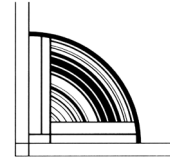


CLUES



Art Deco is a style that became popular in the 1920s and 1930s.
The name came from the 1925 exhibition called the 'Exposition Internationale des Arts Décoratifs et Industriels Modernes' that was held in Paris and celebrated living in the modern world.

Modern industries were developing innovative building materials which designers were quick to apply. Art Deco buildings embraced the machine age: sleek, geometric and dramatic.

COMMON DESIGN ELEMENTS OF ART DECO

highly stylised details such as sunbursts, zigzags, chevrons,
vertical lines and repeated geometric patterns

streamlining and cubist forms

ancient and exotic influences

flora and fauna ornamentation

art deco typography.

COMMON INDUSTRIAL MATERIALS OF ART DECO

highly finished materials

granite or terracotta

concrete

metal (metal was a key ingredient of reinforced concrete)

chrome-plated steel.
