



De Stijl
The Style

De Stijl

- An Art and Design movement born at the end of the First world war in The Netherlands.
- The Netherlands were not directly involved in the war and therefore their men did not go away to fight. This gave artists and designers there the opportunity to develop modern ideas in advance of their counterparts in the rest of the world.
- Interest was turning away from the old forms, people were looking forward.
- The 'machine' aesthetics of the industrial age and abstraction were coming into play.
- The movement was also a reaction to the decorative excesses of Art Deco
- There was an increasing parallel, even a merging of Art and Design which was a new way of looking at things. Functionality, practicality and aesthetics combined.

- 'De Stijl' was originally a publication written and designed by a group of artists, designers and architects.
- In the publication the group set out a strict approach to their idea of aesthetics.
- Their philosophy was based on Functionalism – Functionalism, in architecture, is the principle that architects should design a building based on the purpose of that building.
- 'Neo-Plasticism' was another word coined for their type of abstraction

Influences



Frank Lloyd Wright
- Architect

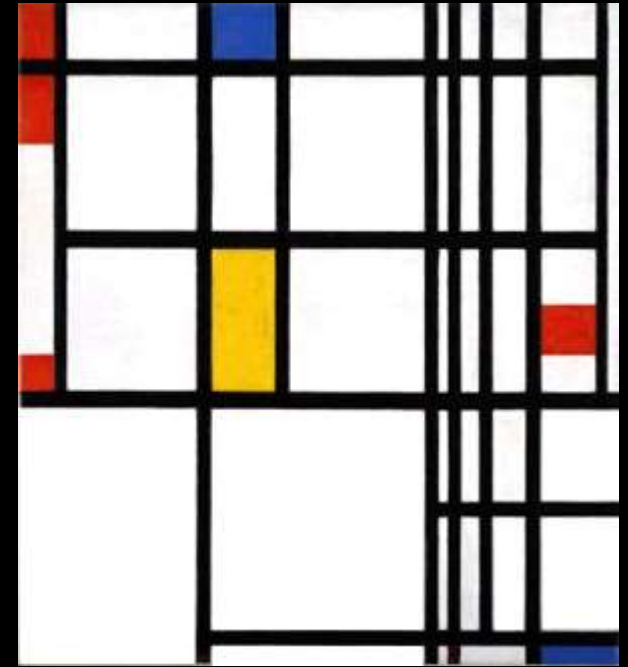


Traditional Japanese
Architecture



The style and philosophy

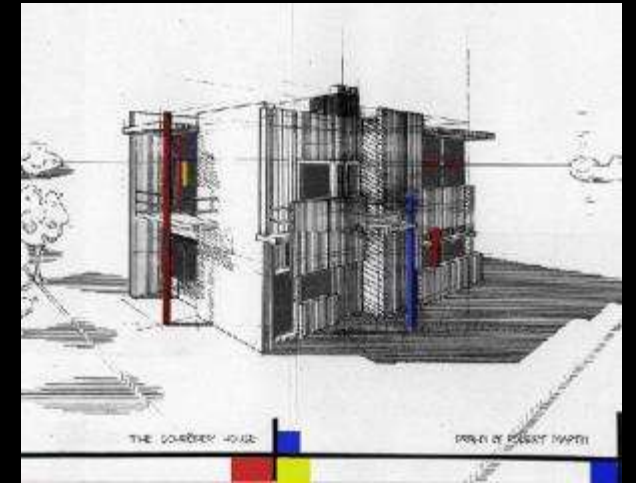
- A reduction of the essentials of form and colour; they simplified visual compositions to the vertical and horizontal
- Rectilinear planes which seemed to slide over each other
- Only pure primary hues plus black and white were used
- Devoid of all decoration except for the above colours



The Artists/Designers

- Piet Mondrian – Painter
- Theo van Doesburg – Painter
- Jacobus Johannes Pieter Oud – Architect
- Vilmos Huszár – Painter and Designer
- Bart van der Leek – Painter and Designer
- Georges Vantongerloo – Painter, Sculptor, Designer
- Friedrich Vordemberge-Gildewart – Painter, Typographer
- Gerrit Thomas Rietveld - Architect

The Designs and Works



The Gerrit Rietveld Schröder House in the Netherlands is one of the few designs that was built



Red and Blue Chair, 1917 designed by Gerrit Rietveld

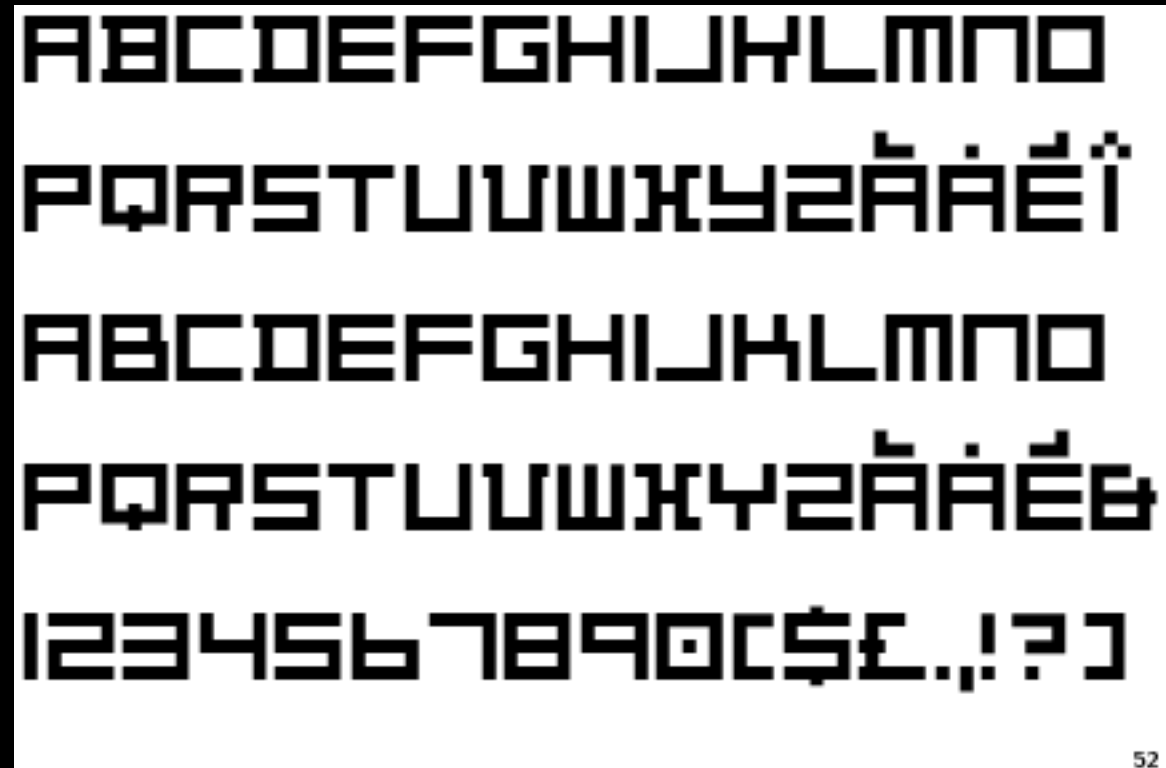
Initially finished unstained, another De Stijl designer suggested Rietveld paint the chair in the style of the De Stijl movement. It was painted it entirely black with areas of primary colours. The effect of this colour scheme made the chair seem to almost disappear against the black walls and floor of the [Schröder house](#) where it was later placed. The areas of colour appeared to float, giving it an almost transparent structure.



The Schröder table



The Zig Zag chair

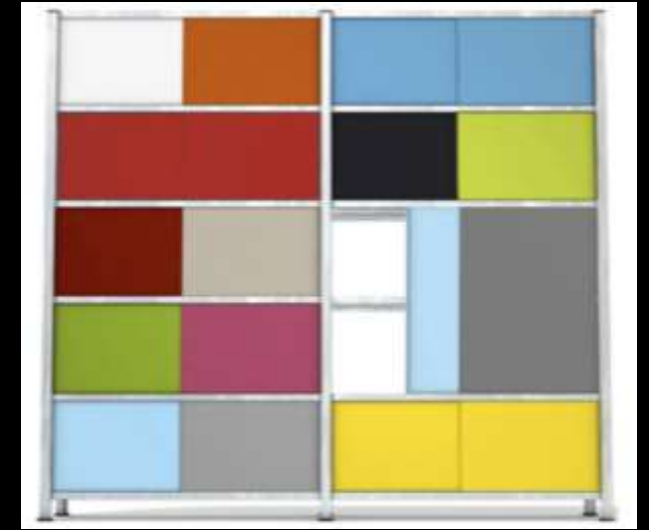


Theo van Doesburg and Richard Kegler's De Stijl typeface, rooted in the geometric concept of the square



Prada fashion

The most important thing about this group was their ideas, since they managed to build very few of their designs. Their influence continues and can still be seen in many of today's designs.



MShelving Double Bookshelf



Fendi bag



YSL dress, 1960's



Aerial7 "Tank"
Mondrian headphones



Nina Hjorth shoes