



AdbA Art Deco Buenos Aires Argentina América Administrador

15* Congreso Mundial de Art Deco ®2019 - 15 th World Congress on Art Deco ® 2019

AdbA – MDPL- ICADS



Congreso Mundial Art Deco ® 2019 World Congress on Art Deco ® 2019

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Buenos Aires, 7 y 8 de noviembre de 2019

Art Deco was a cry for life and the desire to live, reflects the feeling of interwar society. It shows us a way to see and feel the world with freedoms.

Art Deco represented the color, the enthusiasm and the joy of an era and of a society in change, wanting to progress and reveal the hidden mysterious mysteries, expressed in compositional and sculptural elements.

It was the reflection of a boiling society, which achieved a profound social and cultural change, which sought new answers to the paradigm of becoming and for which the rules of the past were not valid, everything was to be discovered, to be invented.

And it was thanks to this avant-garde society where Art Deco becomes the most eclectic and popular of styles that manages to influence all areas of art and design combining a multiplicity of sources, materials, textures, as in the ajedresada Buenos Aires of Borges, to create designs that revolutionized the world in his time and were not overcome yet.

Among the everyday objects we can name: the standing fan, the wristwatch; in the world of jewelry the articulated bracelet and the brilliant baguette; in fashion the Sarén trousers, inspired by the Russian ballet, the bare backs, the release of the corset woman, the nylon stockings; in art the geometrization of forms and the use of the fragmented lines of cubism, Italian futurism, surrealism, fauvism, with its explosion of color.

He received the influence of different styles: the synthesis of the Bauhaus and the monumentality of neoclassicism, which we can appreciate the excellence in the works of Salamone Golden age of the

automobile, the public transport of passengers "the collective", the train, the transatlantic, The birth of aviation, Jorge Newer. It emerges as an expression of movement, speed, industrial and economic development; The systematization of the design and the development of new technologies.

The "sunburnt iconography", the figure of the woman within the iconography, the enterprising woman, the entrepreneur, the Super Heroes, the advertising poster, the decorative art, the mosaicism, the design of furniture that has not lost its validity for its good taste in the combination of exotic woods and innovative materials such as steel, bakelite, glass.

Street lighting, radio, spoken cinema, set design, night, bohemian, cabaret, jazz, tango in the art deco voice par excellence "Carlos Gardel". The urbanization of the towns, that rural profile that is transforming itself to become a metropolis. The architecture that imposed a universal style that is still influencing the designers and caused a before and after in the history of the period between the late 19th and early 20th century Wars. A style, a movement, an example to follow and to pursue the quality of design as an expression of excellence.

In the conferences of the 15th Congress, we seek to highlight these features that identify us and excite the art deco movement, revealing the mysteries of its compositional forces.

Arq. Adriana Elvira Piastrellini
Fundadora AdbA / ACAPA
Art Deco Buenos Aires Argentina
Presidente

15 th WORLD CONGRESS ON ART DECO ® 2019

Paper's presentation guide

The academic committee for the selection of conferences, made up by distinguishable members such as: Architect Alfredo Conti ICOMOS International, UNESCO'S Cultural Tourism Chair: Frederic Vacheron, Director of the Cono Sur UNESCO Villa Ocampo program, Architect Juan Vacas Museum Patrimony and Historic Heritage Direction Secretary of Culture of the "Gobierno de la Ciudad" (cities' government), Architect Julio Oropel President of the Associated Argentinian Interior Decorators (DARA), Architect Sergio Rechonier President of the Architecture Department of the Central Association of Architects (SCA), Daniela Design Teacher at the Palermo University (UP), Gladis Collazo Uyan will favor the presentations related with the congress' theme ART DECO'S MYSTERIES, UNEVENTS and ROMANCES. As we are dealing with an international congress, we are interested in getting to know about artists, designers, architects, industrial designers, furniture designers, jewelry, fashion, motoring, graphic design, cinematography from all around the world and from all the areas that influenced this movement. The topics treated will have to interest the audience with general knowledge about Art Deco and be didactic as well as entertaining, discouraging the reading of an academic work.

Unfortunately, we do not count with the resources to pay honorariums, discounts in the inscription tariff, or viaticums' charges for our speakers. Each talk will last 20 minutes, with 5 minutes for questions afterwards. It is important that the given time is not exceeded.

It is probable that the speakers will use powerpoint or something similar. We ask for slides with unique images and limited text to on or three lines to avoid confusion and hard to read slides. The ones interested in higher technology requirements (AV videos) must inform previously.

The speakers must send:

1. Conference's Title
2. Brief Summary
3. Imagery Selection to show the text/image relation and to see if the content is interesting. Five to ten will be enough.
4. CV

Please send your proposal to: adbaconsultas@gmail.com
Topic: "Lecture Proposal."

Beggining: December 12th 2018. Closure March 12th, 2019. Announcement of the people selected at the ending of march.