

Strand 1: Art Nouveau Cities: between cosmopolitanism and local tradition

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

Buenos Aires, an overseas periphery

The deep social transformation that took place in Buenos Aires in the late 19th century and early 20th century due to the massive arrival of European immigrants contributed to promote European *Art Nouveau* thanks to the immigrant middle class, that used new european trends as a way to express their success and faith in the new country. This expression got an heterogenous character in admitting in one city many different european variations: nourished from Paris' *art nouveau* and catalan modernism, *Wiener Secession* and Italian *Florenale*, from Mackintosh and Hoffman, depending on the origin and tastes of architects and clients. This generated a unique mixture in harmonious coexistence.

Even when is a little known case in Europe, Buenos Aires has a considerable *art nouveau* bagage and that impulsed the city's incorporation in the Art Nouveau European Route in 2009.

Key Words: Buenos Aires; Art Nouveau; European Immigration; Art Nouveau Heritage.

Buenos Aires, una periferia de ultramar

La profunda transformación social vivida en Buenos Aires a fines del siglo XIX y principios del XX basada en la llegada de una masiva inmigración europea, contribuyó a difundir el *Art Nouveau* que se consolidaba en Europa gracias a la clase media inmigrante que prosperaba y empleaba las nuevas corrientes europeas como medio para expresar su éxito y su fe de progreso en el nuevo país. Esta expresión adquirió un carácter heterogéneo al admitir en una misma ciudad diferentes variantes europeas: se nutrió del *art nouveau* parisino y del modernismo catalán, de la *Sezession* vienesa y del *Florenale* italiano, de Mackintosh y de Hoffman, según el origen o los gustos de arquitectos y clientes. Esto generó una mezcla única en armoniosa convivencia.

Aun cuando es un tema poco conocido en Europa, Buenos Aires vio construir un considerable bagaje de arquitectura art nouveau lo que la ha llevado a ingresar en la Ruta Europea del Modernismo en 2009.

Palabras Clave: Buenos Aires; Art Nouveau; Inmigración Europea; Patrimonio Modernista.

CURRICULUM VITAE

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