

POSTMODERNISM

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Introducing Postmodernism

- A reaction to modernism
- Criticizes the concept of universal truths and objective reality and challenges its notion
- Refuses to recognize the definition of what art should be
- Removed the distinction between high culture and mass or pop culture
- Broke the established rules of style and introduced a new era of freedom
- Confrontational and controversial
- Mixes different artistic and popular styles and media

Postmodernism and how it has affected different fields.

Architecture • Media • Graphic Design • Photography

Postmodernism In Architecture

- Postmodern architecture emerged in the 1960s, and the style was experimental and had a hybrid approach to architecture.
- Postmodern architecture had bright colors, playfulness, classic motifs, variety of materials and shapes,
- The movement was introduced by the architect and urban planner **Denise Scott Brown** and architectural theorist **Robert Venturi** in their book *Learning from Las Vegas*.



Temporary Powell Library, University of California, Los Angeles

This was temporary library for five years, while the original was closed for renovation. Over 14 months, they created a two-story structure using aluminum, canvas and exposed cables and fasteners, at a cost of \$3.5 million.



M2 building, Tokyo

It was designed by Kengo Kuma in 1991.

First it was a cars showroom, currently its a funeral hall.

It's a jumble of styles and details, comprised of dentils, corbels, triglyphs and arches at varying scales and constructed out of reinforced concrete.



Dolphin and Swan Hotels at Walt Disney Resort, Florida, USA

Designed by Michael Graves, brightly colored, animal-themed exteriors.



The Neue Staatsgalerie Stuttgart, Germany

It's a Art Museum.

It incorporates warm, natural elements of travertine and sandstone in classical forms, to contrast with the industrial pieces of green steel framing system and the bright pink and blue steel handrails.

Post Modernism in Media

- Intertextuality
 - Parody and Pastiche



No mercy. No shame. No sequel.



SCARY MOVIE

MIRAMAX FILMS PRESENTS A LANTERNTOWER ENTERTAINMENT/SPYGLASS ENTERTAINMENT/BOB WEINSTEIN PRODUCTION ANNA FARIS REGINA HALL "SCARY MOVIE 6" SHAWN WAYANS MARILYN WAYANS
ALLIANCE DILLON CHRIS MOORE JOHN WILHELMSSON ANTHONY ANDERSON KEVIN HART MIRANDA COSGROVE PETE DAVISON BELLA TORONE GARY OWEN CHELSEA GRIFF KATI WILLIAMS RYAN REYNOLDS KING BOUCH
DAVE SHERIDAN KRISTEN VIGG SHARON ELIZABETH LOCHLYN MONROE KING BOUCH CHRIS ELLIOTT BOB KETTLER LEWIS "S" JAMES VAN DER BRUG "S" SUZANNE HENRI "S" TOM WILLIAMS
EXECUTIVE PRODUCERS ANDY MITCHELL MARKS BRADYNG ERIC ROBEY PRODUCED BY SHAWN WAYANS MARILYN WAYANS RICK ALVREY WRITTEN BY SHAWN WAYANS & MARILYN WAYANS & DAMON WAYANS JR. & MICHAEL THODES
DIRECTED BY MICHAEL THODES
CASTING BY SHAWN WAYANS & MARILYN WAYANS GUYDY JOHNSON & PHIL HEADMAN COSTUME DESIGNER JASON FREDERBERG & AARON STELZER
MIRAMAX FILMS
COMING SOON

JULY 7

The movie that goes back to its roots.



SCARY MOVIE 6

Don't beg for mercy. Don't look for shame. Don't ask for remakes.
PARAMOUNT PICTURES and MIRAMAX present a LANTERNTOWER ENTERTAINMENT/SPYGLASS ENTERTAINMENT/BOB WEINSTEIN PRODUCTION ANNA FARIS REGINA HALL "SCARY MOVIE 6" SHAWN WAYANS MARILYN WAYANS
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Irony



Simulation and Hyperreality

Blurring of real and simulated



Increasing use of CGI in films



Fascination with the things from the past



Bricolage



Postmodernism in Graphic design

Postmodernism in Graphic design

The term postmodern has been used in the visual communication world since around 1980s. Many people thought post innovation was simply problematic contained of a combination of styles, with no proper qualities. While some artist used it in many different ways.

Shigeo Fukuda

Victory 1945



Rosmari Tissi

Direct mail folder for Anton
Schöb printers



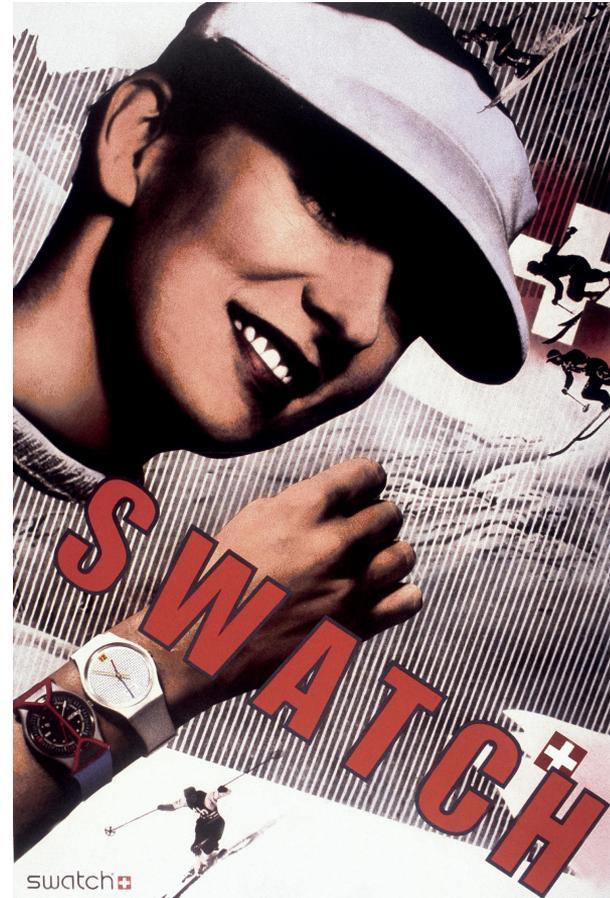
Wolfgang Weingart

Exhibition poster 1984



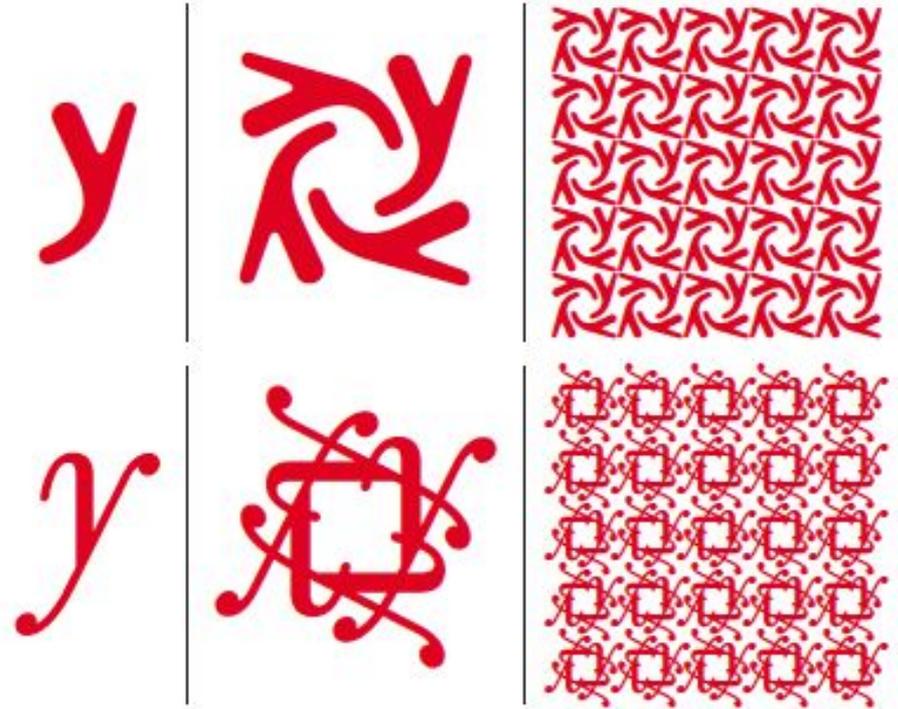
Paula Scher

Swatch Watch poster 1985



Zuzana Licko

Hypnopædia typeface



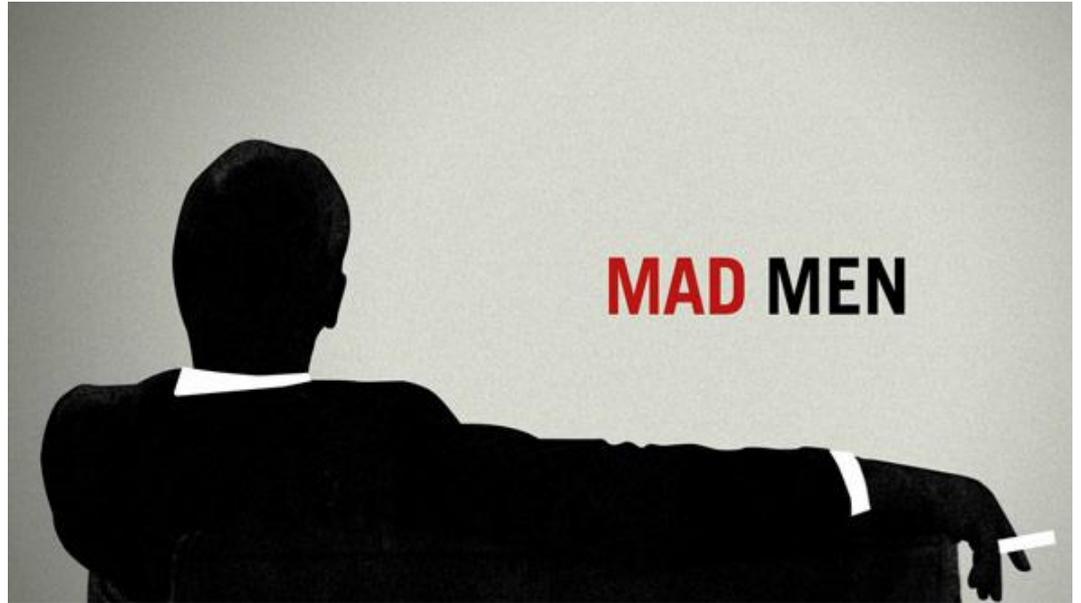
Tibor Kalman

Colors Magazine

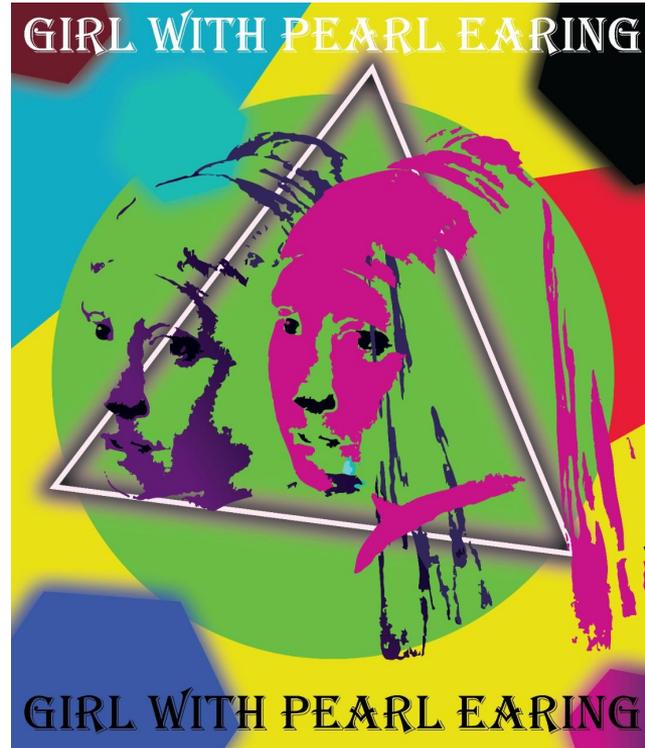


Imaginary Forces

Mad Men title sequence 2007

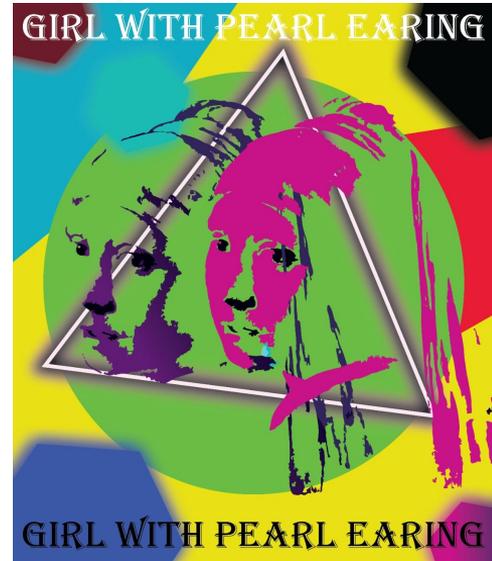


My Artwork On Postmodernism



Description

My artwork is inspired by Retro Bricolage in Postmodernism. I used elements from the painting “Girl with a pearl earring” and designed it in a abstract, modern and weird way. I changed the whole painting into postmodern design.



Postmodernism in Photography

- Postmodern photography is characterized by atypical compositions of subjects that are unconventional or sometimes completely absent, making sympathy with the subject difficult or impossible.

“Banal”

- The word “banal” is often used in relation to postmodern photography. Banal means “ordinary” or even “boring.” As traditional photography focuses on subjects that are interesting, unusual, or beautiful, the choice of banal subject matter is an obvious one for postmodern photography. Again, the idea is to challenge the viewer. The artist asks a question or, rather, forces the viewer to ask, if the subject is ordinary or boring, whether the image is still a work of art.



CINDY SHERMAN

- One of the greatest art photographers of the late 20th century, the American camera artist Cindy Sherman is famous for her focus on the nature of reality, and for raising challenging questions concerning the role of women in society, the issue of media and culture from a feminist perspective, as well as the creation and meaning of art. Sherman creates series, usually photographing herself in a variety of costumes, make-up and hair-styles





“Picture for Women is a “remake” of Manet’s picture”. Although in terms of location both photographs are very different, Wall has mirrored the same style of positioning a lady starring into the camera and a man fixed behind her on the right hand side of the frame

