

June 1, 2013

The Flapper

ASDVA's Membership Newsletter

“Let us celebrate the occasion with wine and sweet words”
-Plautus

The occasion being the Art Deco Society of Virginia's one-year birthday on June 23. Now that's something to celebrate!

Message from the President

Reflecting on a Year Gone By

People always ask me what I like about the 1920s. Is it the music? Is it the clothing? Is it the female-empowering flapper movement? Yes, it's all of those things. But perhaps my favorite part of the 1920s is that it was the dawning of The New Era.

The boys had just come home from the Great War and America was on the upswing, riding the post-war high. It was a time of prosperity and productivity; new beginnings and new ideas. So many wonderful things came out of the decade from Band-Aids and electric razors to traffic lights and televisions. It was an exciting time in our nation's history, and also the beginning of the modern lifestyle.

Last June, I and four others decided to start our own New Era. With exhilarating ideas and big dreams for a better tomorrow dancing in our heads, we decided to create the Art Deco Society of Virginia. We had no idea whether our little society would catch on or become just another pole-sitting fad, but like all great inventors of the 1920s, we had to give it a shot!

Reflecting on the past year, I am proud to say that I think we have found our niche here in the Commonwealth. The passion and interest in the Art Deco period demonstrated by our members and by members of the community has been awe-inspiring to say the least. This society continues to grow stronger each day thanks to your continued support.

We have many exciting events on the horizon and I look forward to seeing familiar and new faces in attendance.

As we journey into our second year, I encourage you to not only celebrate this New Era of Art Deco appreciation with us, but also to share your own visions and ideas with us so we can truly capture the



Photo by Lynn Redmile

essence of the era. We wouldn't be where we are today without some of the ideas of the 1920s, and this society can only get better with the ideas of our members.

Thank you again for your dedication to preserving the Art Deco era and for your support and belief in the Art Deco Society of Virginia.

Here's to a wonderful year!

Olivia Lloyd
President

News

The Great Gatsby: One Woman's Review



Though Director Baz Luhrmann took great liberties with the music, sets, and costuming for his remake of *The Great Gatsby*, he kept incredibly true to the original story. The story and the revelation of a glittering façade that crumbles as Jay Gatsby's dream disintegrates when he seems to have it finally in his grasp satisfied this reader and movie-goer. A solid cast helped in the development of the story starting with Leonardo DiCaprio as Jay Gatsby, a complicated mysterious individual, a man who built a life, his riches, and a story to attain the love of one woman, a woman (Daisy Buchanan played by Cary Mulligan) who seemed hardly deserving of such passion.

Interestingly, in the Jazz Age, when ordinary women were working and had gained a modicum of independence over their lives, Daisy still lived by the convention of her time, that she had (or was it her choice?) to marry someone of her social class. This set the stage for a tragedy fueled by the entitlement of the haves over the have nots. Even with the intrusions of hip hop music, stylized settings of New York City, and a perhaps a too innocent Nick Carroway (Tobey Mcguire), this movie still worked for me. I will also admit that I reveled in the clothes, jewelry, cars, and even the beautiful Tiffany tea set that adorned the screen. Yes, I would have crashed a party at Jay Gatsby's!

Feature Article

**Deco or Nouveau?
Understanding the differences once and for all**

By Paula Peters



Can you tell the difference between an art deco poster and an art nouveau illustration? Were you lost the last time you visited a Decorative Arts exhibit? Well, you are not alone. Many people often wonder what the differences between Art Deco and Art Nouveau are.

Even though knowing these differences isn't mandatory (unless you're an art major), a basic knowledge of the aesthetics of these styles can increase art appreciation. Plus, as members of the Art Deco Society of Virginia we ought to know better, right?

With the help of VMFA's curator of Decorative Arts, Mr. Barry Shifman, we bring you a Deco/Nouveau cheat sheet:

Basics

Art Nouveau draws inspiration from nature and uses motifs from the natural world. It has curvilinear lines and it's asymmetrical. Art Deco draws inspiration from modernity and uses urban motifs from the "big city". But it also uses Egyptian, African, and Oceanic motifs. Deco artists were also inspired by styles considered exotic at the time. It has rectangular, straight lines and it's very streamlined and architectural, using geometric shapes.

Both use luxurious materials but only Deco used unusual, exotic materials such as ebony, different types of wood and shark skin.

However, Shifman warns: “you can’t make hard-and-fast rules.” These are general characteristics that are not necessarily present in every piece.

Backgrounds

Art Nouveau preceded Art Deco. Nouveau was a reaction to the Industrial Revolution and reflected artists’ concerns of losing individual expression. Deco, on the other hand, is a reaction to Nouveau. Artists wanted to explore geometry and departure from the undulating shapes of Art Nouveau.

Influence

Art Deco found wide acceptance around the world. It is seen in buildings, products, and posters much more than Art Nouveau, which has a limited appeal.

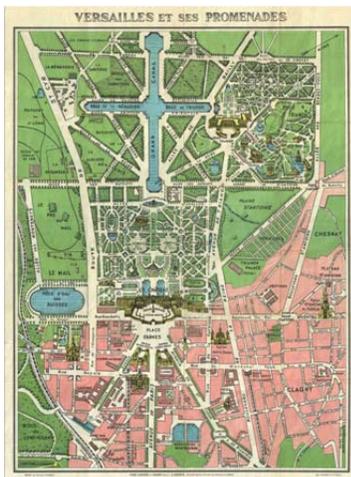
Field Trip

The VMFA has one of the world’s most impressive decorative arts collections outside Paris. On your next visit, Shifman recommends checking out Eileen Gray’s *Chaise Longue*, René Buthaud’s *Oceania Vase*, and Pierre Legrain’s African inspired furniture. These are just some of the beautiful pieces in the VMFA’s collection, but now that you’re an art connoisseur, you’ll be able to enjoy them even more.

Paula Peters is a freelance writer, lifestyle blogger, and ADSVA member. She has written for RVA Fashion Week.

Events in June

The Great Commonwealth Art Deco Mapping Project The Commonwealth of Virginia



We all love Art Deco and we all have our favorite Deco buildings in the Commonwealth. Well it’s time for us to share our love and knowledge with the rest of the world. The Society will officially launch “**The Great Commonwealth Art Deco Mapping Project**” this month and we will rely on our members to ferret out these Art Deco gems for us. We will place this information on the ADSVA’s website so anyone can go on a self-guided tour of Art Deco buildings in Virginia. If you remember last months’ article on Industrial Art Deco Buildings in Norfolk, as an example we have used that information to start our [Norfolk Art Deco](#) map.

To participate in this project, all you have to do is send an email to artdecova.membership@gmail.com with as much of the following information as possible:



Address

The year the building was built
The name of the architect, if possible
Its original use
Its current use

We hope to have an enormous amount of participation from our members!

Art Deco Society of Virginia Birthday Bash

Keep an eye out for your invitation!!

Events in July



RESCHEDULED!

**Members-Only Tea and Social at the Jefferson Hotel
Saturday, July 20, 2013; 3:00 pm
101 W. Franklin St., Richmond, VA**

The second time around is just better than the first since this will be the Chocolate Lover's Tea! Just a little something special for ADSVA members to meet, chat, dress beautifully, and have high tea at the Jefferson Hotel. Who doesn't like finger sandwiches, clotted cream, and scones in an opulent setting? Because seating is limited, reservations are required. So don't delay in sending us an email (artdecova.membership@gmail.com) by July 14 if you want us to save you a spot! Payment (includes tax and gratuity) will be made on the day of the event.