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OP-ART IN THE ART SPACE

The appearance of op-art was stopped by a few centuries of volume, up to the moment of appearance of linear prospect in painting. And then it was to pass a long way from bewildered "deception paintings" to stunning works of op-art representatives.

An optical art or op-art is an artistic flow, optical illusions, difficult geometrical structures executed in black and white or pied and contrasting colours, which became its aesthetic basis. Appearing in 1960th, in the days of "psychedelic revolution", it became very popular in mass culture and its receptions entered an advertisement and design. The today complemented iconography of op-art again becomes an actual trend in design, but already due to other revolution – digital one.

Visual distortions, violations of prospects, illusion of volume, hypnotic abstractions, are extreme enough in interior and furniture design, but due to the showiness and provocativeness, by virtue of the ability to attract attention, sometimes even to shock, they are gladly used by prominent designers and prestige brands.

Op-art is formed in independent artistic direction in the middle 1960th in Europe and USA. The situation can never be described before, as time, when science of art it is impossible to mark off from the art of science. Sense of op-art his creators see in that, as possible wider to enter an opto-kinetic art in human experience, everyday way of life, maximally liquidating a still existent break between people and "thing of art". Facilities of vivid expressiveness in an op-art (color, chiaroscuro, geometrical picture, prospect) form the unicity of op-art. She consists in that for his perception audience not necessary theoretical knowledge and critical estimations of specialists. Each,

regardless of age, something will take away from seen it, consonant to the mood, attitude.

With little effect on architecture, in the middle of 1960th an op-art got to all spheres of design. Designers paid attention to not only that shocking effect that op-art work produces on the spectator but also on that it can use visual illusions for the visual change of form, surface of object, give it the new plastic arts, not changing a construction here. At the same form can be by sight changed several times, applying different illusions to it. Optical illusions that was ideally reproduced by a typographic method were used in a graphic design for registration of advertising posters, playbills, covers of books and musical plates. First, who decided to use an illusion the American designers became in fabrics. Due to new approach, they were able to create such dresses, that by sight "evened" a figure, doing a breast and thighs more expressive, and waist thinner. At this time on geometrical print Laurent that produced collection of cocktail dresses of direct silhouette with bright large cages turned the attention of Yves Saint Laurent. These dresses had the most ordinary and simple cutting out without sleeves and collar. The name dresses got in honour of the inspirer - "Mondrian". Great couturiers followed then: creator of mini-skirts Mary Coint, Larry Aldrich, Andre Kurrezh, - all of them produced dresses and accessories of unusual geometrical prints and forms in style op-art. Simultaneously with producing of collections of these designers, fashionable magazines began to print to the pages a photo in a clothing with patterns from squares, triangles and rhombuses. Geometrical print in different variations confessed the symbol of decade. They used rhombuses, triangles, slanting and direct lines, and also smooth pictures of colors and simply abstract forms widely. Concerning a color, here combination of contrasting and bright colors comes forward a main rule, so that a clothing in this style in any way can not be grey and imperceptible. By above all tints black and white. From them it is possible to make the most unbelievable variations. In an interior through introduction of rhythmically repetitive elements, sharp contrasts, configurations as spirals,

crossing, effect of "mirror" and transparent objects, an environment there is a high degree of illusion in that is created. By means of op-art it is possible by sight to "increase" an apartment, hide protruding corners, or to distinguish some zone in an interior. This style continues to exist as an interesting method to dilute a dim situation and add the element of fantasy to life.

Works of artists, working in direction of op-art, were successfully used for registration of exhibitions, shows and other mass events. It gave an apartment a futurism kind, it seemed that walls, floor and ceiling were moving.

The leader of op-art is the French artist Victor Vasarely. An artist created a few famous series of pictures in style op-art, also in his creative work of chart (prints), kinetic structures and a few abstract films. In addition, he repeatedly worked on architectural projects. Next to the name of Vasarely, often remember Bridget Riley - abstractionist that got popularity after a famous exhibition "Sensible eye".

A graphic inheritance of one of the most original artists of the 20th century, Dutch artist Maurice Cornelius Escher, is known world-wide. The baffled optical illusions bring together work of Escher with works of representatives of op-art; however, in the complete measure of Escher to the op-art, taking is impossible, he is unique too already. His work is even named "artistic motion of one man", because he never set off itself to none of existent genres and flows.

Difficult and simple simultaneously works of representatives of op-art were with enthusiasm accepted by wide public from middle of 1960th. And exactly this artistic flow was able to overcome the borders of different (after political and social status) countries due to the universality and use of base laws of optics. Design adopted from an optical art the receptions of work with planar geometrical figures, colour and tonal contrasts due to what the illusion of distortion and motion is created. Presently optical illusions are actual in all spheres of design and widely used in graphic and web - design, design of interiors, industrial design, textile and clothing design and even in architecture.

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