Art Deco in Estonian and Latvian graphic design journals

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Summary/Abstract: Years of the first independence in Estonia and Latvia involved the second wave of nationalism in art and culture. National theme became a source which had to be treated fashionably. The fashionable European style was art deco that spread in the Baltics, Finland and elsewhere in periphery of Europe from the second half of the 1920s until 1940. The author has examined and analysed a wide variety of Estonian illustrated magazines and journals. The examples of Latvian magazines come from the collections of the Information Centre of Art Academy of Latvia. The article explores common features in the pieces of the following artists: Vabbe – Vidbergs, Vaino – Apsītis, Madernieks – Reindorff, also Luhtein, Siirak, Mugasto, Verny, Triik versus Strunke, Zeberiņš and Kasparsons. The first goal is to prove that graphic design journals in art deco style were very popular in the periphery of Europe in these years. Secondly, the author claims that objects that apparently lie outside the definition of ‘art’ can be
Folkloristic Art Deco as the component of modernism art and architecture of 20-30s in special moments naturally insinuates just into aesthetics of pre-postmodernism. For this reason, the aim of this paper is to show not only the importance of term Folkloristic Art Deco in the theory of history of Latvian art, but also the future vision of creative thought of artists and architects in Latvia in the 20-30s. Keywords: architectural history, art history, Art Deco, folkloristic art, national art, 1920s and 1930s.

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