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THE PLACE AND IMPORTANCE OF HYBRIDITY IN ARTS AND CRAFTS AND ARTS NOUVEAU ART MOVEMENTS

Abstract

There is a great change and development in the adventure of artworks whose first examples are based on cave walls. Every change that takes place in works of art is the result of development. This change also allows for hybridity in artworks. Although hybridity may sound like a negative connotation, it is seen that with the change caused by hybridity, much stronger and more impressive results have emerged in the field of art, and hybridity has been a source of inspiration for many artists. The technical hybridity encountered in the field of art can be attributed to multiple factors. Some of these appear as materials used in the production of works of art, events, facts, ideas, interactions and technological developments that occurred during the period when the art was created. In this research, the importance of hybridity in the field of art and how hybridity is used in artworks made in Art and Crafts and Art Nouveau movements, which are modern art movements, are mentioned. While reflecting the period of the artists on their works, it has been tried to emphasize how they provide hybridization in the work. It has been tried to explain how hybridity emerged in works of art in times when technology was not as effective as it is today, how hybrid works affected future art lovers and how they set an example for other hybrid works.

Keywords: Hybrid, Hybridity in Art, Arts and Crafts, Arts Nouveau.

ARTS AND CRAFTS VE ARTS NOUVEAU SANAT AKIMLARINDA MELEZLİĞİN YERİ VE ÖNEMİ

Özet

İlk örnekleri mağara duvarlarına dayanan sanat çalışmalarının günümüze kadar gelen serüveninde bir değişim ve gelişim söz konusudur. Sanat yapıtlarında gerçekleşen her değişim bir gelişmenin sonucu ortaya çıkmaktadır. Bu değişim aynı zamanda yapılan çalışmalarda melezliğe de olanak tanımaktadır. Melezlik kulağa olumsuz bir çağrışım gibi gelse de sebep olduğu değişim ile sanat alanında çok daha kuvvetli, etkileyici sonuçların ortaya çıktığı ve birçok sanatçıya da ilham kaynağı olduğu görülmektedir. Sanatın teknik anlamda melezliği birden çok

faktöre bağlanabilmektedir. Bunlardan bazıları sanat eseri üretiminde kullanılan malzemeler, sanatı oluşturduğu dönem ortaya çıkan olaylar, olgular, fikirler, etkileşimler ve teknolojik gelişmeler olarak karşımıza çıkmaktadır. Yapılan araştırmada melezliğin sanat alanında önemine, modern sanat akımlarından Art and Crafts ve Art Nouveau akımlarında yapılan sanat eserlerinde melezliğin nasıl kullanıldığına değinilmiştir. Sanatçıların buldukları dönemi eserlerine yansıtırken eserdeki melezleşmeyi nasıl sağladığı vurgulanmaya çalışılmıştır. Teknolojinin günümüzdeki kadar etkili olmadığı dönemlerde sanat eserlerinde melezliğin nasıl ortaya çıktığı, melez çalışmaların gelecek sanat severlere nasıl etki ettiği ve başka melez çalışmalara nasıl örnek olduğu anlatılmaya çalışılmıştır.

Anahtar Kelimeler: Melez, Sanatta Melezlik, Arts and Crafts, Arts Nouveau.

1. Introduction

Hybridization is a very broad concept. The word hybrid is defined as impure, mixed and blend. According to dictionary usage, the concept of hybrid is an adjective and refers to an animal or plant-derived from different kinds of animals or plants in biology, crossbreed, mongrel, metis, also refers to a person born from parents of different races, mixed, blend” (TDK - Turkish Language Society, 2020).

“The concept of hybrid in architecture and art has been realized through cultural hybridization for a long time until the postmodern period and the technology revolution. Different cultures have used each other's visual motifs and styles, sometimes by imitation and sometimes by inspiration. Sometimes, this hybridization has occurred with the transfer of these cultural accumulations to their works by artists or architects who carry different cultures simultaneously. Architecture does not examine hybridity only in terms of built structures. Every area where the third space exists, and opposite situations are potential regions where hybridity will be investigated” (Koyuncu, 2019:11).

“The concept of hybridization, which Bakhtin defined for the field of literature, has started to be used in many fields in the global information age. The concept of hybridization, which has been renewed with globalization, has become a concept that defines the situations that arise as a result of the interaction of different cultures, while at the same time, it has become a concept that serves to gather the interactions in branches such as technology, design, art and literature and the new genres that emerge as a result of these interactions” (Baranseli, 2009: 16).

Hybridity can take place in design products in a single way, or it can appear in more than one way. The fact that the concept of hybridity in art is based on a radical change and development process shows how large the impact areas of hybridity are. Because hybridity includes all kinds of interactions. For example, among the reasons for the formation of hybridity in art, the following examples can be given; when technology was not yet developed, artists combined their own styles with the styles they applied in the works of other artists, and they applied the technique that they had to apply to the works of art in a different way due to the conditions of the period or the special circumstances of the artists.

People have adapted to all kinds of changes and developments in the living space since the day they existed, and people have adapted their works of art to the changes and developments that have taken place and have allowed hybrid works. While works of art were initially produced with the effect of a single thought and one technique, later on, with the technological revolution, the phenomenon of hybridity in works of art became easy to observe. For this reason, it is thought that the technological revolution has contributed a lot to the concept of hybridity. In this sense, the industrial revolution is a very important process for hybrid works of art.

The change brought by the industrial revolution caused radical changes in the lives of the people of that period. These radical changes have also been experienced in the field of art. The dominance of traditional methods in works of art has been replaced by contemporary materials and methods with the industrial revolution. For example, waste objects have emerged as works of art. With the industrial revolution, handicrafts are slowly being replaced by ready-made objects. Thanks to the developing technology, the production of materials to be used in works of art at a much cheaper rate than normal paved the way for the age of mass communication, and this also allowed the foundations of contemporary graphic design to be laid. This period, which was also the beginning of modern art movements, laid the foundation of mass communication established through graphic design and visual expression. New developments and the opportunity for the artists of the period to communicate easily with each other enabled hybrid works to take place more in art and facilitate interaction.

2. Hybridity in Art and Crafts and Art Nouveau Art Movements

The foundations of modern art could not be laid in a short time, and the effects of wars in the world, developing technology, and the strict rules of the Renaissance greatly affected art. While some artists advocate being dependent on handicrafts, some artists argue that technology should be used in works of art. The “Arts and Crafts” movement emerged from just such an idea. The "Arts and Crafts" movement, which was an opposition to the social, cultural and artistic chaos presented by the industrial revolution, argued that it was necessary to return to handicrafts, dissatisfied with the cheap and mass-produced goods of the Victorian era. William Morris, one of the representatives of the period, frequently used medieval arts, animal and plant motifs in his designs. According to Morris, forged works of mass production will only end with the reunification of arts and crafts. In addition to the change of form in the works of art made in this period, it also allowed hybrid works with the change of system and function. For this reason, the necessity of handicrafts was expressed by taking a stance against the serial work offered by industrialization.



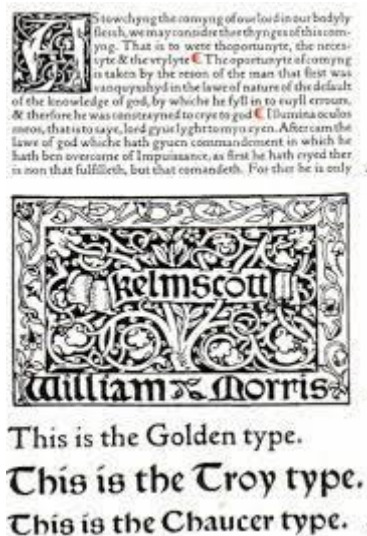
Visual 1. “Red House” William Morris & Phillip Webb, **Source:** URL 1

One of the most important architectural examples of the Arts and Crafts movement, the "Red House" brought together the radical changes of the period. Every area of the house has been specially designed by hand. The architectural structure, which includes Romanesque and Gothic features, also rejects symmetry-repetition and hierarchy with the size of each window being different (Frampton, 1996:44). According to the architect, since the window is a tool that allows light into the house, there is no problem with the size of each window being different. It is one of the elements representing the period in the red bricks used in the "Red House".



Visual 2. William Morris Golden & Troy Typeface Design and Kelmscott Printing House Logotype, **Source:** URL 2

William Morris includes differences in the Golden letter design, inspired by the Venetian Roman letter characters made by Nicolas Jenson between 1470-1476. Inspired by the gothic letters in the design of the letter character named "Troy", Morris used mostly black in the characters, resulting in very legible letters. In the "Troy" typefaces, which are wider than the Gothic letters, similar typefaces were differentiated, and the angular typefaces appeared as a rounded and hybrid character (Bektaş, 1992: 14-15).



Visual 3. Examples of Letters Golden, Troy, Chaucer, **Source:** URL 3

“In the modernization process, some artists pushed the boundaries of disciplines in plastic arts with a mutual exchange of materials and images; and they paved the way for hybridization. This hybridization has made modern art postmodern” (Akyol, 2011: 1).

While aiming to return to handicrafts in the Arts and Crafts movement, William Morris brought innovations that shape the future understanding of art. The aim of the period was to return to handicrafts, to fit the design to the function, to be consistent in the materials to be used in the works of art, instead of combining arts and crafts, it was used to unite art and industry in future generations. In the books published in Morris' printing house, the first steps were taken for designs that could shed light on the future of graphic design. Revisiting the "Incunabula" typeface used by Gutenberg, the artist prepared the design in books for reuse and paved the way for using it in industrial production. The basis of the design approach that integrates handicrafts and design, which is the main purpose of Bauhaus, is based on the Arts and Crafts movement. Thus, the movement seeking functionality in works of art was founded on the foundations of hybrid art and set an example for future generations (Bektaş, 1992: 17).

The visual features of the Art Nouveau movement, which has an international character, consist of floral motifs, round, flowing lines and organic forms. While the Art Nouveau movement showed a unique character in every country, it had different names in different countries. For example, it is called Art Nouveau in France, Jugendstil in Germany, Secessionstil in Austria, Stile des Vingt in Belgium. Pre-Raphaelite paintings, Japanese decorative designs and woodblock prints of this period allowed the Art Nouveau art movement to hybridize.

Art Nouveau movement opposed the traditional style in designs and pioneered the modern movement. The artists of the period, who advocated innovation, laid the foundations of the future abstract art in their designs, which they recreated from the lines they used in their works, without being inspired by nature.

The increase in trade, especially between Europe and the Far East, enabled interaction in the field of art and hybridization with this interaction. The development of transportation in the period allowed the development of communication technologies and the international interaction of art. In this period, printing systems became widespread and thus the interaction between artists increased and allowed the emergence of hybrid artworks. In the Art Nouveau movement, which started the first phase of the modern movement, forms and lines were drawn freely without copying from nature, and the foundations of abstract art, which will be a light for future artists, were laid in this period, and works of art were hybridized.

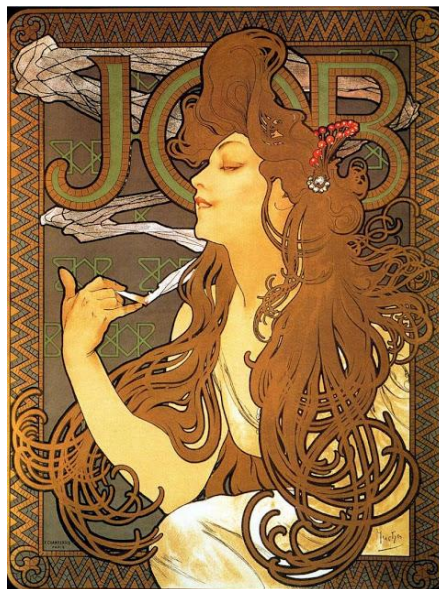
2.1. French Art Nouveau

Under the influence of the Victorian era, France gradually adopted the Art Nouveau art movement. During this period, graphic artists Jules Cheret and Eugene Grasset, who were working in Paris, played a very influential role in the adoption of the movement. With the law on freedom of press announcement enacted in France in 1881, the posters could be hung in every allowed area other than the church, contributing to the development of the poster art of the period. The artists of the period gave importance to poster design and the streets turned into an exhibition area with the poster design works.



Visual 4. Jules Cheret La Loie Fuller Show Poster, **Source:** URL 4

Designer Jules Cheret preferred to use vivid colors in his posters, which were not used until that time. In his posters, he generally used a human figure in motion by centering the poster. He completed the design with bold fonts, which were frequently used at that time. Since the artist uses the image in the center of the poster, he aims to draw attention to the poster. Cheret's posters are the first large-scale structures of the period.



Visual 5. Alphonse Mucha (1898) Poster Work for Job Cigarette Papers, **Source:** URL 5

There are Byzantine mosaics and figures drawn by influence from Moravian folk art around the mysterious female figure, which is among the flower motifs in Mucha's work. With the unique lines in the works of the artist, a design line under the name of "Mucha" style was also formed in this period. Graphic designers and illustrators of the Art Nouveau period design on the verge of aesthetic concerns. There are also works prepared in the Art and Nouveau period,

which were prepared at that time and survived until today. For example, “American General Electric” and “Coca Cola” logo designs are among the designs that are still used today and that perfectly embody the design values such as integrity and legibility. The Art Nouveau movement, which ended with the outbreak of the First World War, serves as a bridge between the past art movements and the new future. Art Nouveau allowed the hybridization of art by “combining the pure quality of the new with the experience of the dying old” (Bektaş, 1992: 18).

2.2. British Art Nouveau Movement

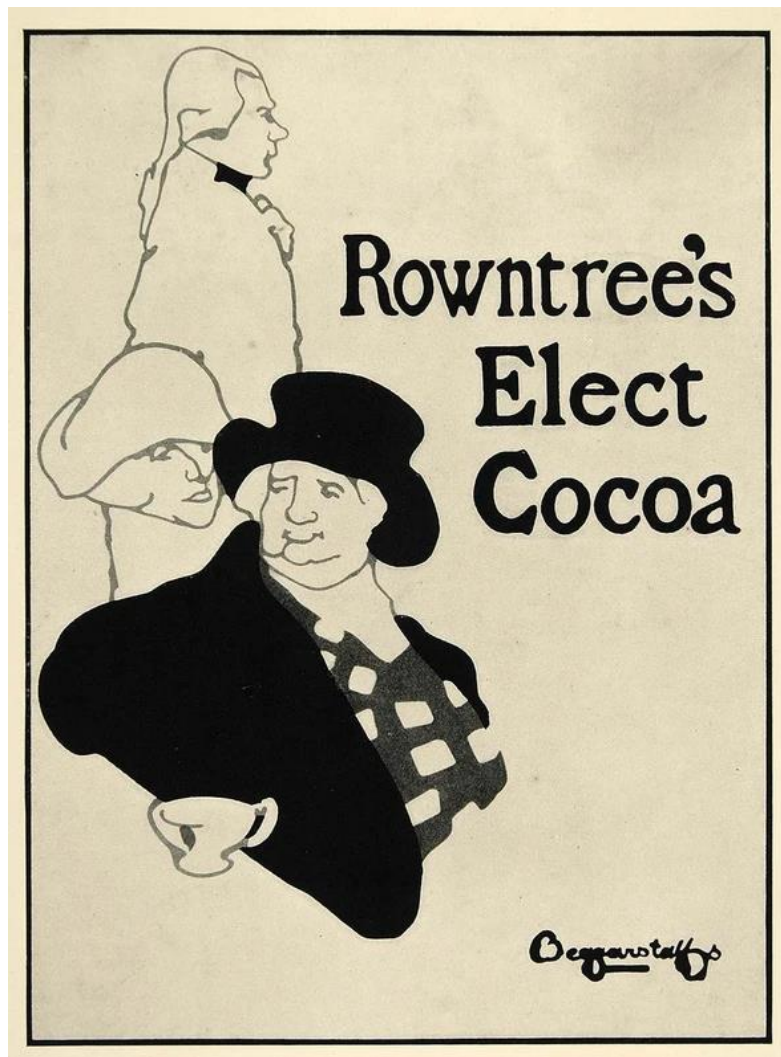
Aubrey Beardsley is one of the leading artists of the period, where illustration and graphic design were more influenced. In the technique that Beardsley used in the works in his book "Mort d'Arthur", Japanese mold prints and the style of William Morris combined to form a hybrid style. With this new technique, there are long human figures that are used in an unusual way.



Visual 6. The Studio magazine work by Aubrey Beardsley, **Source:** URL 6

The names of other influential designers of the period, James Pryde and William Nicholson, also called Beggarstafs, made their names in history by giving the first examples of artistic posters in 1890. While the artists adapted their original lines to posters, they laid the foundation of today's collage technique. At the same time, they have set an example for future artists who have completed their works of art with works in accordance with the idea of "less is more". The minimum lines and features they use in their works support the idea of "less is more" in every aspect. In addition to the effect of Japanese woodblock prints in Art Nouveau works, it has been revealed that the works of the period have changed with flower motifs,

contour lines, colors used without value on posters, fonts suitable for the visual used on the poster.



Visual 7. Beggarstaff Poster Design, **Source:** URL 7

2.3. Glasgow School

The four Macs; Charles Rennie Mackintosh, James Herbert MacNair, and the sisters, Margaret Macdonald and Frances Macdonald, have created a unique style that consists of much simpler geometric shapes instead of the French style that consists of floral and rounded lines in their new style. The Glasgow School, which has adopted a simple design approach, takes its place among the examples of hybrid art that have become a light for European artists.



Visual 8. Poster work for Glasgow Institute of Fine Arts (1894-95), **Source:** URL 8

2.4. Art Nouveau in America

With the recognition of Art Nouveau in America, illustrated poster designs began to emerge. Will Bradley is one of the artists representing the Art Nouveau art movement in fields such as poster work, illustration and graphics. Bradley has created a new field of study especially in the field of typography and has drawn attention with its typographic designs. Among the general characteristics of graphic artists, whose designs are frequently encountered in the magazines, books and advertisements of the period, the images are centered on the pages and the texts are placed around the image or tucked into a corner of the painting. The magazines of the period set an example for the magazines of the 20th century, both on the pages and on the magazine covers.

2.5. Vienna Secession Style

In the new style of the Art Nouveau Movement that emerged in Vienna, a point of view was formed against the flower motif designs developed in France and Germany. The planned and disciplined attitude of the artists of the period allowed the works of the artists to spread quickly. According to the artists of the period, all objects used in daily life should be designed according to the Secession style. It is seen that simplicity is at the forefront of the designs and geometric shapes are generally used. In this period, the pages of the magazine named "Ver Sacrum", which was published between 1898-1903, were used in square format and the elements such as illustrations and text used in it were used in unique integrity.



Visual 9. "Ver Sacrum" magazine cover, **Source:** URL 9

Since aesthetics and design were given great importance in the designs made in the magazines of the period, the designers working in the magazine made the advertisements given to the magazines. The linear and geometric designs that stand out in the works of the period and the integrity that stands out in the pages of the magazine have been an effective source of inspiration for future generations, and they have contributed to the design hybridity with a different discipline so far.

2.6. Jugendstil and New Objectivity

Art Nouveau manifested itself as Jugendstil all over Germany. The German Jugendstil movement, which was under the influence of France and England, provided the transition from floral and decorative designs to functional and geometric designs. The artists of the period, who thought that the developing industry would find an acceptable place in the market only with its visual identity, laid the foundations of the corporate identity in this period and emphasized its necessity. For example, the corporate identities of the AEG company were the beginning of this period.



Visual 10. AEG logo design work, **Source:** URL 10

In the corporate identity work prepared for AEG, designed in the shape of a honeycomb, integrity was ensured in every corporate identity element used, from the emblem to the arrangement of the venue.

In addition to the influence of Japanese woodblock prints in designs, the Art Nouveau movement revealed that the works of the period had changed with flower motifs, contour lines, colors used without tone on posters, fonts suitable for the visual used on the poster. In addition, many basic elements and principles such as new typographic characters, elements of corporate identity, integrity in design, aesthetic concern, which are a source of inspiration for future generations in the designs made, have undergone a necessary change and development.

Art Nouveau works have lines without sharp lines. Herbal ornaments are more prominent and borderlines are used in the works. It is thought that Art Nouveau was influenced by Rococo

style, arts and crafts movement, pre-Raphaelite paintings, Japanese decorative design and woodblock prints, and the geometric styles developed by the representatives of the Art Nouveau movement over time are hybrid styles.

3. Conclusion

The fact that the art world is in search of new things has enabled Arts and Crafts and Art Nouveau movements to bring together works in different disciplines. Although the Art and Craft movement advocates a return to handicrafts by arguing that the possibilities offered by technology create a simple impression on works of art, the innovations offered by the technology used in the field of typography formed the basis of new typefaces to be made in the future. The inclusion of Far Eastern lines in the works of this period and the use of Japanese prints in the works of art of the period had a positive effect on hybridization in art and showed that this situation would inspire future generations. While Art and Nouveau movement combines craft and art in works, it emphasizes the importance of functionality in artworks. Today, although the Art and Nouveau art movement is striking in artworks, it is still possible to see examples in the field of architecture.

Although the art movements are examined in themselves, they are affected by the technological, social and cultural developments that occurred before and after the period they belong to, the artists of that period are inspired by each other in every sense and the works of art are hybridized in this process both in terms of technique and content. The first thing that catches the eye in hybrid works is the content. In hybrid works, the fact that the content contains more than one feature perfectly conveys the characteristics of the period to the other party in terms of both the idea and the process. Technological hybridity in these works of art becomes much more entertaining in contemporary arts and presents hybridity in a much more entertaining way by incorporating techniques such as video, sound, motion, image, digital drawing into artworks. Each of the hybrid thoughts and techniques emerges as a result of a disciplined work within itself.

Hybrid works encountered in Art and Crafts and Art Nouveau movements shed light on future contemporary designers and allow new hybrid works. Hybridity will continue to set an example for future designers from past generations in the field of art as well. Although hybridity may sound foreign to the ear, it brings together world artists and works of art on a common denominator, as it actually comes up with very effective, remarkable and functional works of art with the changes and innovations it contains.

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