

SURAT TUGAS

Nomor: 122-R/UNTAR/PENELITIAN/II/2023

Rektor Universitas Tarumanagara, dengan ini menugaskan kepada saudara:

1. **NAFIAH SOLIKHAH, S.T., M.T.**
2. **NOVIA CHRISTIAN WIJAYA**

Untuk melaksanakan kegiatan penelitian/publikasi ilmiah dengan data sebagai berikut:

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Demikian Surat Tugas ini dibuat, untuk dilaksanakan dengan sebaik-baiknya dan melaporkan hasil penugasan tersebut kepada Rektor Universitas Tarumanagara

22 Februari 2023

Rektor



Prof. Dr. Ir. AGUSTINUS PURNA IRAWAN

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Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00202283021, 3 November 2022

Pencipta

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Pemegang Hak Cipta

Nama : **Nafiah Solikhah**
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Kewarganegaraan : Indonesia
Jenis Ciptaan : **Poster**
Judul Ciptaan : **THE JOURNEY OF ARCHITECTURE ART DECO**
Tanggal dan tempat diumumkan untuk pertama kali di wilayah Indonesia atau di luar wilayah Indonesia : 3 November 2022, di Jakarta Barat
Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.
Nomor pencatatan : 000398765

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.
Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.



a.n Menteri Hukum dan Hak Asasi Manusia
Direktur Jenderal Kekayaan Intelektual
u.b.
Direktur Hak Cipta dan Desain Industri

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THE JOURNEY OF ARCHITECTURE ART DECO

Development of Art Deco

Art Deco was a popular design movement from 1910 until 1940 that was influenced by various modern streams, including Cubism, Futurism, and Constructivism as well as taking on ancient design ideas eg from Egypt, Syria, and Persia.

Art Deco is one of the very widely applied styles, various examples we can find, in Architecture, clothing, posters, and household appliances as well as many other examples.

Important Art and Artist of Art Deco



Bakelite Radio (1933)
Artist: Serge Chermayeff



Etat Cabinet (1922)
Artist: Emile-Jacques Ruhlmann



Pi Volo Aperitif
Advertisement (1925)
Artist: A. M. Cassandre



Egyptienne Chiming
Clock (1927)
Artist: Louis Cartier



Victoire (1928)
Artist: Rene Lalique



Delahaye 135SM Figoni & Falaschi
Competition Coupe (1935)
Artist: Giuseppe Figoni and Ovidio Falaschi



American Progress Murals (1937)
Artist: Jose Maria Sert

Timeline of World Art Deco

1906

Cubism had the most profound influence on the style of Art Deco.

1911

Futurist exhibition with the idea of speed, space, and technology are absorbed into the Art Deco style.

1918

World War I ends. The economy begins to rise and people want something new in design.

1920

Art deco emerged and started to replace the Art Nouveau style.

1925

Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris marked the beginning of the Art Deco period.

The word Art Deco includes a new terminology at the time, first introduced in 1925 in a catalog published by the Musée des Arts Decoratifs in Paris which at that time was holding an exhibition with the theme of Les Années 25.

1928-1930

The Chrysler building was built in the Art Deco style (New York, William Van Alen).

1929

Morris Fuller Benton designs the Broadway typeface (A Modernistic Type).

1930

The Chrysler Building was completed.

1931

The Empire State Building was completed in the NYC.

1931

Bifur typeface designed by A.M. Cassandre. Stencil font designed by Harold Holland.

1933

Art Deco style called "Streamline" was introduced. An example of it was with the Normandie ship.

1934

Alexey Brodovitch became the art editor of Harpers's Bazaar. Using the Bodoni typeface in most of the magazines. He proved that sans serif type was not essential in the creation of the modern design.

1935

A.M. Cassandre designs Normandie poster. The Federal Art Project (FAP) began which continued the Art Deco styles

1937

A.M. Cassandre designs Peignot font, the most distinctive typeface of the Art Deco era. Joseph Binder designs one of the most famous Art Deco designs of all time, the December 1937 cover for Fortune Magazine.

1939

The Second World War began on September 1, 1939.

1941

Art Deco slowly lost its popularity when WWII shortages and wartime caused a general shift away from the playful and spirited Art Deco style Later into the 1950s Swiss Design starts to emerge in Switzerland

1969

The publication of the book "Art Deco" by Bevis Hillier in America.