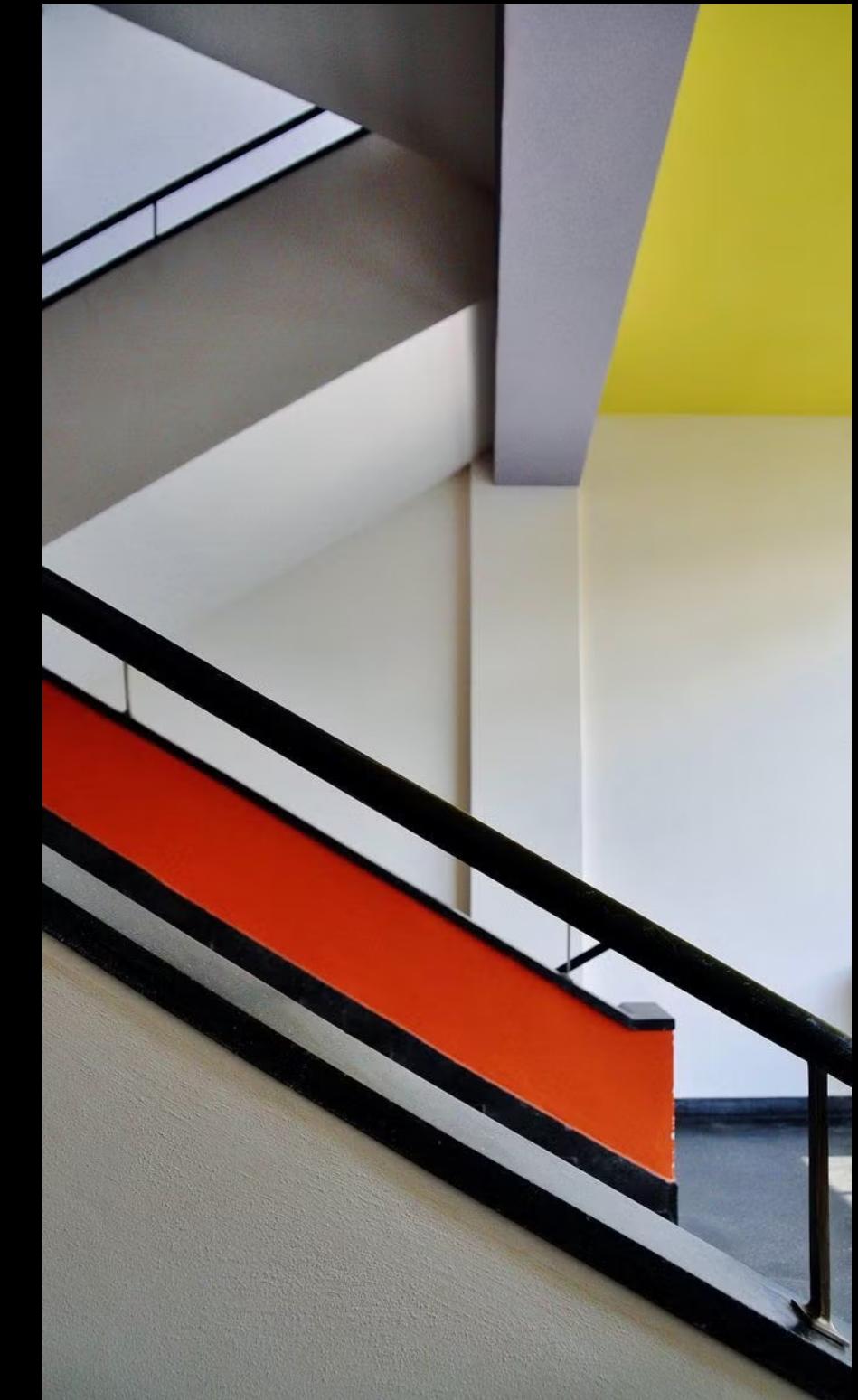


DESIGN FOR IMPACT

LESSONS FROM THE BAUHAUS AND BEYOND

DEVIN NGUYEN

AUG 2024



Customize

My desk

Build

X



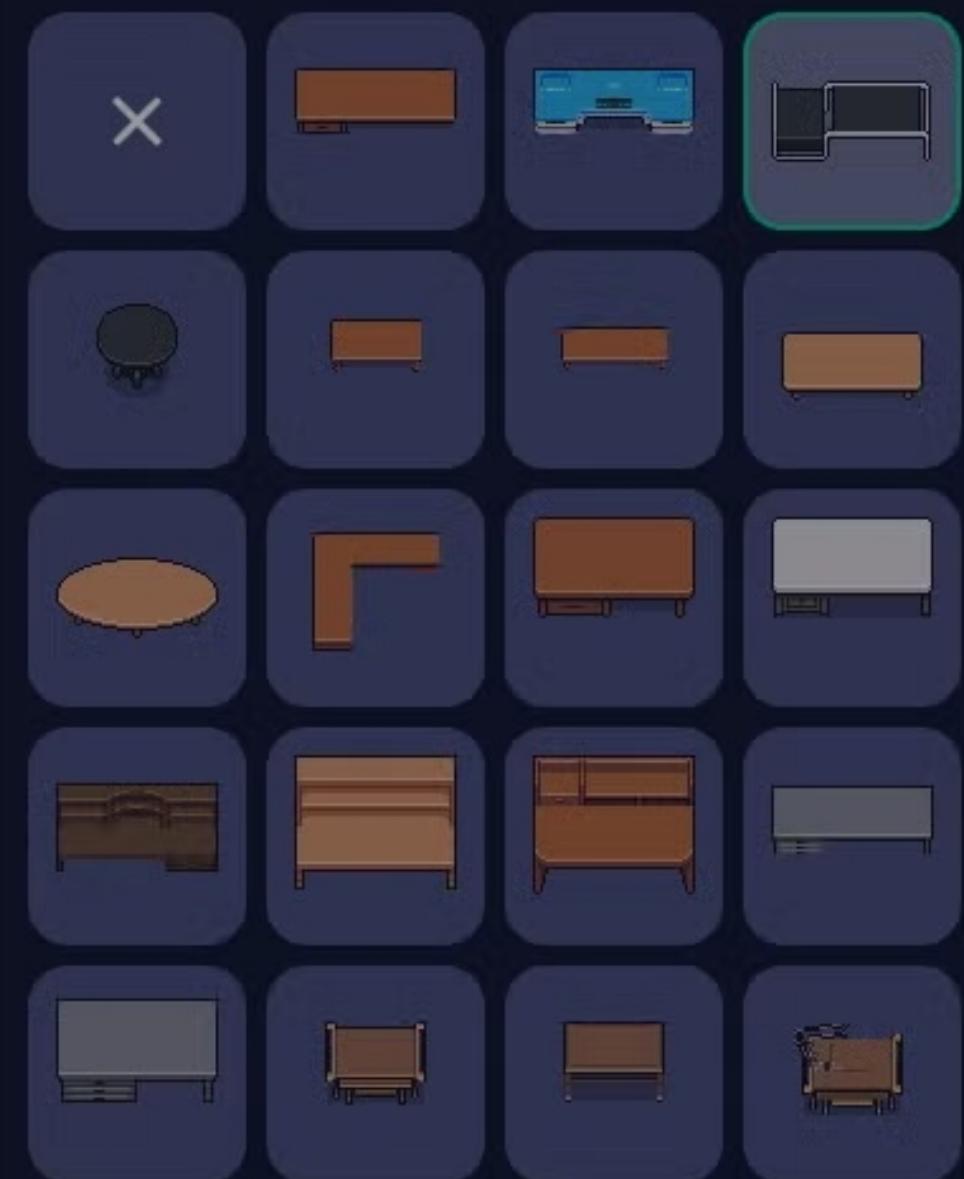
Bauhaus desk

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

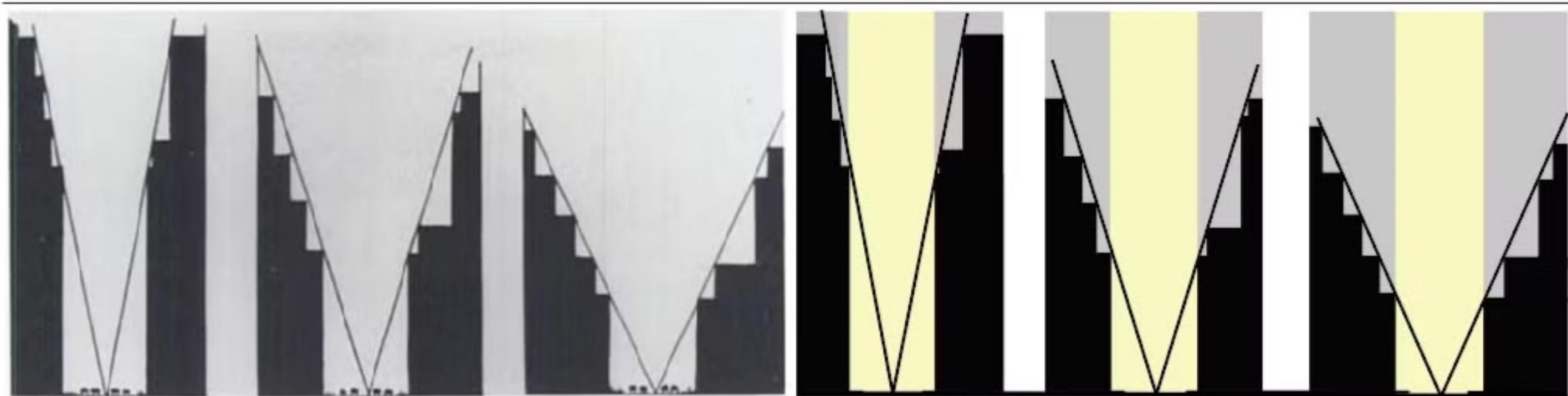


Fig. 75 Zoning diagrams, three height districts.





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

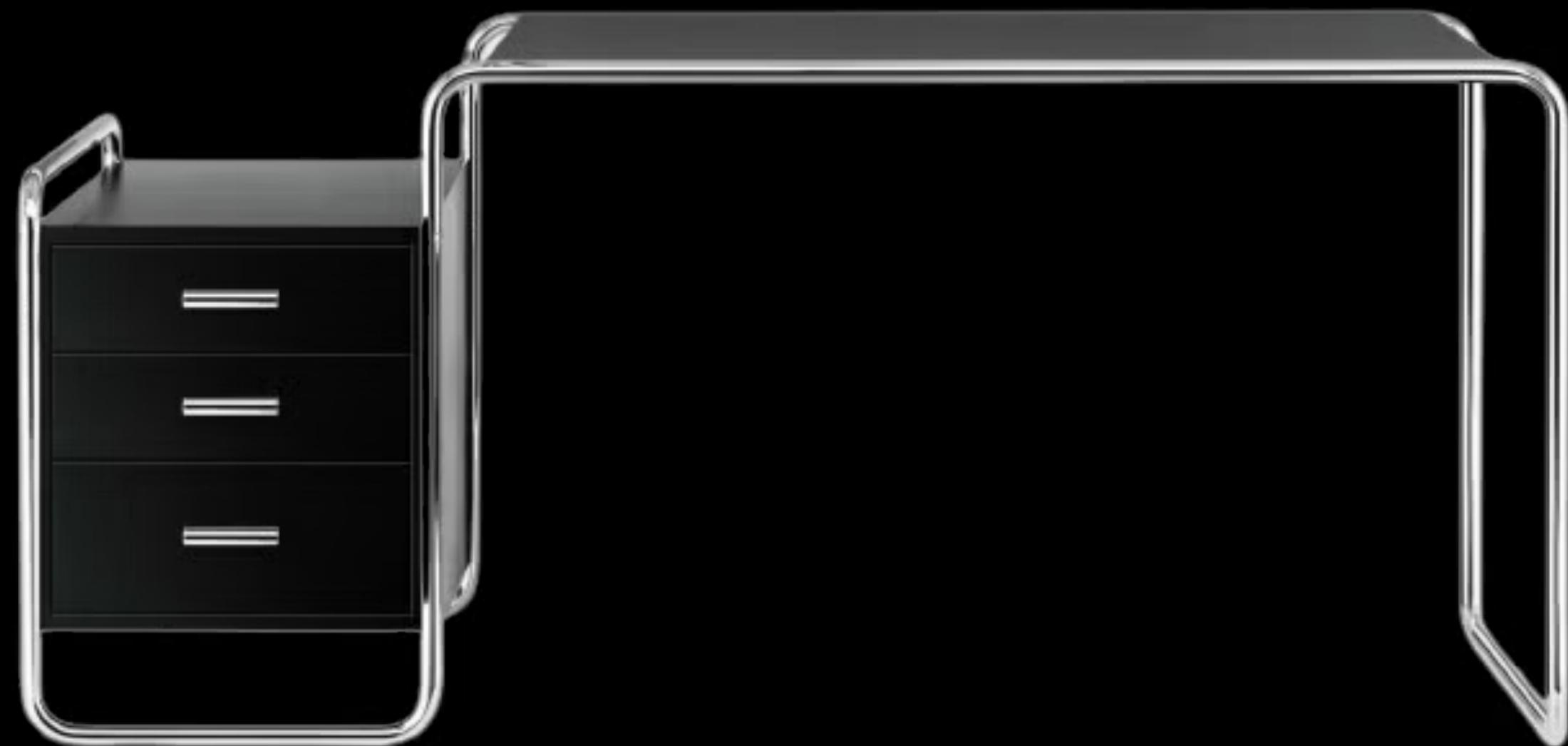
→ 1919 - 1933



Bauhaus

1939 - 1945

World War 2





Le Corbusier



Le Corbusier



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



Le Corbusier



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



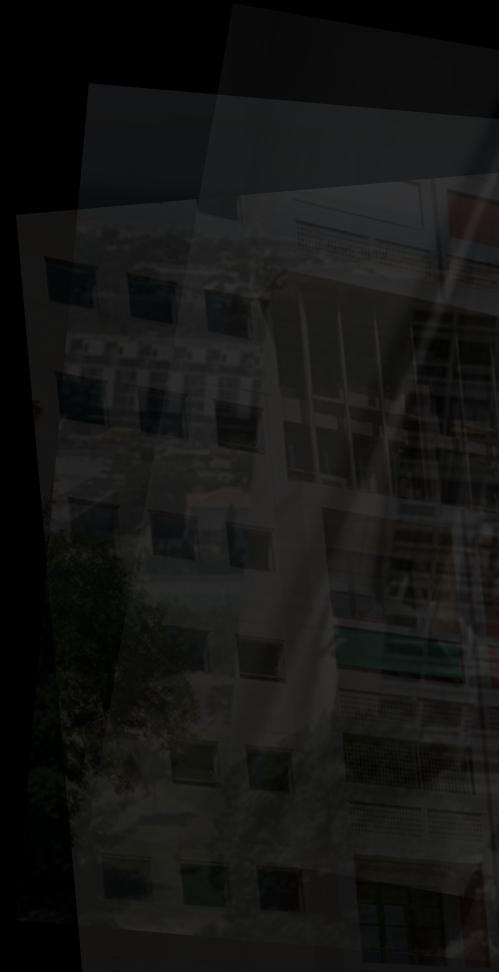
Le Corbusier



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



Le Corbusier



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



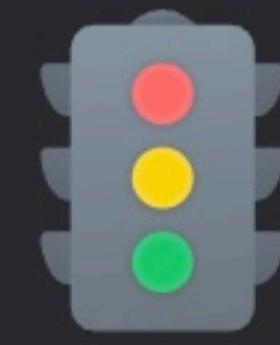
UNITE D'HABITATION « LE CORBUSIER », MARSEILLE





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





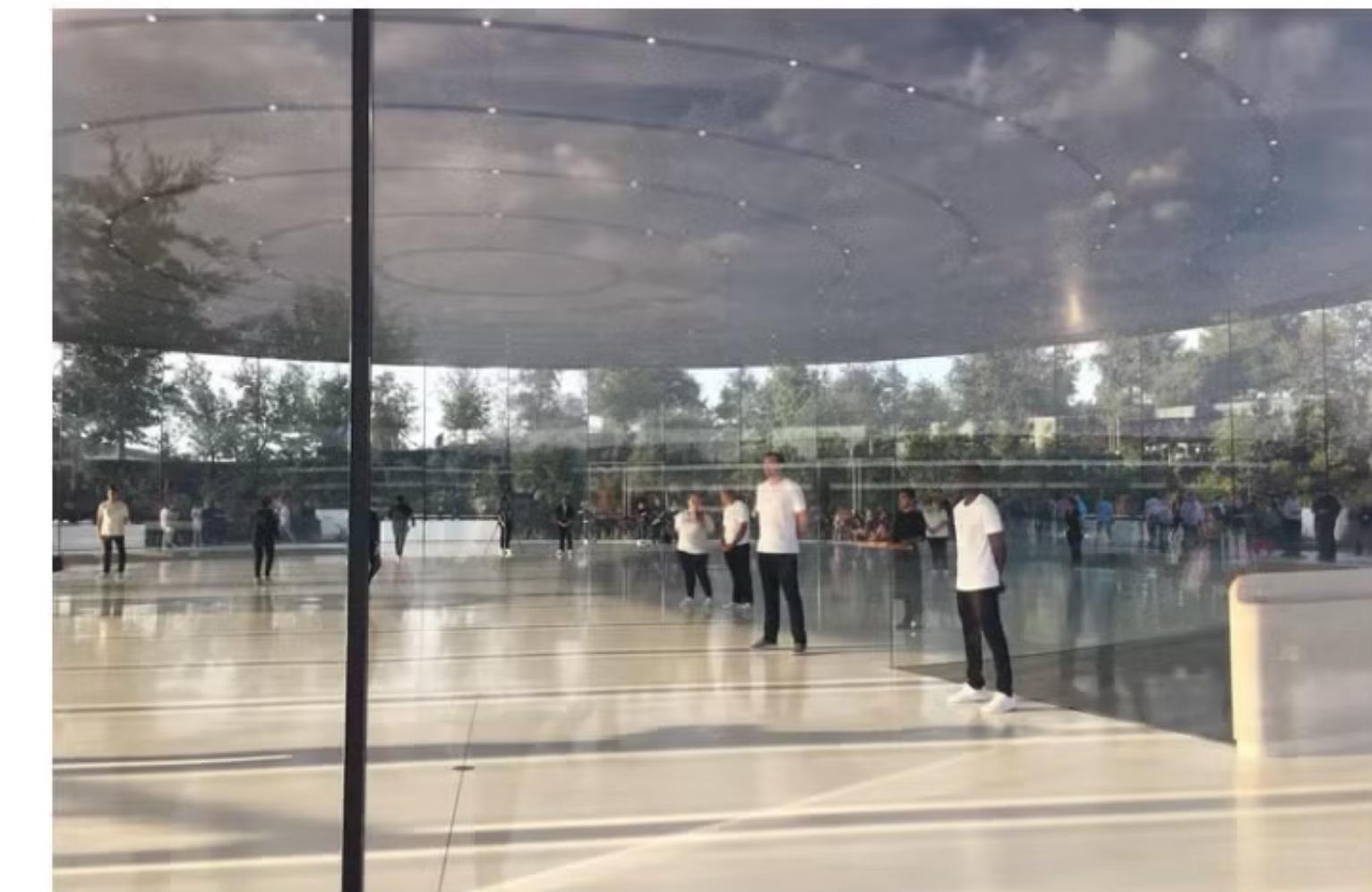
Provide cues
for interaction

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

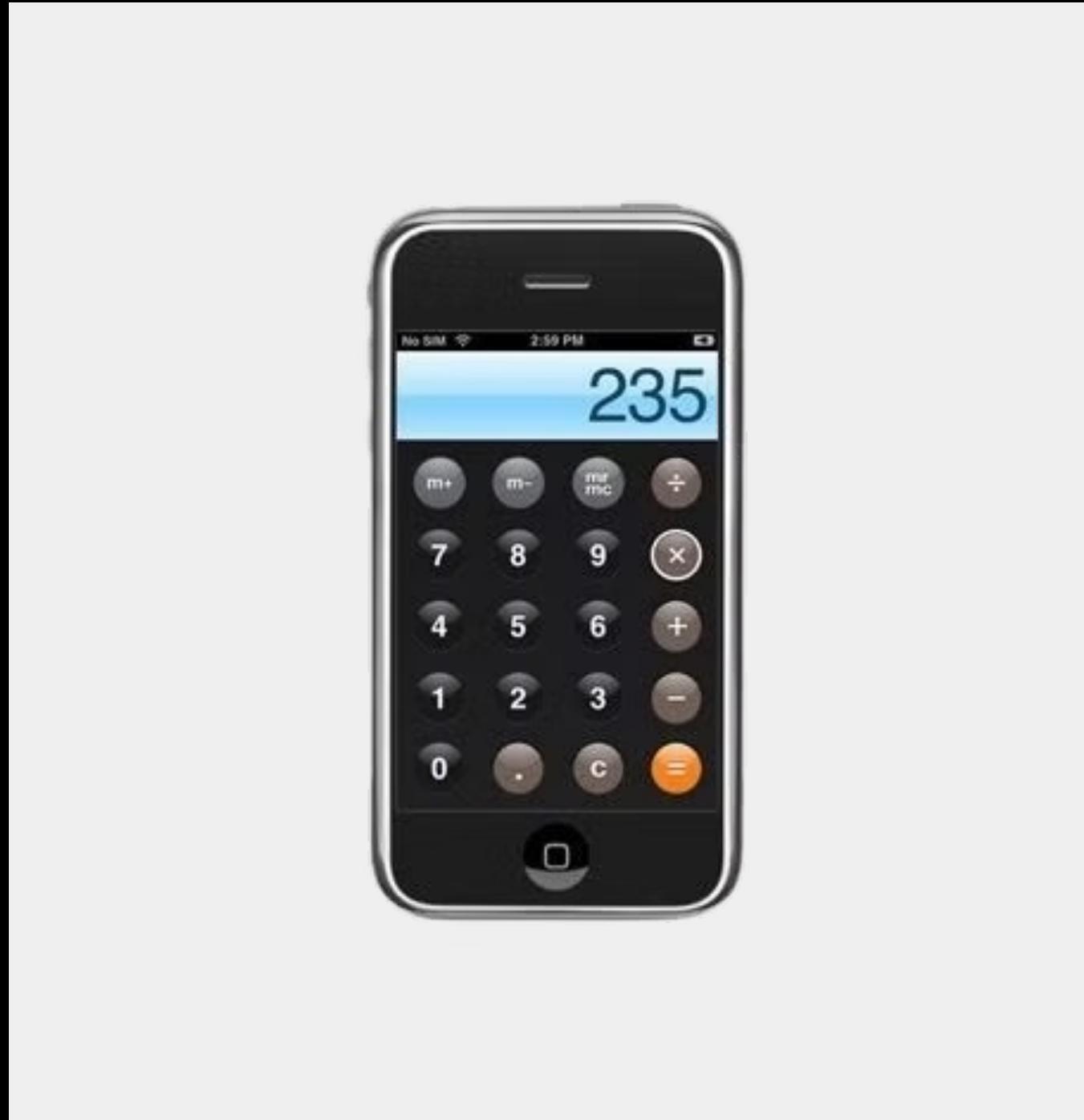
simplicity

rationalism

minimalism

functionality

SKEUOMORPHISM



iOS Calculator



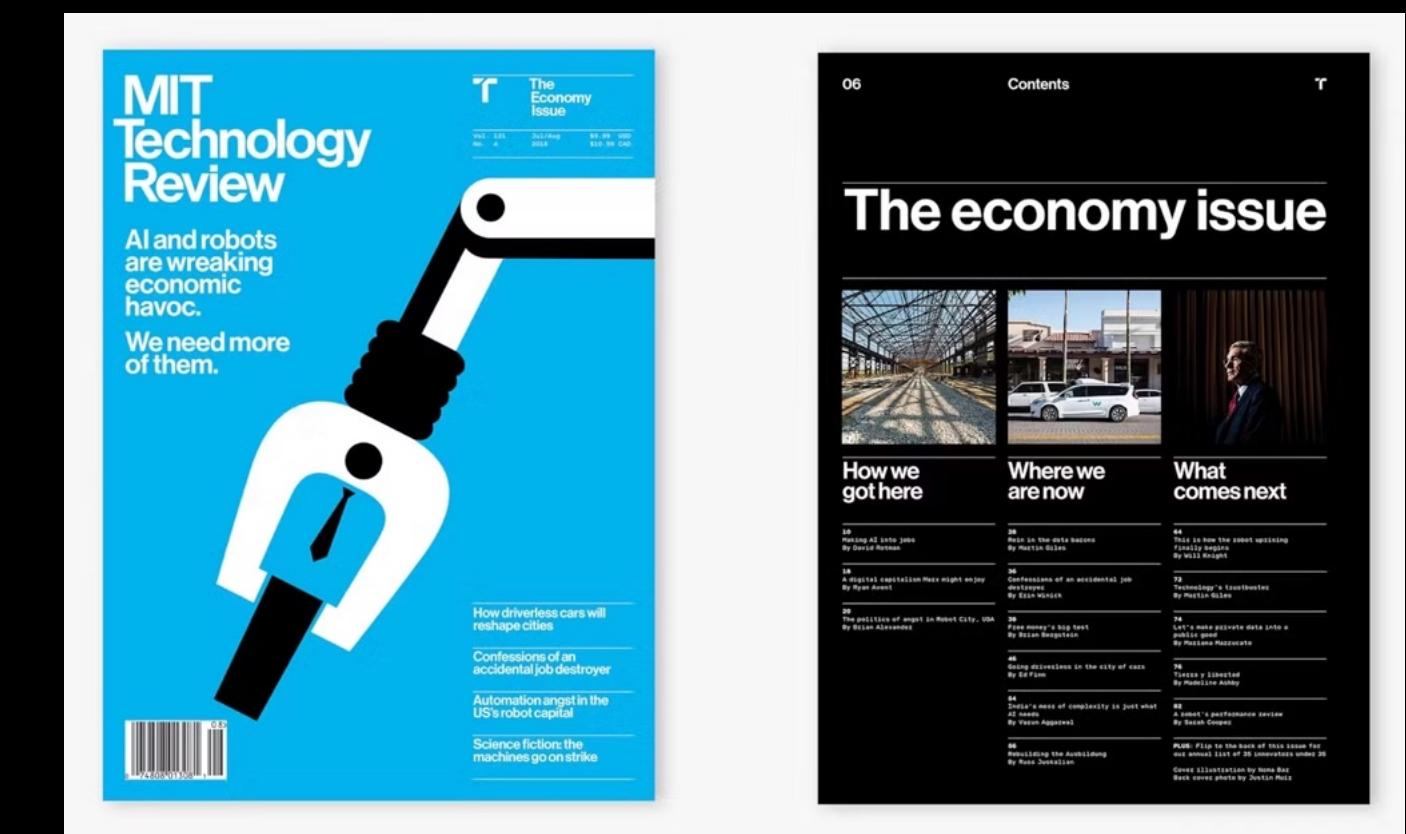
Braun Calculator

INTERNATIONAL STYLE

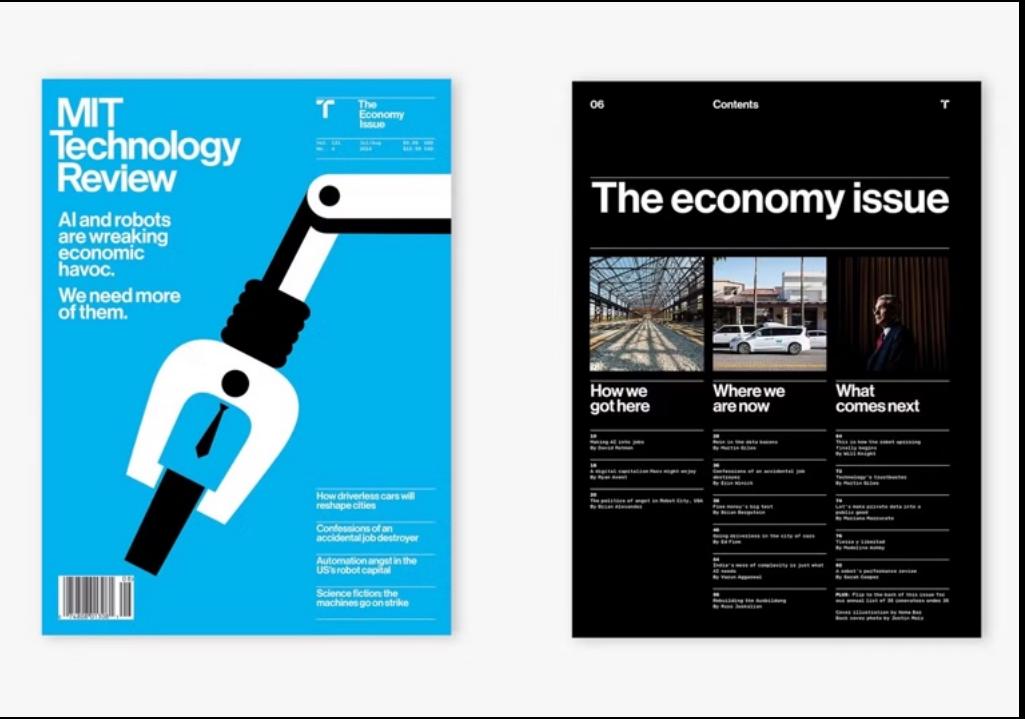
Reduce structures to their most basic elements



Switzerland
1959



USA
2018



INTERNATIONAL STYLE

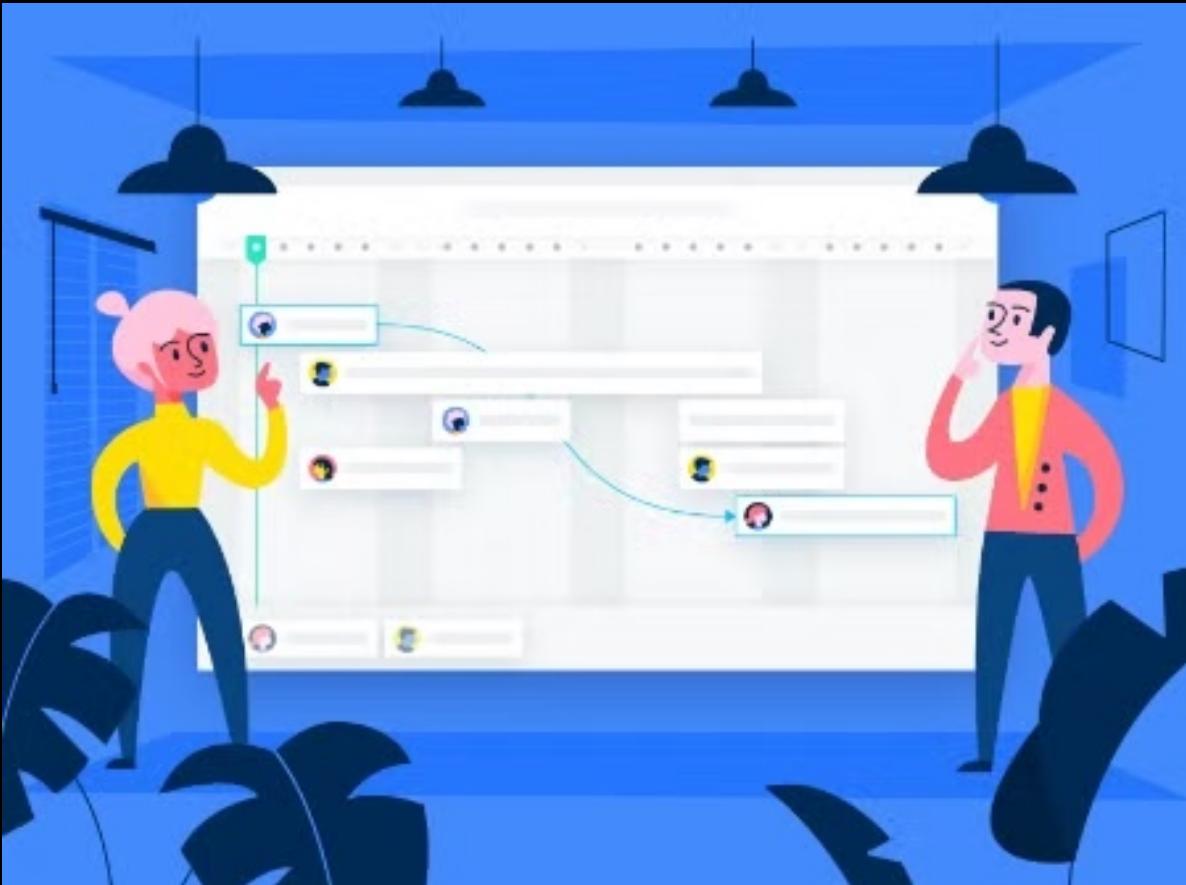
Reduce structures to their most basic elements



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 of four people in a collaborative workspace. One person is standing and pointing at a whiteboard, while others are seated, looking at documents and a laptop. The scene is set against a white background.

creatio

Home Work About Contact

We build apps & websites

For startups. For businesses. For you.

An illustration of a park-like setting where various digital devices like laptops, phones, and tablets are integrated into the environment. A large computer monitor sits on a bench, a smartphone is part of a tree, and a tablet is on a park bench. The scene is set against a white background.

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 in a workspace. One person is seated at a desk with a laptop, while another stands behind them, also working on a laptop. The scene is set against a white background.



Products Solutions Resources Enterprise Docs Pricing

Log In Contact Sign Up



DesignMaestro

Features Macros FAQ Get Design Maestro



Product Pricing Company

Your complete platform for the web.

Vercel provides the developer tools and cloud infrastructure to build, scale, and secure a faster, more personalized web.

[Start Deploying](#) [Get a Demo](#)

Boost your design productivity

Design Maestro is a **free** extension for Keyboard Maestro app. It lets you automate tasks that you repeat hundreds of times each day.

[Get Design Maestro](#)

Think better with AI

Never miss a note, idea, or task.

Sun, April 2nd, 2023

Today I started using Reflect to...

Graphite

Never wait for a code review again.

Graphite helps you create smaller pull requests, stay unblocked, and ship faster. Built for stacking, integrated with GitHub & VS Code.

[Learn about stacking](#) [Get started for free](#)

Bucket

You ship features, we track their impact

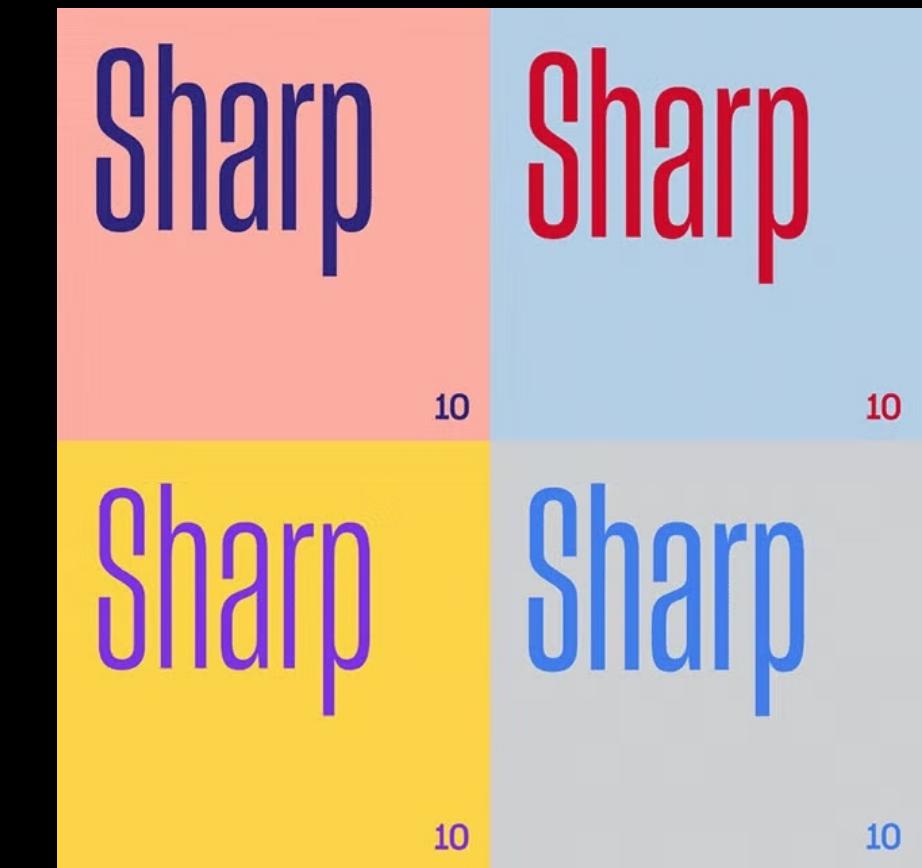
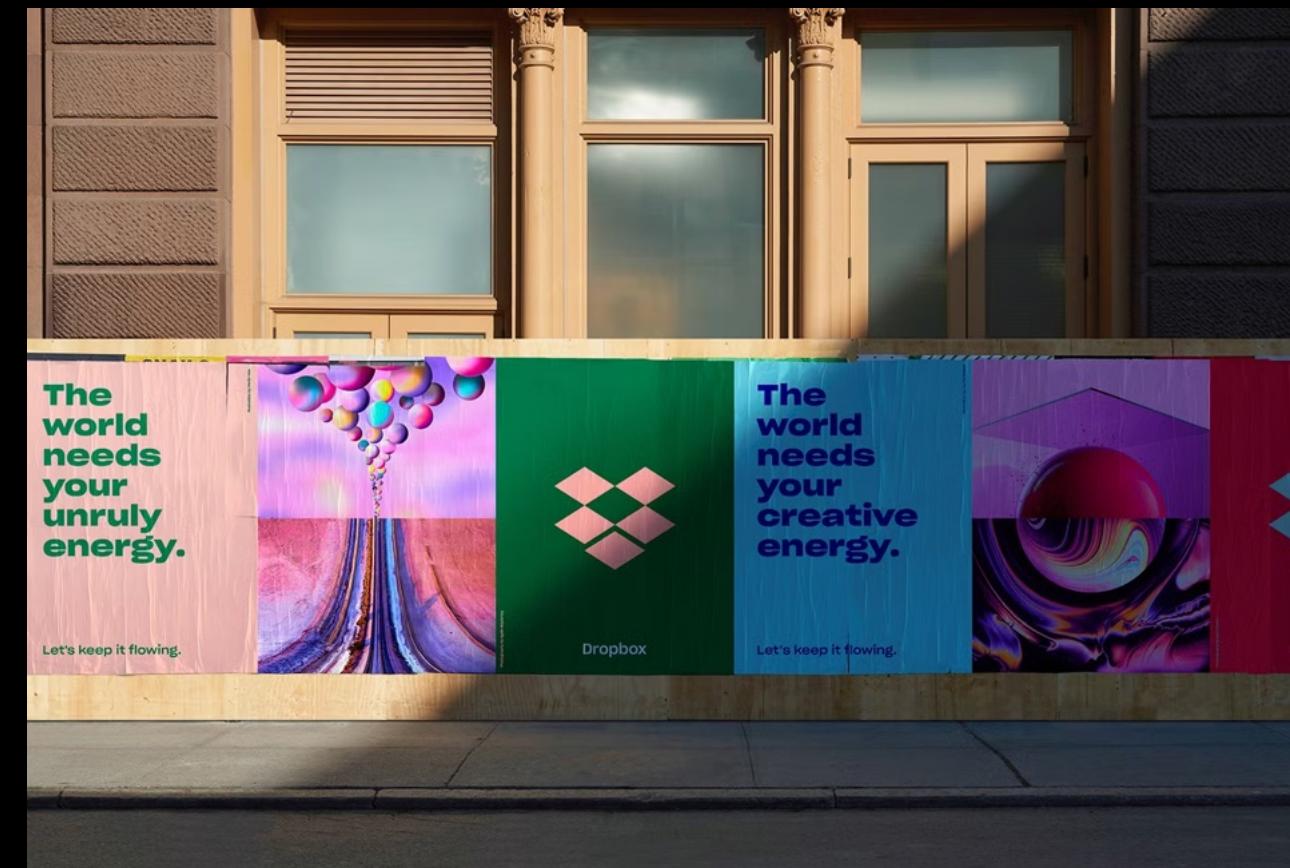
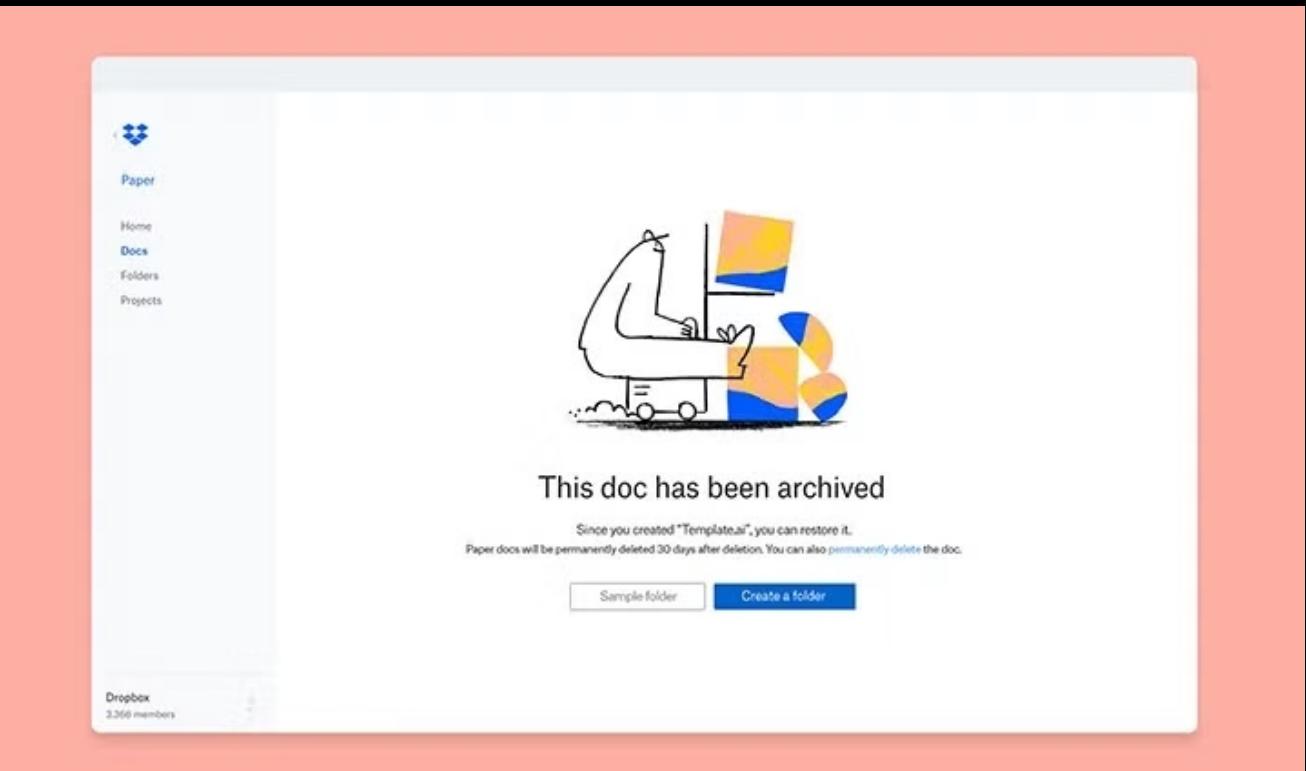
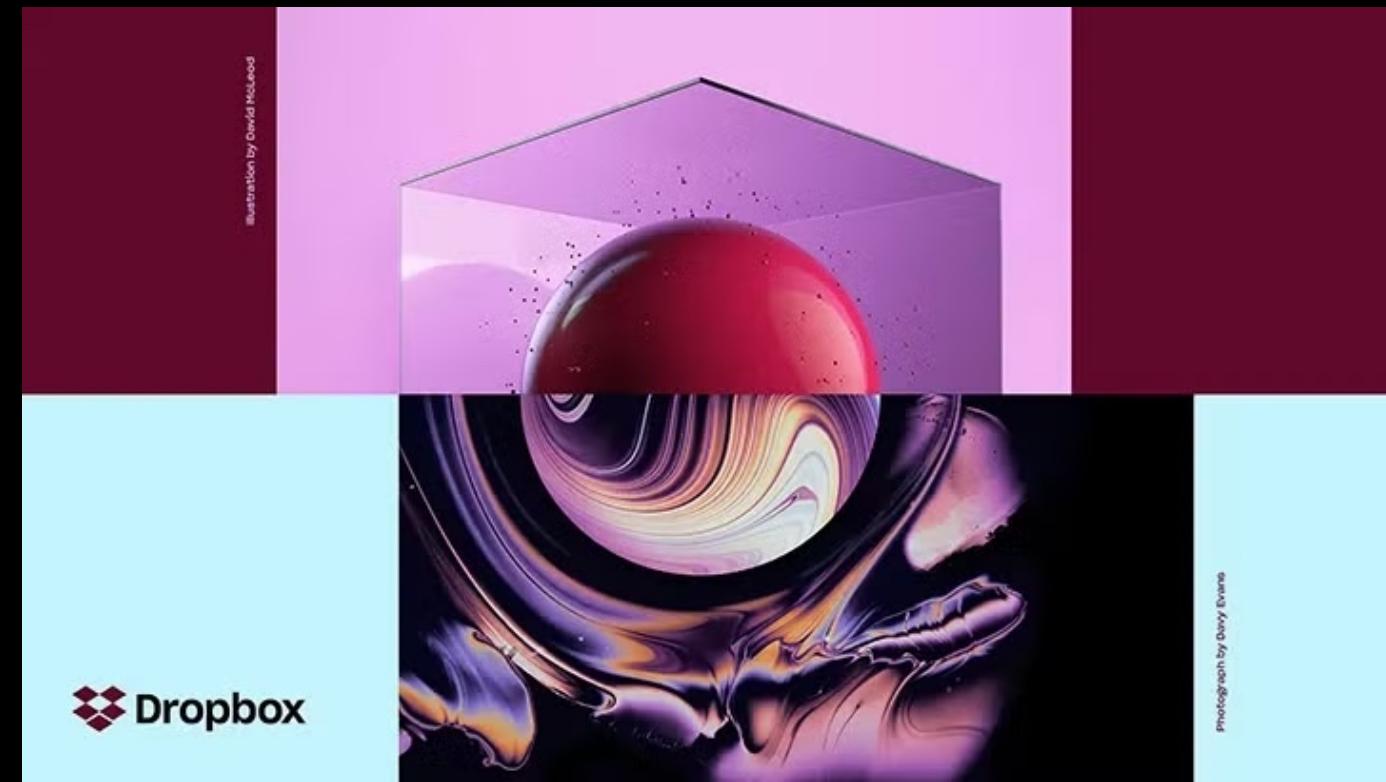
Use Bucket feature tracking to repeatedly launch features that matter.

Your work email.. [Get early access](#)

Power Generation With Your Data

Make the best models with the best data. Scale Data Engineering and with Scale GenAI Platform, safely unlock AI's potential.

[Book a Demo →](#) [Build AI →](#)



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

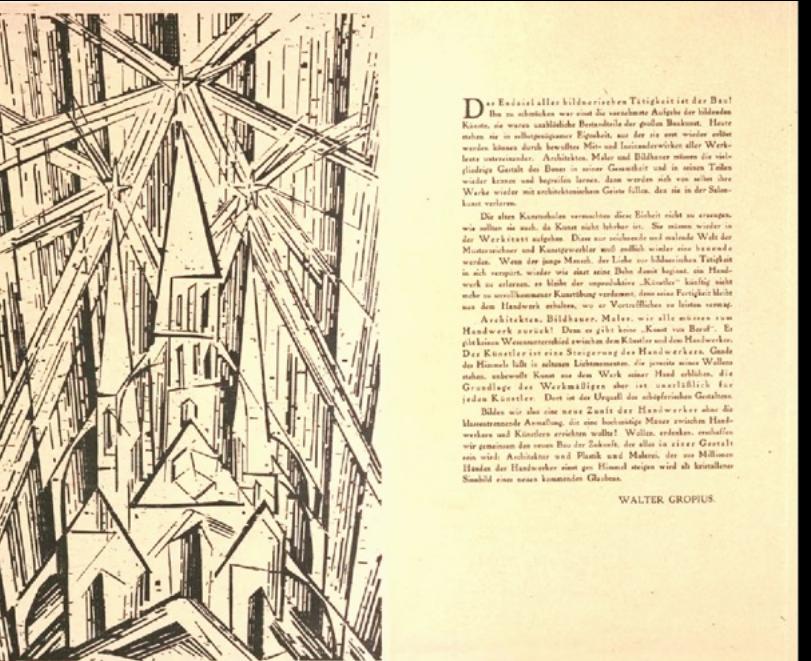
avoids ornamentation in the pursuit of
distilling ideas down to the purest and
most meaningful form



04

ROBUST DESIGN

is cross-functional and comes from
shared goals



Der Künstler war und die verachtete Arbeit der bildenen Künstler, die waren entstehende Brüder des goldenen Baumes. Heute stehen sie in schicksamer Einigkeit, nur der er von unten allein wurde, der andere von oben. Sie sind einander nicht gleich, aber sie sind einander unterordnet. Architekten, Maler und Bildhauer müssen die viele glänzende Gestalt des Baues in seiner Gewandheit und in seinen Tönen wahrnehmen, und sie müssen sich auf diese Art mit dem Baue einstimmen. Wäre wieder mit schlechtmachenden Geist fallen, den sie in der Schule vorlieben.

Die alten Künstler verachteten ihre Ehrbarkeit nicht zu erzeugen, wie sie auch nicht die Kunst nicht höher hielten. Sie meinte mehr in der Werkstatt aufzuführen. Diese war schwere und malende Würde der Meisterwerker und Kunstsweiter und zufällig wieder eine beweiste werden. Wenn der jungen Künstler in der Werkstatt arbeitet, so ist es in sich versteckt, wie diese seine Dinge damit beginnen, ein Handwerk zu erlernen, es steht der unproduktiven „Kunst“ häufig nicht mehr in der Werkstatt. Rüstung und Kleidung und Werkzeug sind nicht nach dem Handwerk gehörig, es kann nichts als Werkzeug vertragt.

Architekten, Bildhauer, Maler, wie alle müssen vom Handwerk vererbt! Denn er gilt als „Kunst von Hand“. Es gibt keinen anderen Weg, um die Künste zu erneuern, als durch die Künstler in einer Steigerung des Handwerks. Gute des Menschen liebt in seinem Lichtenmesser, die preisne seine Willens stehen, schwere Ruhm aus dem Handwerk zu erlangen. Das ist Großartig. Wer künstlerisch ist, ist zweifelhaft für jeden Künstler. Das ist das Urquell des schäferischen Gedankens.

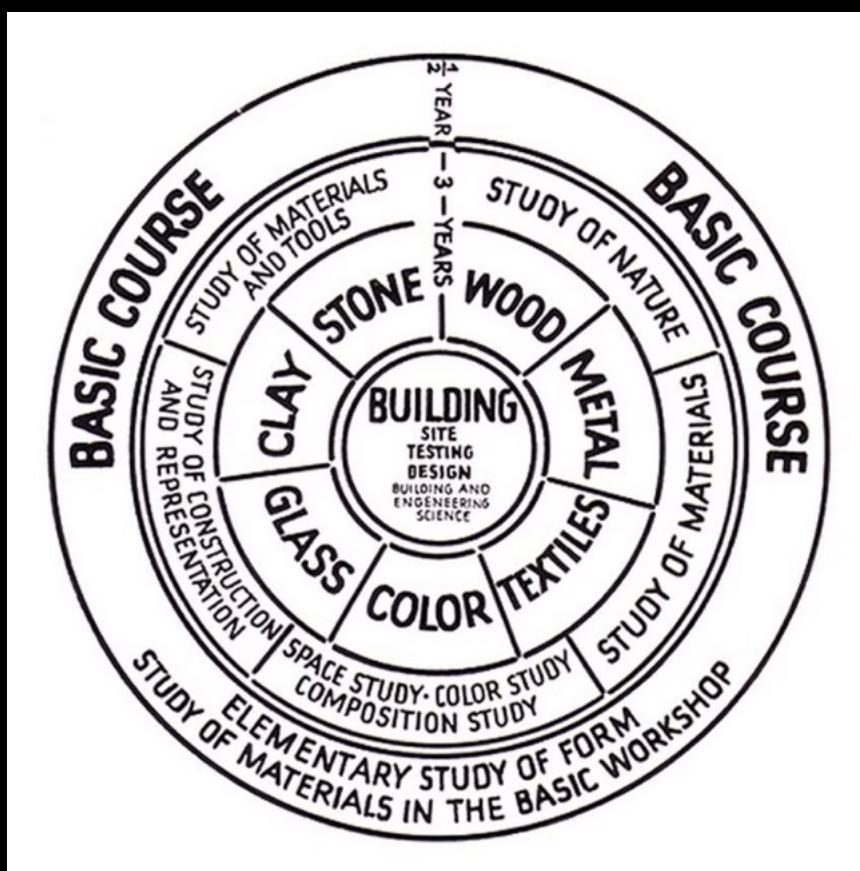
Bildet wie das eine neue Zunft der Handwerker über die Künste und die Architekten zusammen, so kann es die Handwerke und Künste erneut werden! Willst, erhalten, erhalten wir gemeinsam das reine Bau der Zukunft, das alles in einer Gestalt von viel Architekten und Plastik und Malerei, der im Mühlen Hause des Handwerks eine geistige Blüte zeigen wird ab handelnd Siedlung eines neuen kommunistischen Gleisens.

WALTER GROPIUS

05

INNOVATIVE DESIGN

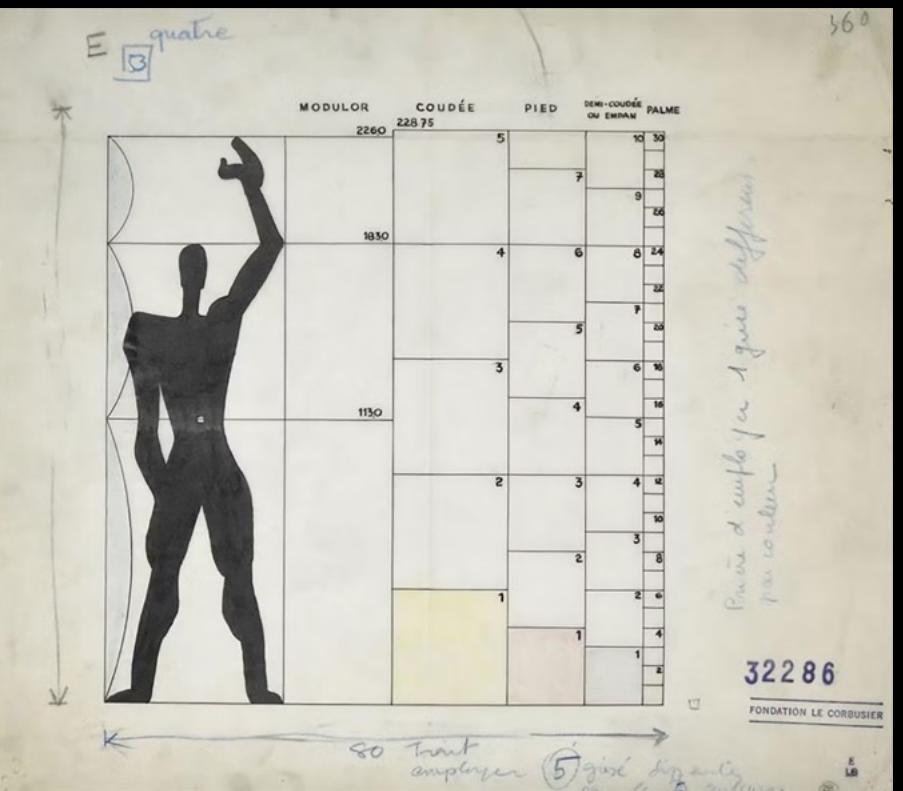
is the product of collaborative
environments and projects



06

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?

