

Design influences, methods and figures

Arts and crafts (William Morris):

- Fitness for purpose
- Honesty in design
- Return to designer-craftsman as a reaction against industrialism
- UK origins
- Reaction to loss of traditional skills



Style:

- Simplicity
- Natural forms and materials
- Flower patterns
- Showing joints/grain
- Bespoke

Art Deco figure William Morris:

- Socialist
- Poet/writer/designer/innovator
- Wallpapers
- Against the machine ages
- Examples of his work include the Red House

Example: The Red House

Art Nouveau (Charles Rennie Mackintosh):

- The languid line
- Formulation of new aesthetic values for a new urban lifestyle
- France origins

Style:

- Curvy 'whiplash' lines



- Stylised flowers
- Languid feminine form
- Based on leaves/flowers

Art Nouveau figure Charles Rennie Mackintosh:

- Scottish architect and designer
- Studied at Glasgow school of art

Example: Glasgow school of art

Bauhaus Modernist (Marianna Brandt):

- Functionalism
- Reducing form to the most essential elements by omitting decorative thrills
- Abolition of censorship
- Arts and crafts views on form and function
- German origins



Style:

- The machine aesthetic using modern materials
- Simple
- Geometric forms and clean lines
- Form follows function
- Economic use of materials
- Products for the machine ages
- Everyday objects for everyday people

Bauhaus Modernist figure Marianna Brandt:

- German sculpture/painter/photographer/designer
- Studied at Bauhaus school
- Peaked during the 1920s

Example: Wassily chair

Art Deco (Eileen Gray):

- 1925-1939
- Originated in France
- Opulent/expensive looking- reaction to post war austerity
- Growth of mass production
- Mass production/machine made
- New materials (chrome tubing)

Style:

- Colourful
- Sunbursts
- Inlays in wood
- Zig zags
- Geometric shapes
- Symmetry and repeating patterns
- Ancient Egypt/Aztec



Art Deco figure Eileen Gray:

- 1878-1976
- Famous for the Bibendum chair/Dragon chair

Example: Empire state building

Post modernism (Philippe Starck):

- 1975-present day
- All over the world has specific names
- "Less is a bore"
- Designs are quirky/individual/character
- Designs have personality
- Reacting against functionality of modernism
- Controlled chaos



Style:

- Distorted shapes
- Curvy/linear forms
- A symmetrical- construction/expensive
- Range of materials- copper/brick/concrete/glass
- Bright/colourful
- Taking ideas from the past

Post Modernism figure Philippe Starck:

- Career started in the 1980s
- Worked for Alessi design company
- Playful designs
- Experimental design
- Made the Juicy Salif juicer (looks good but is impractical)

Example: Juicy Salif

Streamlining (Raymond Lowey):

- 1935-1955
- Started in the USA
- Consumerism and style
- New prosperity and wider consumer choice
- Celebrating speed and efficiency



Style:

- Aerodynamics
- Teardrop shape
- Futuristic inspiration
- Mass production
- New machinery used

Streamlining figure Raymond Lowey:

- 1910-1980 he was active

- Streamlined trains for the Pennsylvania railroad

Example: Volkswagen Beetle

Memphis (Ettore Scotsass):

- 1981-1988
- Originated in Italy
- Reaction to functional modernism
- Form over function



Style:

- Silly
- Eccentric
- Bold
- Vibrant
- 'Retro design' (Carlton bookcase has Aztec shapes)
- Distorted shapes
- Promotes use of plastic
- Avoids 'natural' materials

Memphis figure Ettore Scotsass:

- 1980-1990 Memphis
- Designed before and after but in different styles
- Worked on furniture mainly
- Carlton bookcase

Example: Carlton bookcase

