LASZLO MOHOLY-NAGY

DESIGNER'S FULL NAME: Laszlo Moholy-Nagy
DESIGNER'S PSEUDONYM/NICKNAME: None
GENDER: Male
YEAR BORN: 1895
COUNTRY IN WHICH DESIGNER BORN: Borsód in Austria-Hungary
YEAR DIED: 1946
COUNTRY IN WHICH DESIGNER DIED: Chicago in the U.S

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT
IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

He was Hungarian and he served the national army in 1915 during WWI. Because he was a Jew, he fled from Nazi Germany to Amsterdam and London in 1934, and to Chicago in 1937.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD BE CONSIDERED GRAPHIC DESIGN TODAY? EXPLAIN.

This author, as a sculptor, demonstrated the use of light, transparency, space, and motion with various mediums including industrial materials and plexiglass.

LIST AT LEAST ONE OTHER WORK THAT IS NOT NAMED IN THIS TIMELINE FOR WHICH THIS DESIGNER IS WELL KNOWN. IF WORK CO-CREATED, LIST THE OTHERS INVOLVED.

"Lightplay Black-White-Gray" by Moholy-Nagy and his coworker, Istvan Sebok and Otto Ball, is an important film because it demonstrates a kinetic art with use of new materials including metal and plexiglass.

EXPLAIN IF THIS FAME IS ONLY WITHIN DESIGN CIRCLES OR ANY OTHER SUBSET OF THE POPULATION.

This fame isn't limited only to design circle because it was one of the most famous example of kinetic art.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

As previously mentioned, this author, as a sculptor, created this sculpture and used it to take the film.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

As a Bauhaus member, this designer's work is noted for constructivist idea which opposes traditional perspective of independent art as a tool of social change or movement.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

There is nothing notably controversial about this designer.

WHAT MATERIALS WERE MOST OFTEN USED BY THIS DESIGNER IN THE CREATION AND PRODUCTION

OF WORK?

He used paint, canvas and paper most to create watercolor paint. Also he used Gelatin silver print, metal, and plexiglass for sculpture and photography.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

After he was disarmed in 1918, he attended art classes to study Cubism and Futurism.
Also, he taught at the Bauhaus school in Weimer and Dessau from 1923 to 1928.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

As a Bauhaus artist, he promotes functional design, which emphasizes unity of art (creativity) and craft (manufacturing). He is one of people who thought art must be changed from what it was used to be in order to let art survive through industrial era.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

Not only because he's one of Bauhaus members, but also due to his design invention such as use of new materials and experiments with lighting and was one of the most outstanding example among history of graphic design.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

YOUR NAME: Muneyoshi Sudo

GIVE YOUR EDUCATED OPINION OF THIS DESIGNER AND HIS/HER WORK. ALSO EXPLAIN WHAT INFLUENCE, IF ANY, THIS WORK HAS HAD ON YOUR OWN. A LACK OF INFLUENCE MUST BE EXPLAINED.

His "proposed Broom title page" in 1923 shows his understanding of modernist style as a constructivist designer. The overall use of color avoids vibrant color, these overlapping typefaces interpret aspect of three dimension, it remains adequate empty white space, it uses geometric shape which strictly follows in order. This is a typical modernist design, which is different from traditional art; he has experimented with typography and attempted to create a new type of language, an elastic graphic in a strict manner of certain order. Despite the fact that the overall design is a bit leaning towards left side, it can be conclude that this is a good example of creating a "clean, less is more" design.
Modernist style is generally a strength because it embraces simple, pure and integrated design. This author lived in early era of modernism, and he was definitely a part of crucial step to improve modernist style later on.

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