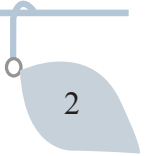


# Alexander Calder

Surrealist Sculptor



*Sculptor*



## Table of Contents

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## Creative Brief

### *Project Summary*

The purpose of this website is to provide an overview on the sculptor Alexander Calder. Content will include a short history of his life, a bit about his influences, a sampling of his artwork, and a short summary about what artistic movement his style reflected. This site is not intended to be an in-depth biography, but rather a brief look into the life of one of the well-known contemporary artists of the last century.

### *Design Summary*

The design of the website itself will reflect the whimsical nature of the artist's mobile sculptures. The layout will use simplicity and white space to provide a classy appearance that will not draw attention away from the content. It will act like an image map, although assembled through div tags. Colors will be pastel or in gray scale for professionalism and to keep the site content in the foreground and the layout in the background. Text will be in Century Gothic. It is a sans-serif for easier readability, but has a very smooth, curvilinear feel that supports the flowing lines and mobile-navigation of the site.

### *Project Goals*

- To create an informational website available to the public
- To summarize the selected artist's life into useful and/or readable content
- To design a simple, elegant website that supports the artist highlighted
- To build a website that meets accessibility requirements, loads quickly, and looks good on varying screen resolutions
- To showcase my design abilities (but without detracting from the unity between design and content)

### *Perception tone*

Classy

## Target Audience

The primary target audience for this website will be high-school aged students who are researching or studying contemporary artists and who seek an overview to acquaint themselves with the person they may need to research and which will provide some basic information accumulated from reputable sources.

## Audience Profile - Primary User



### Sierra

Age: 16

Location: New Spring, Maryland

Occupation: Student

Interests: Pottery, Rock-climbing, Contemporary dance

### Scenario

Sierra is a junior at New Spring High School. She is taking a history class and for her finale project she needs to write a five-page research paper. She has been assigned to research a contemporary artist whose key work occurred between 1900 and 1950. Having seen some of Alexander Calder's work on a school field trip to the National Gallery of Art in Washington D.C., she has chosen him for her paper topic. Sierra needs to use at least five reputable sources in her paper and is not allowed to use Wikipedia. She may use up to four websites as sources.

She is looking for a short biography so she can narrow down which aspects of Calder's life to study further, as well as a little bit of information about his genre of art and some interesting facts for the beginning of her paper. Through this website she can find a couple good anecdotes, a timeline with points of interest, and a short biography, all of which come from reputable source materials such as a textbook, a thesis paper, and the Calder Foundation.

## Audience Profile - Primary User



### **Michael**

Age: 18

Location: Three Pines, Vermont

Occupation: Student

Interests: Sculpting, fine arts, and welding

### **Scenario**

Michael is a senior at a private high school for the arts, Bayleaf Academy. Here he has been studying sculpting as a high-school major, with welding being his primary interest. He has been selected to participate in the student showcase and in addition to presenting his work he must develop a slide show about his influences. He would like to include a bit of information about Alexander Calder and stabiles as well as referencing some of Calder's

---

## Content Outline

### 1. Home

- Anecdote about Albert Einstein seeing Calder's *Universe*.
- Short summary of who Alexander Calder is.

### 2. Biography

- Calder's birth, where and when, and a little about his early years and his family.
- His college years.
- Development of the *Circus*
- Marries Lousia James
- Development of mobiles

### 3. Gallery

- Mobiles
- Stables
- Oil Painting(s)
- Carving(s)

### 4. Timeline

- Key life points

### 5. Abstractism

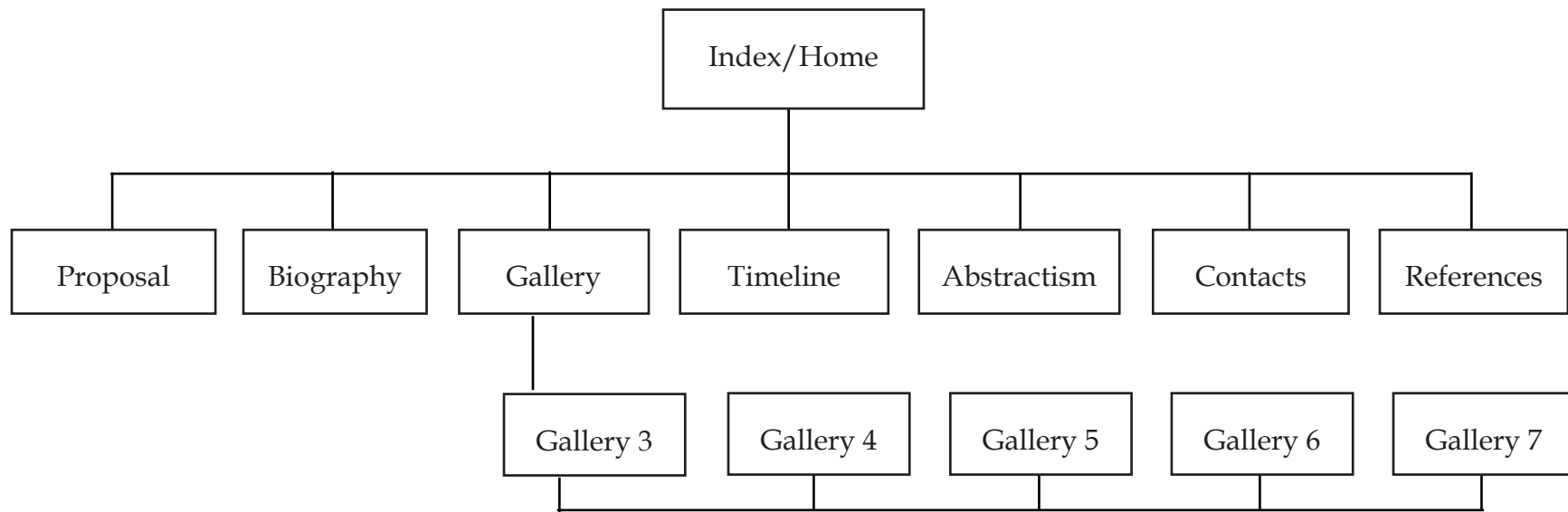
- How Calder began interested in Abstractism
- Early development of Abstractism

### 6. Contacts

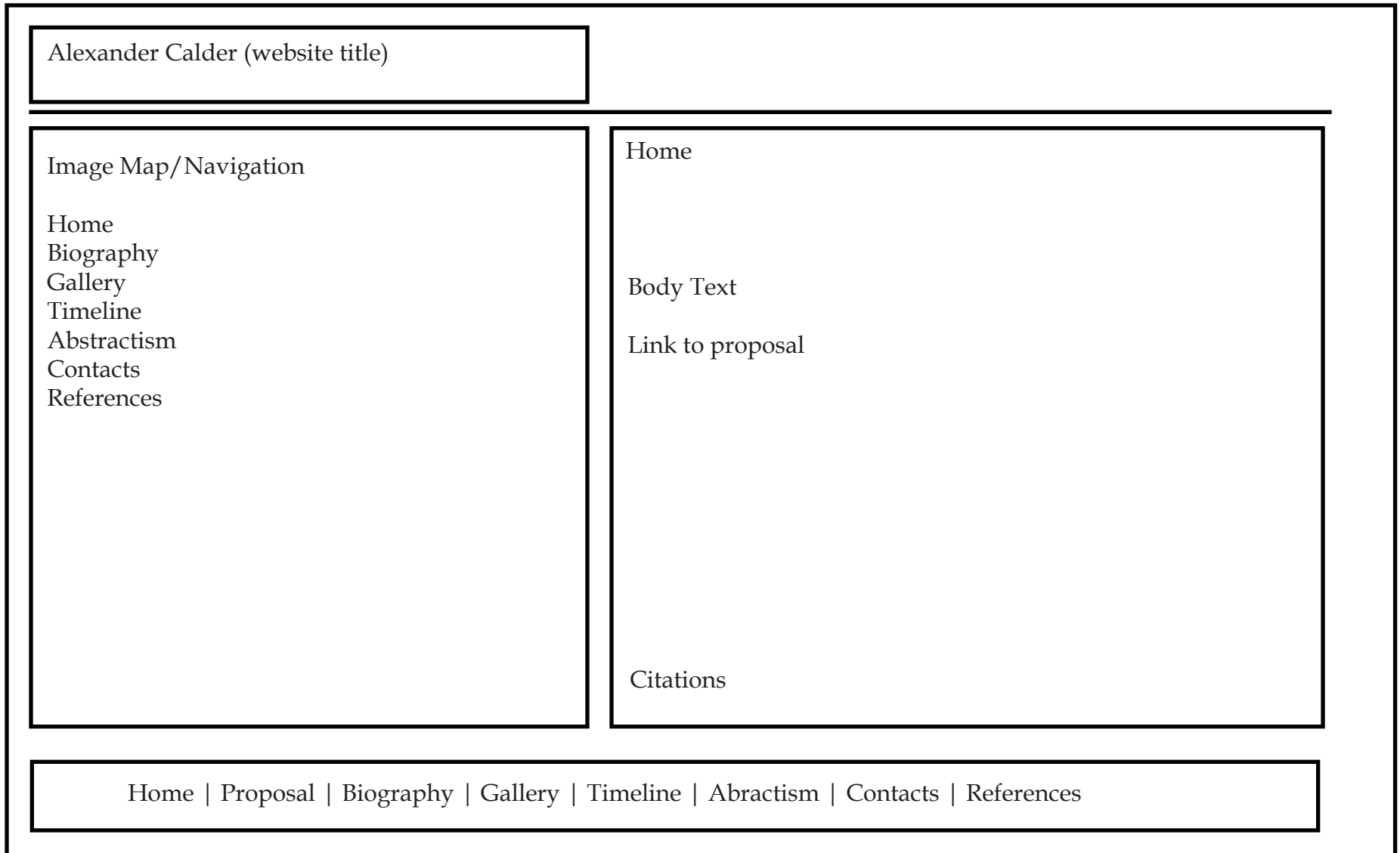
Created and designed by Klara Schmitt.  
schmitt.klara@yahoo.com

### 7. References

# Navigation Map



## Wireframes - Home



## Design Comps - Home

### Alexander Calder Surrealist Sculptor 1898-1973



## Home

In 1943, Albert Einstein attended the Museum of Modern Art to see Calder's *A Universe* motorized mobiles. He stood looking at it for forty-five minutes, waving away anyone who approached before he supposedly muttered, "I wish I had thought of that."<sup>1</sup>

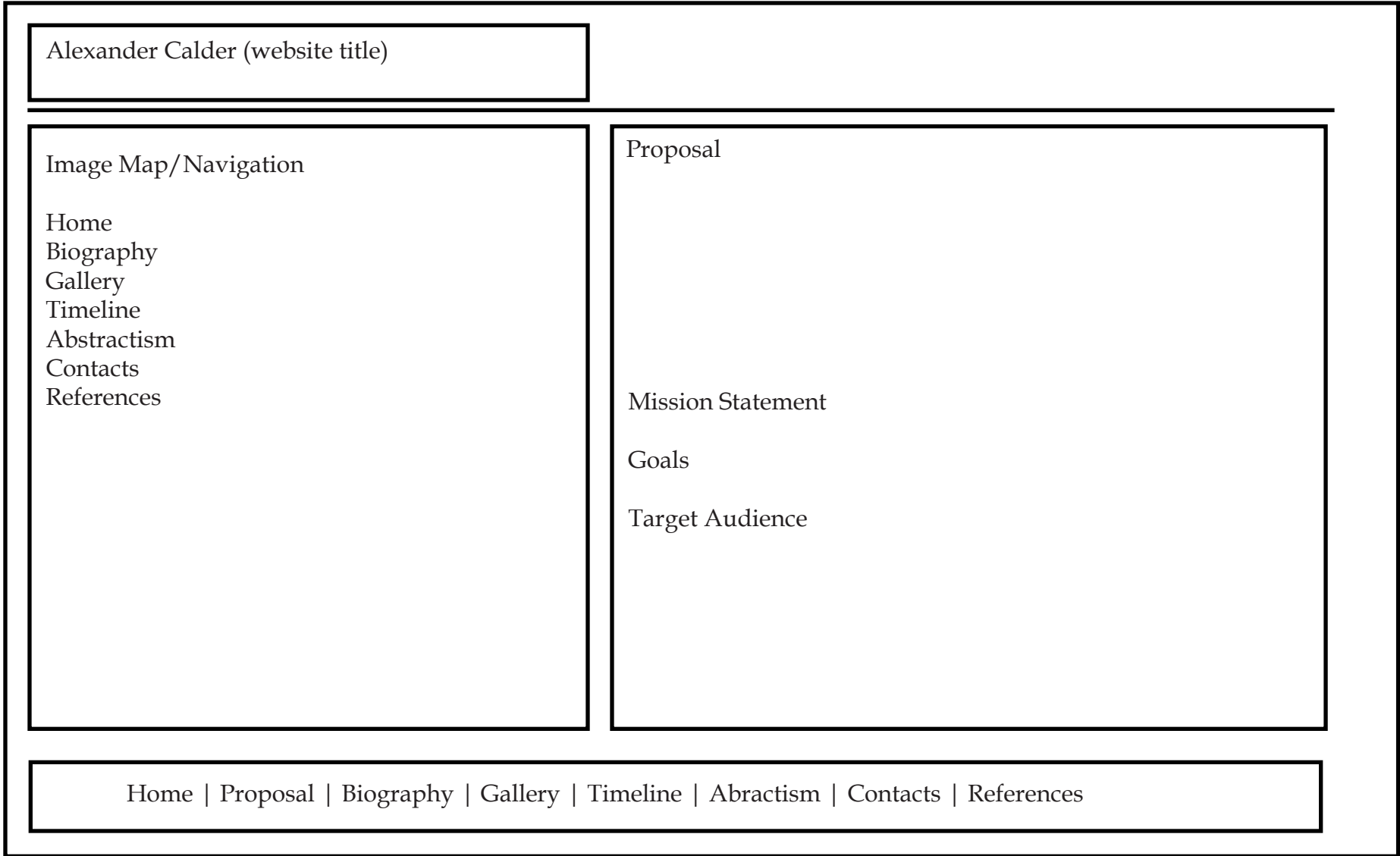
Alexander Calder was an American Sculptor credited with the invention of the mobile (moving sculptors). He had a simple, naturalistic style, which usually conveyed his fascination with the universe. Starting his career with mechanical engineering and painting, he later gave this up and turned to sculpting instead as his father and grandfather had done. Alexander Calder was one of the first abstract American sculptors to receive international recognition.<sup>2</sup>

To read proposal, [click here](#).

<sup>1</sup>Fineberg, Jonathan. *Art Since 1940: Strategies of Being*, p. 43-51 Second ed. London: Laurence King, 2000.

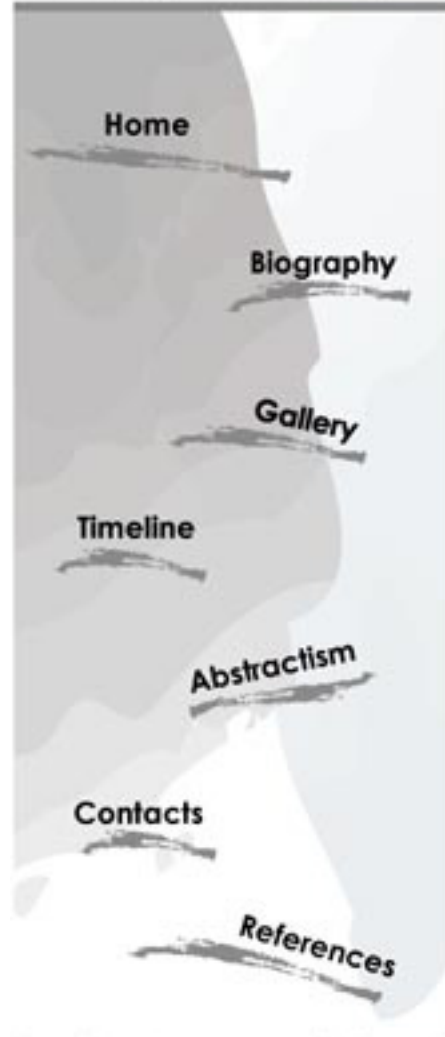
<sup>2</sup>Meyers, Owen. *Mobility in the Works of Alexander Calder and Earle Brown*. Mobility in the Works of Alexander Calder and Earle Brown, p. 2. 2001. McGill University, 9 Feb. 2009 <http://web.media.mit.edu/~meyers/mcgill/papers/mobility.pdf>.

# Wireframes - Proposal



# Design Comps - Proposal

## Alexander Calder Surrealist Sculptor 1862-1973



### Proposal



### Mission Statement

The purpose of this website is to provide an overview on the sculptor Alexander Calder. Content will include a short history of his life, a bit about his influences, a sampling of his artwork, and a short summary about what artistic movement his style reflected. This site is not intended to be an in depth biography, but rather a brief look into the life of one of the well-known contemporary artists of the last century. The design of the website itself should reflect the artist's style or work and be coherent with the content. The layout, text, and colors should create a simple, but classy look as Calder's work does.

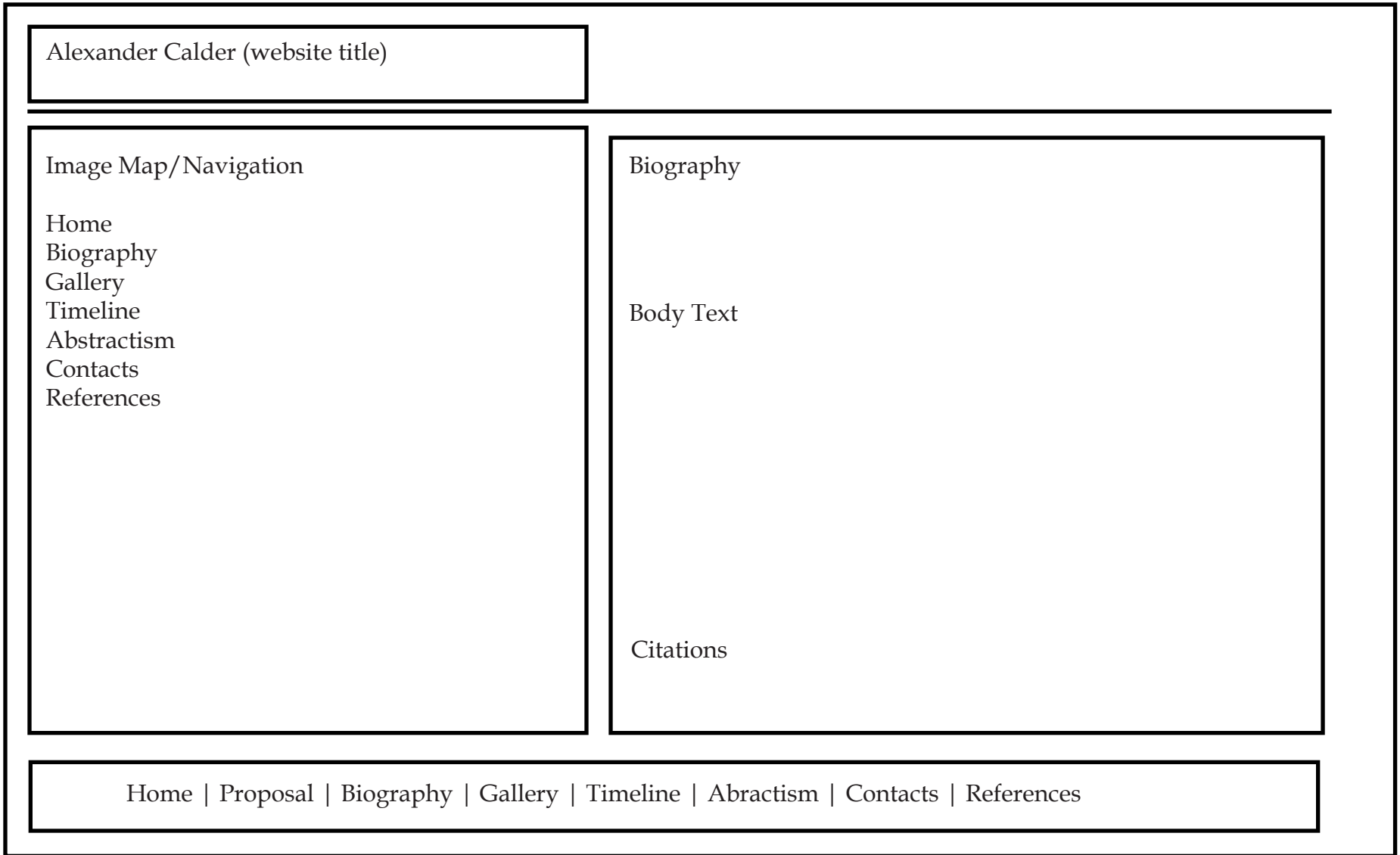
### Goals

- To create an informational website available to the public
- To summarize the selected artist's life into useful and/or readable content
- To design a simple, elegant website that supports the artist highlighted
- To build a website that meets accessibility requirements, loads quickly, and looks good on varying screen resolutions
- To showcase my design abilities (but without detracting from the unity between design and content)

### Target Audience

The primary target audience for this website will be high-school aged students who are researching or studying contemporary artists and who seek an overview to acquaint themselves with the person they may need to research and which will provide some basic information accumulated from reputable sources.

## Wireframes - Biography



# Design Comps - Biography

## Alexander Calder Surrealist Sculptor 1862-1973



### Biography

*"The underlying sense of form in my work has been the system of the universe, or part thereof. For that is a rather huge model to work from" - Alexander Calder <sup>1</sup>*

Alexander Calder was born in Philadelphia in 1898. Both his father and grandfather were successful sculptors of public monuments and his mother was a painter. At age six, Calder's father was diagnosed with tuberculosis and Calder and his sister were left with friend for a year, while his father recovered at a health ranch. The family was reunited in 1906 and relocated to Pasadena, California where it was warmer and better for his father's health. It was during this time that Calder took a great interest in the stars and planets, which are often reflected in his later work. <sup>1</sup>

After high school, Alexander enrolled in the Stevens Institute of Technology and graduated in 1919 with a degree in engineering. He worked several jobs after graduation, including hydraulics engineering and automotive engineering<sup>3</sup>, but finding those unfulfilling, he began work as a common seaman. This renewed his interest in the stars and cosmos. <sup>1</sup>

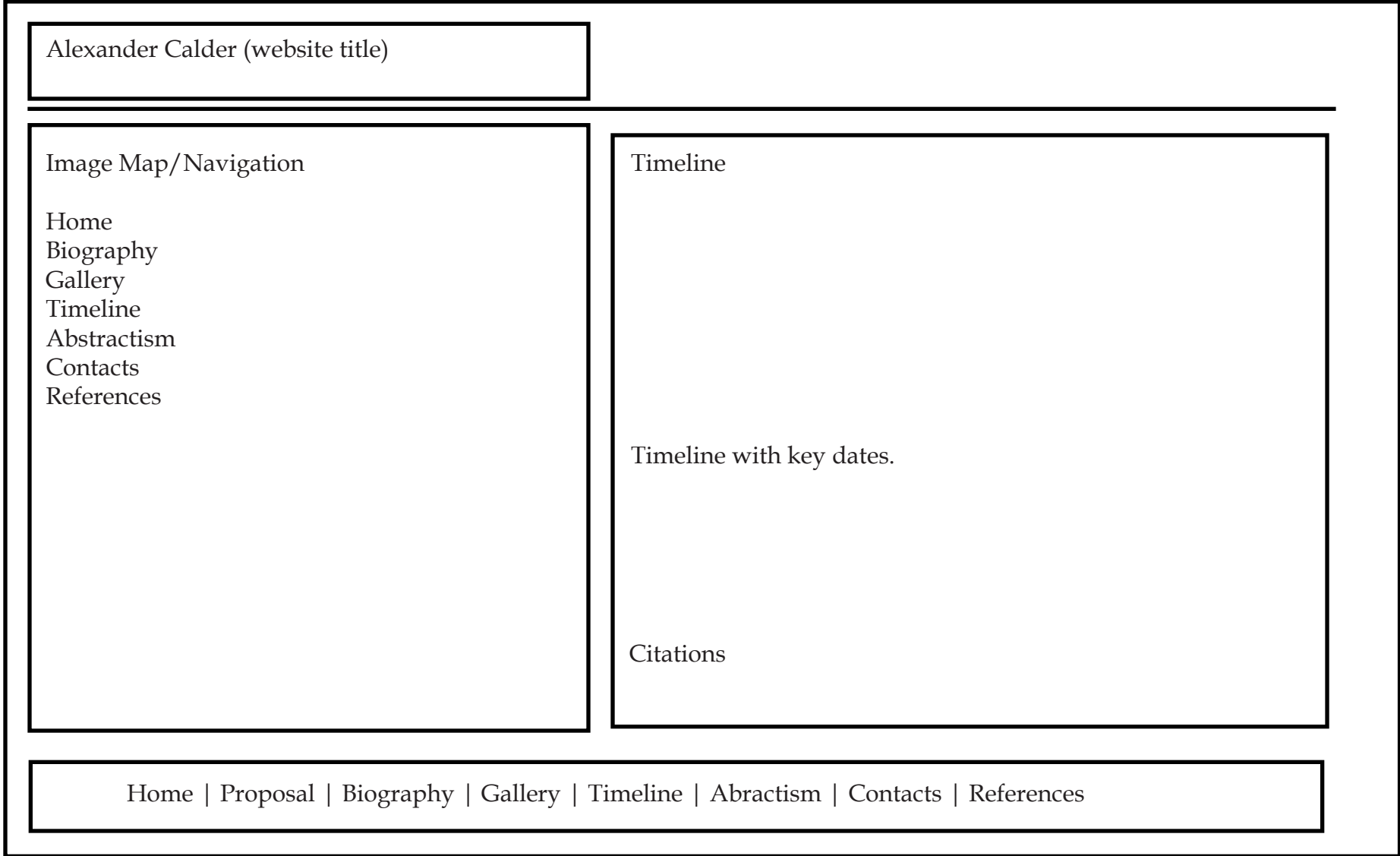
In 1923, he settled in New York and enrolled at the Art Students Lounge. He then worked his way over to Paris and by the end of the 1920s he was producing wire animals and portraits. <sup>1</sup> Following work with the *National Police Gazette*, which had him doing sketches of the Barnum & Bailey Circus, Calder developed a strong interest in aspects of circuses. <sup>3</sup> Indeed, this may have contributed to his assemblage of the wire masterpiece the *Cirque Calder*, which consisted of 5 suitcases of wire props and performers<sup>1</sup> that could be manipulated manually by Calder. <sup>3</sup>

January 1931 Calder married Lousia James who he met while on a passenger ship headed for New York in 1929. They settled in New York, but later purchased a house in Roxbury, Connecticut. They had two daughters Sandra and Mary. <sup>1</sup>

Autumn 1931, Alexander Calder initiated a truly new form of art by creating metal sculptures that ran on a system of cranks and motors. Marcel Duchamp gave these the title of mobiles. The central focus of Calder's mobiles was the universe and cosmic imagery. Upon realizing he could make stationary objects, which relied on wind currents - he practically gave up mobiles. These stationary objects were known as stabiles. <sup>3</sup>

Alexander Calder passed away at age seventy-eight in 1976. <sup>3</sup>

# Wireframes - Timeline



## Design Comps - Timeline

### Alexander Calder

Surrealist Sculptor 1862-1973



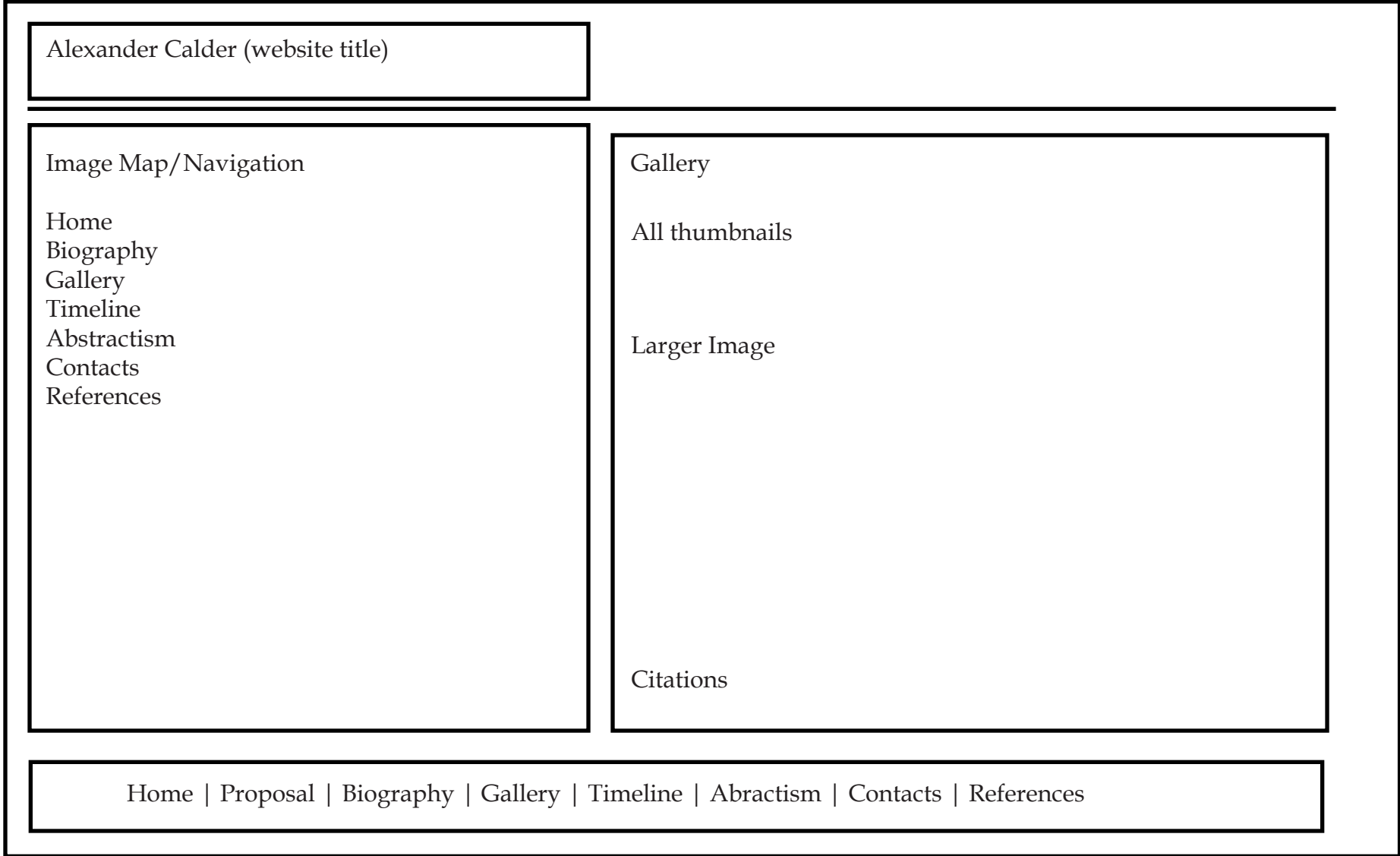
## Timeline

Dates	History
1898	Calder is born in Philadelphia
1919	Graduates Stevens Institute of Technology
1923	Enrolls in Art Students Lounge
1925	Publishes first book <i>Animal Sketches</i> in brush and ink
1926	Creates first primitivism figures from tropical woods
1928	First New York City exhibition
1931	Marries Louisa James Develops 'mobiles'
1932	Achieves recognition in the US for mobiles
1940s	Creates mostly large outdoor sculptures
1950s	Develops 'Gongs' - mobiles with sound
1976	Passes away

Fineberg, Jonathan. *Art Since 1940: Strategies of Being*. p. 43-51 Second ed. London: Laurence King, 2000.

RoGallery.com *Alexander Calder (American, 1898-1976)* RoGallery.com. 2006. Retrieved on 26 Feb. 2009 from [http://www.rogallery.com/Calder\\_Alexander/calder-biography.htm](http://www.rogallery.com/Calder_Alexander/calder-biography.htm).

# Wireframes - Gallery Page 1



# Design Comps - Gallery Page 1

**Alexander Calder**  
Surrealist Sculptor 1892-1973

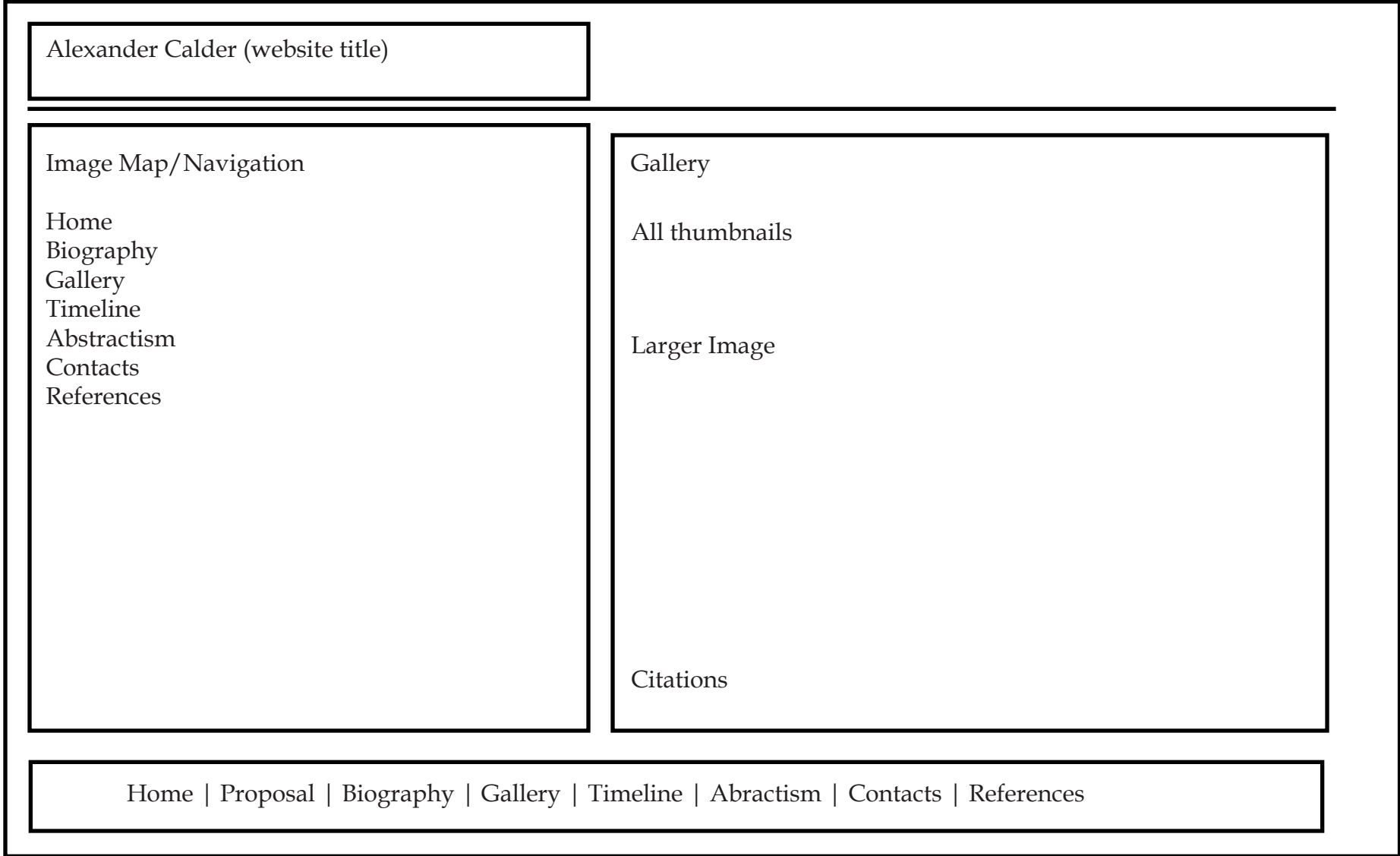
- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

## Gallery



Untitled, 1930  
Oil on canvas  
18" x 15"

# Wireframes - Gallery Page 2

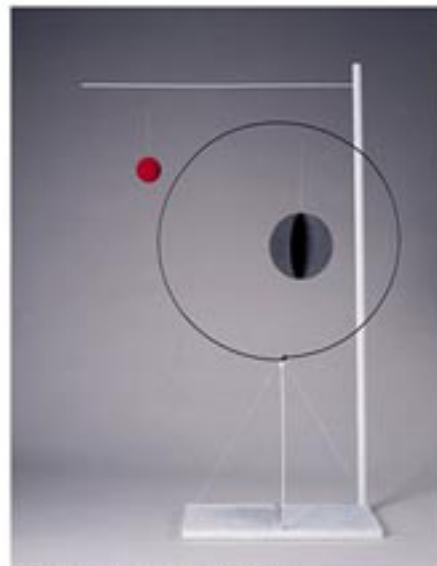


# Design Comps - Gallery Page 2

## Alexander Calder Surrealist Sculptor 1862-1973

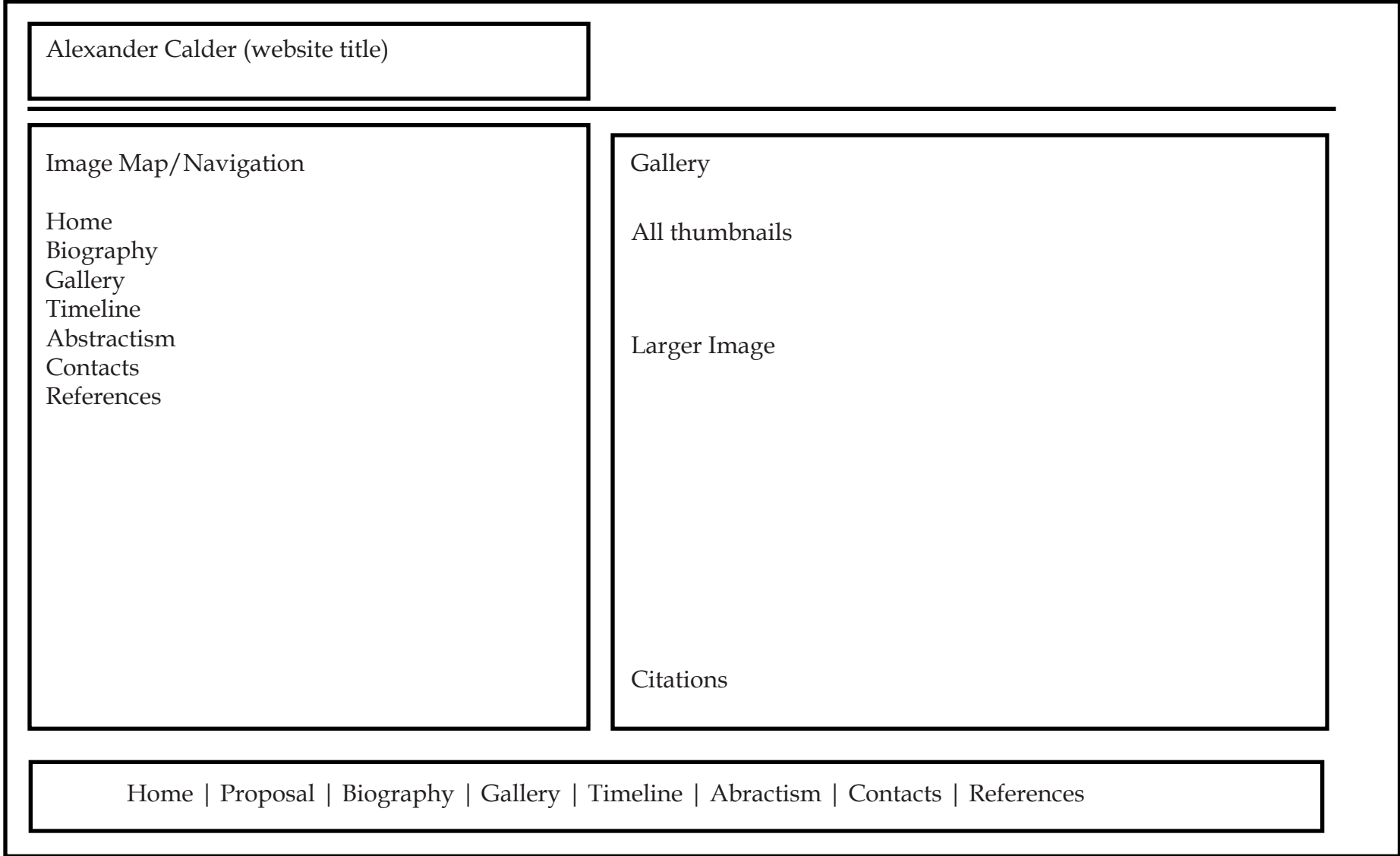
- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

### Gallery



*Object with Red Ball*, 1931  
Wood, sheet metal, wire, and paint  
61 1/4" x 38 1/2" x 12 1/4"

# Wireframes - Gallery Page 3



Alexander Calder (website title)

Image Map/Navigation

- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

Gallery

All thumbnails

Larger Image

Citations

Home | Proposal | Biography | Gallery | Timeline | Abstractism | Contacts | References

# Design Comps - Gallery Page 3

## Alexander Calder

Surrealist Sculptor 1862-1973

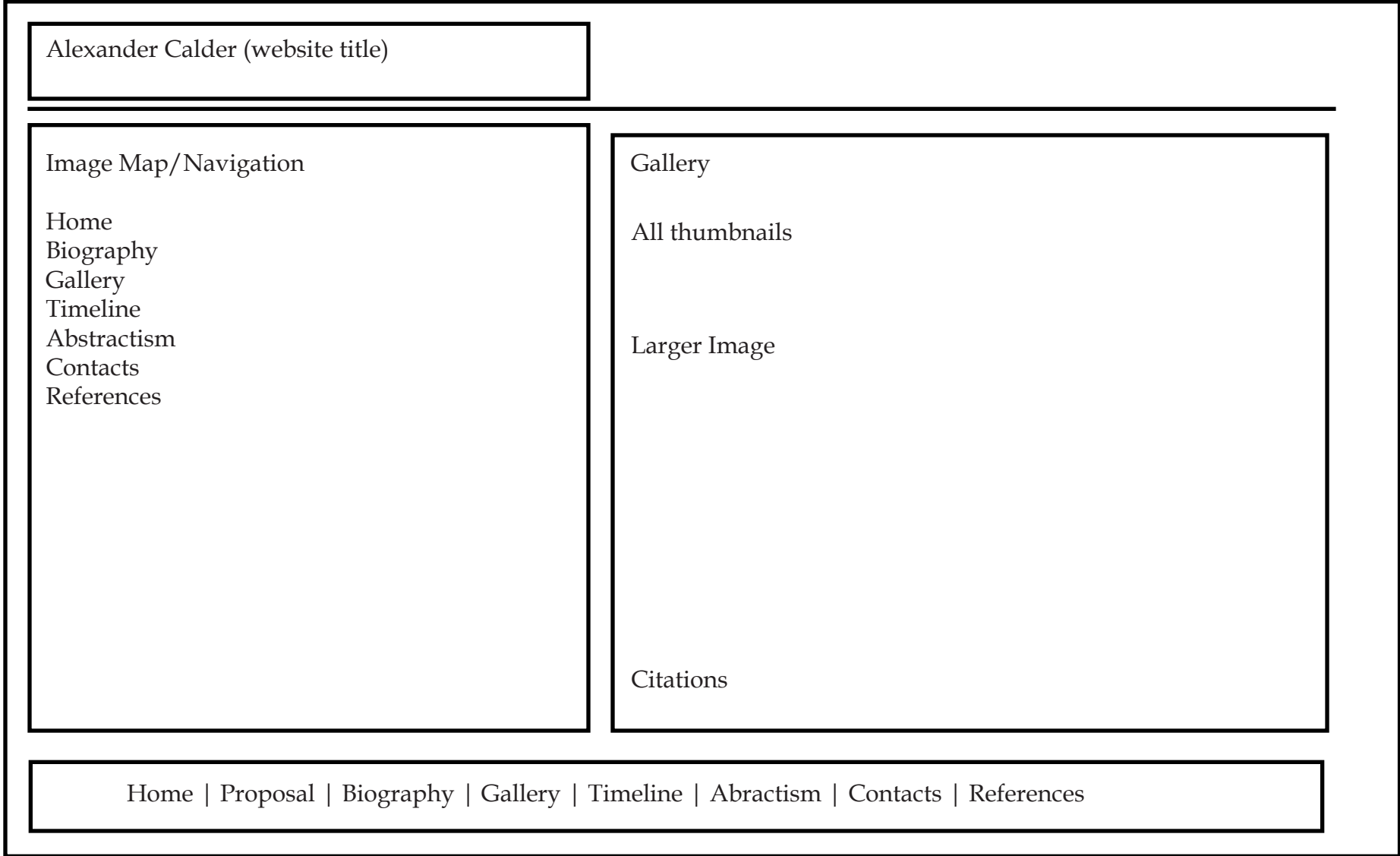
- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

### Gallery



Aluminum Leaves, Red Post, 1941  
Sheet metal, wire, and paint  
61" x 61"

## Wireframes - Gallery Page 4



# Design Comps - Gallery Page 4

## Alexander Calder

Surrealist Sculptor 1862-1973

Home

Biography

Gallery

Timeline

Abstractism

Contacts

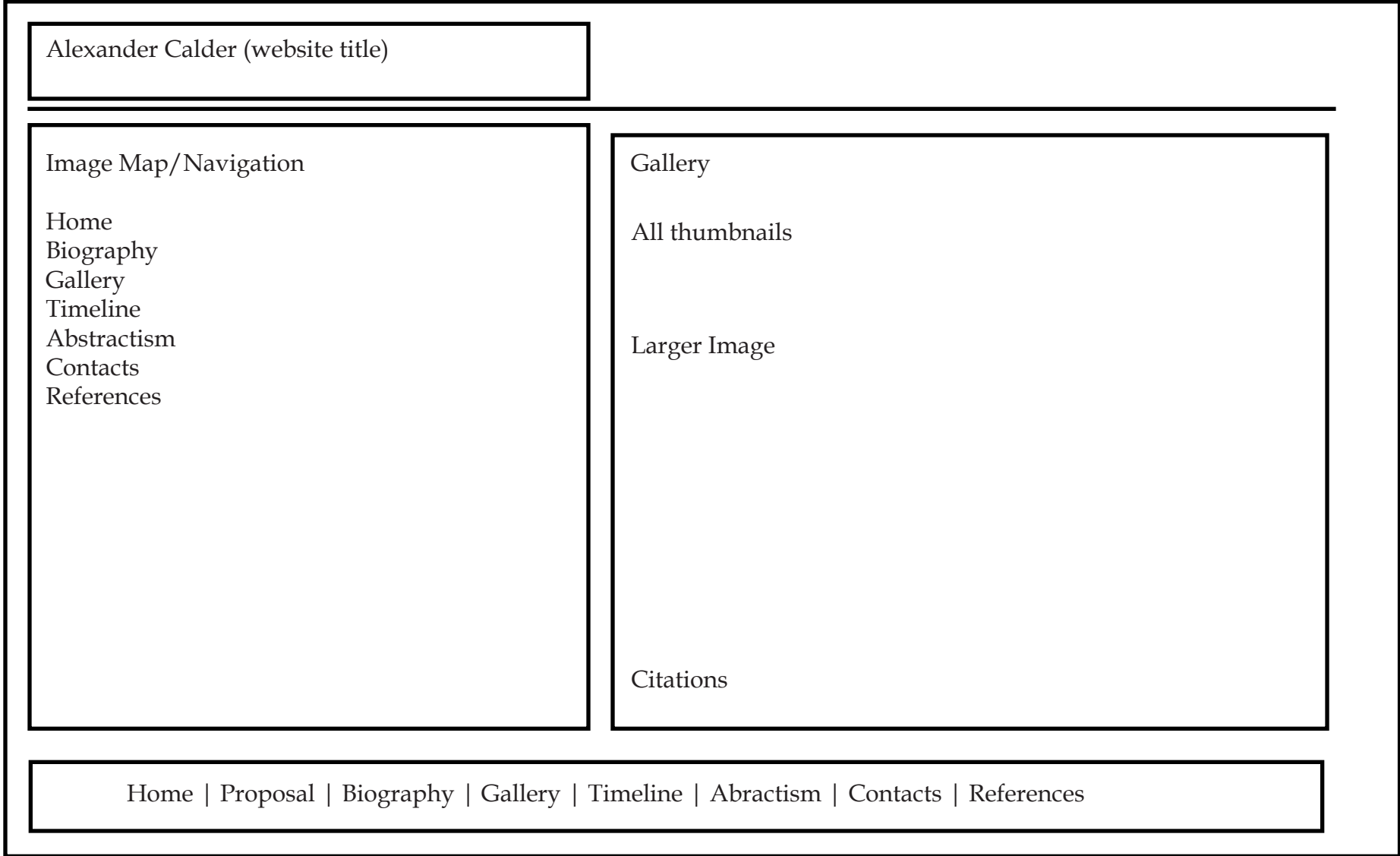
References

### Gallery



*The General Sherman*, 1945  
Sheet metal, wire, and paint  
32" x 44" x 23"

# Wireframes - Gallery Page 5



Alexander Calder (website title)

Image Map/Navigation

- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

Gallery

All thumbnails

Larger Image

Citations

Home | Proposal | Biography | Gallery | Timeline | Abractism | Contacts | References

# Design Comps - Gallery Page 5

**Alexander Calder**  
Surrealist Sculptor 1898-1973

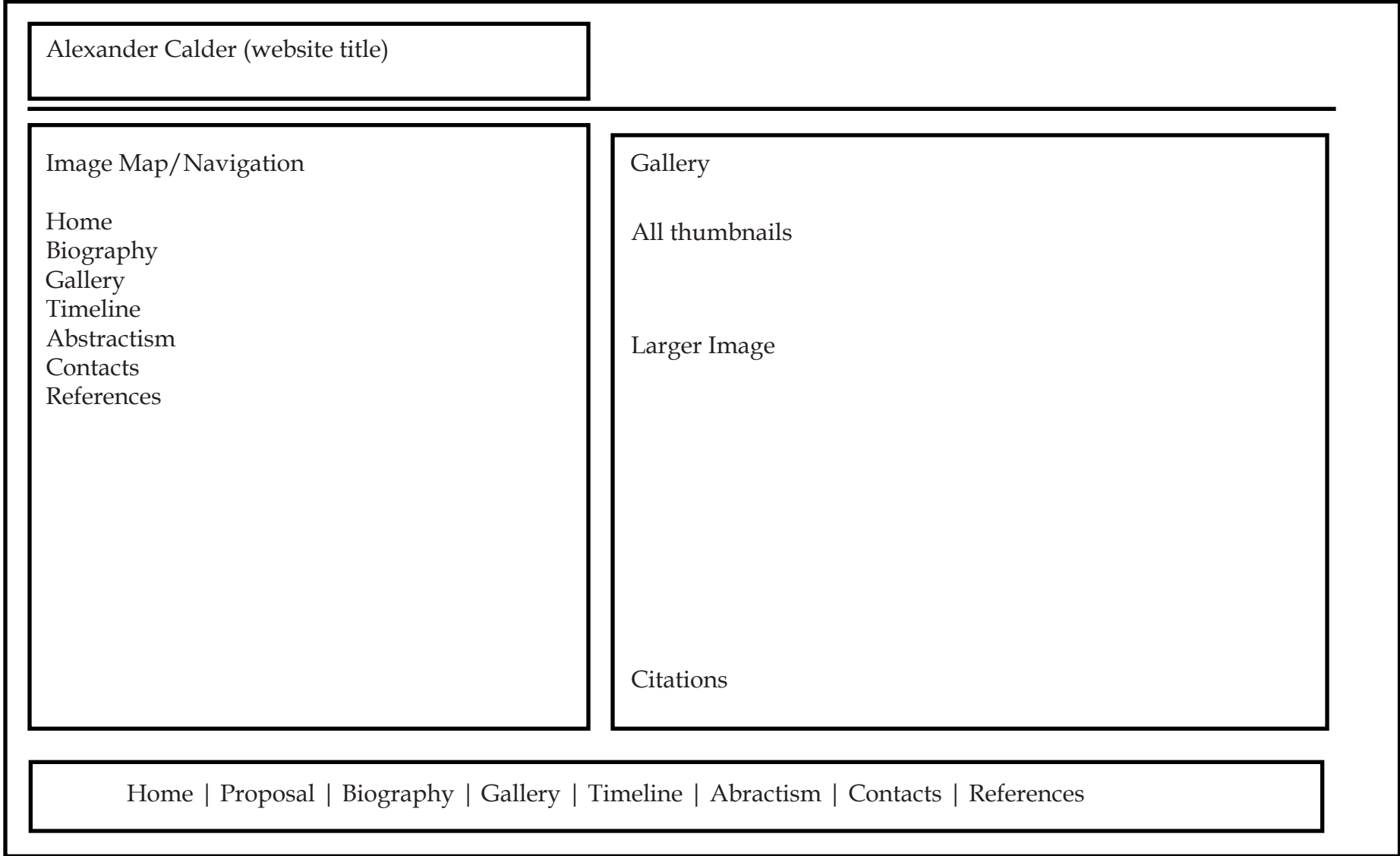
- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

## Gallery



*The S-Shaped Vine*, 1946  
Sheet metal, rod, wire, and paint  
98 1/2" x 69"

## Wireframes - Gallery Page 6



# Design Comps - Gallery Page 6

## Alexander Calder Surrealist Sculptor 1862-1973

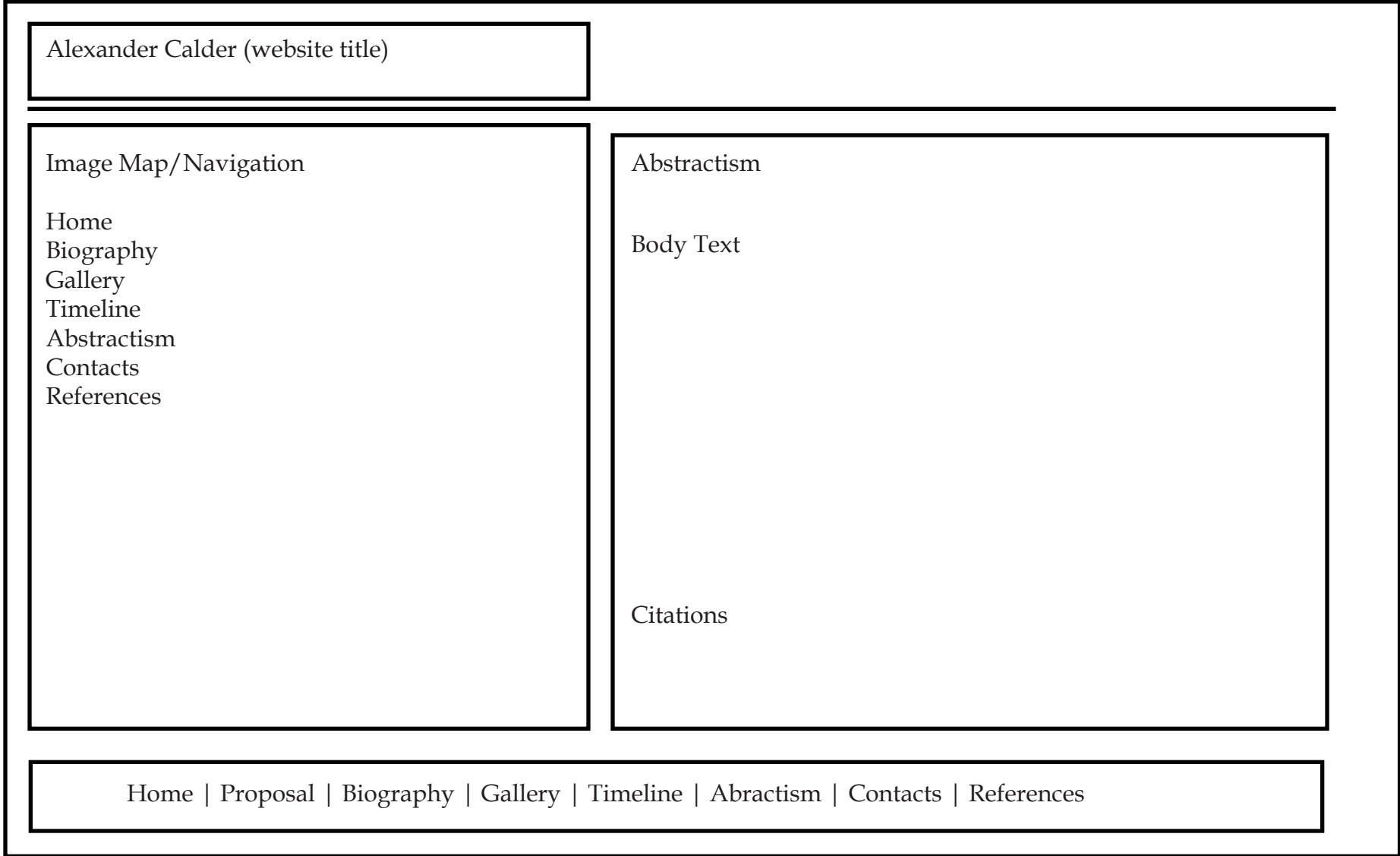
- Home
- Biography
- Gallery
- Timeline
- Abstractism
- Contacts
- References

### Gallery



*Performing Seal*, 1950  
Sheet metal, wire, and paint  
33" x 23" x 36"  
98 1/2" x 69"

# Wireframes - Abstractism



# Design Comps - Abstractism

## Alexander Calder

Surrealist Sculptor 1898-1973



## Abstractism

Through his performances of "the circus," Calder met Mondrian and grew very close to the other artist. It was after visiting Mondrian's studio that Calder realized he wanted to work in the abstract.<sup>1</sup>

Abstractism is the opposite of naturalism and realism, which were about recreating life as accurately as possible through the artist's medium. Abstract is art that has been paired down or is pure. It is based on the idea that nature is perpetually in flux and the faster one paints to catch "the moment," the further the artist gets from accurate realism.<sup>4</sup>

Surrealism developed out of abstractism as a way to paint the unconscious. Artists were trying to give their work something that photography couldn't capture; realists just couldn't measure their artwork up against the accuracy of photography. Thus European artists developed the style of surrealism, which tried to represent dreams, fantasies, thoughts, and ideas. It was a movement about personal experience.<sup>4</sup>

The abstract art movement in America didn't pick up speed until World War II, when many of the famous European artists had to flee their native countries and ended up relocating in New York. Prior to this, American abstract art was primarily political or reflected "American values." This was known as regionalism.<sup>4</sup>

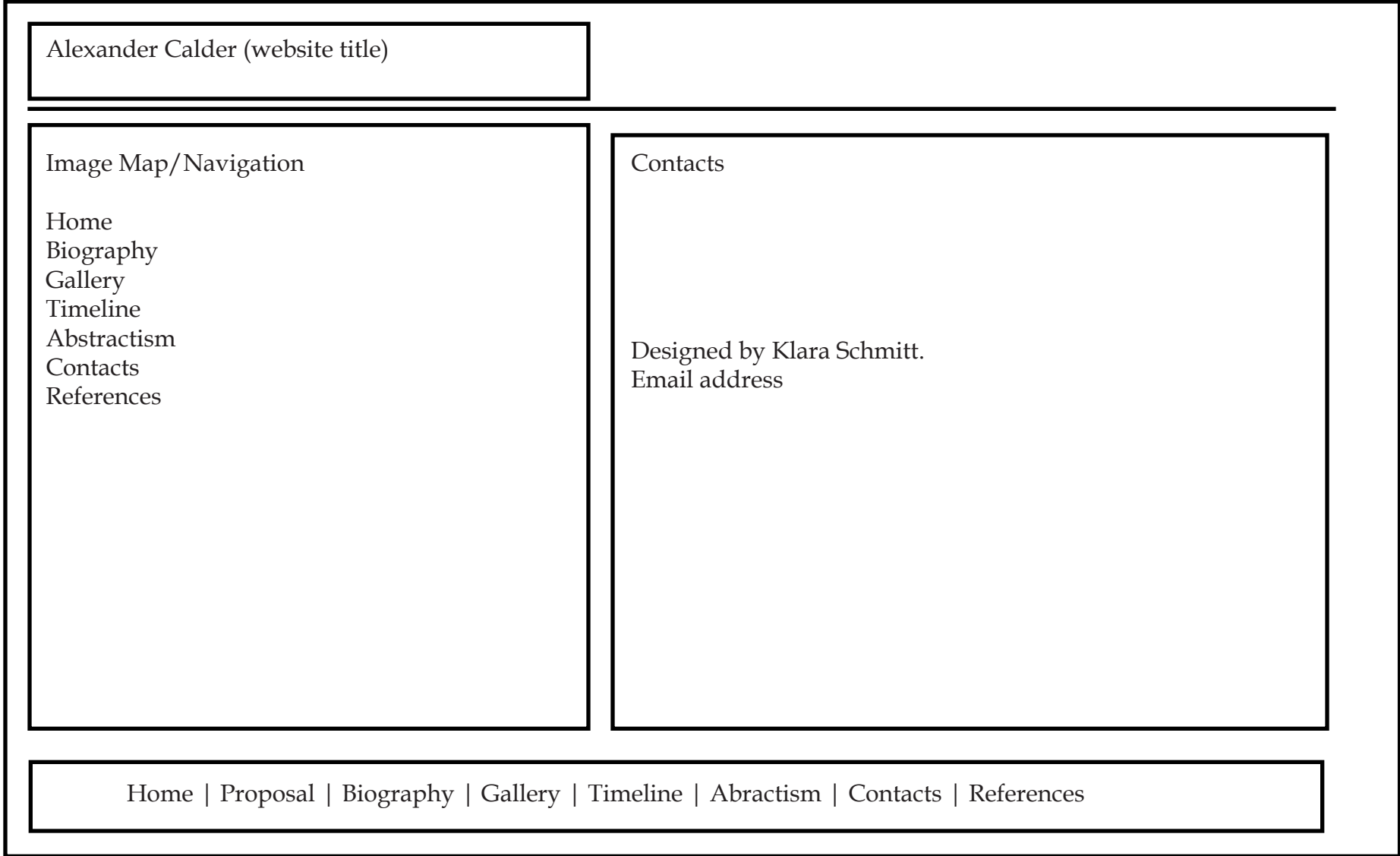
Although, surrealism was popular, the first real American movement was abstract expressionism, which was rooted in expressing pure emotion through the art as if the medium was a language itself. Characteristics of abstract expressionism include: creative use of brush stroke and texture, the use of large canvases, paying attention to space and proximity of objects, and catching accidents within the work<sup>5</sup> through automatism.<sup>4</sup>

<sup>1</sup>Fineberg, Jonathan. Art Since 1940: Strategies of Being. p. 43-51 Second ed. London: Laurence King, 2000.

<sup>4</sup>Castaneda, Ivan. "Beginning American Modern Art." Contemporary Art. The Art Institute of Washington, Arlington. 29 Jan. 2009.

<sup>5</sup>Reference.com. "Abstract Expressionism." The Columbia Electronic Encyclopedia. Columbia UP, 2004.

## Wireframes - Contacts



## Design Comps - Contacts

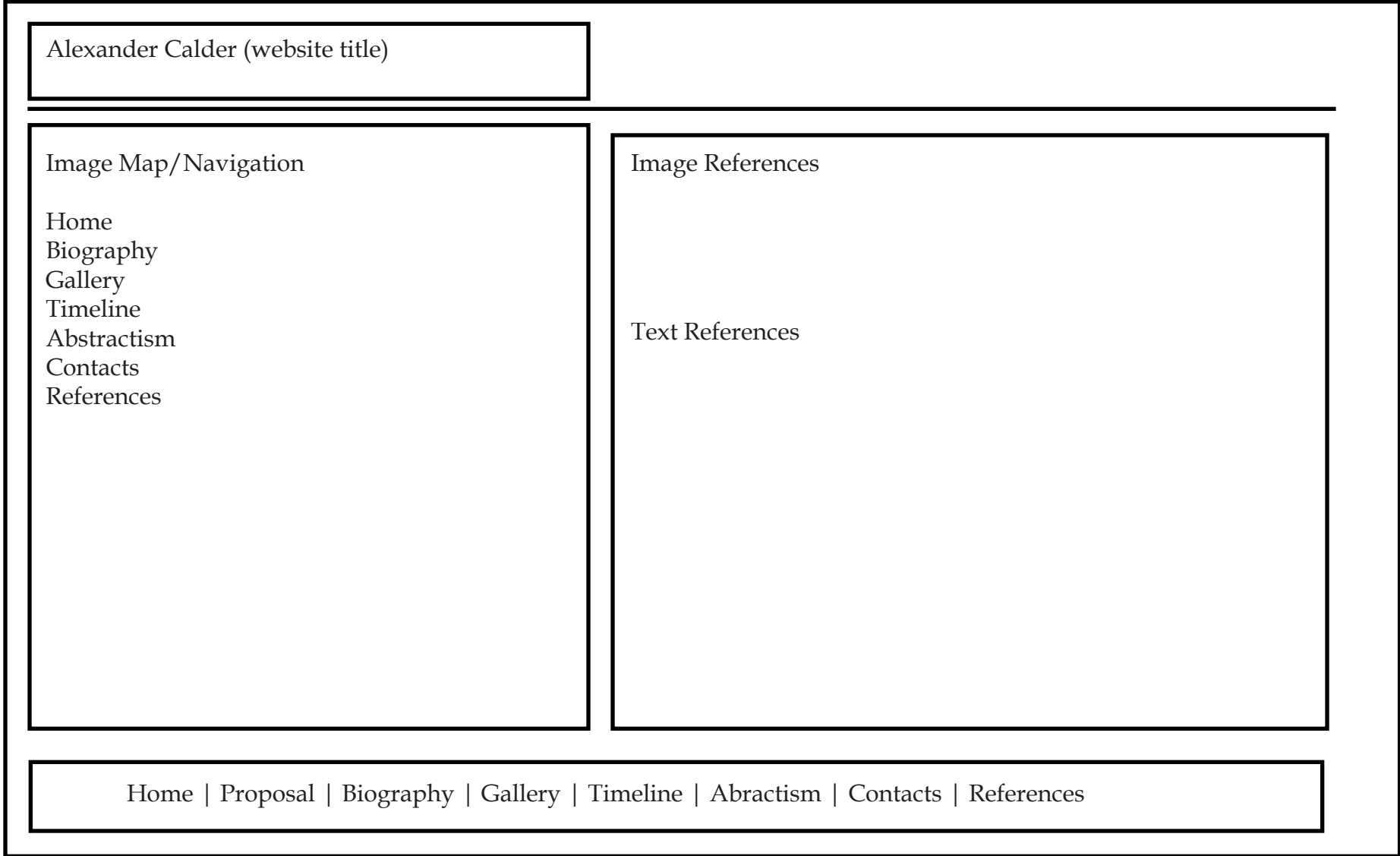
**Alexander Calder**  
Surrealist Sculptor 1862-1973



### Contacts

Comments/Questions?  
Please contact Klara Schmitt at [kms319@stu.aii.edu](mailto:kms319@stu.aii.edu)

## Wireframes - References



## Design Comps - References

### Alexander Calder

Surrealist Sculptor 1862-1973



### References

#### Image Sources

-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/oil.html>.
-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/hangingmobile/10>.
-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/standingmobile.html>.
-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/standingmobile/20>.
-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/standingmobile/30>.
-  Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <http://calder.org/work/category/standingmobile/40>.

#### Text Sources

- Calder Foundation. "Biography." 2009. Calder Foundation. 10 Feb. 2009. <http://calder.org/life/ana/biography.html>.

## Styles

### Fonts, HTML

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Title: Century Gothic, 24 point  
Sub-title: Vrinda, 14 point

### Fonts, Images

Century Gothic, Bold, 16 point

### Colors



#c7d1d9



#565656



#000000



#a5a5a5



#666666



#ffffff



#939393



#939392

## Credits

### *Text References*

Calder Foundation. "Biography." 2009. Calder Foundation. 10 Feb. 2009 <<http://calder.org/life/page/biography.html>>.

Castaneda, Ivan. "Beginning American Modern Art." Contemporary Art. The Art Institute of Washington, Arlington. 29 Jan. 2009.

Fineberg, Jonathan. "Art Since 1940: Strategies of Being." p. 43-51 Second ed. London: Laurence King, 2000.

Meyers, Owen. "Mobility in the Works of Alexander Calder and Earle Brown." Mobility in the Works of Alexander Calder and Earle Brown, p. 2. 2001. McGill University. 9 Feb. 2009 <<http://web.media.mit.edu/~meyers/mcgill/papers/mobility.pdf>>.

Reference.com. "Abstract Expressionism." The Columbia Electronic Encyclopedia. Columbia UP, 2004.

### *Image References*

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/oil.html>>.

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/hangingmobile/10>>.

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/standingmobile.html>>.

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/standingmobile/20>>.

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/standingmobile/30>>.

Calder's Work. 2009. Calder Foundation. 20 Feb. 2009. <<http://calder.org/work/category/standingmobile/40>>.