



Floral architecture on the lake

Between the late nineteenth century and the First World War both in Europe and in America a new creative and floral style dominates figurative arts and architecture, urban furnishings and interior design, publishing, graphics, jewellery, craft products designed often by famous artists and architects.

In the different countries this new style has different means of expression, different sources of inspiration and even different denominations, according to the local culture.

Thus it's called Modern Style in UK, Art Nouveau in France and Belgium, Jugendstil in Germany, Secessionstil in Austria, Modernismo in Spain, Stile Floreale or Liberty in Italy.

The term Liberty is inspired by a great store in London founded by Mr. Arthur Lasenby Liberty, specialised in modern, up-to-date articles that sold very well in Italy.

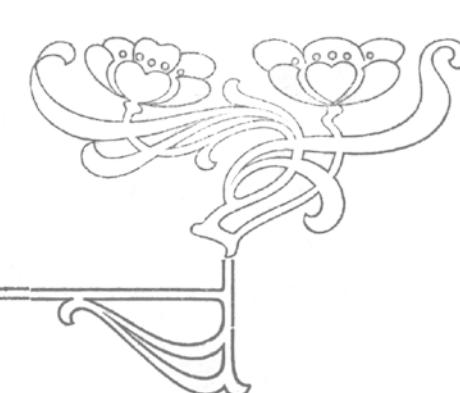
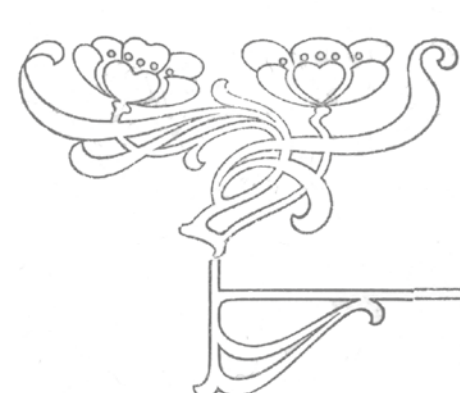
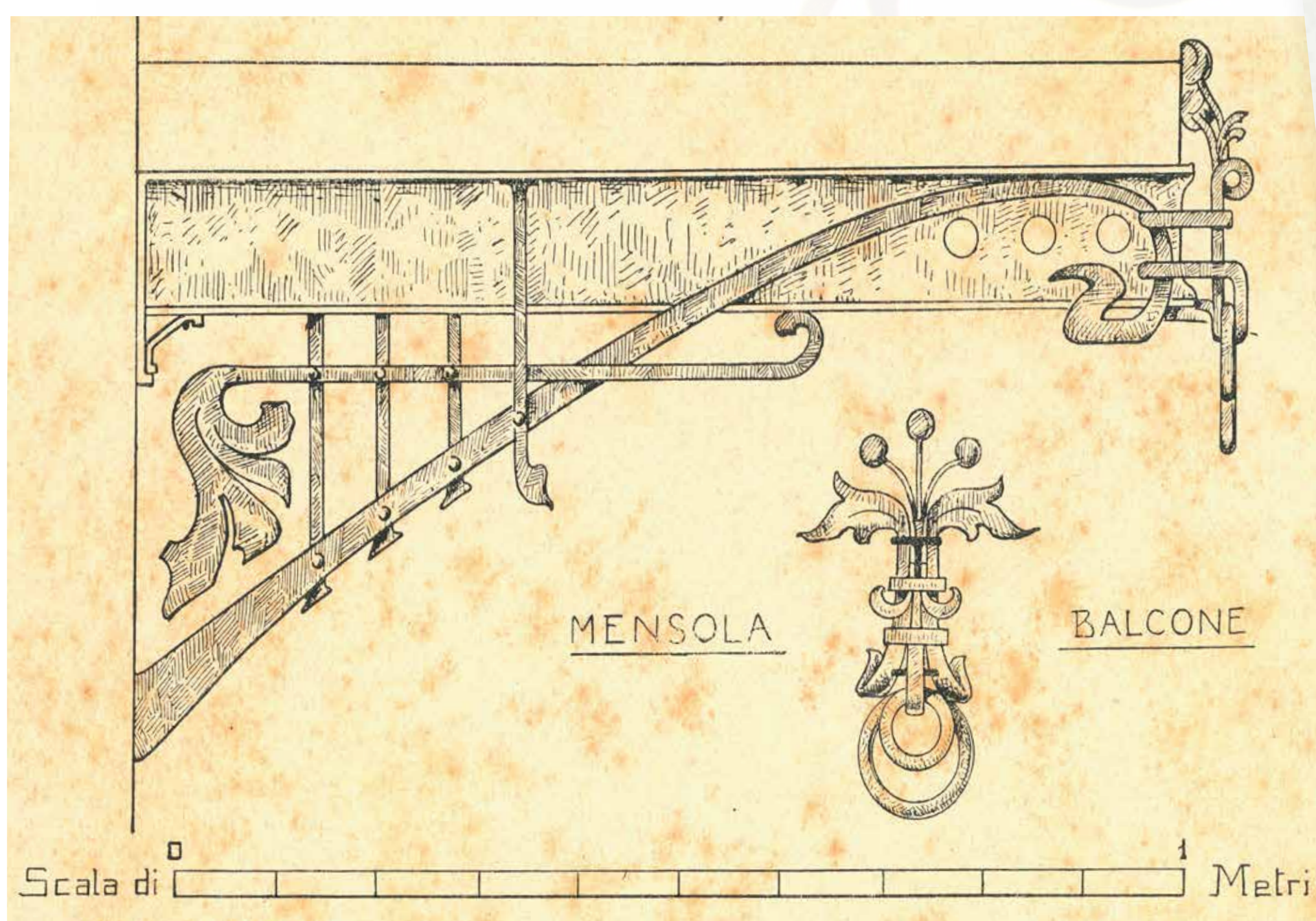
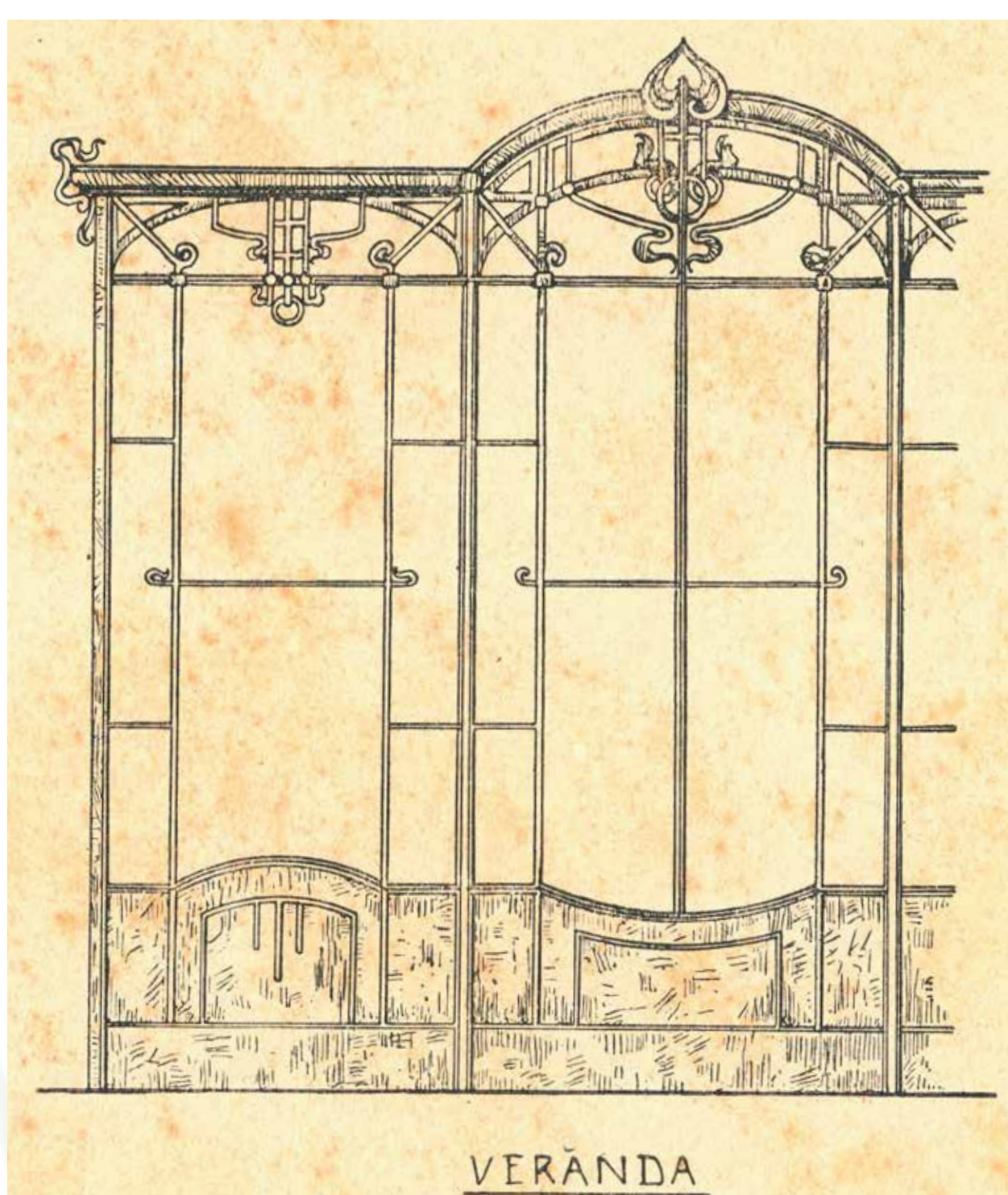
In 1902, Lasenby presented his products at the memorable Esposizione Internazionale d'Arte Decorativa Moderna in Turin.

Art galleries, shops, national and international exhibitions proposed a wide range of objects, mostly mass-produced, but characterized by the new style to a mainly middle-class public. Beauty thus entered daily life and the «minor» arts acquired the dignity of the «major» ones.

The characteristics of this new style are the subjects that draw inspiration from the plant and animal world, the plastic and soft shapes, the supple, vital, lashing lines («the whiplash») and, in the architecture, the juxtaposition of techniques and different materials such as stone, concrete, brick, glass, metal, wood, ceramic.

Among the sources of inspiration are oriental art (Japanese, Islamic-Moorish) and medieval, Renaissance and Rococo forms that are not denied but relived and reinterpreted.

In Italy the Floral Style had its maximum diffusion in the early twentieth century. Liberty architecture can be found in many cities and resorts, such as Stresa, always up-to-date. Its buildings present the plurality of stylistic interpretations and the heterogeneous language typical of Italian Liberty.



English