



D&TUBE: D&Tubes Quick Guide to 20th Century Design Movements, 2015. <https://www.youtube.com/watch?v=WhdYKWhAMU>.

Arts and Crafts Movement

From Fiell, Charlotte & Peter. *Design of the 20th Century*. Taschen America, 2012.

Industrial revolution separated the work of design from fabrication; prior, craftsmen did both. Design as a stand-alone discipline had no theory or context; as a result, much low quality was produced.

Backlash: Design reformers attempted to reunite design theory and practice. This is still going on. Especially William Morris, founder of **Arts and Crafts** movement in Britain, later taken up in US. Socialist, utopian ideals. Distrust of industrial production, which created 'wage slaves'. Wanted to re-invigorate crafts based approach; high quality, individually made products. "Handcrafts would offer moral salvation to workers and consumers". Tried to promote democracy and social cohesion through crafts. Guild based, pre workers unions. Ironically, only the rich could afford such products.

Arts and Crafts styles based on medieval stylistic elements. <http://antique-marks.com/arts-and-crafts-guilds.html>. "Morris insisted that the artist should be a craftsman-designer working by hand^[40] and advocated a society of free craftspeople, which he believed had existed during the Middle Ages. "Because craftsmen took pleasure in their work", he wrote, "the Middle Ages was a period of greatness in the art of the common people. ... The treasures in our museums now are only the common utensils used in households of that age, when hundreds of medieval churches - each one a masterpiece - were built by unsophisticated peasants."^[41] Medieval art was the model for much Arts and Crafts design and medieval life, before capitalism and the factory system, was idealised by the movement."

From https://en.wikipedia.org/wiki/Arts_and_Crafts_movement



A trio of Arts and Crafts printed works. In the center William Morris revives the medieval manuscript which is later emulated by (left), Elbert Hubbard and less so by (right), Gustav Stickley.

<https://designtraveler.wordpress.com/2012/04/09/arts-crafts-american-style/>

Illustrates convolution of aesthetic visual style elements, political aesthetics, and manufacturing aesthetics

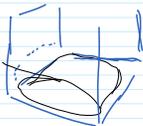
Today, crafting lives on in Etsy.com and at Maker Faires.

Discussion: Should design mitigate the problems of capitalist-owned Industrial Revolution?

- a) Strongly agree
- b) Agree
- c) Neutral
- d) Disagree
- e) Strongly disagree

Sketching Practice

Why so much focus on boxes? Boxes are boring, but they make great *scaffolds* for other objects



From Morgan Ulrich
Box sketching with close vanishing points
<https://www.facebook.com/5min.crafts/videos/919907748151811/>

This is a handy technique if you have fixed vanishing points, fairly close together. And you have a string or rubber band.