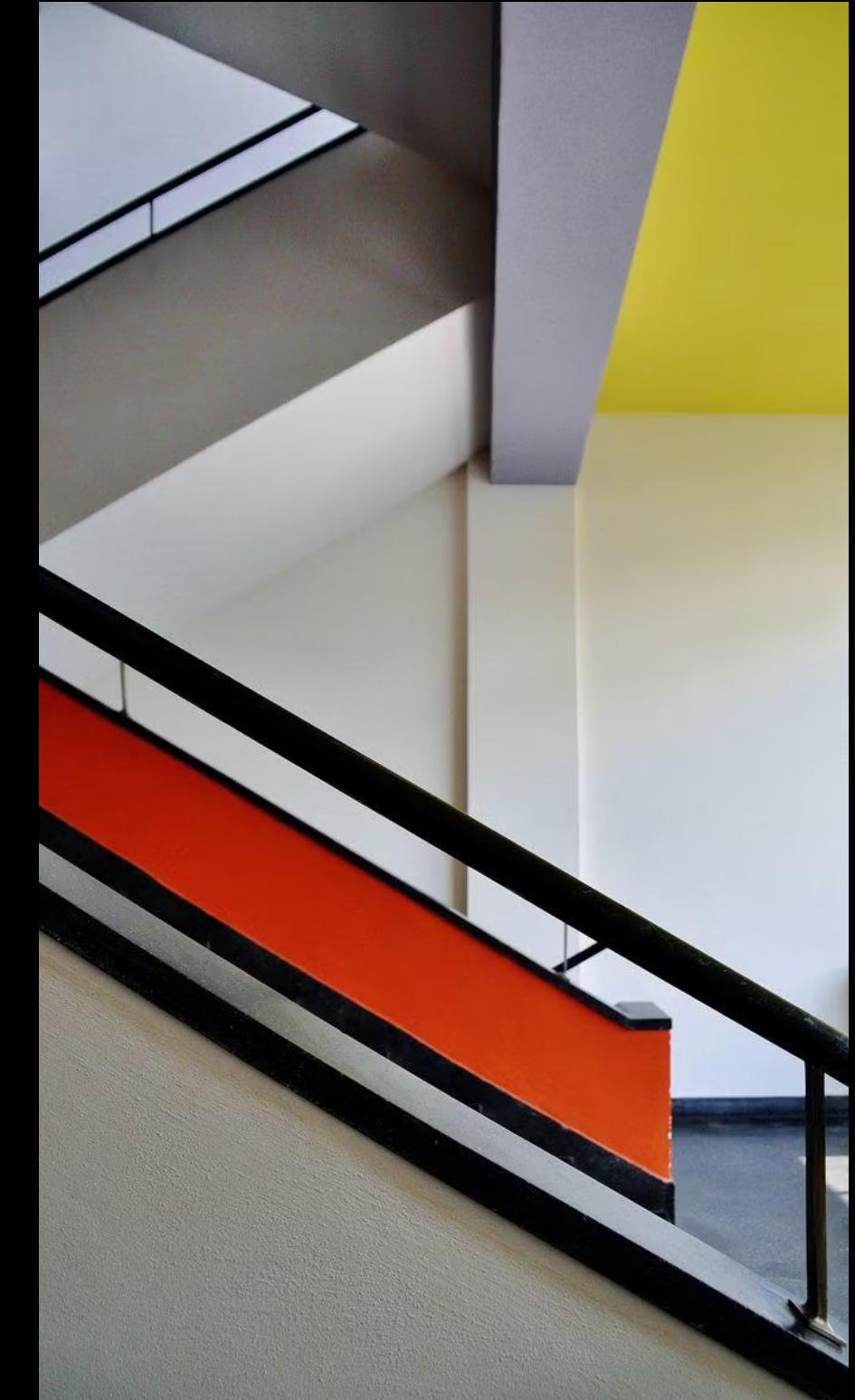


DESIGN FOR IMPACT

LESSONS FROM THE BAUHAUS AND BEYOND

DEVIN NGUYEN

AUG 2024

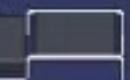


Customize

My desk

Build

X



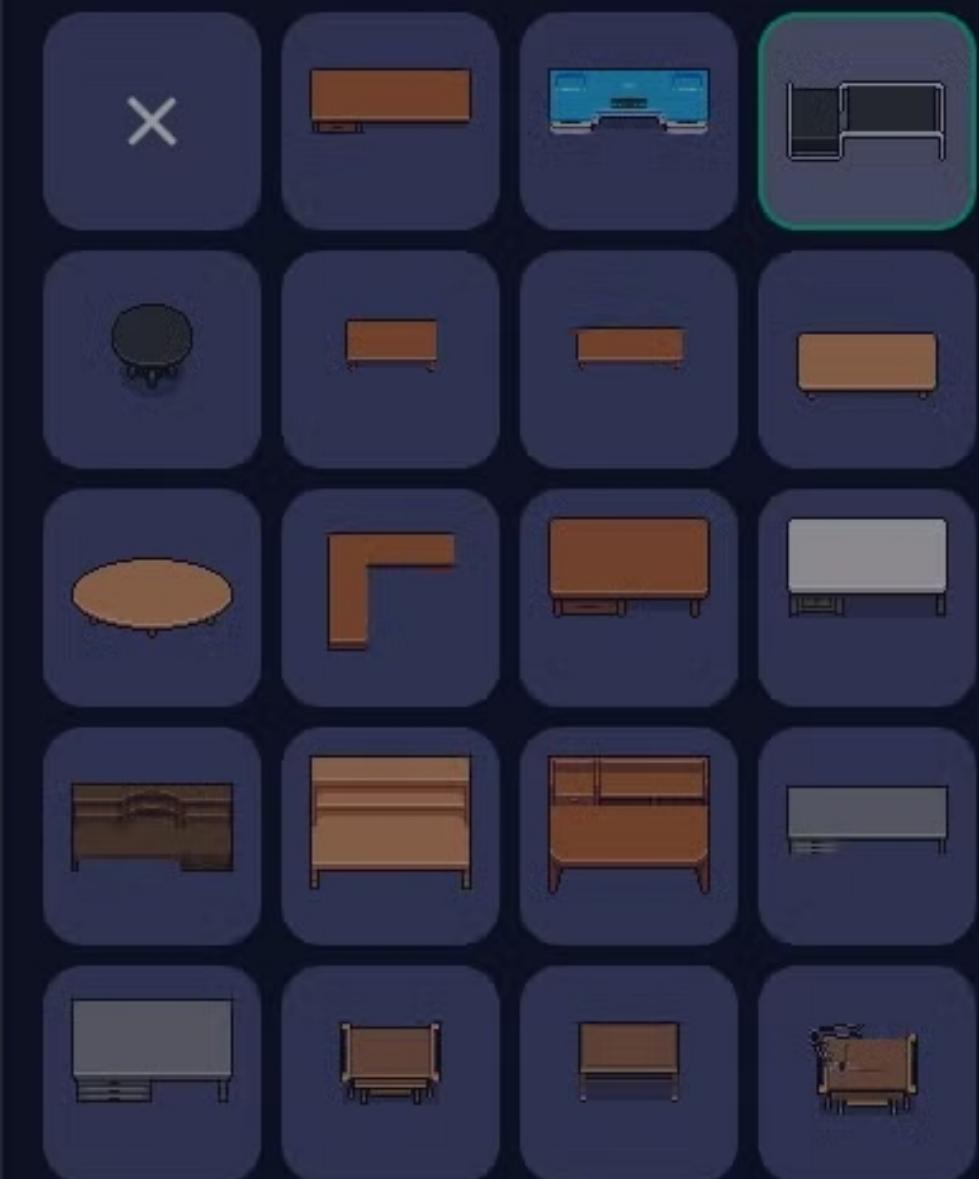
Bauhaus desk

Desk

Chair

Computer

Rug





MARCEL BREUER
Writing Desk S 285
1935

THE EQUITABLE BUILDING

1915



*“... poor business propositions,
destructive of adjacent land
values, unwholesome
obstructions to light and
ventilation, and undesirable
edifices generally.”*

GEORGE B. FORD OF THE NEW YORK COMMITTEE ON CITY PLAN
1915



1916 ZONING RESOLUTION

Introduced height and volume restrictions on buildings
leading to the distinctive "setbacks" that made buildings start to look like wedding cakes

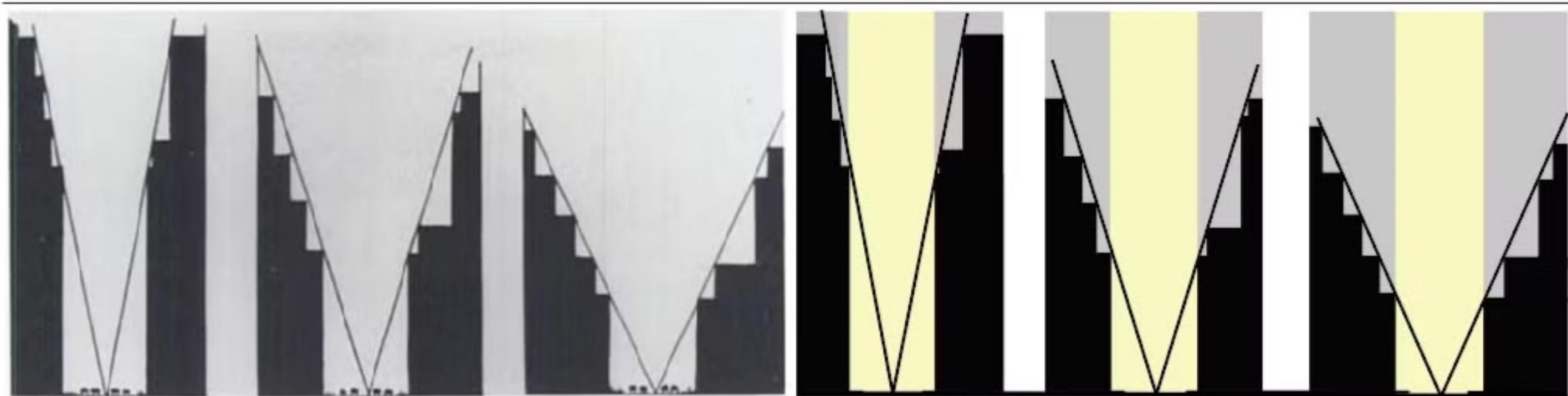


Fig. 75 Zoning diagrams, three height districts.





THE SEAGRAM BUILDING

1958



THE SEAGRAM BUILDING

1958



1961 ZONING RESOLUTION

Responding to the changing economy and a growing population, it introduced the concept of incentive zoning to encourage projects to incorporate public plazas.



INTERNATIONAL STYLE

LUDWIG MIES VAN DER ROHE



German
Art School

WEIMAR, GERMANY



Bauhaus

1914 - 1918

World War 1

1919 - 1933



Bauhaus

1939 - 1945

World War 2

1914 - 1918

World War 1

→ 1919 - 1933



Bauhaus

1939 - 1945

World War 2





Le Corbusier



Le Corbusier



Unité d'Habitation (La Cité Radieuse)
MARSEILLE, FRANCE



Le Corbusier



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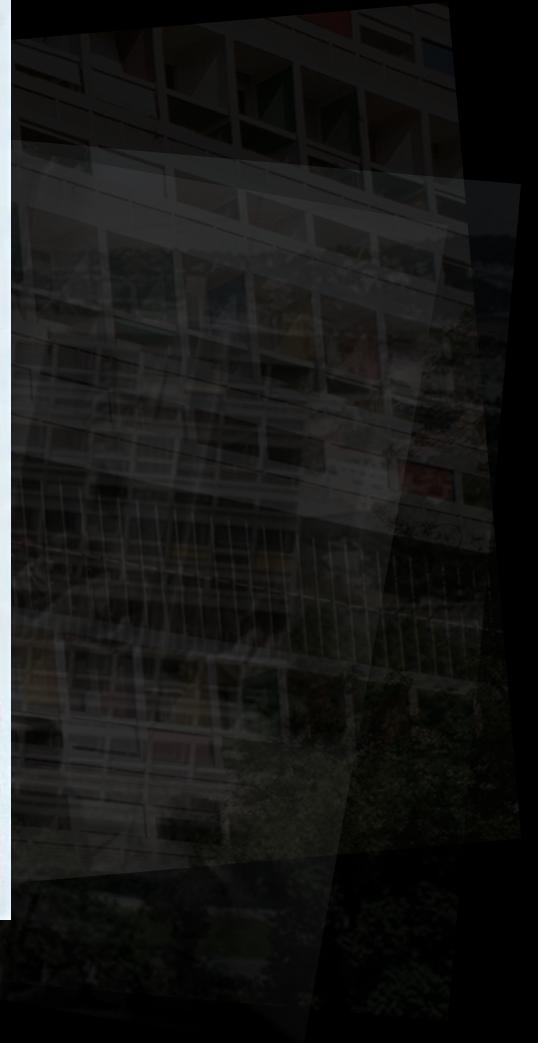
Le Corbusier



Unité d'Habitation (La Cité Radieuse)
MARSEILLE, FRANCE



UNITE D'HABITATION « LE CORBUSIER », MARSEILLE





WHY IS THIS RELEVANT?

AMERICAN MODERNISM



Provide cues
for interaction



Clarify
intentions



Ensure familiarity
without loss of
character

Prefabricated components
used everywhere

Mass housing production in post-war environments





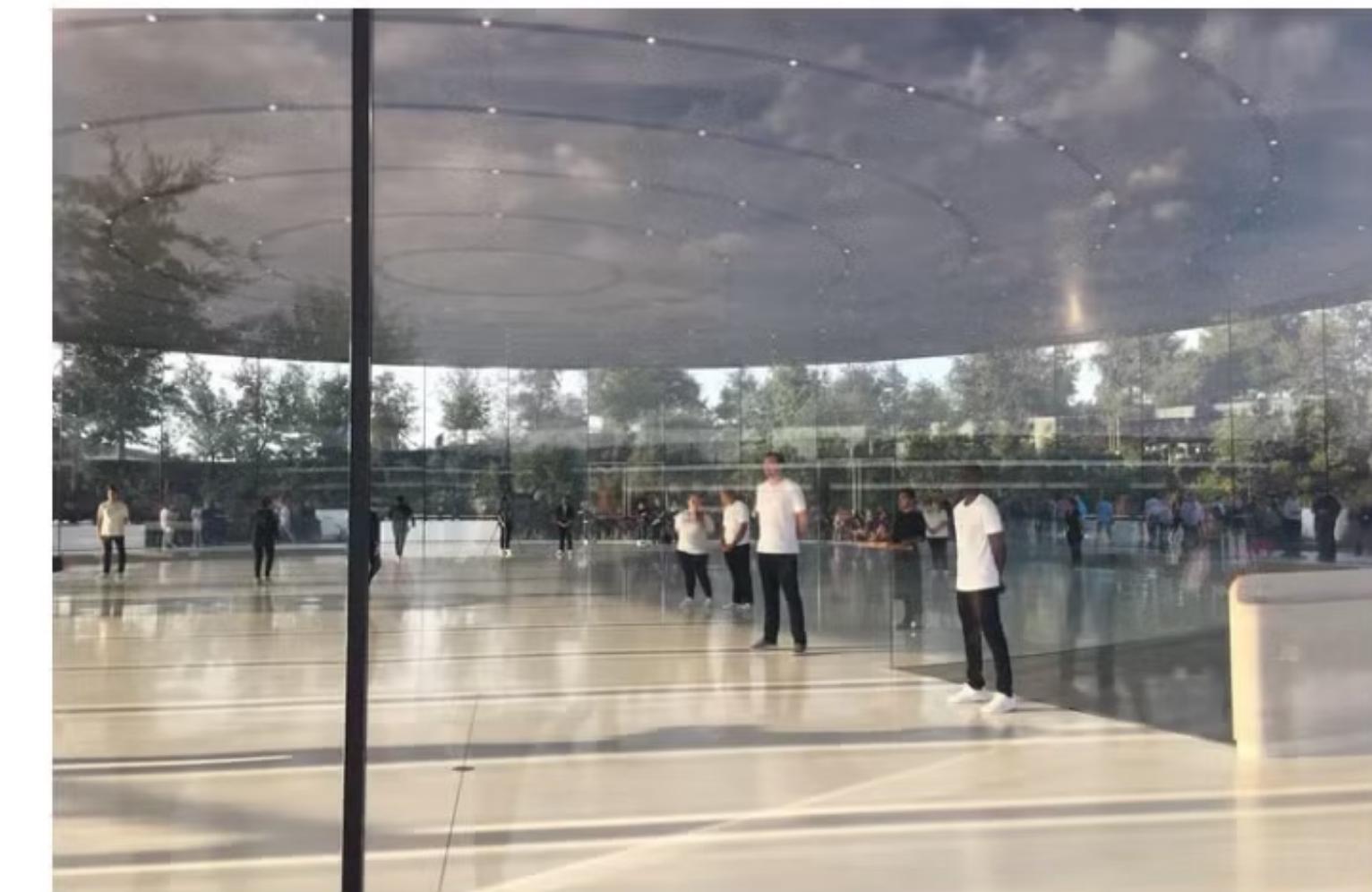
Provide cues
for interaction

TECH / APPLE / TL;DR

Apple employees can't stop walking into the beautiful glass doors at new Apple Park campus

By [Natt Garun](#)

Feb 16, 2018, 11:43 AM EST



Lauren Goode / The Verge

A painting of a woman reclining on a red sofa, wearing a white robe and gold jewelry, surrounded by ornate objects.

old-fashioned

neoclassicism

ornamentation

simplicity

rationalism

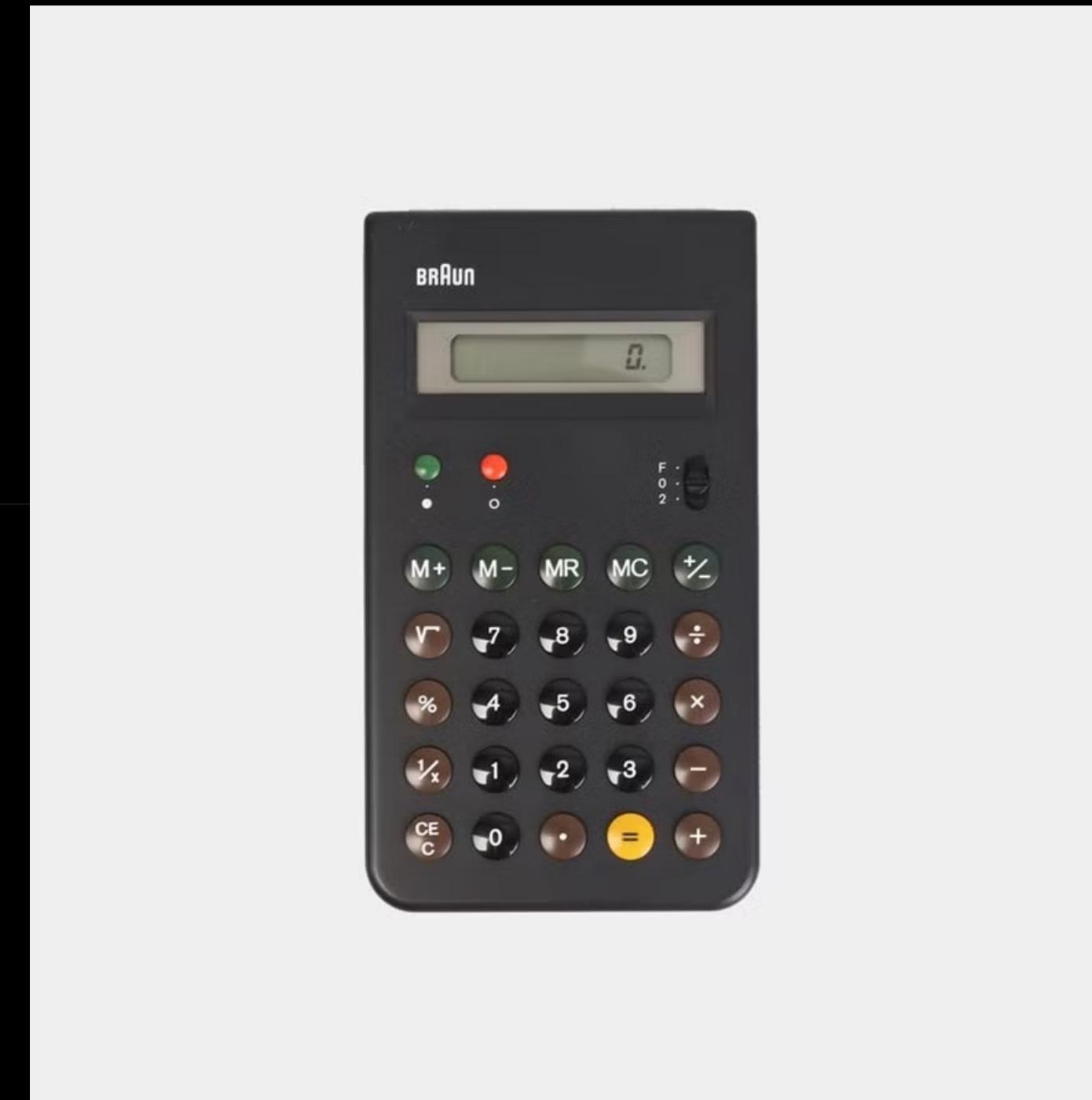
minimalism

functionality

SKEUOMORPHISM



iOS Calculator



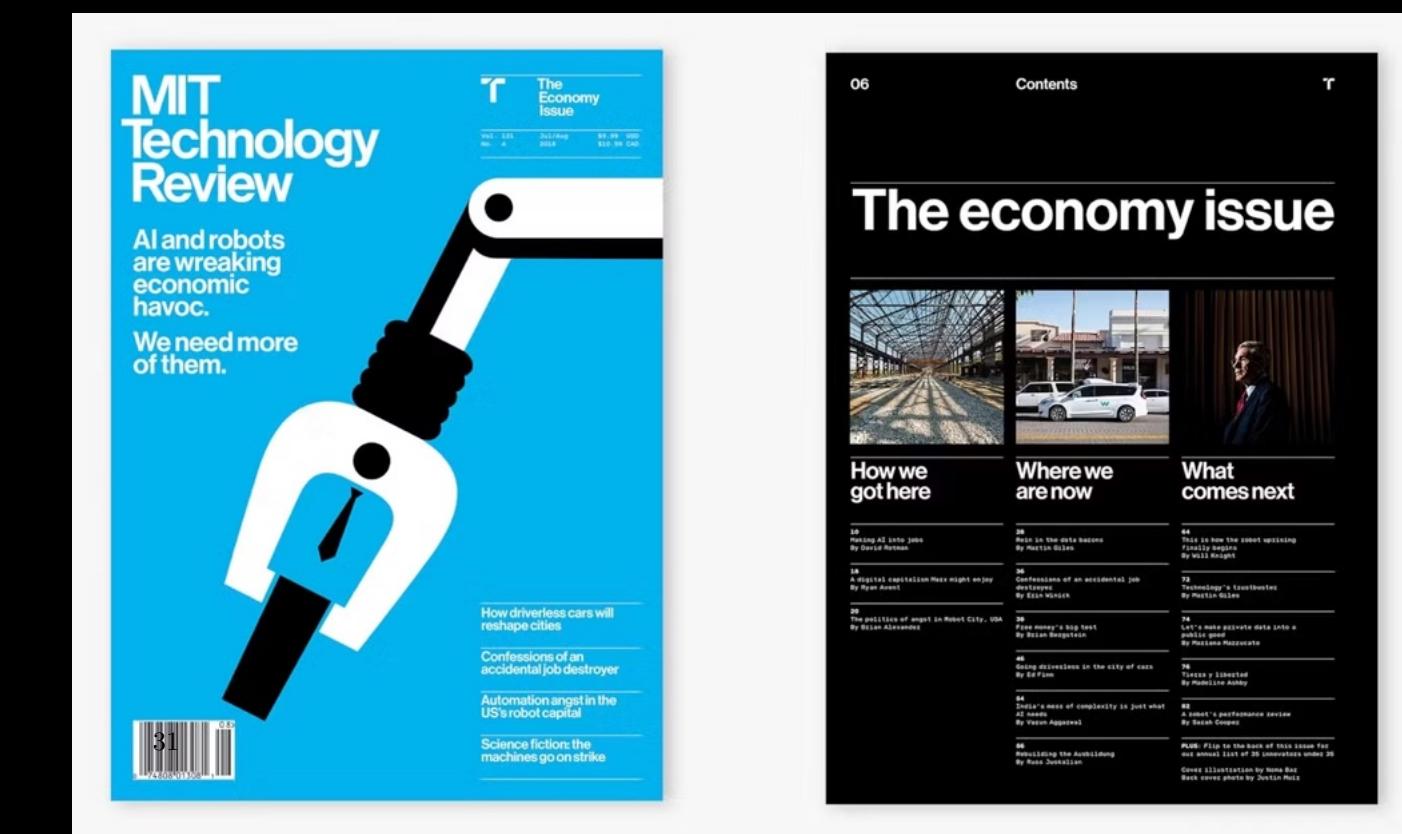
Braun Calculator

INTERNATIONAL STYLE

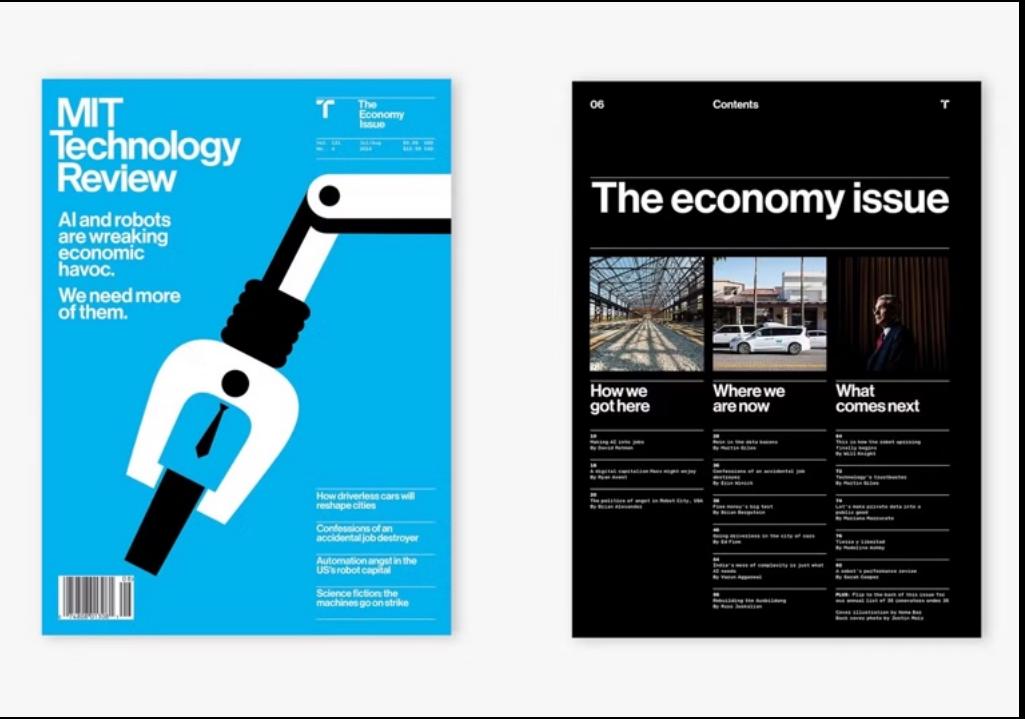
Reduce structures to their most basic elements



Switzerland
1959



USA
2018



INTERNATIONAL STYLE

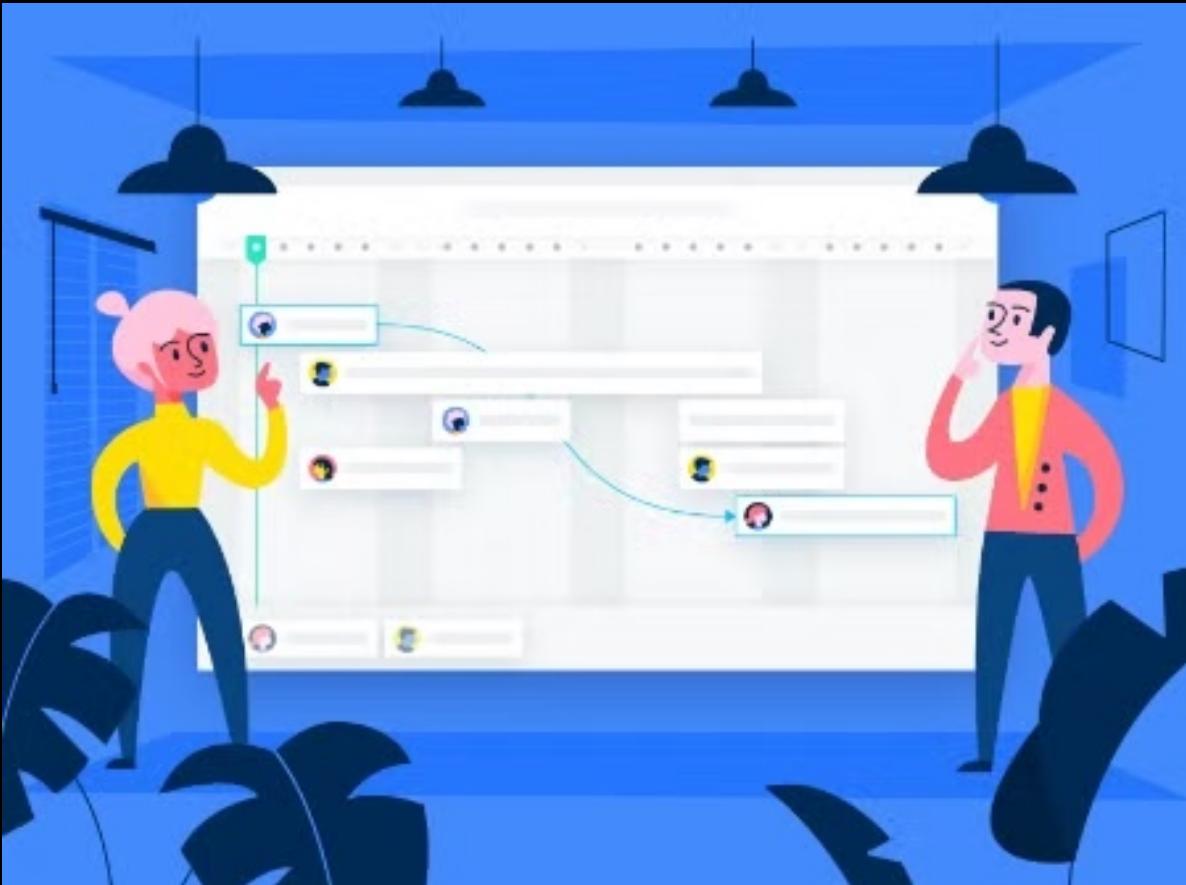
Reduce structures to their most basic elements



WIREFRAMING & PROTOTYPING

Without applying *visual clutter*,
does your app design still make sense?





Why Slack? Pricing About Us Your teams

It's the foundation for teamwork

Slack creates alignment and shared understanding across your team, making you more productive, less stressed, and just a little bit happier.

An illustration showing four diverse team members (two men, two women) working together. One man in a yellow shirt is pointing at a whiteboard, while others are looking at a laptop screen. They are surrounded by various office supplies and technology, such as a tablet, a mug, and a phone.

creatio

Home Work About Contact

We build apps & websites

For startups. For businesses. For you.

An illustration of a vibrant, colorful cityscape. Instead of traditional buildings, the structures are replaced by various digital devices, including laptops, tablets, and smartphones, all interconnected by a network of lines. The city is surrounded by green trees and small buildings, with a prominent red flag flying from a tower.

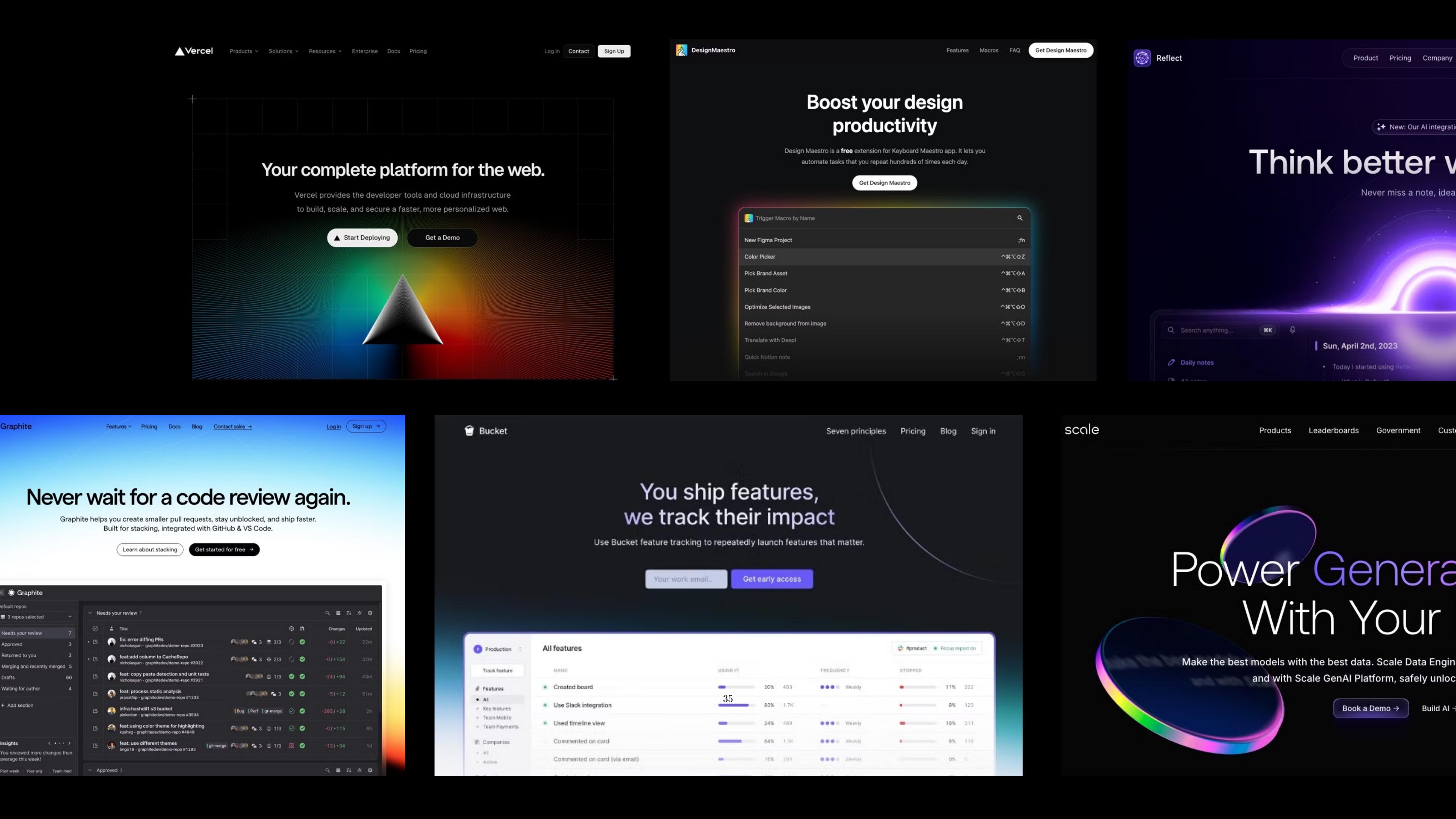
GIGGABLE

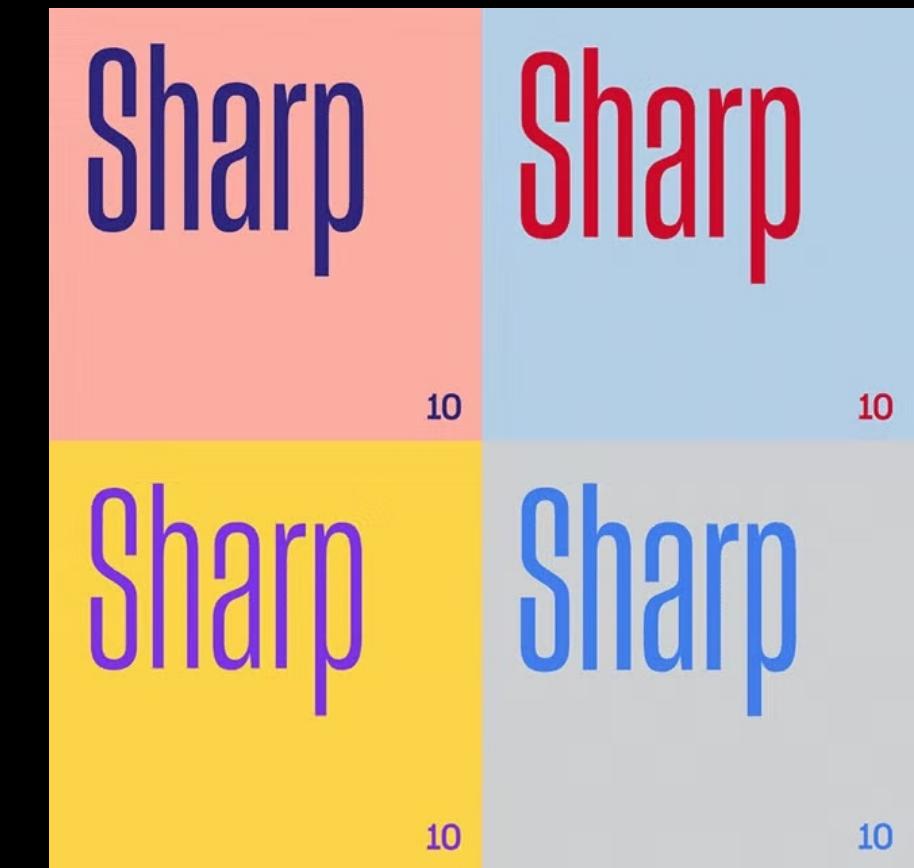
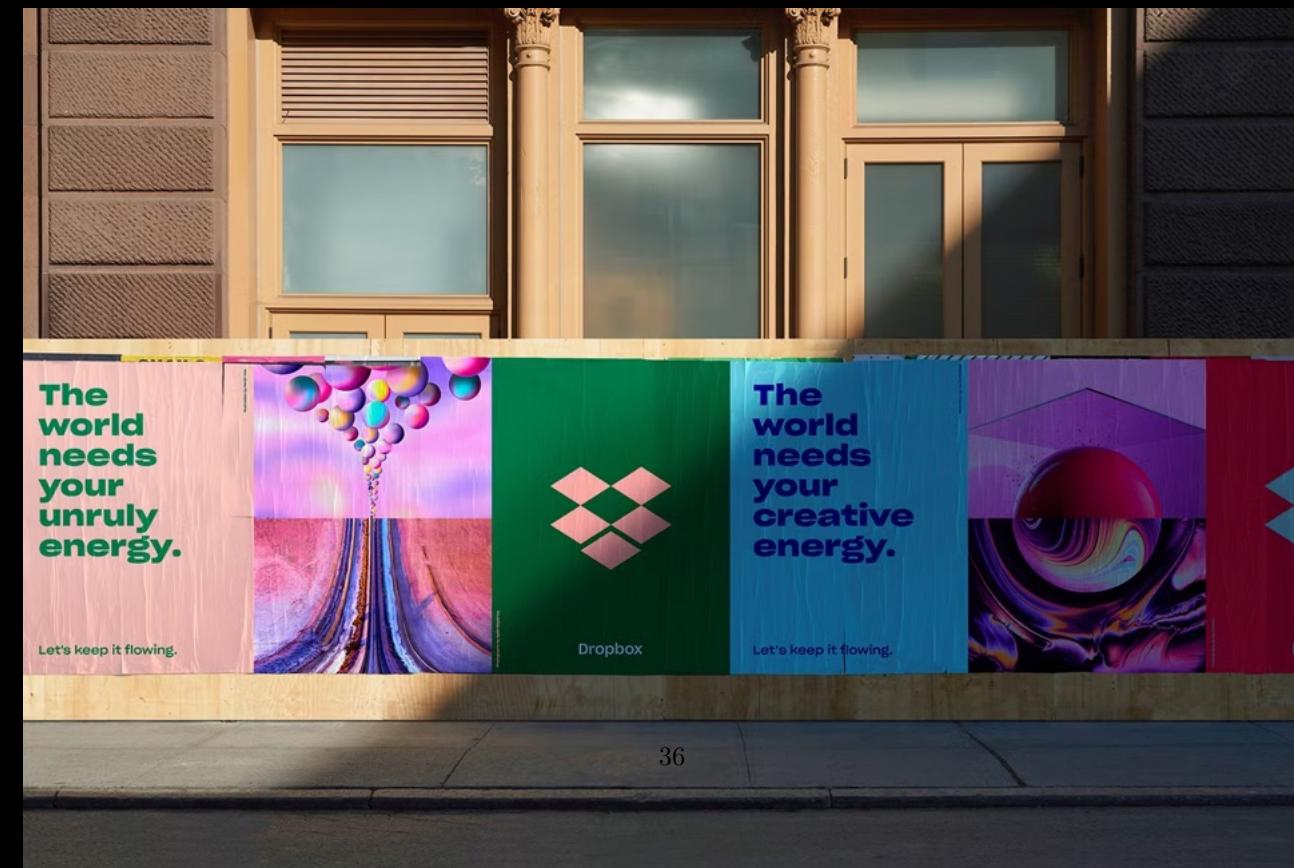
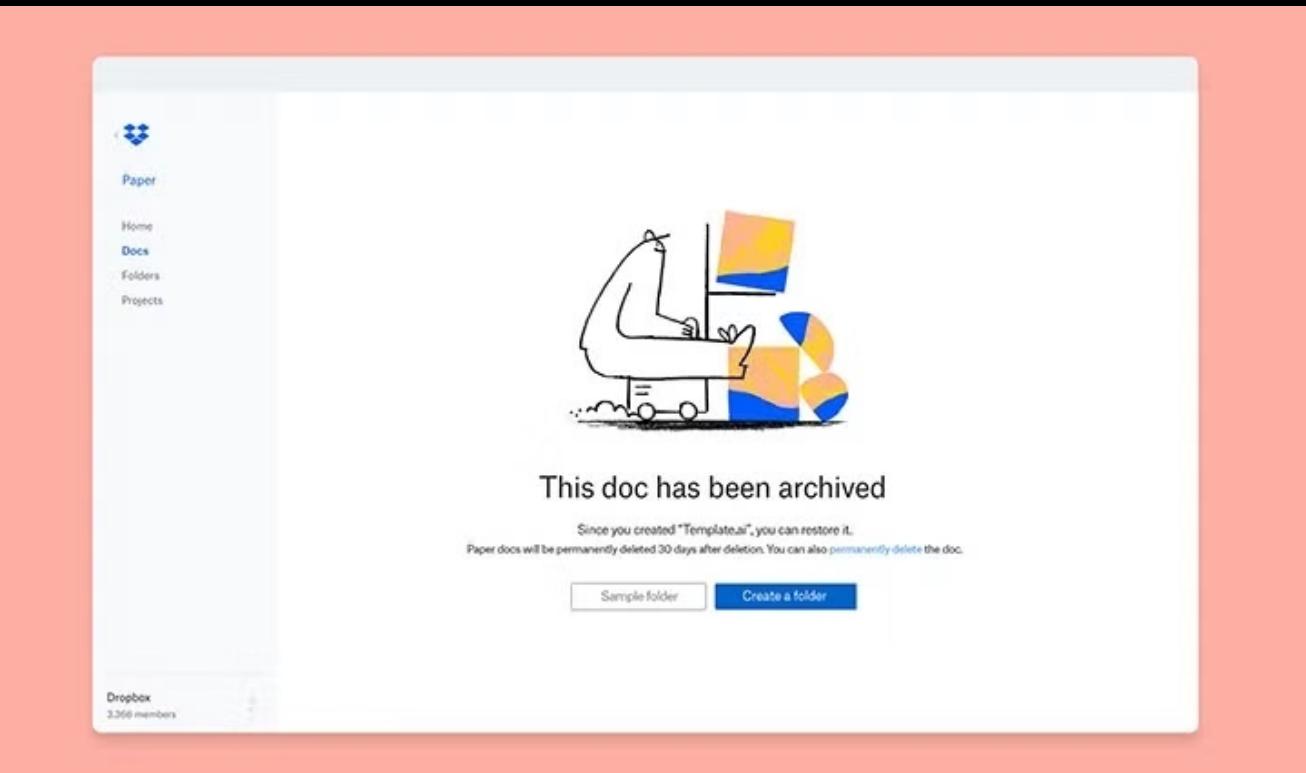
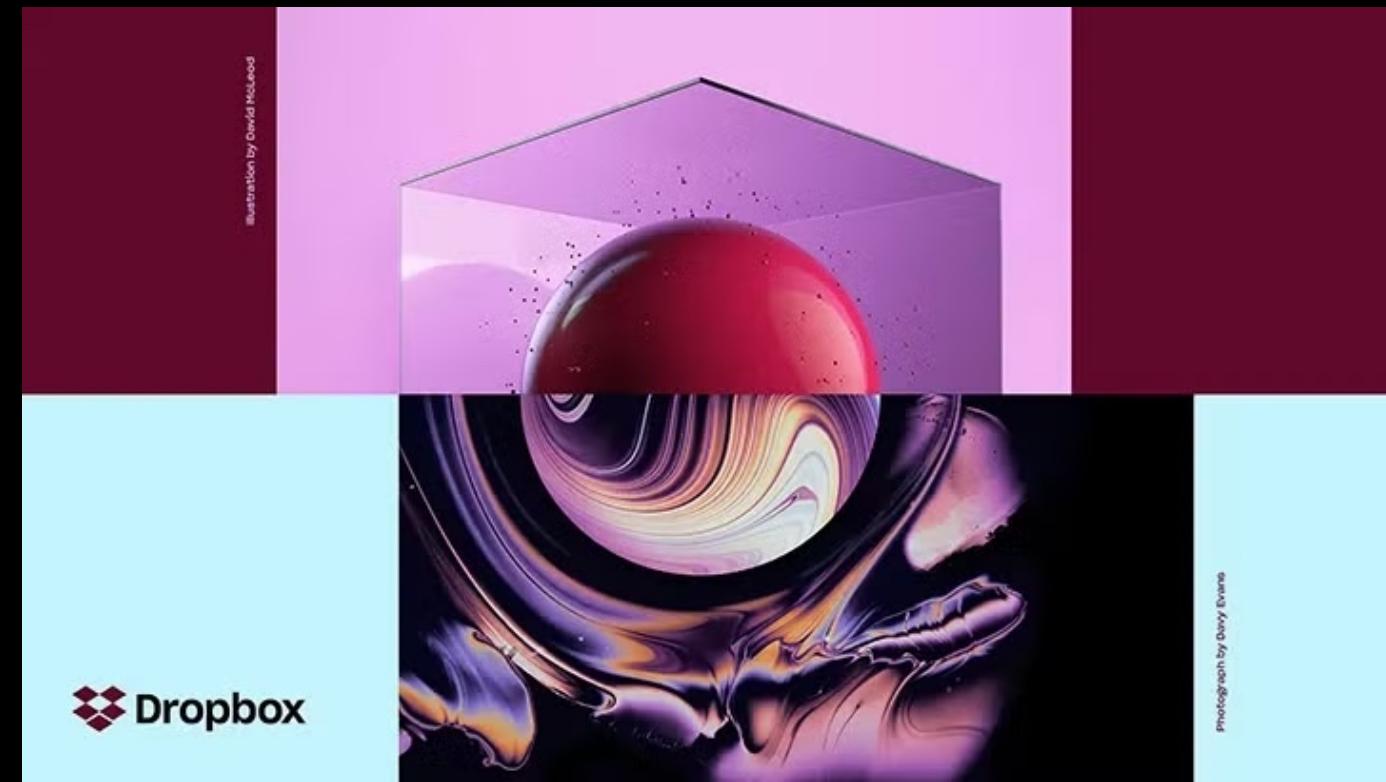
How it works Costing Our Talent Testimonials Login Get Started

Australia's top Designer's & Dev's Ready to Freelance.

UpSpot connects you directly to local tech experts from top Australian companies.

An illustration of two people working together. One person is sitting at a desk, looking at a laptop screen, while the other person is lying on the floor, also looking at the same laptop. The background features a network of dashed lines connecting various points, representing connectivity. A blue button in the bottom left corner says "Start a project".





PRODUCT DESIGN TODAY

Bauhaus, Swiss Grid, Dieter Rams, Massimo Vignelli, Marcel Breuer, etc.

are the progenitors of modern ideas around "good design"

WHAT CAN WE TAKE AWAY FROM THIS?

01

THOUGHTFUL DESIGN

carefully considers the purpose and
intended use of a product



02

MODERN DESIGN

should embrace new technology and
processes with an emphasis on
craftsmanship and accessibility to the
general public



03

SIMPLE DESIGN

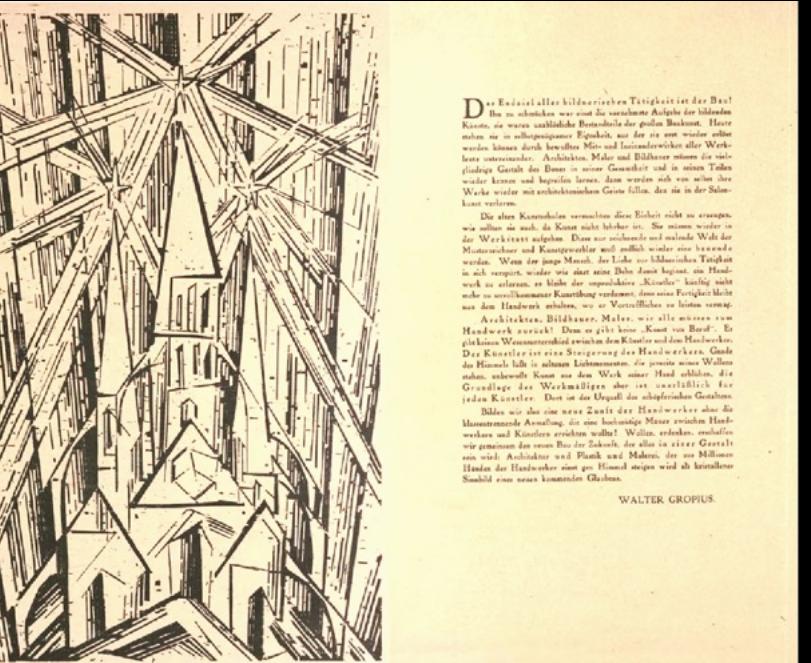
avoids ornamentation in the pursuit of
distilling ideas down to the purest and
most meaningful form



04

ROBUST DESIGN

is cross-functional and comes from
shared goals



Die Feinheit aller bildnerischen Tätsigkeit ist der Bau! Knoten, wo sonst die verdeckten Anfänge der bildenden Künste, so waren entstehende Brüderlichkeit des goldenen Backens. Heute stehen sie in schicksappiger Einigkeit, nur der er seit wann allein wurde, der kann sich nicht mehr mit dem anderen auf das Werk hinsetzen. Architekten, Maler und Bildhauer müssen die viele glänzende Gestalt des Baues in seiner Gewandheit und in seinen Tönen wahrnehmen, um sie in den eigenen Werken wieder zu erhalten. Die Wände werden mit architektonischen Gärten füllen, den sie in der Saison vorführen.

Die alten Künstlerlein vermochten ihre Eileiter nicht zu ertragen, wie sie auch mich, da Kunst nicht höher hält. Sie müssen wieder in der Werkstatt aufgehen. Dazu nur schwere und salende Wölfe der Meisterwerker und Kunstsweiber und zufällig wieder eine brennende Waffe. Wenn der jungen Künstler ein Bild für einen Kunden fertigt, in sich versteckt, wie dient seine Arbeit damit beginnt, ein Handwerk zu erlernen, es steht der unproduktive „Künstler“ häufig nicht mehr in der Lage, eine Rundreise zu unternehmen, um sich nicht nach dem Handwerk erkundigen, zu Verrücktheiten zu hinschlagen.

Architekten, Bildhauer, Maler, wie alle müssen vom Handwerk verkehrt! Denn er geht aus „Kunst von Hand“ - Es gibt keinen anderen Ausgang für den Künstler als die Werkstatt. Die Konzentration einer Steigerung des Handwerkerns. Gaudi des Menschen liegt in seinem Lichthausen, die primitiv seines Willens stehen, schwere Ressorten aus dem Hause, ansonsten aber ein Gaudi des Menschen. Wohlgelebt aber ist zweifelhaft für jeden Künstler. Das ist der Ursprung des schäferhaften Gemüths.

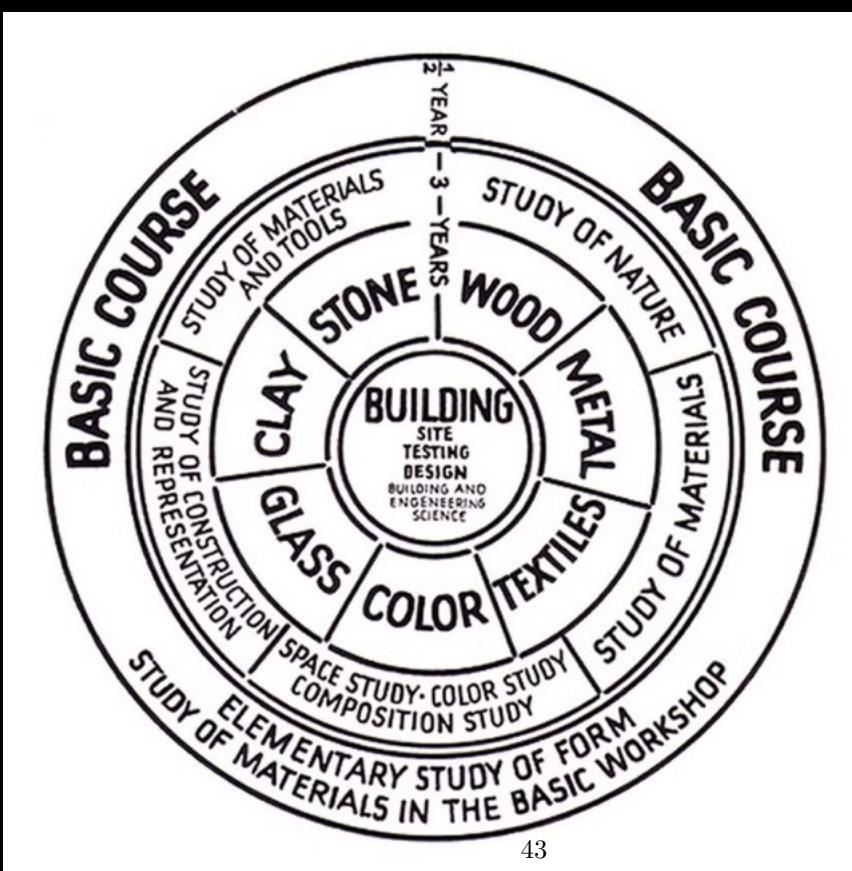
Bilden wir das eine neue Zeitalter der Handwerker über die klassischen und modernen Architekten? Und was kann man mit Handwerk und Künsten erreichen wollen? Willen, erkennen, enthalten wir gemeinsam das reine Bau der Zukunft, das alles in einer Gestalt von viel Architekten und Planer und Maleren, der im Mühlenhaus des Handwerks eine geistige Blüte zeigen wird als handfestes Schild eines neuen kommenden Glanzes.

WALTER GROPIUS

05

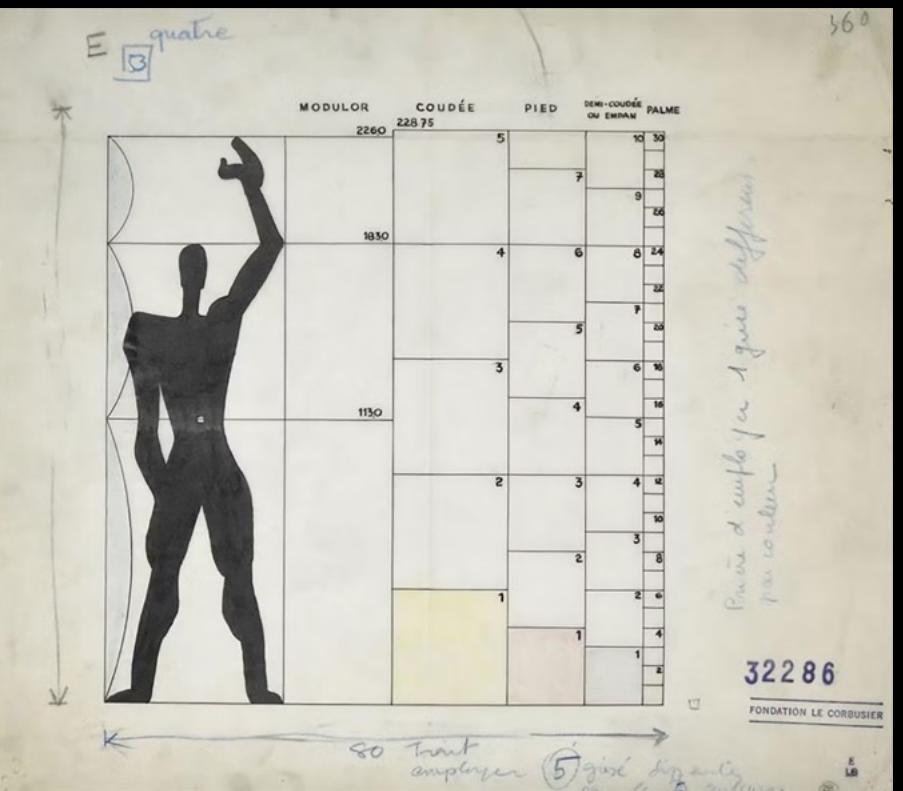
INNOVATIVE DESIGN

is the product of collaborative
environments and projects



INTENTIONAL DESIGN

informs a design language which drives efficiency and innovation



**How might we use design to have a positive impact to society
and democratize access to well-designed spaces and services?**

How might we further influence policy change in government through demonstrated success?

What is broken in society today that needs to be rebuilt?

