

# Art Nouveau

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## Chapter 11 Study Questions

**1.** This artistic style originated in Japan back in the 17th-18th centuries. The style revitalized European graphics during 1890-1910. The name of the era translates as “pictures of the floating world” after the name given the entertainment districts in major Japanese cities.

- A. surimono
- B. ukiyo-e
- C. Italian pictorial tradition
- D. 20th century design

**2.** Katsushika Hokusai produced thousands of works of ukiyo-e subjects, including album prints, historical events, illustrations for novels, landscapes, and nature studies. He is best known for \_\_\_\_\_, his series of prints that depict scenes from nature and symbolically interpret the vital energy forces found in the sea, winds, and clouds surrounding Japan’s famous twelve-thousand-foot volcano.

- A. Hokusai Soga
- B. Fifty-three Stages of the Tokaido
- C. Thirty-six Views of Mount Fuji
- D. Famous Places in Edo

**3.** Ando Hiroshige’s woodcuts inspired the European impressionists with landscapes that captured the poetic splendor of nature and the lives of ordinary people as well. In the late 1800s, Japan’s trade with Western nations fostered a mania for all things Japanese —referred to as \_\_\_\_\_.

- A. ukiyo-e
- B. anime
- C. Japonisme
- D. karate

**4.** \_\_\_\_\_ was an international style that thrived for roughly two decades (1890-1910). Identified by its organic, plantlike line and whiplash energy, this style embraced the arts, architecture, furniture and product design, and graphics: posters, packages, and advertisements.

- A. Art Nouveau
- B. 20th Century Design
- C. The Vienna Secession
- D. The Industrial Revolution

5. Jules Chéret's oversized posters took Paris by storm. Depicting happy, self-assured women, drinking, dancing, and smoking in public, these female archetypes were dubbed "\_\_\_\_\_" and became new role models for French women.

- A. prudes
- B. Chérettes
- C. whores
- D. les enfants terribles

6. Eugène Grasset studied medieval art intensely and also loved Asian art. His posters were illustrated in a "\_\_\_\_\_" of thick black contours locking in flat areas of color, similar to that of medieval stained glass windows.

- A. anime style
- B. impressionist style
- C. cartoony style
- D. coloring-book style

7. English artist \_\_\_\_\_ shocked late Victorian society with his exotic illustrations. His vibrant black-and-white linework mixed the medieval spirit of William Morris with a weird "Japanese-like spirit of devilry and the grotesque."

- A. Eugène Grasset
- B. Aubrey Beardsley
- C. Jan Toorop
- D. Alphonse Mucha

8. Henri de Toulouse-Lautrec was known for his journalistic, illustrative posters capturing the nightlife of glimmering 19th-century Paris during \_\_\_\_\_.

- A. *la belle époque* (the beautiful era)
- B. *Jugendstil* (youth style)
- C. *Sezessionstil* (secession style)
- D. *Nieuwe Kunst* (new style)

9. Théophile-Alexandre Steinlen had a mania for cats, and his first commissions were drawings for \_\_\_\_\_, a Paris cabaret he'd hang out with friend and sometime rival Toulouse-Lautrec during the 1880s-90s.

- A. the Moulin Rouge
- B. The Pussy Cat Café
- C. Le Chat Noir
- D. Notre Dame

10. Czech designer Alphonse Mucha first came to Paris to study and later, to find work at a printing company correcting proofs. He gained recognition when commissioned as a last resort to redesign \_\_\_\_\_.

- A. a poster of a can-can dancer for a Parisian nightclub.
- B. an advertisement for a concentrated food supplement
- C. a circus poster for Barnum and Bailey's Circus
- D. a poster of actress Sarah Bernhardt for the play *Gismonda*

11. Alphonse Mucha's sensuous women were often surrounded by stylized hair patterns, plants, flowers, Moravian folk art and Byzantine mosaics that became a hallmark of the \_\_\_\_\_ period.

- A. Art Nouveau
- B. 20th Century Design
- C. The Vienna Secession
- D. The Industrial Revolution

12. British-born illustrator Louis Rhead and self-taught American William Bradley established art nouveau in America with a combination of influences from:

- A. decorative Victorian designs.
- B. forms inspired by the Arts & Crafts movement
- C. curving, abstract linear patterns.
- D. All of the above.

13. Dutch designer Henri van de Velde's only poster design was for Tropon, \_\_\_\_\_, in 1899. Van de Velde relied upon symbolic imagery to depict a swirling configuration of separating egg yolks from egg whites.

- A. a salad oil
- B. a coffee concentrate
- C. a food concentrate
- D. a cocoa powder

14. Belgian designer Privat Livemont was strongly influenced by Alphonse Mucha. His major innovation was \_\_\_\_\_.

- A. a double contour between the figure and the background
- B. patterned border made of geometric designs.
- C. a purely typographical design without illustration.
- D. None of the above.

15. When art nouveau arrived in Germany it was called \_\_\_\_\_ after a new magazine called *Jugend* that featured large, multicolor woodblock prints inspired by French art nouveau and Japanese prints.

- A. Japonisme (Japanese style)
- B. *Nieuwe Kunst* (new style)
- C. *Jugendstil* (youth style)
- D. Sezessionstil (secession style)

16. Turn-of-the-century Italian posters were characterized by a sensuous exuberance and elegance rivaling that of France. \_\_\_\_\_ typified such designs in posters for Bitter Campari and Cinzano liquers.

- A. Adolfo Hohenstein and Leonetto Cappiello
- B. Adolf Coors and Leonardo Da Vinci
- C. Adolf Hitler and Leonardo DiCaprio
- D. Aldus Manutius and Francesco Griffio