



NAME OF ARTIST HERE

DESIGNER'S FULL NAME: Kolomon Moser

DESIGNER'S PSEUDONYM/NICKNAME: None

GENDER: Male

YEAR BORN: Remove this text and write year

COUNTRY IN WHICH DESIGNER BORN: Austria

YEAR DIED: 1918

COUNTRY IN WHICH DESIGNER DIED: Austria

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.

His race affected his work because he was one of the members of the Siebener-Club which was a "forerunner of the Vienna Secession." If he were not from Vienna, he would not have been a part of the secession.

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

He designed furniture which would be considered graphic design based on the process. Design programs can be used to create furniture which then can be turned into real furniture pieces. Moser has done everything from "designing furniture, glass objects and jewelry as well as leather goods, textiles, book bindings and even toys¹". He was also a professor at the Kunstgewerbeschule, where until his death, he taught drawing and painting.

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.

One of his well known pieces is a print called "Wings of Love." It is a "design for printed silk from the portfolio 'Surface Decoration.'" ².

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

His fame was within the design circle. He designed covers for Ver Sacrum which was the magazine that came out during the Vienna Secession. It wasn't a magazine that people would read if they weren't in the art community. The work that would be known, is his furniture because that is more likely to be in the average person's home.

DOES THIS WORK EXEMPLIFY ASPECTS EXPLAINED IN PREVIOUS QUESTIONS?

The "Wings of Love" piece was not for Ver Sacrum or a piece of furniture.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

He is most noted for his Ver Sacrum covers. They were very strong in their design style and exemplified Art Nouveau. He used muted color palettes in not only his graphic design work but also his paintings. He also created beautiful patterns that he used in a lot of works. He used repeating shapes to create a pattern all across a page, and then he would add in a small box with no color and a few words.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

The only thing controversial about him would be that he was apart of the Vienna Secession. That arose because a group of artists wanted to break away when Kunstlerhaus wouldn't allow foreign artists to participate in their school.

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

He mainly did lithography. Lithography uses lithographic ink & conditioners, lithographic crayons, pencils, lithographic stones, lithographic plates, aluminium, zinc.

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

Moser studied design and painting from 1885 to 1892 "at the Viennese Akademie der Bildenden Künste. 2" In 1886 he also studied painting at the Allgemeine Malerschule 2. Then from 1893 to 1895 he studied graphic design at the Viennese Kunstgewerbeschule. 2.

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

His work is mainly decorative pieces with no meaning behind them. If his work did have an ideology behind it, he never explained it.

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

His style is beautiful. It is what Art Nouveau was all about. It had Japanese influence, flat, muted colors, and lots of decoration. His Ver Sacrum posters are what gave him his name.

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

No

YOUR NAME: Emily Richards

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.

Moser has beautiful work. He created works that embodied Art Nouveau. He used engaging patterns that would draw the eye in with their contrast. His color schemes are very aesthetically pleasing and his work is easily identifiable as his. He also did many different things from lithography to painting to furniture to glass work and jewelry, leather goods, textiles, book bindings and toys.

Compared to other Art Nouveau artists, I prefer someone like Alphonse Mucha. Mucha's work is more elaborate and decorative while

Moser's is more flat. Mucha has more movement with hair and swirls, he uses more decorative frames and patterns. Mucha was

creating work earlier than Moser and was more towards the beginning of the Art Nouveau movement. The “Gismonda Poster” was created in 1894 while Ver Sacrum was established in 1898. Moser was later than Mucha which meant the style was moving closer to the flat, geometry of modernism and that transition is easy to see when comparing. Moser is also very different from Art Nouveau artist, Henri de Toulouse Lautrec. Lautrec created very flat, two dimensional images, which were still beautiful. I do prefer Moser’s style to Toulouse Lautrec’s. If it were not for Ver Sacrum, I do not think Moser would have been elevated to the level that he is. Ver Sacrum gave him a constant outlet that got his work out there and available for people to see. I do not mean that his work was not good enough without Ver Sacrum because each cover is good enough to stand on its own as its own work. I do believe that he owes his success to the Vienna Secession. He of course had a lasting influence. I still see works today that have Art Nouveau influences.

As of now he has not had an influence on my work, but I could see myself coming to his work for color palettes. As for his influence on other styles, Art Nouveau is considered the first style that begins modernism. It is the first style that is drastically different from the Victorian and other styles that came before it. Art Nouveau artists wanted to be different, they took influence from Japanese art and created a never before seen style because trade with Japan had just began. As the time went on, the extravagant decorations began to lessen. Patterns became simpler and then were turned to flat color. From Art Nouveau to art deco to constructivism to De Stijl and then to the Bauhaus where modernism thrived. Every artist involved in those movements played a key role in the birth of Modernism and the International Style. All Art Deco artists were influenced by Art Nouveau because it had a similar style but more simplified. Other movements may have less of an influence from Art Nouveau but all art has influence from previous movements. Moser was one of the Art Nouveau artists who moved closer to modernism. Instead of the usual ornamentation of Art Nouveau, Moser would use more flat colors.

BIBLIOGRAPHY:

1. York, Neue Galerie New. “Koloman Moser.” Neue Galerie New York. Accessed April 04, 2018. <http://www.neuegalerie.org/collection/artist-profiles/koloman-moser>.
2. Harvard. “Harvard Art Museums / Fogg Museum | Bush-Reisinger Museum | Arthur M. Sackler Museum.” From the Harvard Art Museums’ Collections Surface Decoration. Accessed April 04, 2018. <https://www.harvardartmuseums.org/art/56214>.
3. “Koloman Moser Biography - Infos - Art Market.” Koloman Moser Biography - Infos - Art Market. Accessed April 03, 2018. <http://www.koloman-moser.com/>.

