

## Abstract

### Koloman Moser's Space-Design in Vienna at the Turn of the 19-20th Century

#### - Comparison with Josef Hoffmann -

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Koloman Moser (1868-1918) is known as one of the famous and influential, comprehensive artists in Vienna at the turn of the 19-20th century transition period. He had been active also in the field of space-design, but lesser known than his graphical designs and paintings. Little research on his space-design works has been published, but they show some significance in the transition process of space-design, developing from traditional decorated interiors to modern simple ones. On focusing on the works of space-design by Moser, namely interior design of houses, exhibitions and stores, the purpose of this research is to examine the characteristics of Moser's space-design and to clarify its significance in the modern design history. Through the detailed researches, the simplicity found in Moser's works, will confirm his pioneering and innovativeness aspect, and its historical evaluation will be clearly considered.

To see objectively Moser's characteristics on his space-design, it is necessary to compare his works with these of Josef Hoffmann (1870-1956), famous architect of this period, who collaborated with Moser. They were quite prominent in space-design field, when the architectural form and interior space were revolutionarily simplified. With their fruitful collaboration, we could say, they found a direction of modern design they have shared. Then, what is the differences and influences between the space-design of Moser and Hoffmann ? Their characteristics and mutual influences are analyzed. In this analysis, I also propose an original "simple-level evaluation method" for judging one of space-design is "simple" or not. At the end, I will clarify the characteristics of Moser's space-design which is thought to have influenced modern space-design development.

In Chapter 1, the life of Moser and Hoffmann based on autobiography, letters, and literature, the main works was reviewed. He described the Vienna Secession, the Vienna Workshop, the Kunstschau, and the Vienna School of Arts and Crafts, which were common activities. Their common period of activity was from 1895 until 1918 , and the most active was from 1903 when the Vienna Workshop was established until 1905 during the Vienna Workshop.

In Chapter 2, an original "simple-level evaluation method", which is an indicator of simple space-design, was explained and showed examples.

In Chapter 3, the space-design of the houses, exhibitions and stores space-design were listed and confirmed "simple-level evaluation method" of each space-design. In particular the space-design of the house, which is the main subject of this paper, was compared and analyzed the patterns and shapes of interior elements.

In Chapter 4, a comprehensive analysis was performed. First, considering the influence of space-design with high simplicity, Moser was ahead of space-design with high simplicity. In addition, interrelationships between Moser and Hoffmann were found in the simple space-design of houses, exhibitions and stores. The simplest space-designs of both were created from 1904 to 1905. Moser was preceded by a simpler space-design earlier than Hoffmann. However, Hoffman has gradually changed to a simple space-design under the influence of Moser's.

In Chapter 5, the space-design of both houses was analyzed the patterns and shapes that were used before and during the Vienna Workshop. Many patterns and shapes were adopted in the space-design of the house through collaboration from the initiative. It was confirmed that there were more patterns and shapes during Vienna Workshop. Moser adopted curvilinear and organic patterns before and during the Vienna Workshop, but Hoffmann's linear patterns increased during the Vienna Workshop.

In Chapter 6, the significance of Moser's space-design was confirmed. Discussion (1) Moser has created a simple space-design that can be said to be the pioneer of modern undecorated space-design. The space-design was pioneering and innovative. Discussion (2) Hoffmann had created a simple space-design under Moser's influence. Discussion (3) considered the background of Moser's creation of a simple space-design as early as 1900. It was also confirmed that the overall design at that time went in a simple direction. In particular, Moser was creating a simple white space-design at the same time as Scottish architect C.R.Mackintosh. Discussion (4) there are two trends in space-design at the turn of the 19-20th century. One is "simplicity of space" showed by Moser and Mackintosh, who were also painter. Other is "simplicity of decoration" showed by architect Hoffmann and Wagner.

In conclusion, with analysis on space-design works by "simple-level evaluation method", the Moser's space-design found simpler than Hoffmann's. The other hand, as the comparative analysis of decorations shows, Moser's decoration is curvilinear and organic patterns, but Hoffmann's is linear patterns. Through cooperation, it is seen that both had influenced each other and had changed towards the other. On the space-design in general, as mentioned before, Moser was simpler than Hoffmann. Furthermore Moser had taken the lead in simplicity of space, and in this point, Moser had an influence on Hoffmann.

Considering these results of analysis and the background of design of this period in Europe, two different simplicities are indicated in their works : "simplicity of space"and "simplicity of decoration". Mainly the former must be found in Moser's design and mainly the later in Hoffmann's design. In space-design field of Vienna at the turn of the 19th and 20th centuries, Moser has to be praised by his pioneering work. He cultivated the way towards simplicity in space-design.