Abstract
Art Nouveau is a term most people are familiar with. Not everyone knows its entire history but know how impactful it was at its time. After having done an assignment on it in one of my classes, I started noticing the similarities of Art Nouveau around me in things form clothes to designs even posters and packages. I decided to further explore this topic and hence came up with my dissertation topic which was to research if there has been a revival of Art Nouveau in Pakistan. I have combined the initial time of the movement and given a brief history about that and then moved on to its revival in the 1960’s. After this I looked into the International revival at current and compared it to see if its existence here in Pakistan is purely because it is happening internationally or if a real understanding of the movement actually exists here.
For that, I have put together the past issues raised and appreciated, the causes of the actual movement, along with the causes of its revival and then I’ve attempted to understand and explain the causes of Art Nouveau that have inspired designing now. I also conducted interviews of designers who are working currently and who used to work in our industry to get a better understand how what mental set they design with and what is a client looking for in designs these days. I’ve also questioned if and how our society is accepting this sort of a design sensibility so easily and why, I tried to see if it the mere fact that our eyes are used to seeing it or if we connect it to our culture in some way.