

論「新藝術」的創作思維及其時尚風貌

Study of “Art Nouveau” about the Thinking on its Creation and its Fashion Appearance

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摘 要

美術工藝設計的風貌，可明顯地詮釋出藝術品的精密創作過程和藝術創作者本身的美學品味，蘊藏著造形（form）、機能（function）和裝飾（decoration）三者間的契合關係，其創作的宗旨則定位於「生產製造」。因而藝術創作者們企圖透過各個不同的藝術領域尋獲創作的靈感，從哥德式（Gothic）至含有傳統地方色彩的抽象性有機造形（organic forms）都包括在內，範疇極為廣泛。就藝術創作者而言，植物、鳥類、昆蟲和動物等自然界物種皆是創作設計的靈感泉源，如新藝術大師威廉·莫里斯（William Morris 1834-1896）在其所有的平面設計作品上，應用了許多自然界的圖像造形：例如灌木的花草、樹木和野生動物等（圖1），這在當時，比其他帶有神祕性或夢幻式的作品更廣受肯定及讚賞。

美術工藝設計者們雖來自於各行各業，但皆被認定具有藝術家的同等尊榮位階。他們手工打造出的藝術作品，其價值遠超過機器生產成品，也因而激起一些極端者公然抨擊機械製造者；然而，亦有少數美術工藝設計者卻認為適度地使用機器仍可造福社會。針對相同的理念，他們群聚一起各自成立大大小小的團體，且藉此共同討論創作的思維和分享彼此間的創作經驗。爾後，這些組織團體被稱之為「工藝聯盟」（Craft guilds），其設立的宗旨在於提升工藝設計的水平 and 技能。

關鍵詞：新藝術、造形、機能、自然界的圖像、技能。

ABSTRACT

The appearance from the design of artistic handicrafts can express the result with the detailed process of creation and the sense of the artistic designer; it also represents the relationship between forms, functions and decorations; and the aim of this creation is decided on the point of view about “productive manufacture”. Artists of these creations tried to find inspirations in different artistic fields: from the Gothic to the abstract organic forms of local traditional styles, the field of research is very large. For the artists, natural species such as plants, birds, insects and animals are the source of creative inspirations. For example, William Morris (1834-1896), master of

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Art Nouveau, used a lot of natural forms as iconographies like plants in shrubs, trees and wild animals, what is very appreciated in that period.

Although designers of artistic handicrafts were from different crafts, they were all seen as artists with their equal dignity. The artistic works that they created in hand-made way had more merits than the works from productive manufacture by machines, what caused some attacks against the producers by machines. But there were also a few creators of designs in handicraft thought that using machines in moderation can be good to the society. These creators met for their ideas about that, founded different groups, and shared their creations, thoughts and experiences. Then, these groups were called “craft guilds”; their aim is to raise the quality of the creations in artistic handicrafts and in craftsmanships.

Keywords: Art Nouveau, form, function, iconography of natural forms, craftsmanship