



design essencial 2014



objeto

ARTXEXTRA

ordinário

a invenção da representação  
pintura rupestre – 40.000 anos



A invenção da tinta, do pincel, do suporte e do spray



a mídia mais resistente ao tempo!



## a representação no antigo Egito





a representação na Grécia antiga





BCC

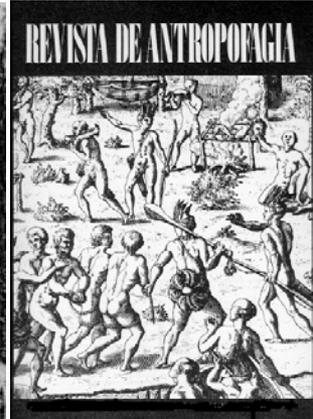
## a representação nos Astecas



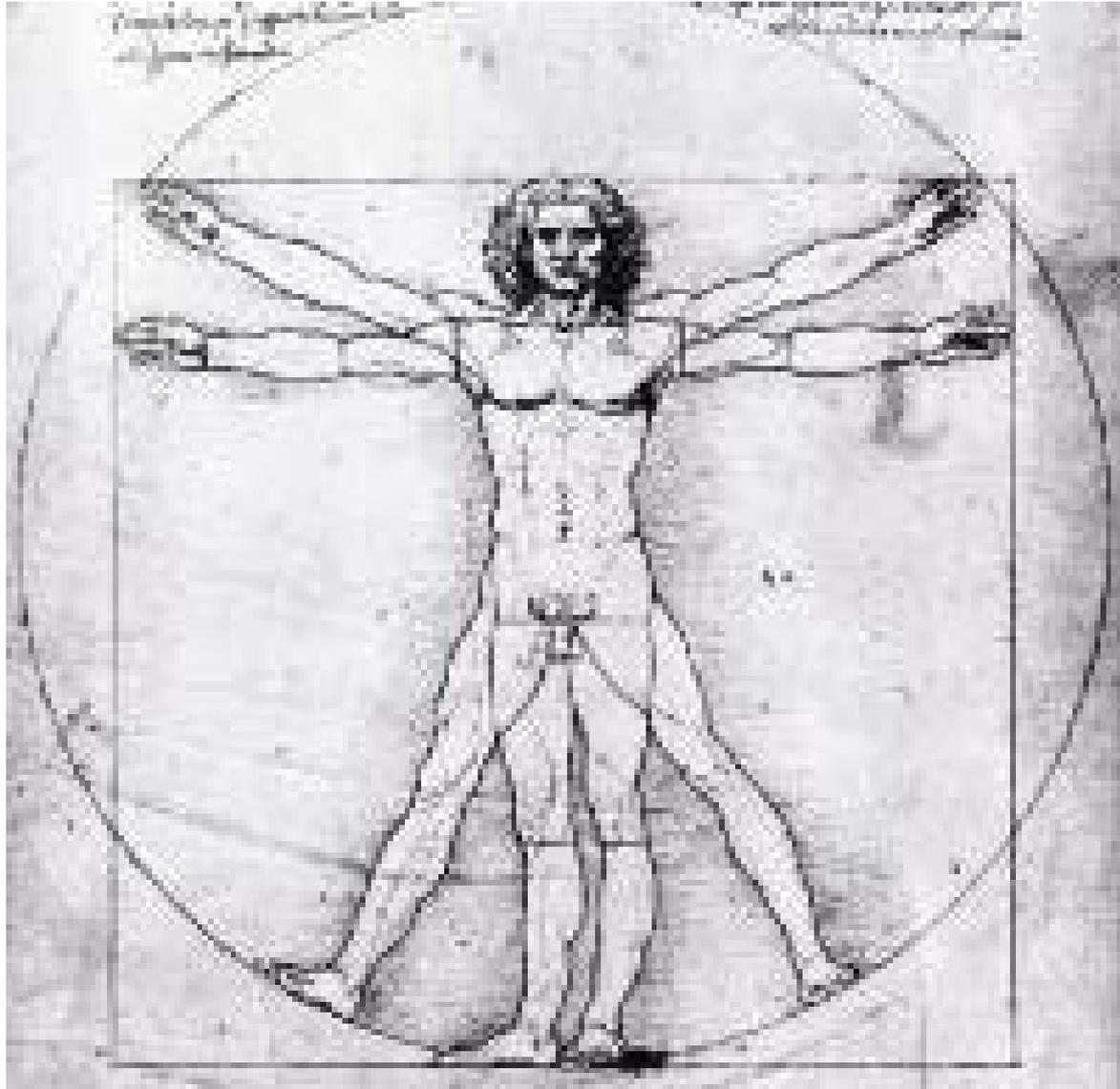
## a representação nos Maias



a descoberta da Brasil – 1500  
Hans Staden  
a primeira imagem do Brasil na Europa - 1540



## a representação no Renascimento



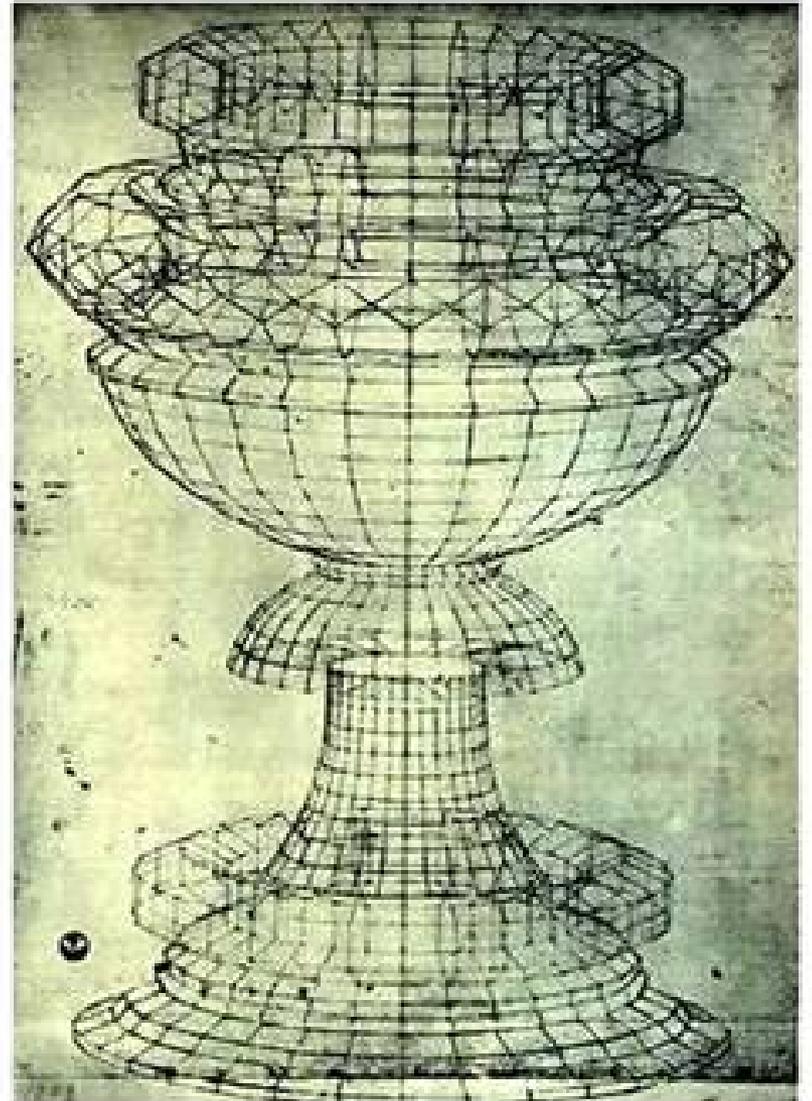
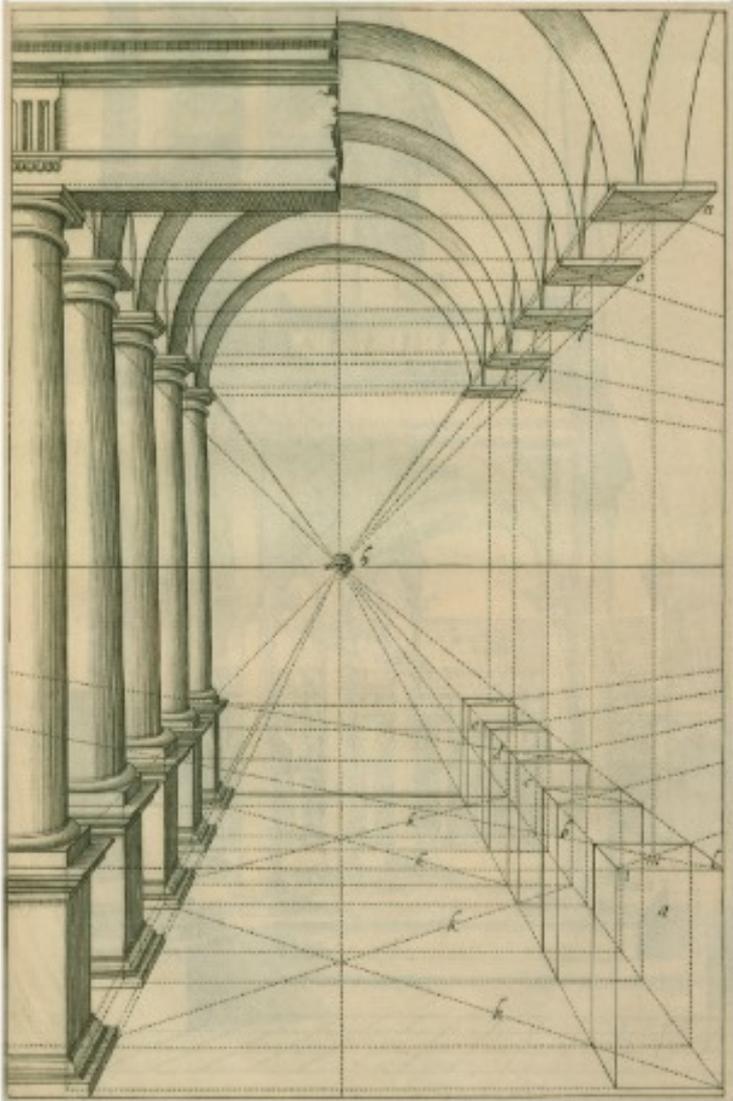


a representação no Renascimento  
Michelangelo – Capela Sistina





# A representação no espaço a perspectiva – Brunelleschi e Giotto



## a câmera oscura e a captura da imagem



a representação  
como um jogo

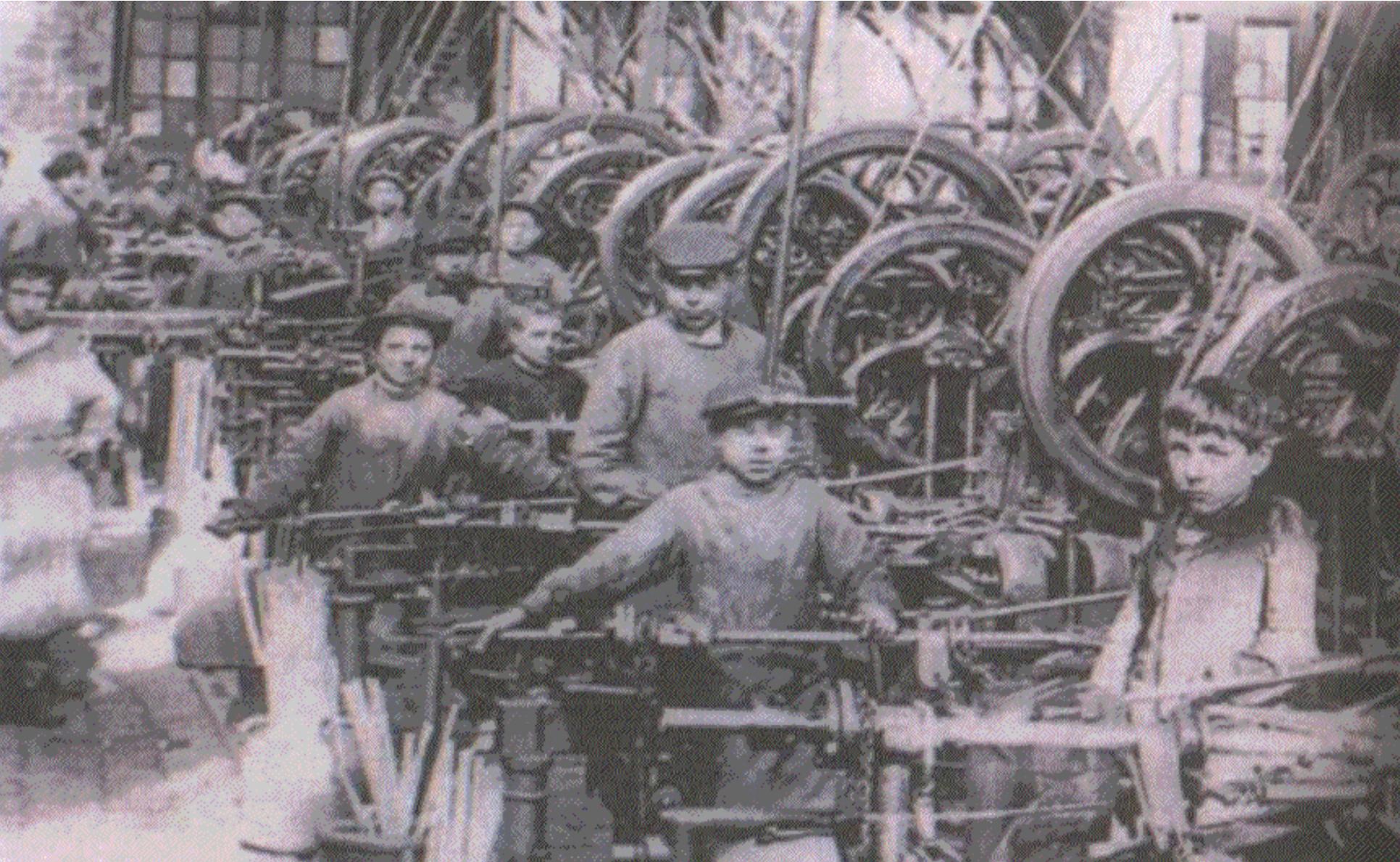
a idéia em arte

As meninas  
Diego Velázquez  
1656

é considerada  
a Pintura das  
pinturas



# a máquina a vapor e a revolução industrial - 1765



Do sino da igreja para o apito do trem





Daguerre, Niepce, Fox –Talbot e Bayard  
a fotografia e a representação instantânea - 1939



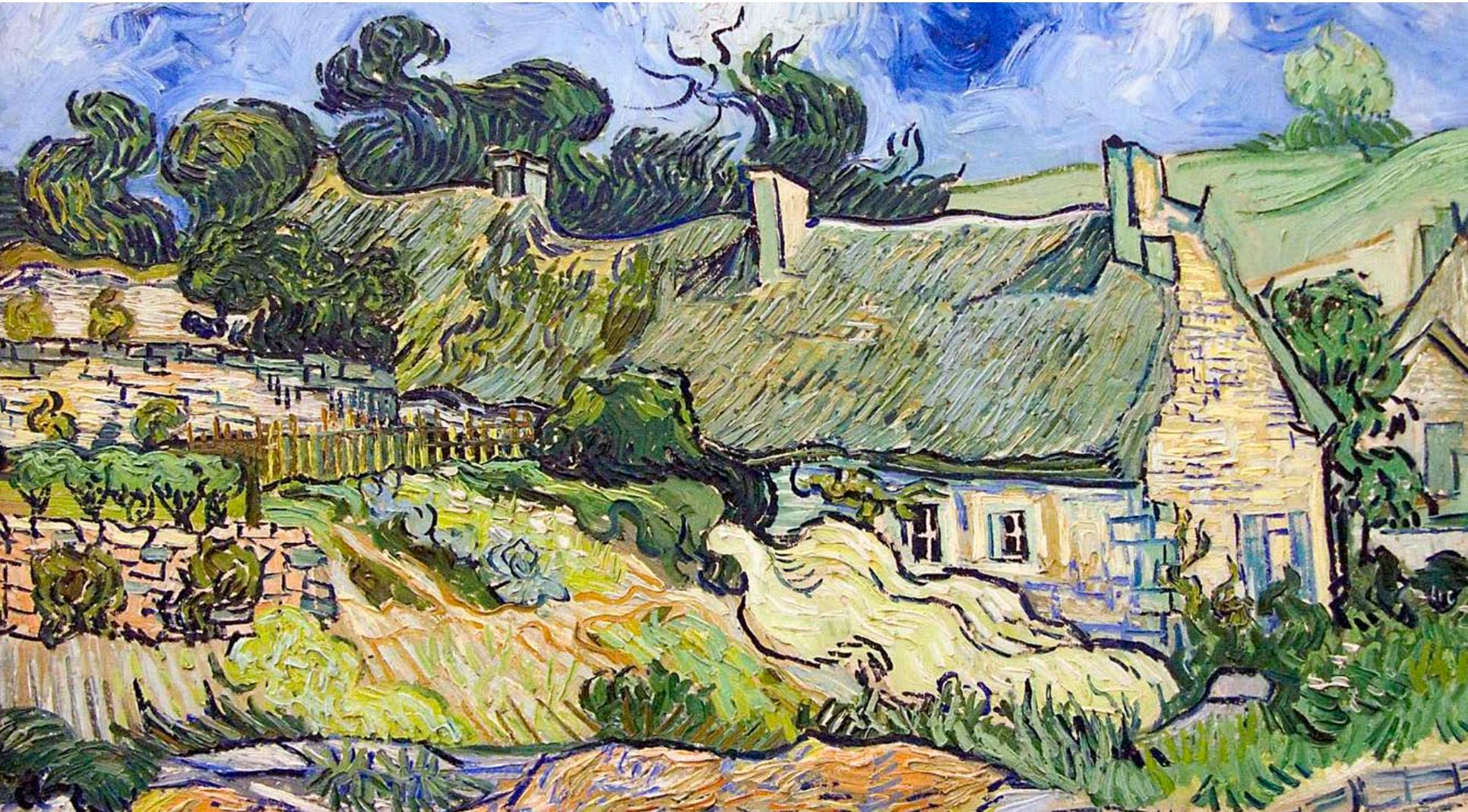
a representação no Impressionismo  
Monet - 1872



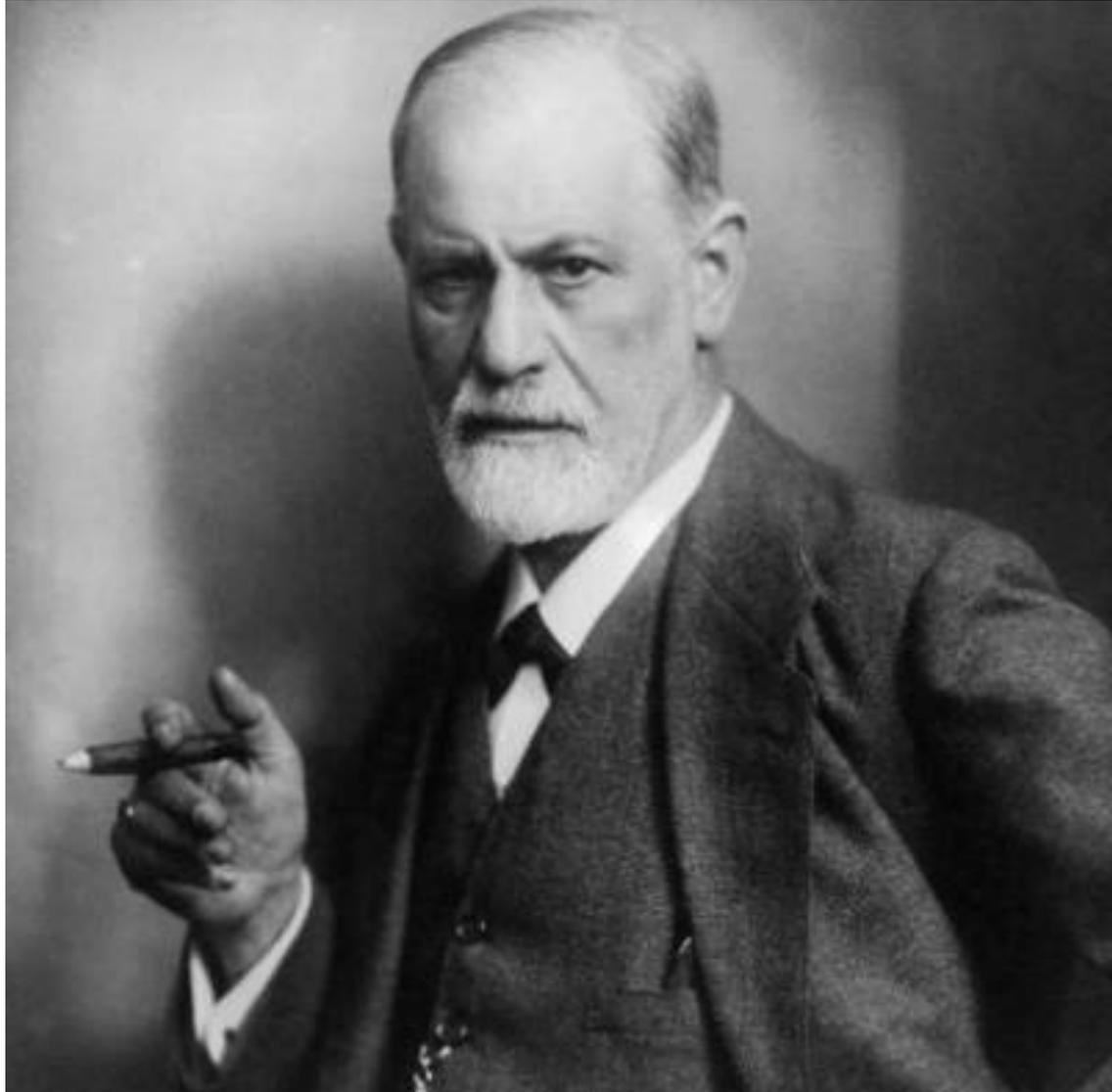
## o pontilhismo de Seurat



# Van Gogh e a tinta em bisnagas



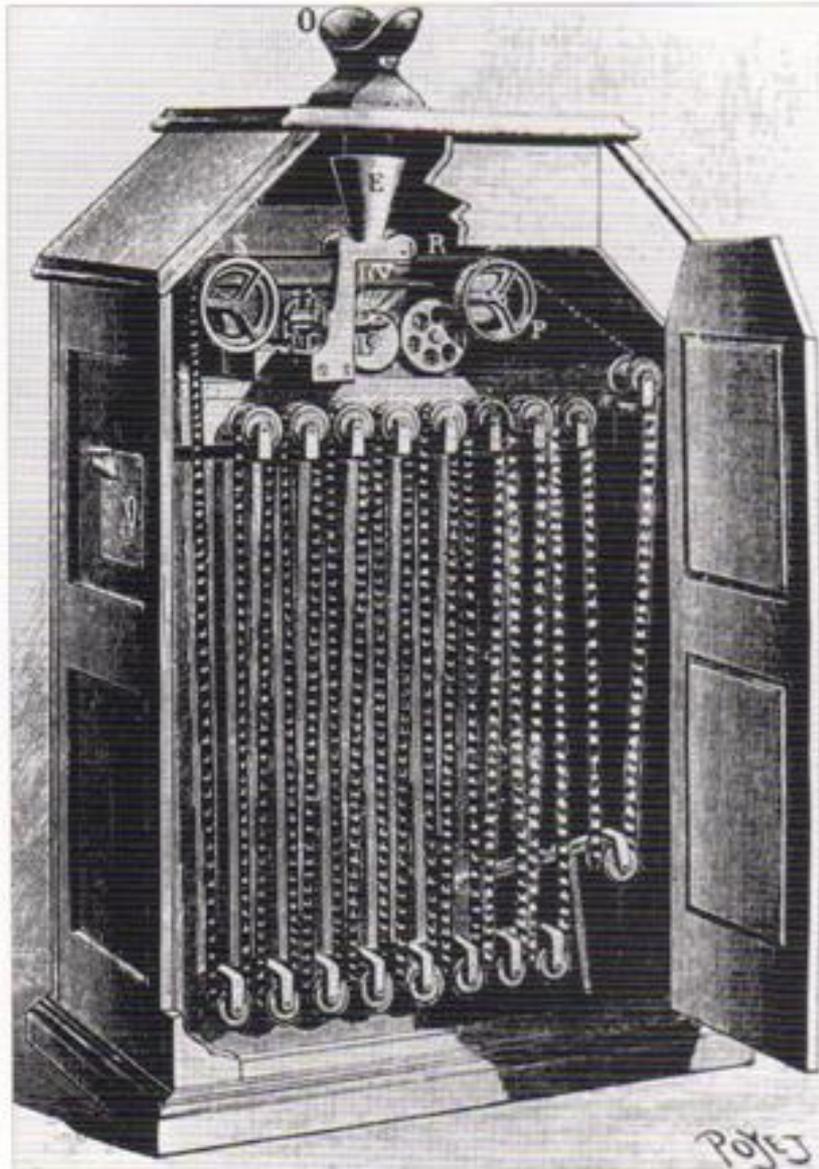
## a psicanálise de Sigmund Freud - 1882



## o automóvel de Daimler Benz -1885



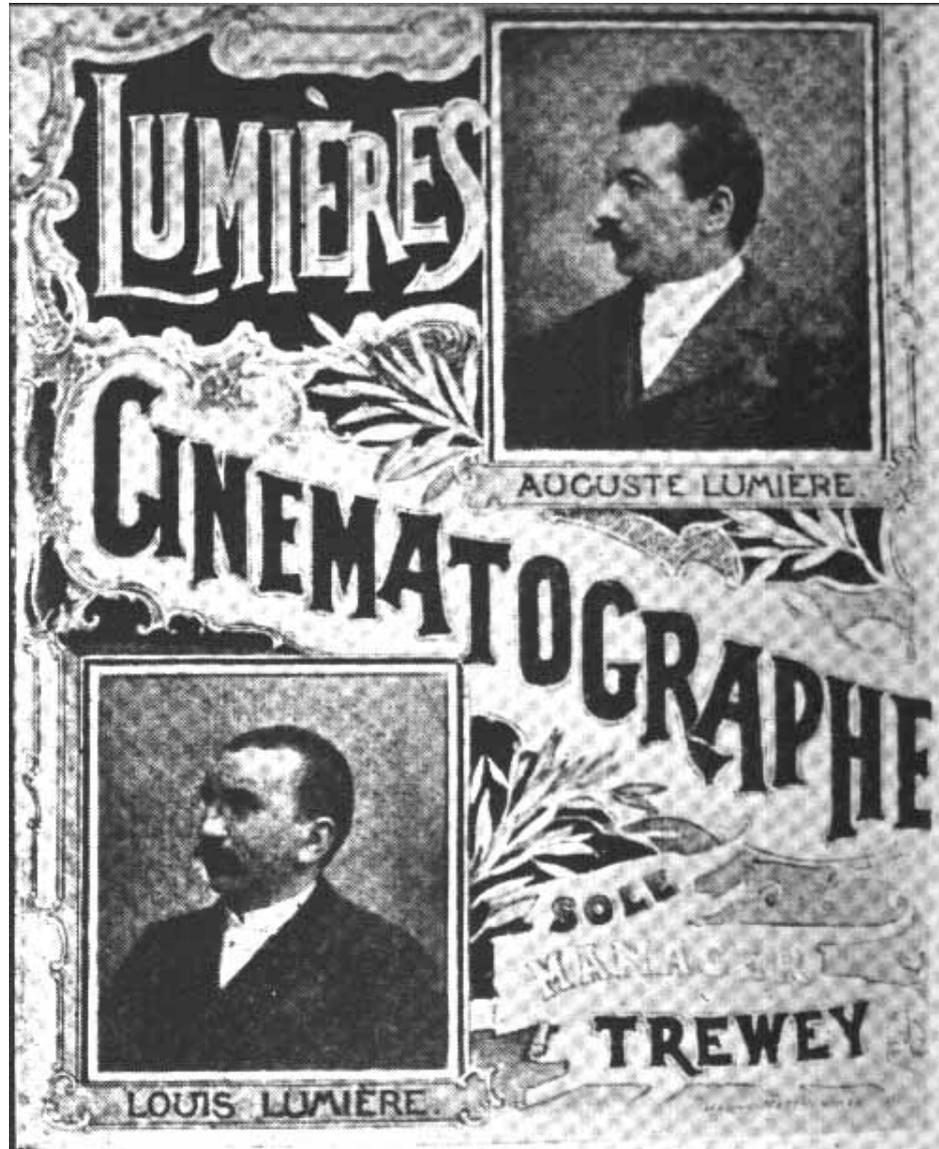
# o cinetoscópio de Edison ( W.Kennedy e L. Dickson ) 1891



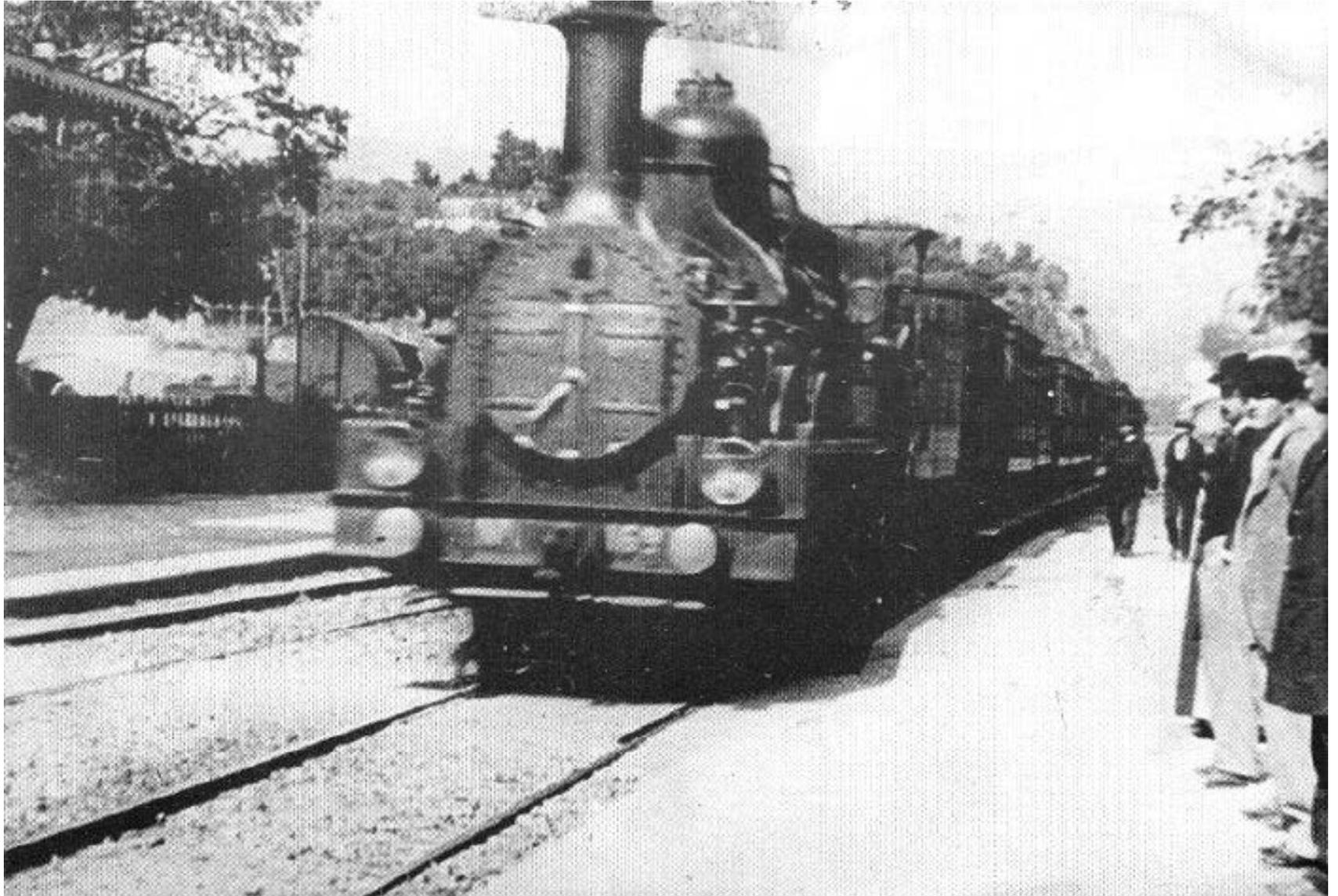
*El complejo mecanismo de arrastre de la película en el kinetoscopio de Edison y su forma habitual de uso.*



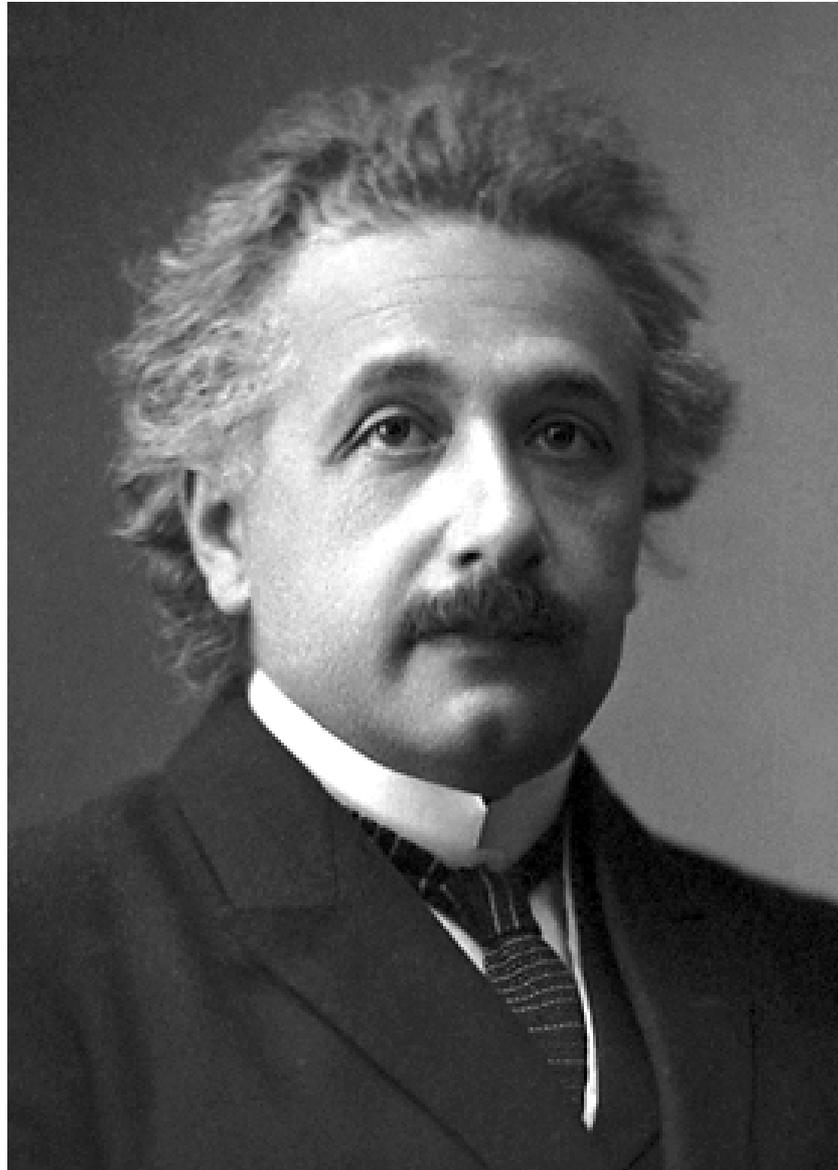
o cinematógrafo dos irmãos Lumière -1895



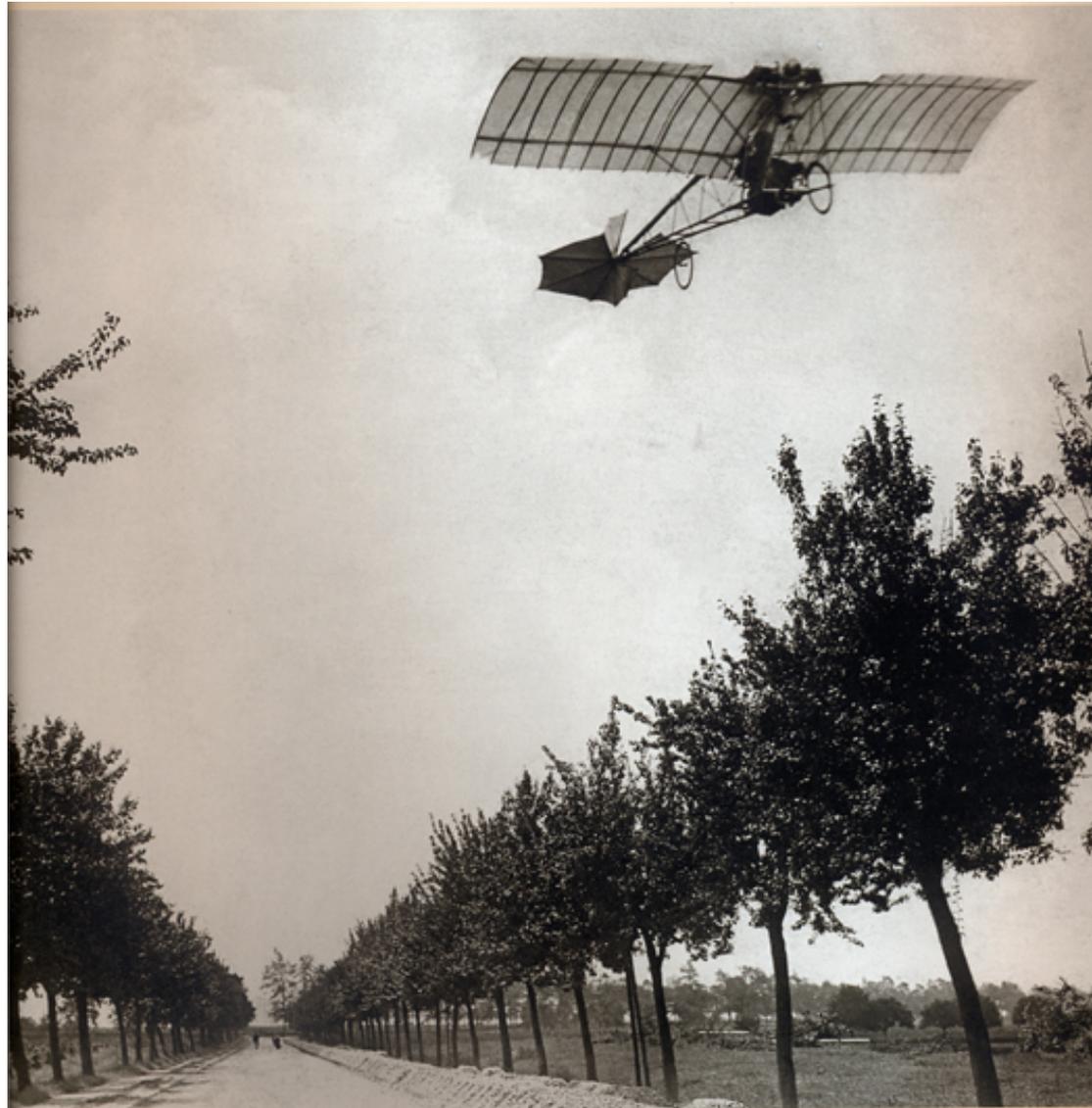
o cinema - a representação em movimento  
irmãos Lumière - 1895



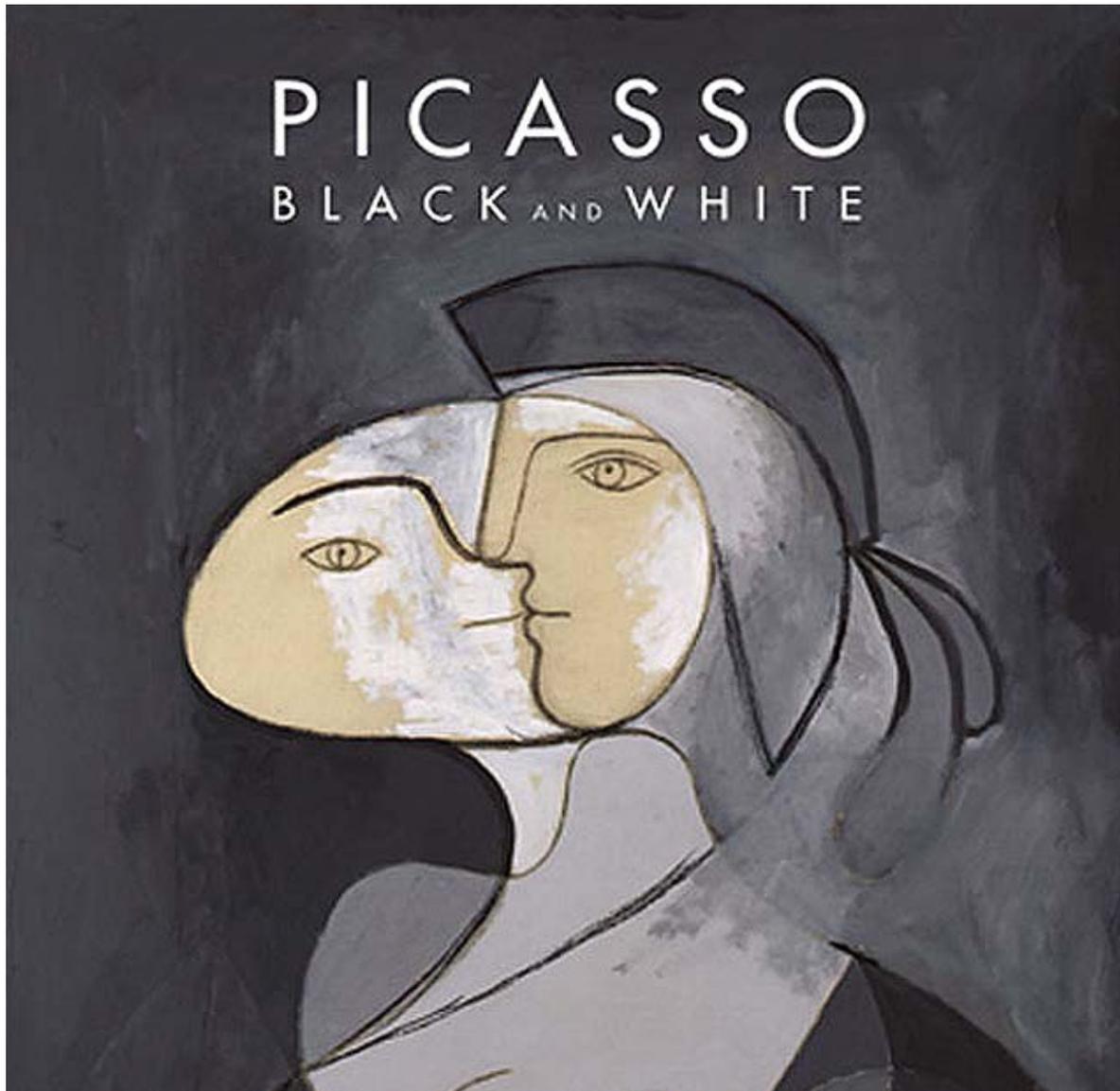
## Albert Einstein e a Teoria da Relatividade - 1905



o avião 1906 – Demoiselle de Santos=Dumont 1908



o Cubismo – Picasso e Braque - 1907



## o Manifesto Futurista -1909

Nós declaramos que o esplendor do mundo se enriqueceu com uma nova beleza: a beleza da velocidade.





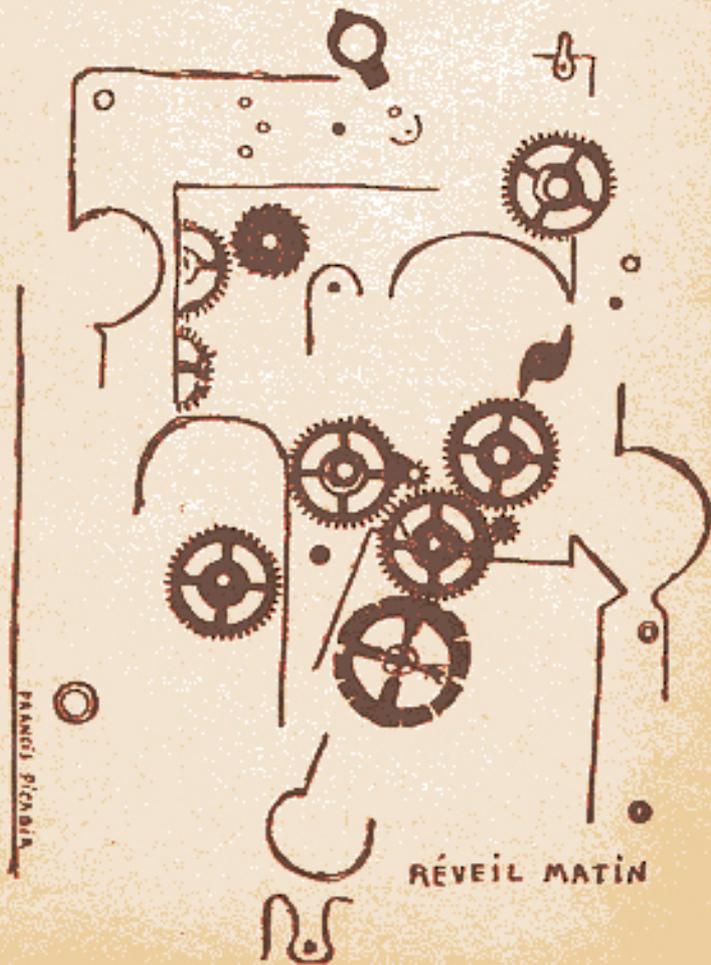


# a Primeira Guerra Mundial - 1914





# DADA 4-5

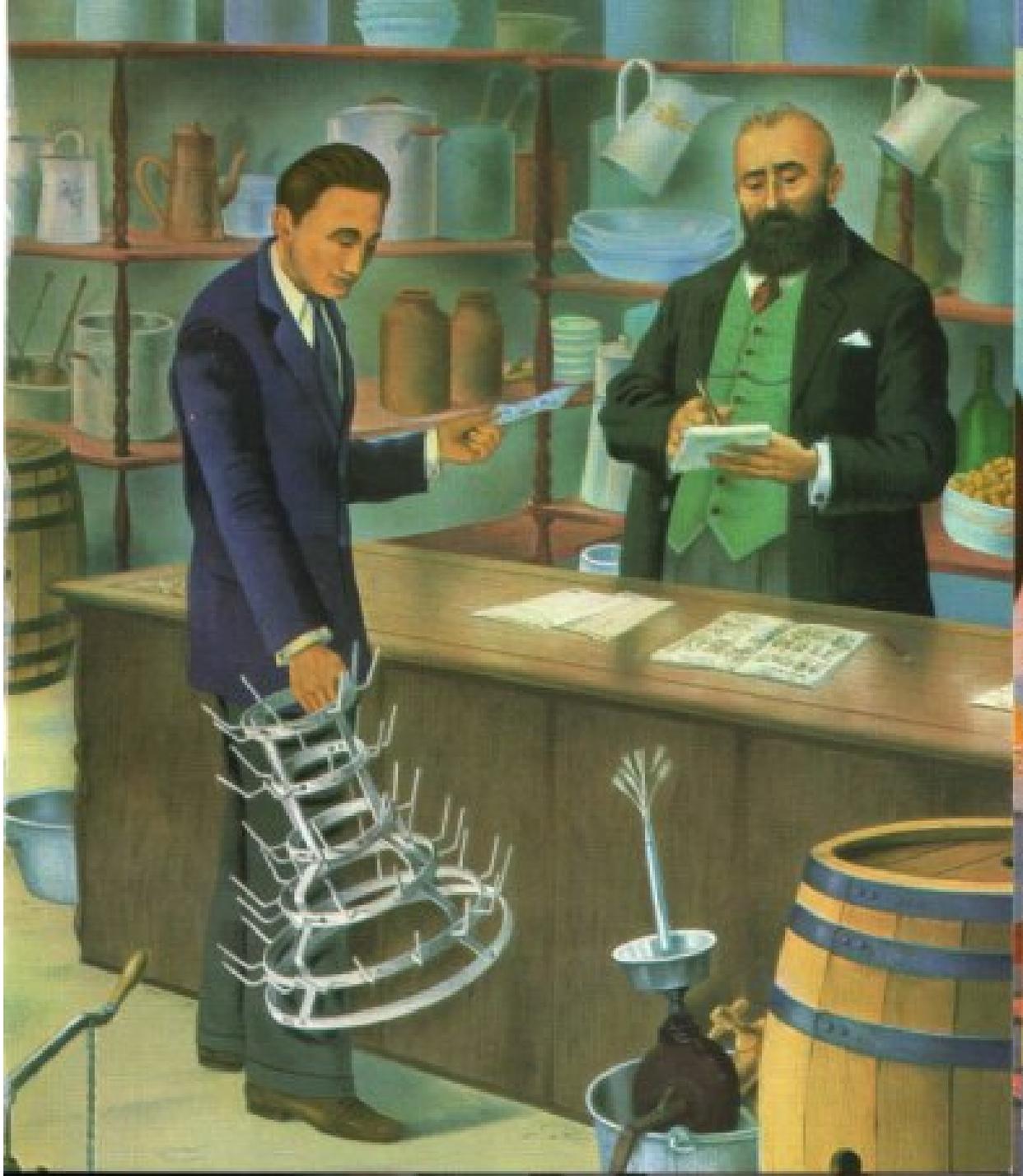


Francis Picabia

RÉVEIL MATIN







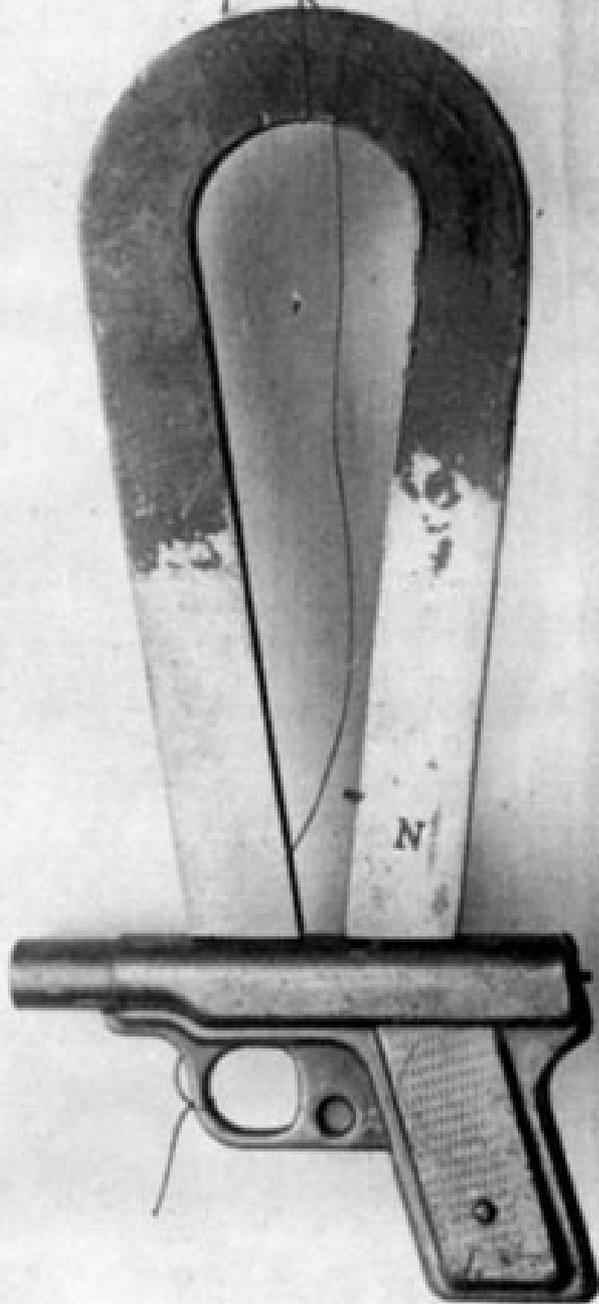


Marcel Duchamp





Man Ray



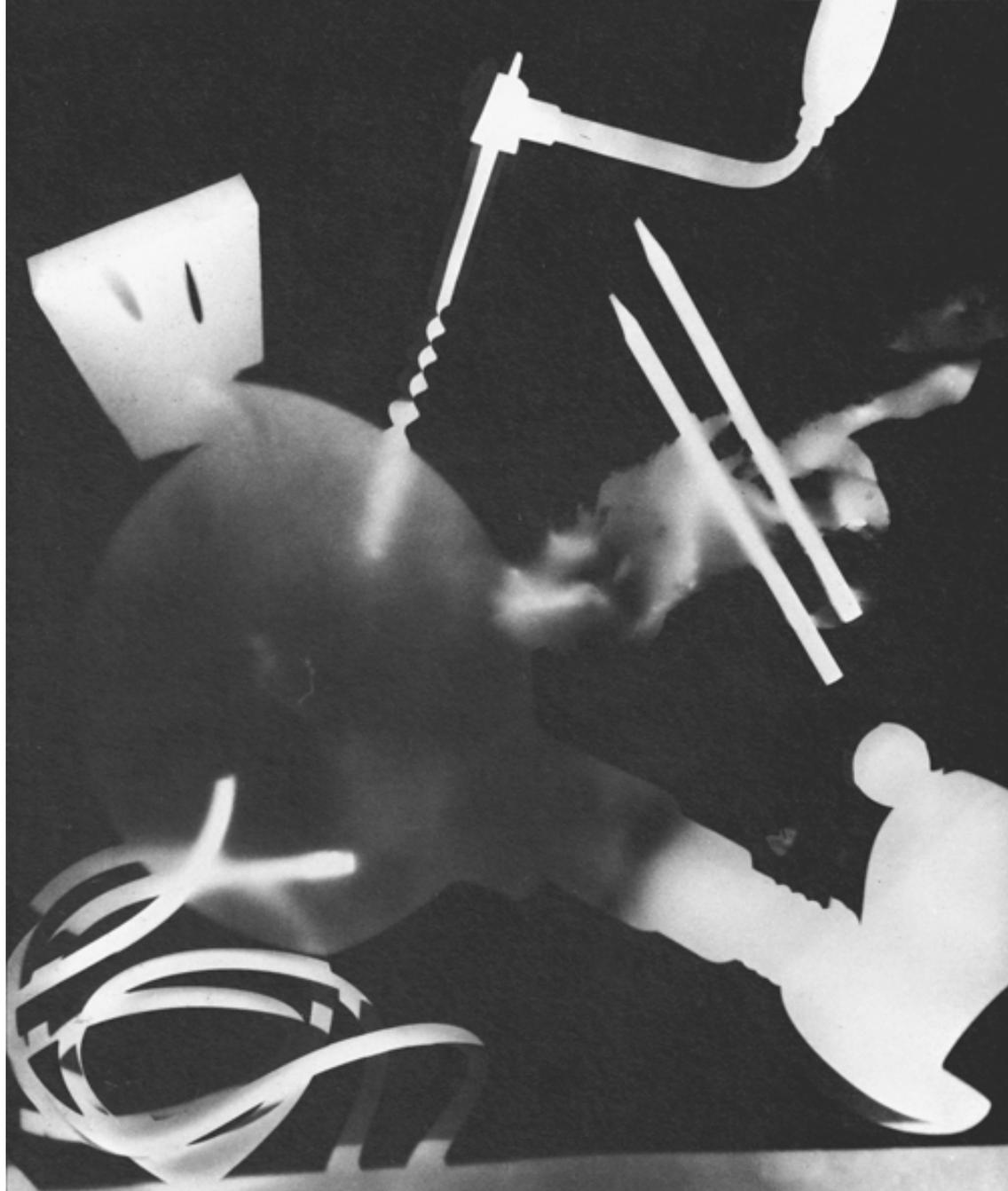
# Man Ray











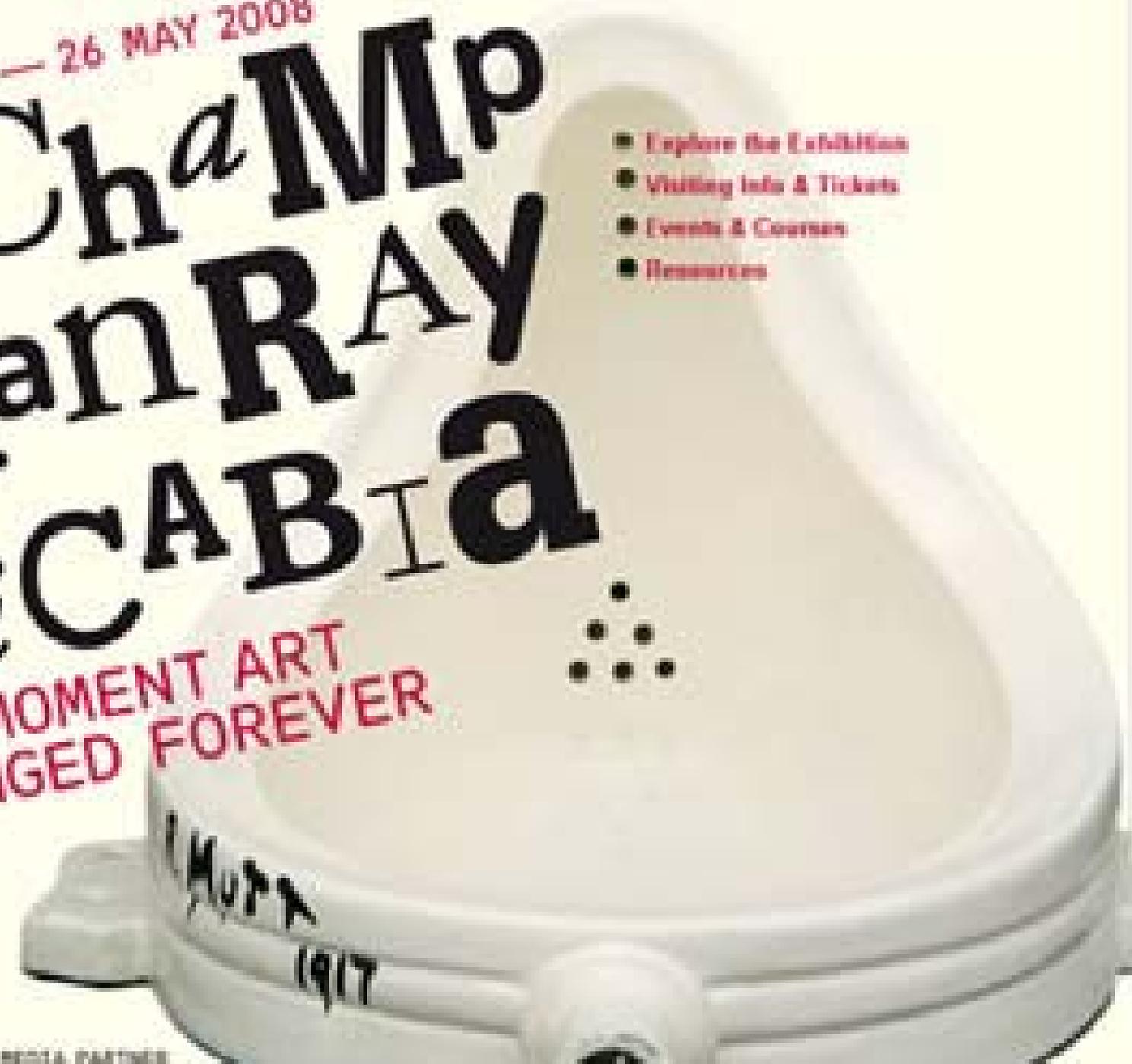
Man Ray 1923

21 FEBRUARY — 26 MAY 2008

# DuChamp ManRAY PiCABia

THE MOMENT ART  
CHANGED FOREVER

- Explore the Exhibition
- Visiting Info & Tickets
- Events & Courses
- Resources



o fim da representação  
( para alguns artistas )  
o objeto não mais representa, o objeto é.  
o fim da necessidade da habilidade artística  
a arte em dúvida, a dúvida em arte  
a arte como provocação

os ready made - os já prontos  
a apropriação - o objeto encontrado, escolhido  
a obra única  
e o objeto em série  
uma nova categoria – o objeto em artes plásticas

o choque do objeto fora de seu contexto  
a idéia como arte

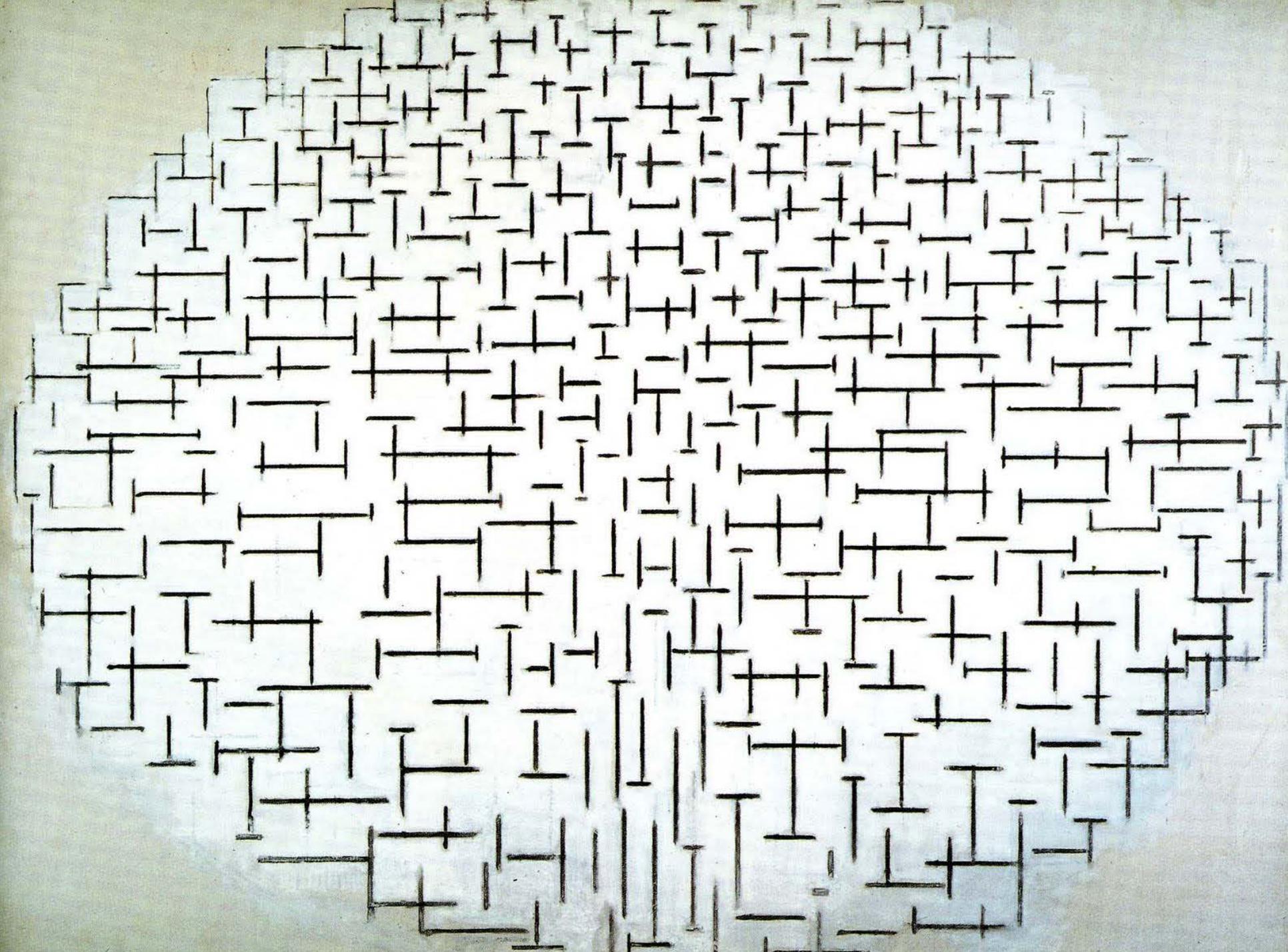
o humor em arte

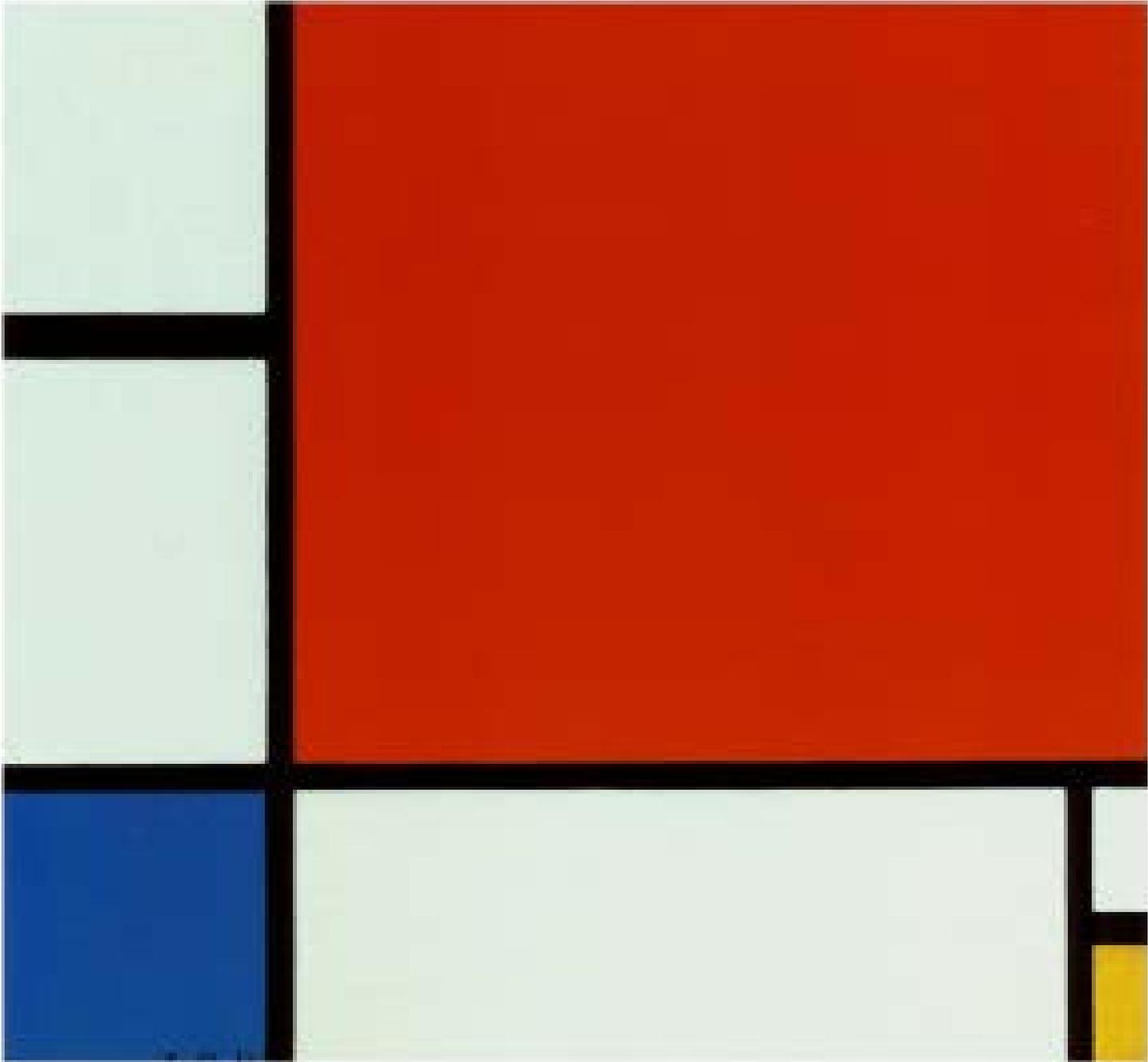
o non sense

Piet Mondrian – 1872 - 1944

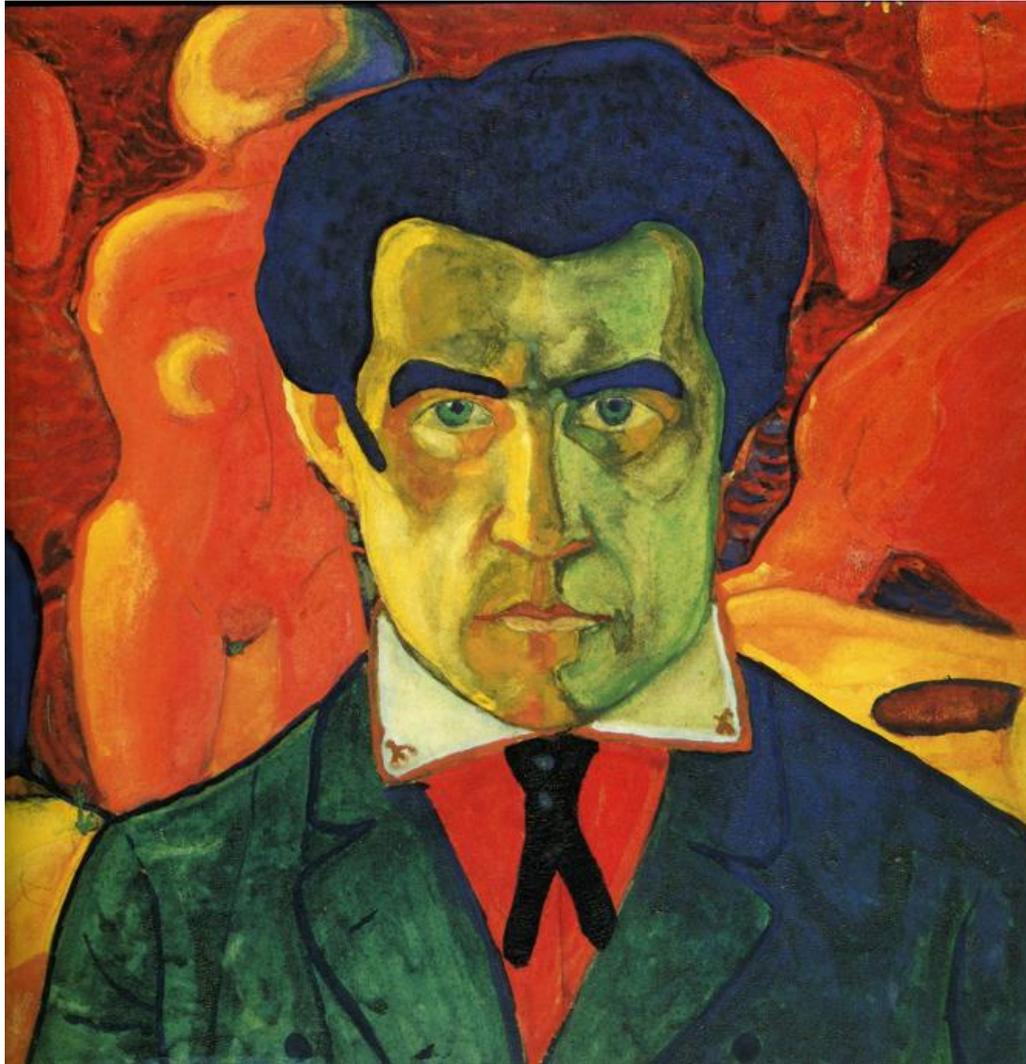


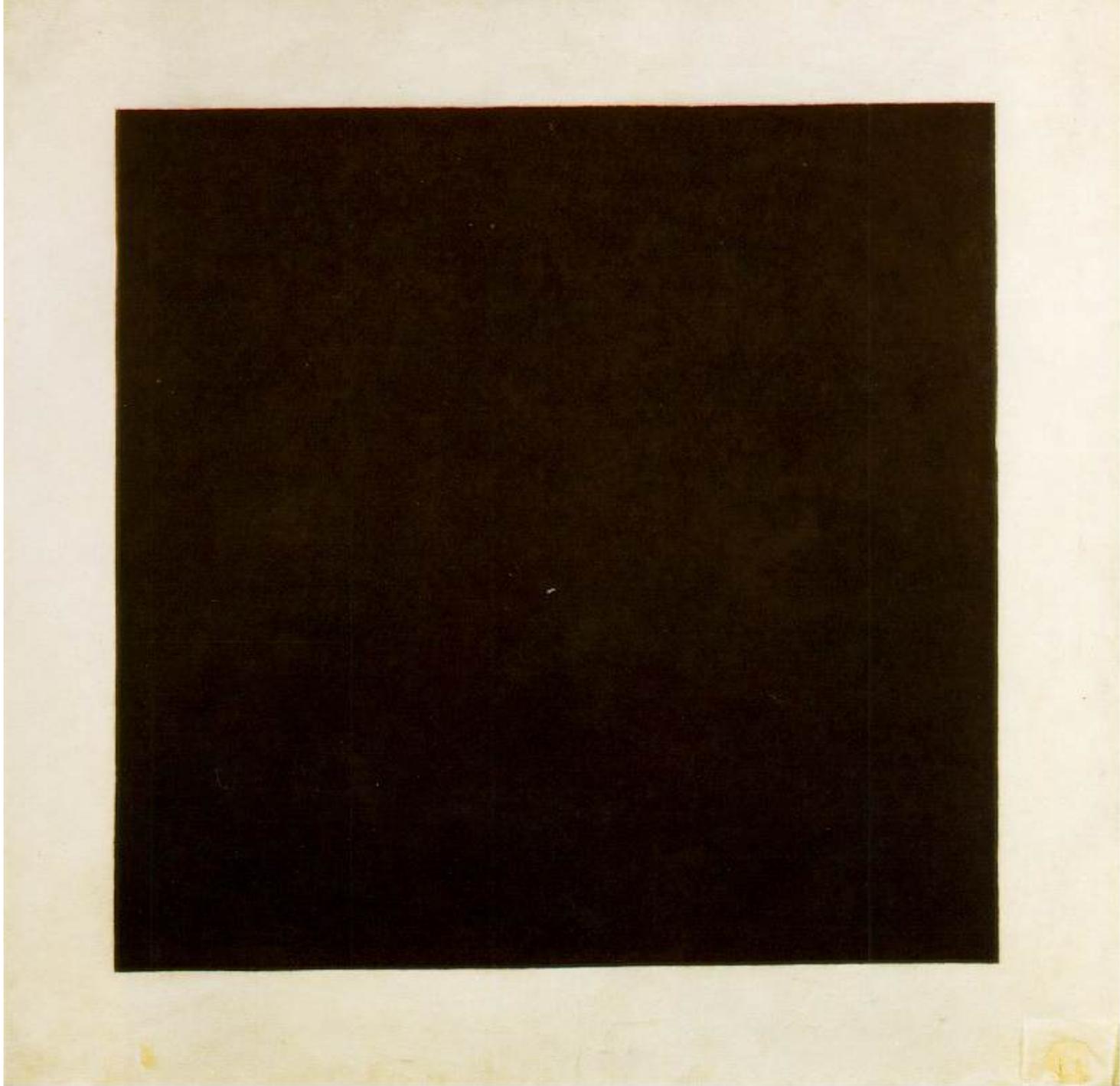


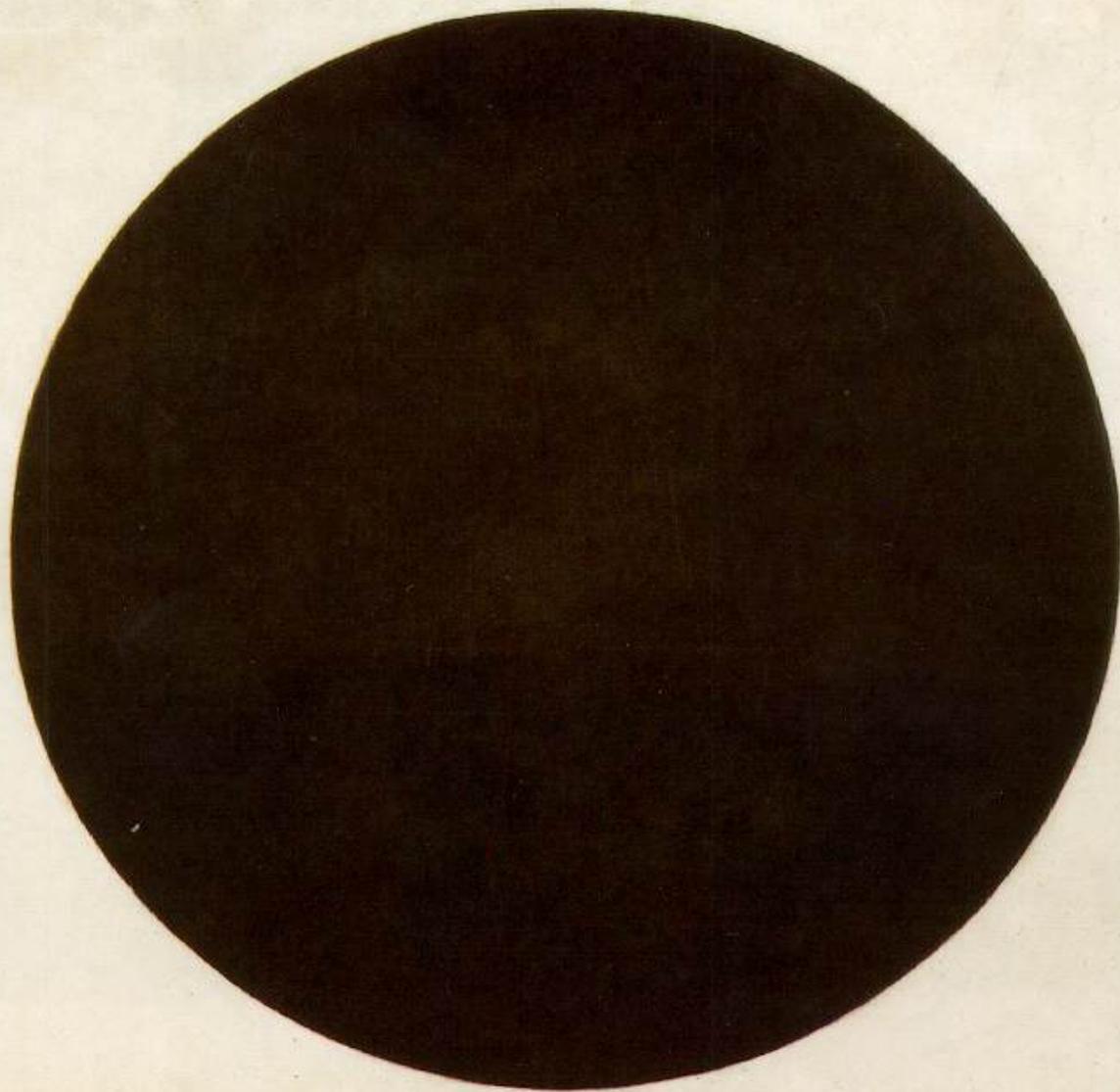


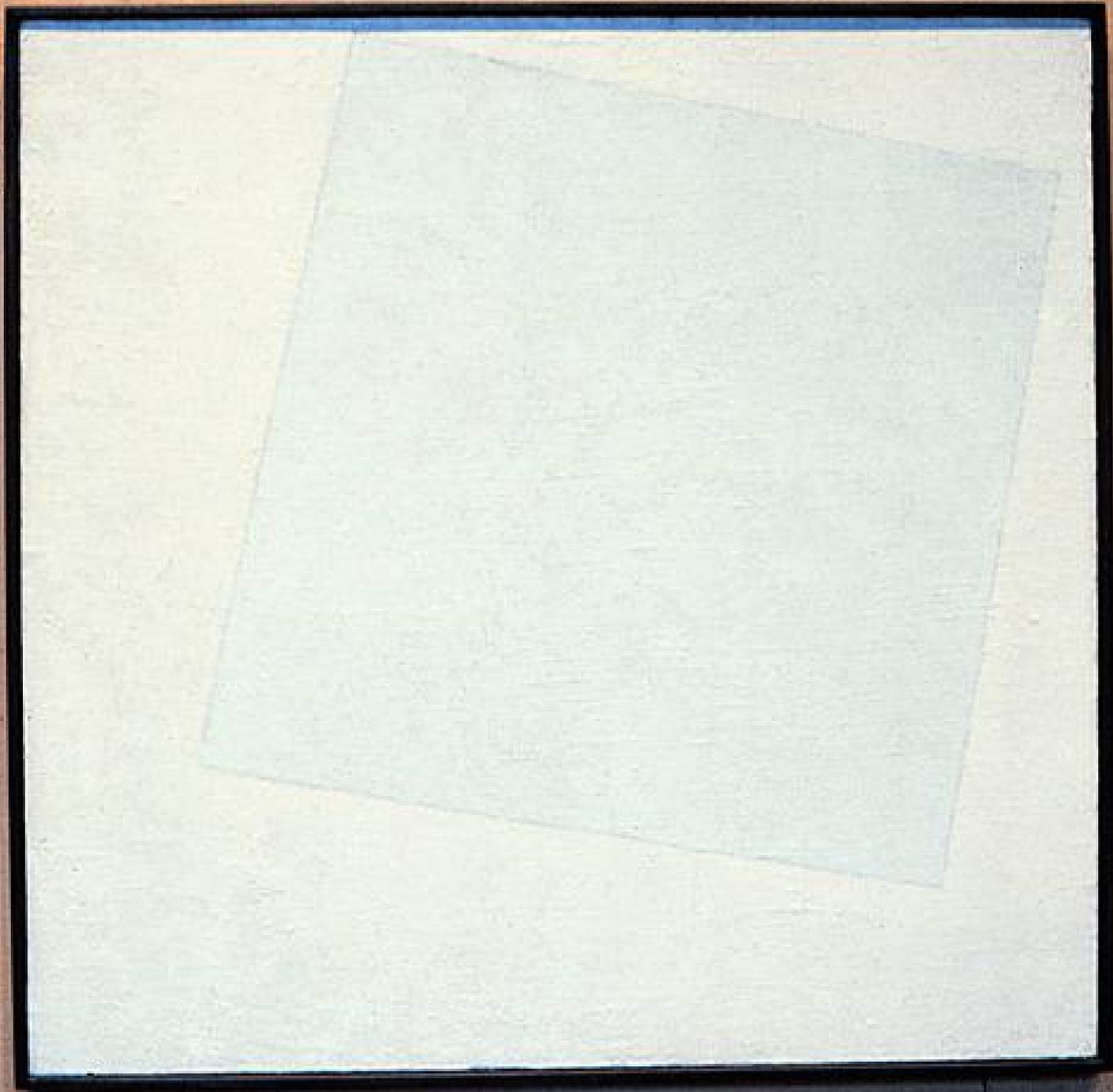


# Kazemir Malevich - 1878 -1935

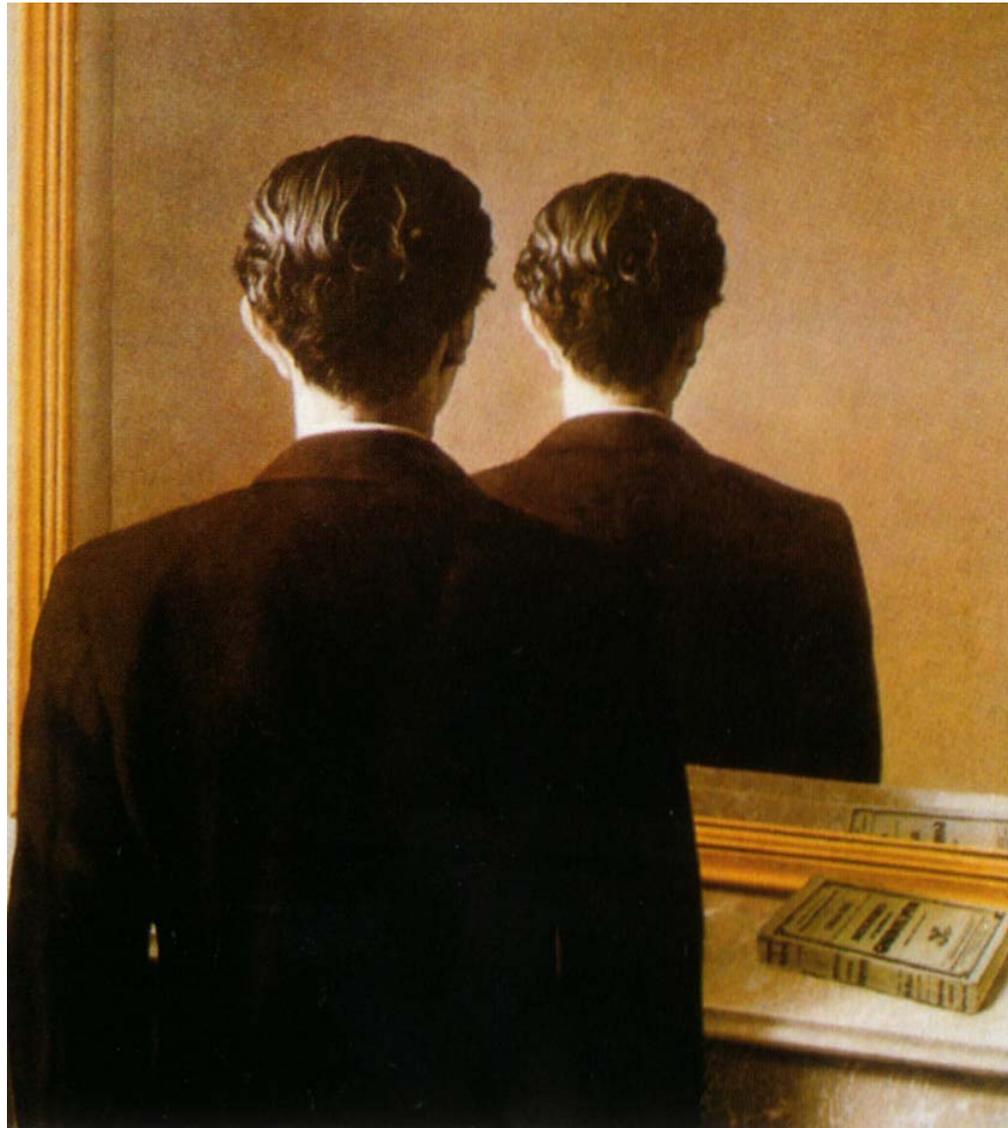








o Surrealismo – a representação como um jogo  
René Magritte







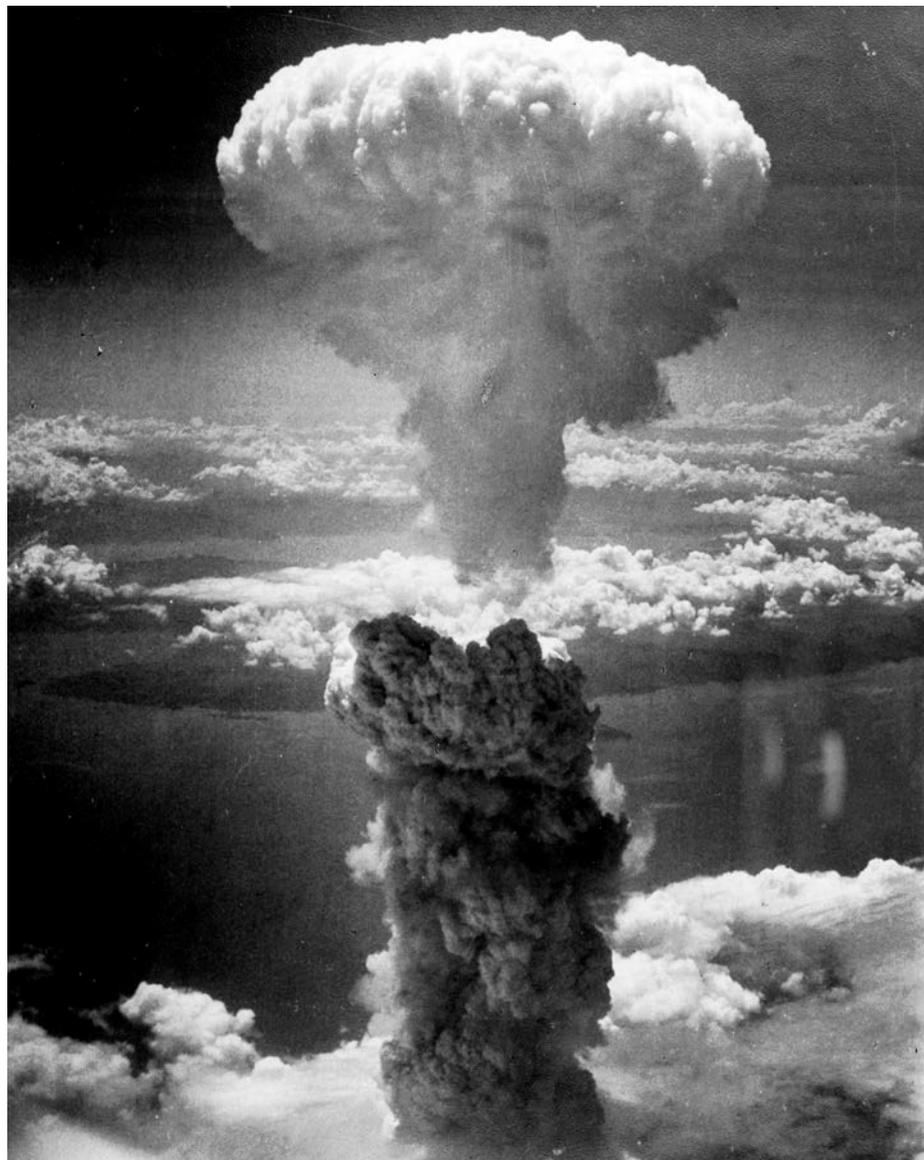


*Ceci n'est pas une pipe.*

João Genaro



a Segunda guerra mundial -1939 a 1945



# Flavio de Carvalho e seu traje para o verão paulistano, new look - 1956





a Pop art – Andy Wahrol - anos 60  
a apropriação de imagens





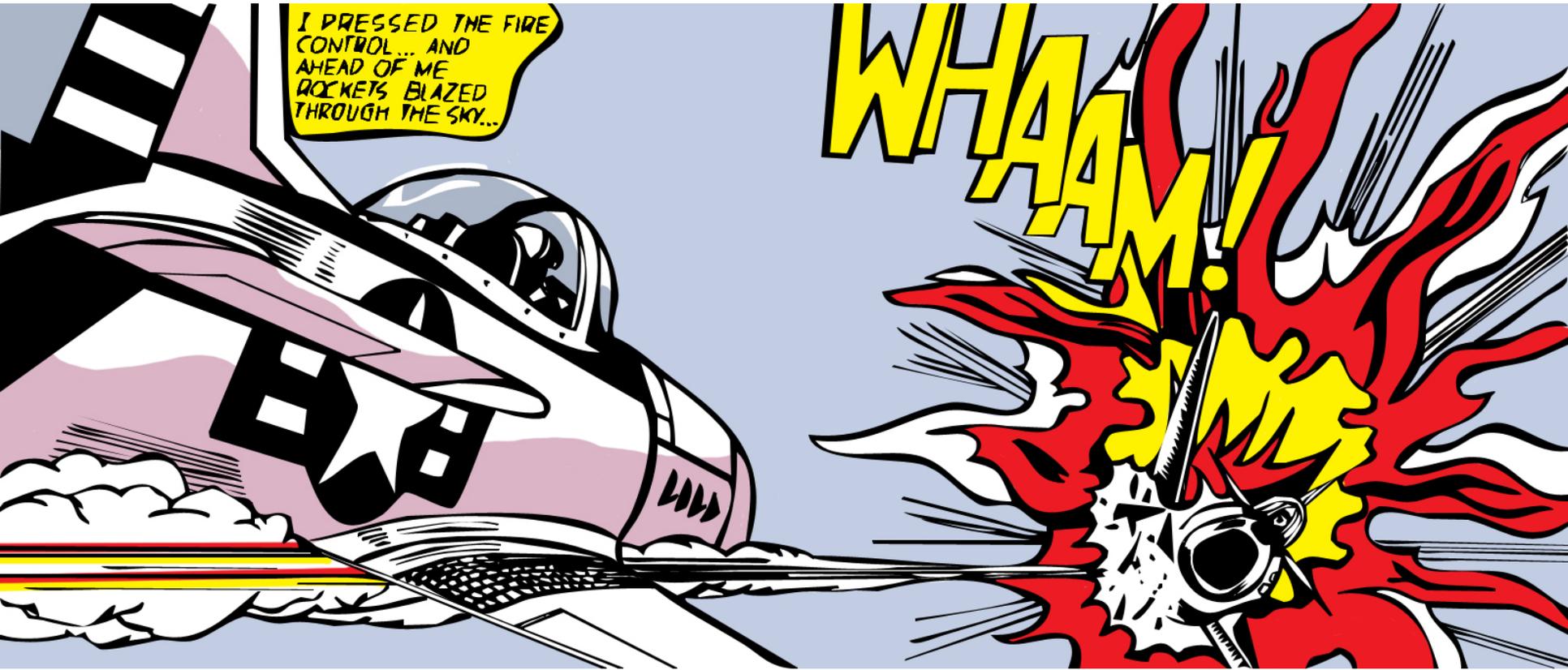


andy warhol





# Roy Lichenstein



I KNOW HOW YOU  
MUST FEEL, BRAD...

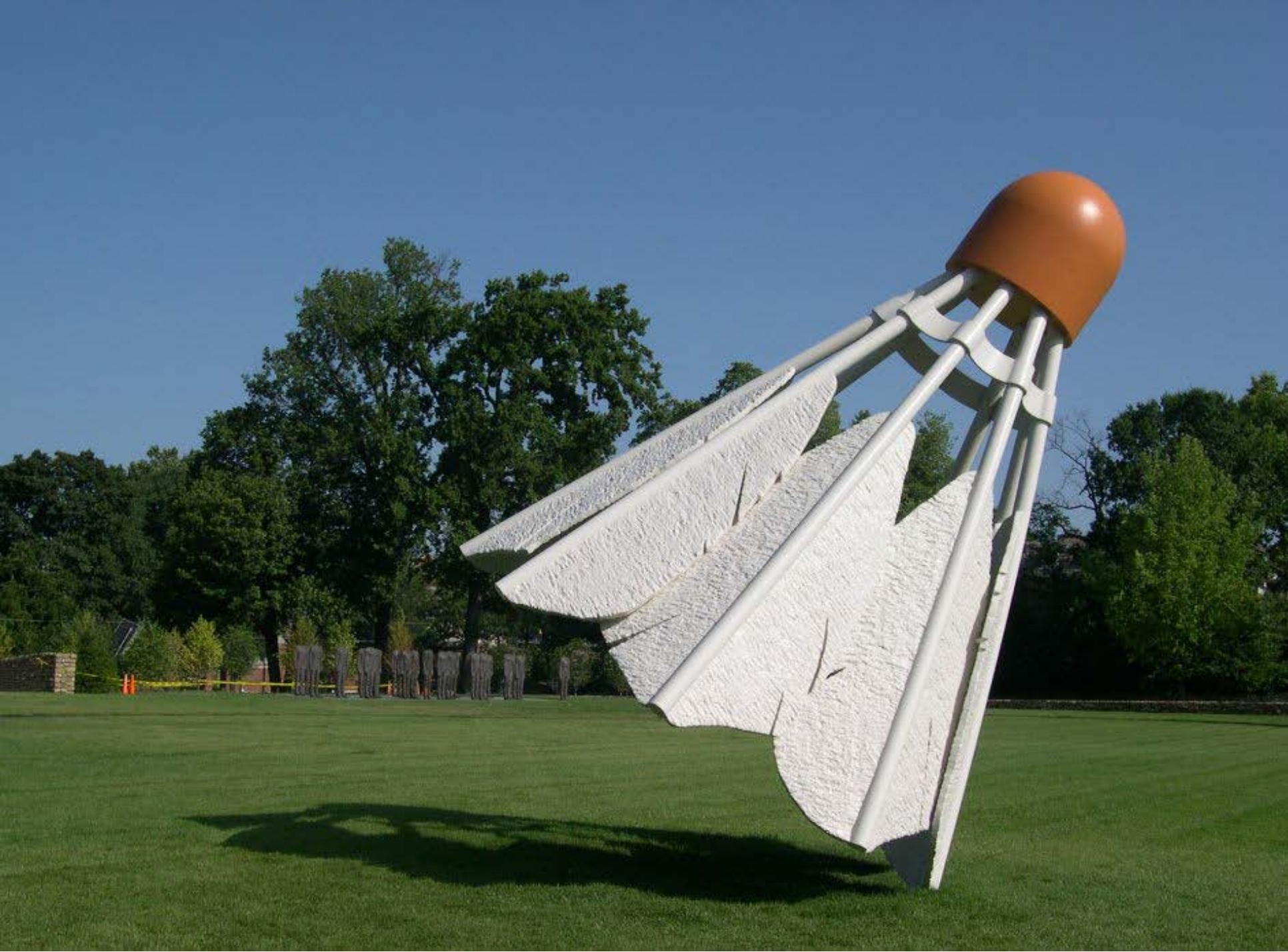


# Jasper Jones



# Claes Oldenburg







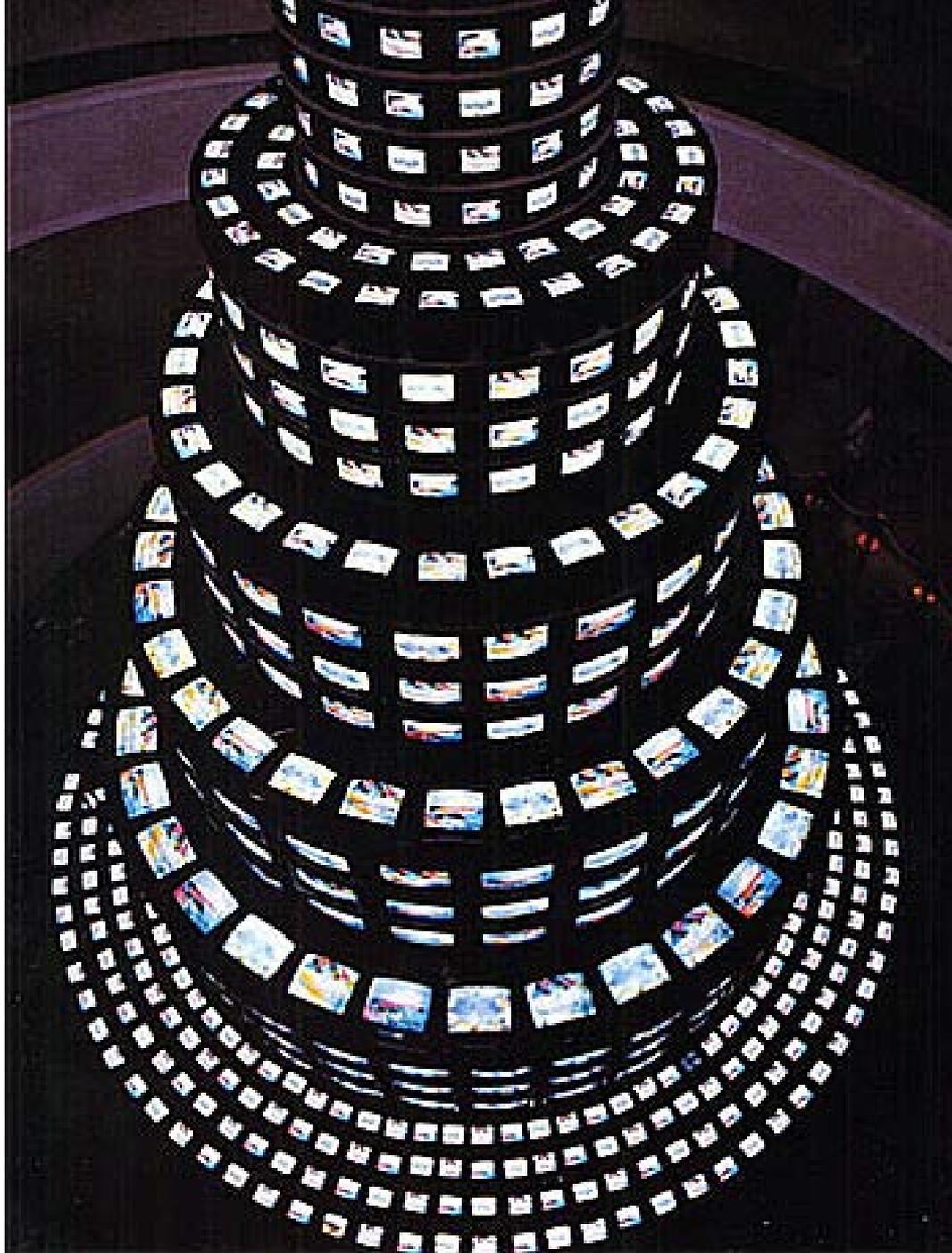
# Ives Klein



## Nam June Paik – Grupo Fluxus







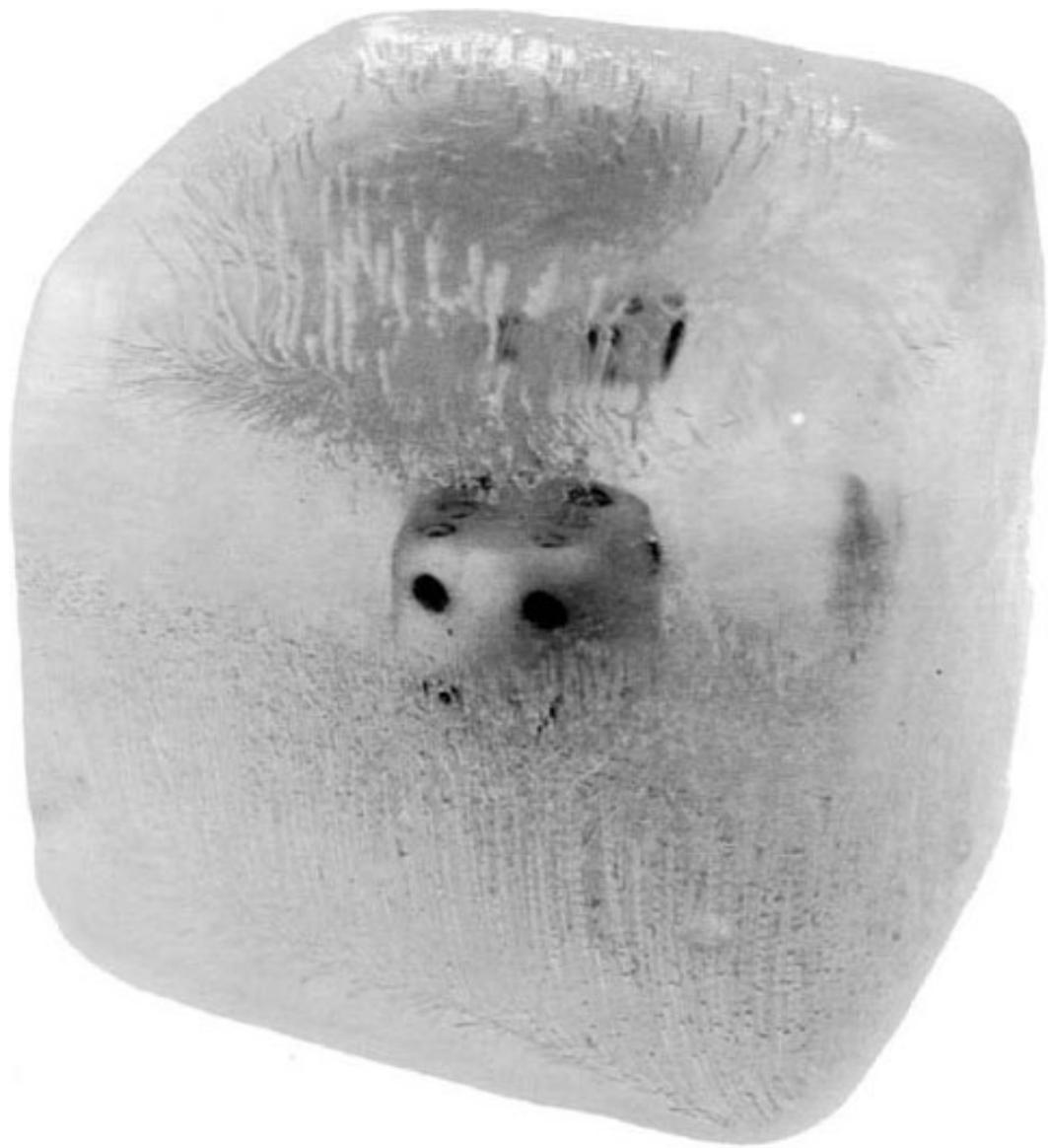
# Cildo Meireles



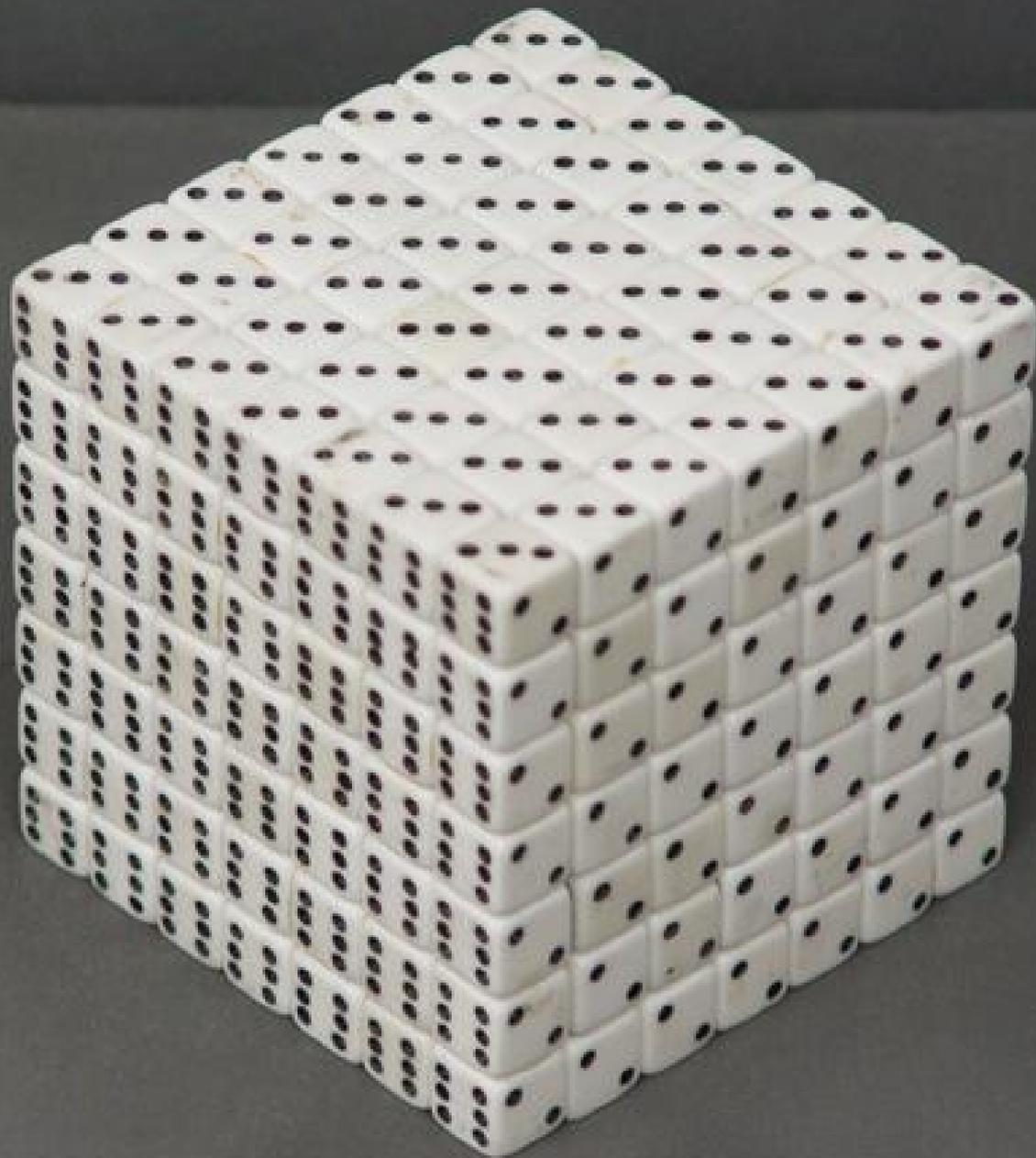


# Waltércio Caldas





Waltércio Caldas, "Dado no Gelo", 1976, 10 X 10 cm



Carlos Zílio



Antonio Peticov

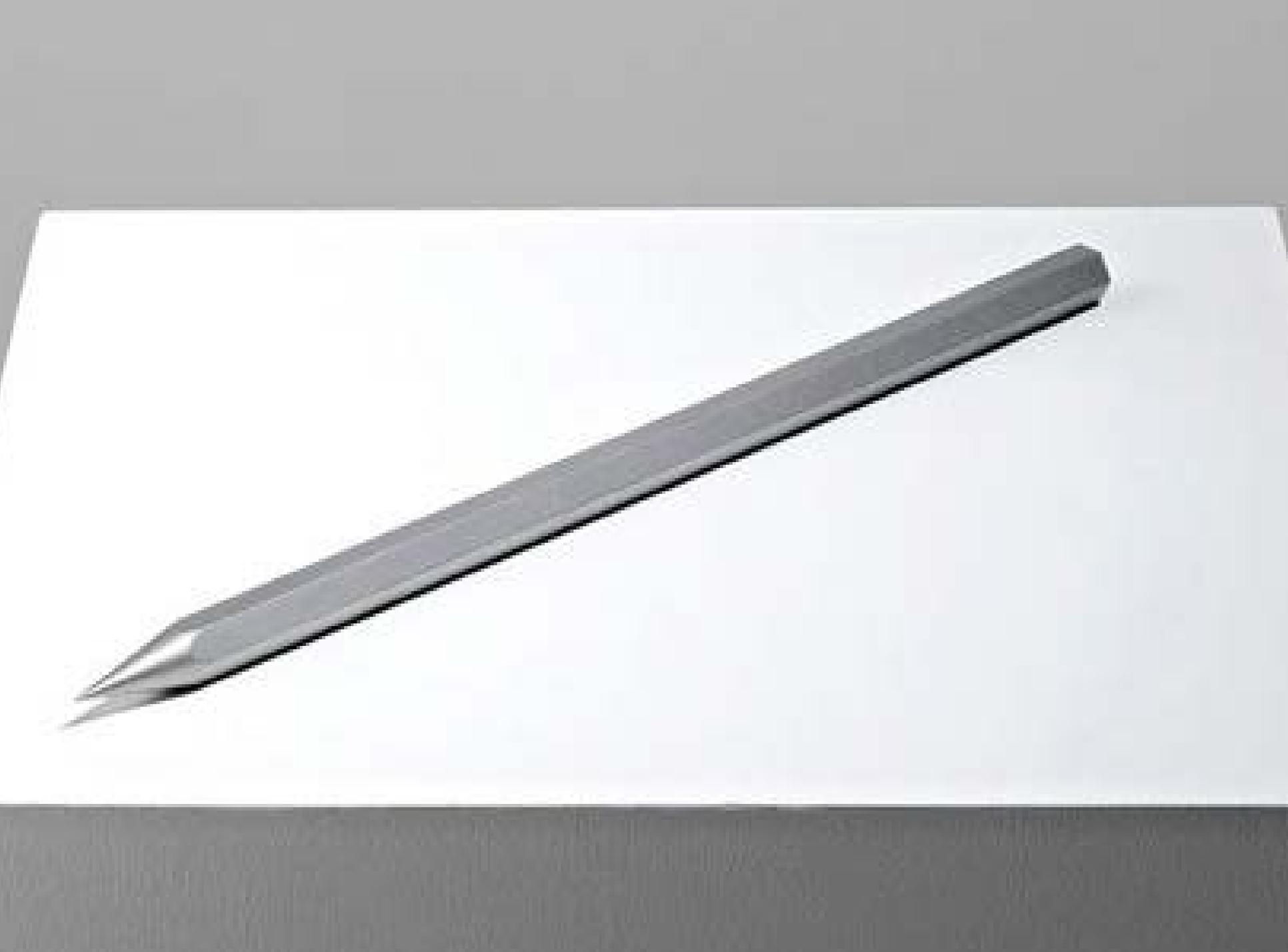


# Iran do Espírito Santo





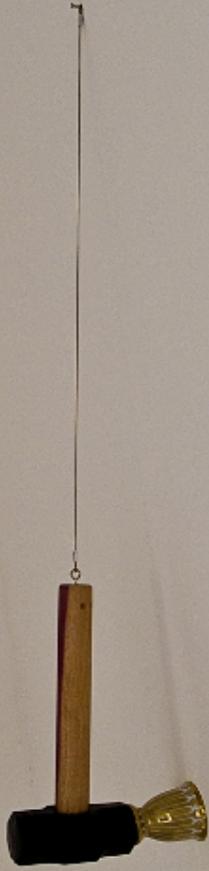




# Nino Cais

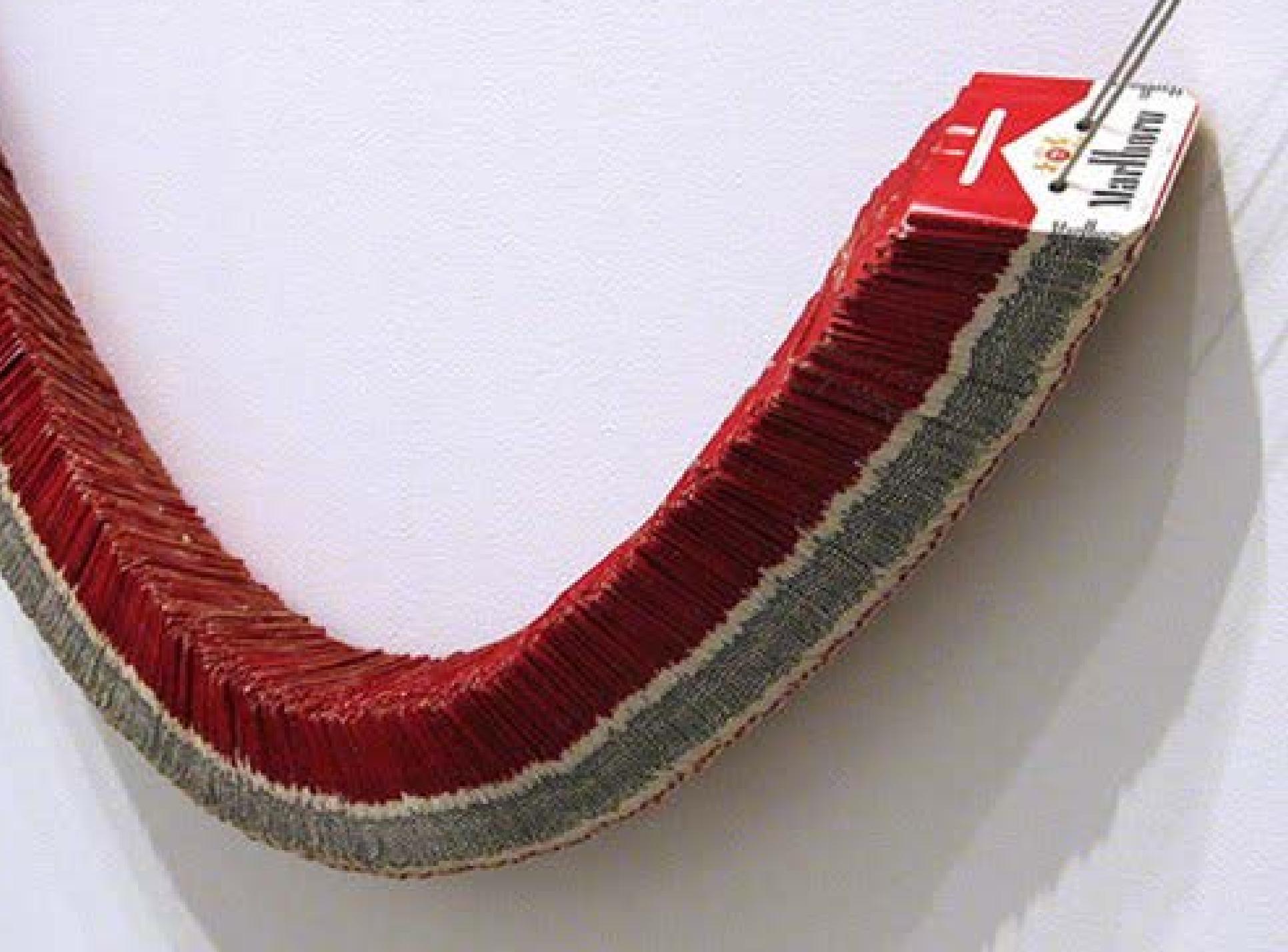


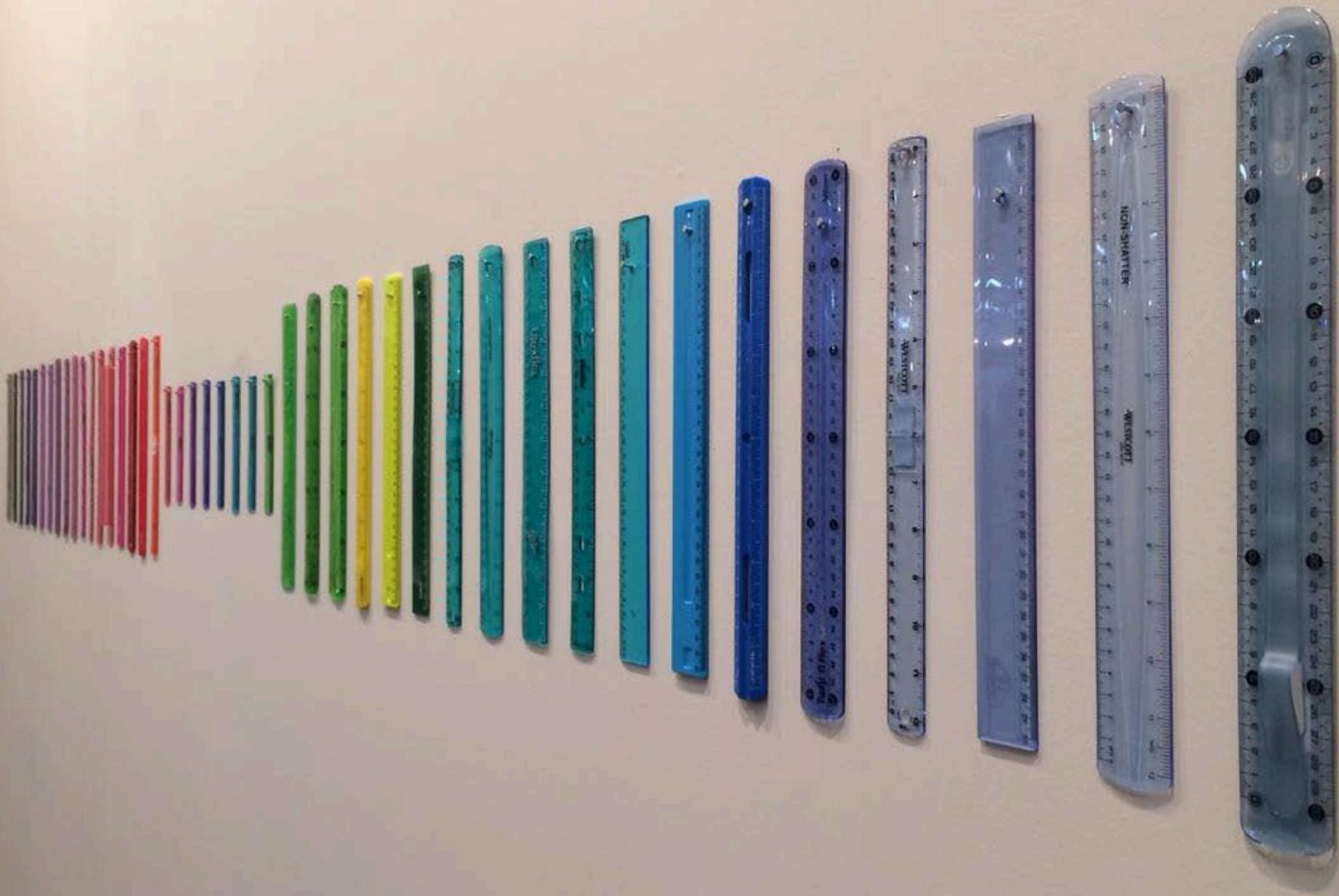




Jac Leirner









# Ana Lineman





# Marepe



# Marepe







# Nelson Leirner





José Resende



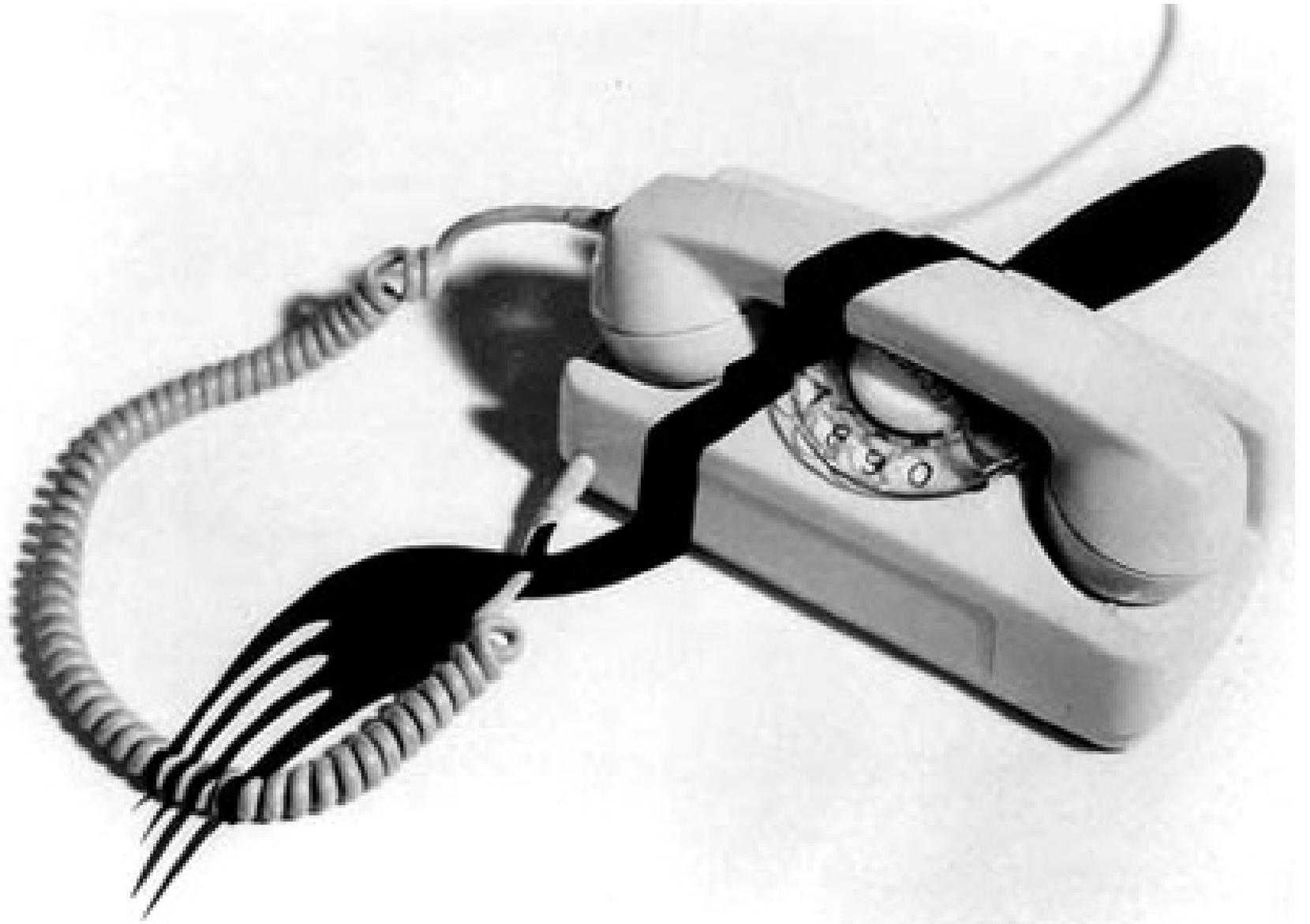


Felipe Cohen

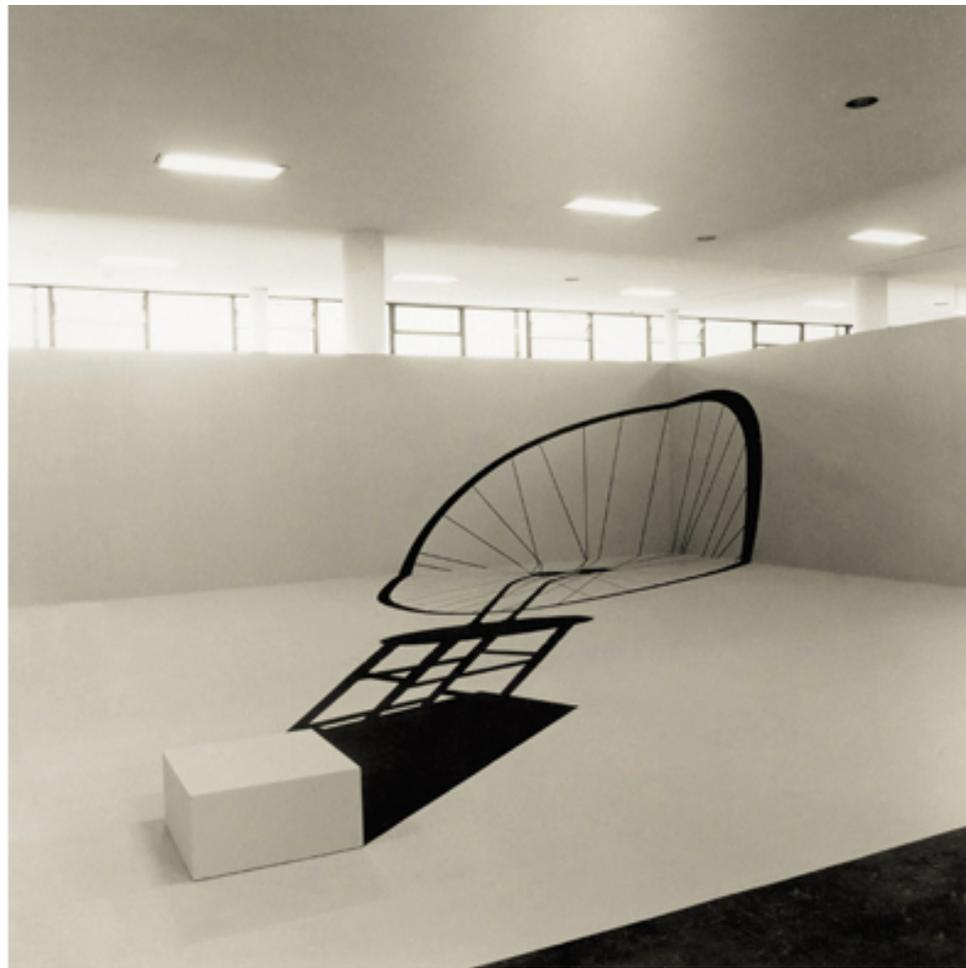




Regina Silveira







# Julio Plaza





# Auditório para questões delicadas



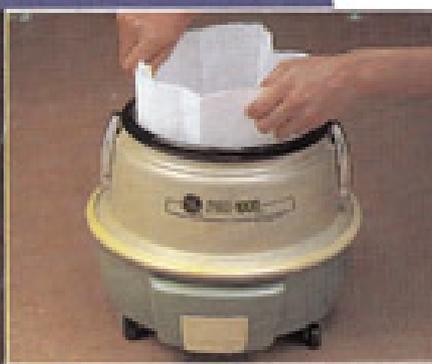




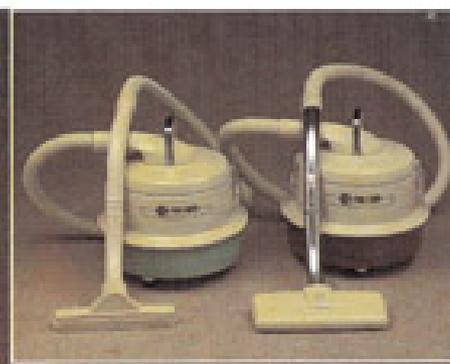


# ELETRO ESFERO ESPAÇO





Coletor de pó descartável.



Modelos Especial e Luxo.

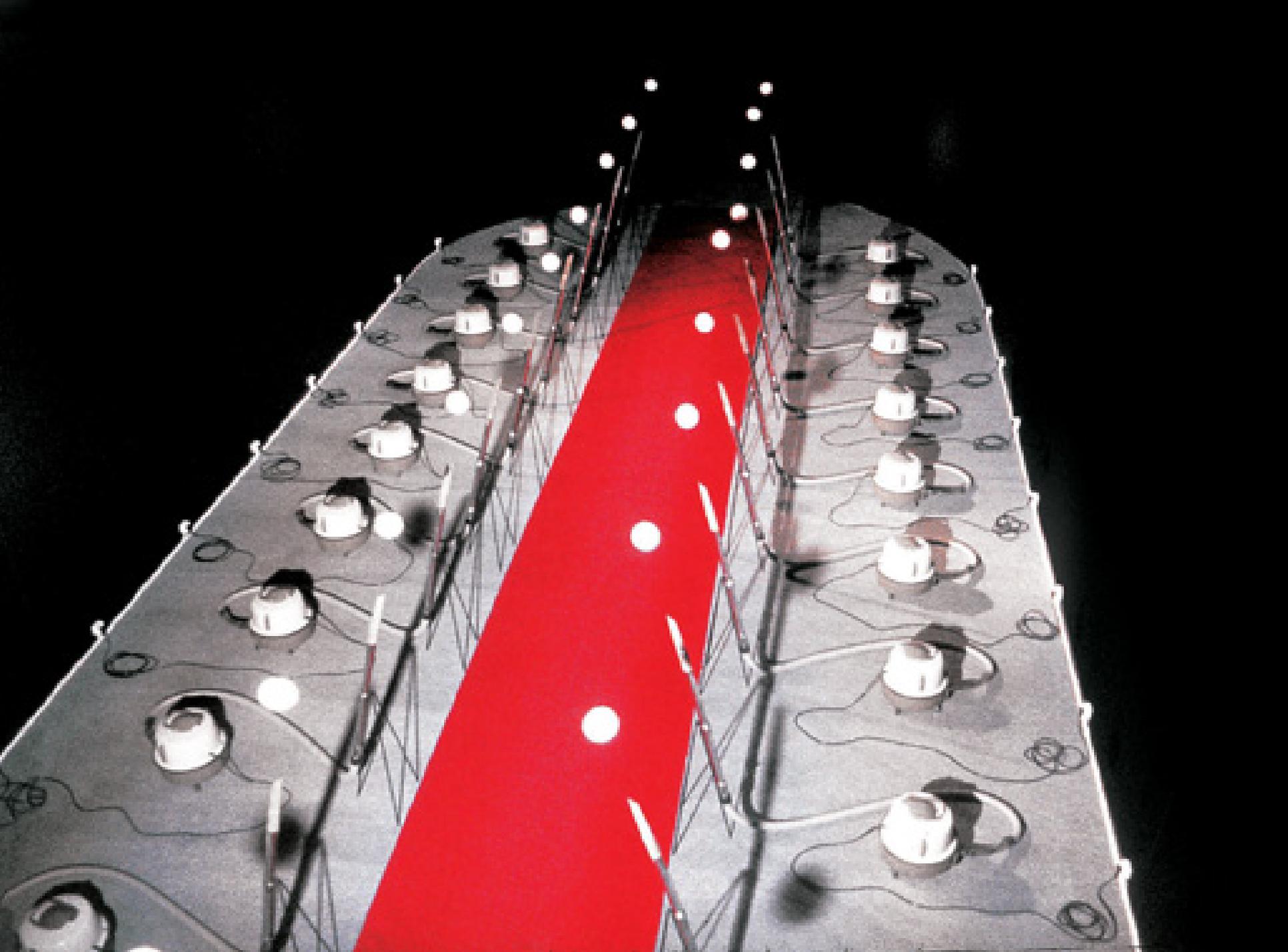
**Linha Pró-1.000.**  
**Trabalho pesado**  
**é com eles.**



Modelo Super Luxo.

Acessórios modelos Luxo e Super Luxo.



















design essencial 2014



objeto

ARTXEXTRA

ordinário



ARQ!BACANA

**abd**  
associação brasileira de  
designers de interiores

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