

*Strand 5: Crafts in the Origins of Design*

**Definitive abstract for paper presentation at the *coupDefouet* International Congress**

British Art Nouveau Tiles as Household Identity Signifiers

Decorative ceramic tiles became one of the most significant art forms in Victorian Britain after the innovative techniques for industrial production developed in the 1840s. By coincidence the rising popularity of tiles took place during a housing boom in Britain. The middle classes were buying or building their own houses, separating home from work. In the process, the identity of the home was defined and developed. Tiles were adopted in more varied way in dwelling houses, than any other type of buildings and the Art Nouveau tiles were used far more in a domestic context. This reflects the huge popularity of Art Nouveau at the time, additionally, it is true to say that there were strong connections between Art Nouveau and the sense and identity of the home.

Keywords: British Art Nouveau, Victorian Tiles, middle class, dwelling houses

**Curriculum Vitae**

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