 October 2006)
- Urban Quality and the Perception of landscape (Como-Cernobbio, 4 May 2007)
- Art Nouveau Patrons (Nancy, 19 October 2007)
- Healthy in Body and Mind (Bad Nauheim, 16 May 2008)

The Historical Labs aim to establish an exchange platform of knowledge and know-how for those in and outside RANN. The content is a mix of research, practical knowledge and experience to reflect an agenda that aims to attract members of the general public as well as those working in the sector.

The Multilateral exchanges provide the opportunity for those working in the Art Nouveau cultural heritage sector to exchange their knowledge and experience across Europe on three specific subjects:

- Tourism and Art Nouveau (Ljubljana, 14 March 2006)
- Education and Art Nouveau (Provincia di Varese, 8 May 2007)
- Art Nouveau Interpretation Centres (Nancy, 23 October 2007)

The Innovation Labs include an educational package for educators and school children (including a new publication on Monsters, activity sheets, activities on-line and teachers' sessions), a project for the visually impaired public and an Art nouveau guide through mobile phones and personal digital assistants (PDAs).

Partner cities: Ålesund, Barcelona, Bruxelles-Brussel, Bad Nauheim, Glasgow, Helsinki, La Chaux-de-Fonds, La Habana Vieja, Ljubljana, Łódź, Nancy, Provincia di Varese, Regione Lombardia, Reus, Rīga, Tbilisi, Terrassa, Wien and Ecole d'Avignon as technical partner.

4. Art Nouveau & Ecology (2010-2015) – cf. information above



THE MULTIMEDIA PRESENTATION « ART NOUVEAU & SOCIETY »

One of the Réseau Art Nouveau Network actions is a multimedia presentation entitled “Art Nouveau & Society”, opened in 2008 in Bad Nauheim.



Designed to be a permanent tool for our partners, the film will show the cultural and social history of Art Nouveau and the times in which it developed. In a departure from the Network's earlier exhibition (“Art Nouveau in Progress”), this contextual production emphasises the wider relevance of the pan-European phenomenon that was Art Nouveau, thereby linking the past with the future.

Multimedia as a method of communication offers many advantages, especially in handling all the languages of the Network. The design allows it to be placed outside traditional environments (galleries and museums) to maximize the visibility.

See teaser trailer:

<http://www.artnouveau-net.eu/Network/Actions/Multimediapresentation/tabid/138/language/en-GB/Default.aspx>

Content

Art nouveau & Society is a 15 minutes multimedia presentation about the artistic movement around the turn of the 20th century and its relation to people of the time. Art nouveau was a pan-European phenomenon that was expressed differently across Europe. One of the aims of the movement was to express contemporary life and culture. It was a period of peace and economic growth and society was rapidly changing through industrialization and urbanisation. New technology changed people's everyday life and leisure time became a new concept. The struggle between the rich and poor; national identity and internationalism were all key issues of the period. The story of Art nouveau and its relation to society is told through examples all over Europe, including 16 of the Réseau Art Nouveau Network partners: Ålesund, Bad Nauheim, Barcelona, Brussels, Glasgow, Helsinki, La Chaux-de-Fonds, La Habana, Ljubljana, Łódź, Nancy, Provincia di Varese, Regione Lombardia, Reus, Riga and Terrassa.

Concept

The presentation Art Nouveau & Society, available in 11 languages, is aimed at the general public, giving them an opportunity to experience Art nouveau and the society as it was a hundred years ago, giving them a European introduction in addition to the visit of a local Art Nouveau museum or building. The story is told in a contemporary spirit, using audiovisual means as a vehicle to disseminate awareness of our common European cultural heritage. The story is told in present tense to involve the audience and the presentation is so rich that it is impossible to visually grasp everything by first time viewing. The presentation can be put in a loop and the audience can experience the show as long as they find it satisfying. The ambition of the production is to stimulate the discovery process and the visitor's intellectual and emotional connection to the Art nouveau heritage. - The goal has been to light a spark of curiosity, not fill the bucket, says the curator.

Design

The multimedia presentation has been created on a digital platform allowing different kinds of screening technologies. Produced in a DVD format, it can be screened in various public meeting places, from a school to a shopping mall. The most complex mode is a projection on three large widescreens that requires a dedicated screening room in a museum or in a historical house.

As the production is digital, the presentation can be screened in many different cities simultaneously or according to the local agenda, when it suits the individual partner city. The production is available in 11 languages (English, French, German, Castilian, Catalan, Italian, Dutch, Norwegian, Finnish, Polish, Slovenian)

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Production

Art nouveau & Society presentation is the result of a collaboration between the curator David Aasen Sandved, the production company Instamatic, especially Jack van Domburg and Kai Fridstrøm, and 16 of the Réseau Art Nouveau Network partners: Ålesund, Bad Nauheim, Barcelona, Brussels, Glasgow, Havana, Helsinki, La Chaux-de-Fonds, Łódź, Ljubljana, Nancy, Provincia di Varese, Regione Lombardia, Reus, Rīga and Terrassa.

The production was made possible with the support of the Culture 2000 programme of the European Commission.

The Réseau Art Nouveau Network actions

- Exhibitions**
- Historical Labs**
- Art Nouveau Research**
- Multimedia Presentation (MMP)**
- Educational Tools**
- Multilateral and bilateral exchanges**
- Future actions aimed to the Visually Impaired Public**

Discover all our past actions on our website www.artnouveau-net.eu

All the photos captions are available on the cover of our new presentation leaflet.



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