FINAL ESSAY

INTRO : modernism -> postmodernism -> sustainableism

* Modernism was the answer to mass production and industrialization, this was needed for cities to have the capacity for large populations and a higher standard of living.
* Postmodernism came about to provoke questions such as pluralism and subjectivity
* Now we have a problem which has been caused by consumerism and industrialization; how do we conserve our standard of living with the generation a waste.
* Here, I propose a new method of thought, sustainableism

PP1 : Industrial, engineering, science -> mass production

* As seen in **Le Corbusier’s spirit of the pavilion in 1925**, modernist design was

PP2 : once globalized, we wanted to answer more theoretical questions such as subjectivity and pluralism. Postmodernism aimed to provoke thought around these subjects

* We saw that industrialism was not fit to answer questions surrounding pluralism (Two or more entities, states, groups, coexisting)
* **The Wink Chair, by Toshiyuki Kita in 1980** pulled from many sources of inspiration such as pop with its bright colors, (which could be pulled over like a t-shirt), the mickey mouse ears for a headrest and the adjustable headrest and ergonomics inspired by the automobile.

PP3 Now we face the problem of sustainability -> sustainableism

* **The Adidas Ultra Boost Shoe in 2016**, used plastic from recycled bottles to make a product that is elegant and works towards the goal of eliminating trash.
* Sustainableism will use the power of design to reshape our future on this earth.

CONCLUTION: Tell them what you just said

COMP ESSAY 1

1. The room divider, by Ettore Sottsass, 1981
2. Wink Chair, by Toshiyuki Kita

INTRO:

-The two pieces are very similar and draw inspiration from many of the same sources.

At first glance either piece might look like a random conglomeration of colors, textures and shapes.  Yet, when examined closely by their technical construction, their choice of colors, and their functions, each piece is carefully and precisely crafted to function as a unique piece of high postmodernist design.

Both pieces challenge the ideas of modernism by being unapologetically bizarre and colorful.

PP1: The Room Divider, was a Memphis Group icon, a group which focused on unique postmodern houseware.

* It was finely handcrafted with precision while using cheap materials, to create a contrast of high and low between the craft and materiality of the piece.
* The Room Divider features angled shelves and open shelving in order to accommodate falling books, while the open shelving allows for customizable furnishing that is chosen by the user, and the form of the piece implies a hierarchy in which the user can showcase their most important objects in the order they see fit
* This is in sharp contrast to chair like Le Corbusier chaise lounge which in which the form was mostly derived from function

PP2: The Wink Chair, used many of the same postmodern principles, and combined the organic and functional approach of eastern cultures, with the innovation and pop art styles that were popular in the west.

* The result was a chair capable of completely unfolding itself while remaining stylish, customizable, and comfortable. It is inviting and draws the eye in with its use of bright colors and unique form. Its construction is also highly technical and is able to fold and unfold with ease.
* This is in contrast to modernist design in which most products aim to blend in with their environment and be less eye-popping

COMP ESSAY 2

1. Knoll, Showroom C, 1950
2. Foster & Partner, Apple Park 2017

* The furniture in both showroom c, and apple park, are mid-century modern, classic Californian
* Ahead of its time, the knoll showroom played a large role in influencing the design culture of industry and technology; This influence can be observed by the interior design used by Apple Park today

design.

* Both Designs are representative of corporate culture embracing the style of futurism and applying it to the furniture they use

PP2: Knoll Showroom

* In the 1950s, Knoll was key in pushing technology into design post-war.
* The showroom on 575 Madison was said to be a cornerstone of design and spatial planning. It is impressive because of the initial space that was given – low ceilings and many columns seemed prohibitive on the flexibility of the space.
* Knoll was able to distract from the columns by the use of bright colored panels and a shallow reflective pool separating areas.
* The comfortable futuristic furniture fit in a neat way that made the space seem larger in areas lacking in space. We can see similar techniques in modern corporate spaces such as technology startups like Airbnb.

PP3:

* Apple Park attempts to take a new grasp on futuristic design as can be seen by the UFO shape of the park.
* The other feature which integrates the futuristic feel of the park is that it will run on 100% renewable energy.
* This is expressed by the simplicity and bright colors of the furniture that stand out with an aesthetic feel to the interior environment.
* The concept behind the circular design was that it would bring designers and engineers of all types closer in proximity to inspire interdisciplinary innovation. The orange chair, designed by Eero Sooriam is in loud contrast to the glass walls for a futuristic feel.

Together, the apple park and showroom c, represent how corporate culture is attempting to integrate ideals of the future; aesthetic and efficient. While corporations main drive is to their stakeholders, these ideals have proven to be necessary for the longevity of the company.