

III ART DECO TRUST

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ART DECO TRUST INFORMATION SHEET 2

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WHAT IS ART DECO ?

It's the decorative style which first appeared around 1904 and disappeared around 1950, but was at the height of its popularity between 1920 and 1940. It was named for the *Exposition des ARTs DECORatifs et Industriels Modernes* held in Paris in 1925, which brought the world's attention to it. But it did not begin in 1925.

It is characterized by the use of symbols of the machine, power, speed, flight, freedom, liberation, newness and (an exception) ancient cultures. In short, by symbols which represent the optimism and confidence of the 1920s and 1930s.