

28 Current Designers

Monday, April 15, 2019 4:54 PM

Today:

5 minutes team time: Time management for final stretch. Can you delegate: Trade labor?

Sketching: metal

Overview of some current designers:

SKETCHING THE BASICS

5.5.3 Metal

The representation of very glossy metal (chromium) theoretically consists solely of reflections of its environment. When the chromium surface is curved or rounded, these reflections are compressed, resulting in its typical 'stripy' appearance with high black and white contrasts. On a cylindrical object, these stripes are always in the longitudinal direction.

With photographs of chromium, the reflections are created in a studio setting that may differ greatly from reality. When drawing from nature, you are advised to simplify these reflections, like a studio setting, and use shading knowledge for spatiality. On an upright cylindrical shape, for example, use a dark reflection on one side and a high reflection on the other side, so as to add to the feeling of depth in the drawing.



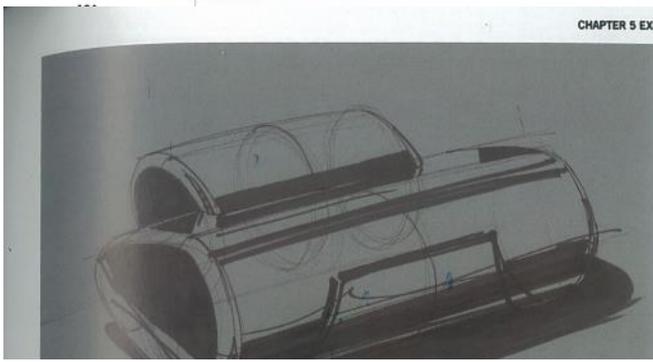
When you draw on white paper, the black-white contrast, and especially the highlights, will stand out better if you use coloured surroundings. These coloured surroundings can at the same time cause reflections in the material, which thus add to the effect.

Adding a little blue to the top side, and a little ochre to the base is called the earth-sky effect. It adds to the sense of depth in the object and a richer colour experience. It refers to a chromium object standing in the desert with only earth and sky reflected, as seen in this picture.



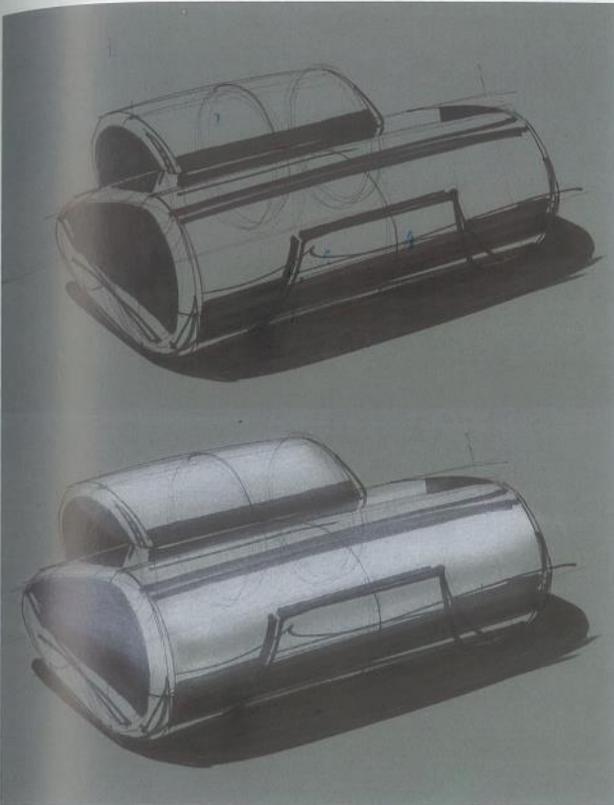
The positioning of the reflections is most important. The compressed reflections are mainly visible on the outer sides of the cylindrical shapes.

CHAPTER 5 EXPRESSING COLOUR AND MATERIALS / 5.5 MATERIAL EXPRESSION



Curved and rounded metal may display unexpected reflections. In drawing, it is advised to simplify these reflections so that they will not visually dominate and cause a loss in depth of the object.

In the step-by-step drawing no surroundings to be reflected are at hand, so a theoretical one is drawn. The sky provides highlights, and imaginary surroundings cause dark reflections. These dark reflections start with a black marker.



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White pastel chalk is then applied, covering almost the whole shape. On the spots of highlights, multiple layers of chalk are used.

Adding some blue and ochre for the earth-sky effect adds the only colour to the drawing.

Brushed or sandblasted metal loses in high contrast and reflections, so shading will become more important again. It is also important to pick the right 'colour' of cool grey.



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Virgil Abloh

<https://qz.com/1593048/virgil-ablohs-real-value-to-louis-vuitton-isnt-in-selling-clothes/>

Virgil Abloh (/ˈæbloʊ/; born September 30, 1980) is an American fashion designer, entrepreneur and DJ who has been the artistic director of Louis Vuitton's men's wear collection since March 2018. Apart from his work at Louis Vuitton, Abloh serves as the chief executive officer of the Milan-based label Off-White, a fashion house he founded in 2013. He entered the world of fashion with an internship at Fendi in 2009 alongside rapper Kanye West. The two then began an artistic collaboration that would launch Abloh's career into founding Off-White. *Time* magazine named him one of the 100 most influential people in the world in 2018.^[1] Abloh was featured in conversation with his friend and frequent collaborator Takashi Murakami on the cover of the fall 2018 issue of *Cultured* magazine.^[2]

Contents [show]

Early life and education [edit]

Virgil Abloh was born on September 30, 1980, in Rockford, Illinois, to Ghanaian immigrant parents.^[3] His mother was a seamstress.^[4] His dad was a manager in a paint company.^[5] Abloh was raised in Rockford, where he attended Boylan Catholic High School, graduating in 1998.^[3] He graduated from the University of Wisconsin–Madison in 2002 with a Bachelor of Science degree in civil engineering.^[3] He received his Master of Architecture at the Illinois Institute of Technology in 2006.^[6] While Abloh was attending the Illinois Institute of Technology there was a building created called the Rem Koolhaas which helped spark his aspirations for fashion.^[3]

Career [edit]

2013–2017: Off-White and mainstream success...The clothing line became identified through its unique use of quotation marks, zip-ties, capital letters and barricade tape...Abloh employs quotation marks stylistically in order to convey ironic detachment from society and social norms.

"In a large part streetwear is seen as cheap. What my goal has been is to add an intellectual layer to it and make it credible"

—Abloh on the inspiration behind founding high-end streetwear label, Off-White.

2013-2017: Off-White and collaborations: Nike, Ikea

Comprising a mix of furniture and home accessories, many of the designs in the collection appear similar to traditional IKEA pieces. But Abloh has added subtle adjustments that he likens to pop art – a movement that thrives on irony.

"The essence of the project is not just us designing something cool for cool's sake," said Abloh. "I'm trying to invest an artistic quality in things that you already have."



One of the products unveiled was Door Stop Interruption, a simple wooden chair with a bright red doorstop on one of its legs

<https://www.dezeen.com/2018/05/01/ikea-virgil-abloh-furniture-millennial/>

Abloh, himself, told the bi-annual culture magazine: "You can use typography and wording to completely change the perception of a thing without changing anything about it. If I take a men's sweatshirt and write "woman' on its back, that's art."

Renzo Piano

Centre Pompidou (1971–1977)

In 1971 the thirty-four-year old Piano and Richard Rogers, thirty-eight, in collaboration with the Italian architect Gianfranco Franchini, competed with the major architectural firms in the United States and Europe, and were awarded the commission for the most prestigious project in Paris, the Centre Georges Pompidou, the new French national museum of 20th century art. The award came a surprise, to the architectural world, since the two were little-known, and had no experience with museums or other major structures. The New York Times declared that their design "turned the architecture world upside down".^[7] More literally it turned architecture inside-out, since in the new museum, the apparent



<http://www.thefashionlaw.com/home/is-virgil-abloh-on-his-way-to-gaining-exclusive-rights-in-his-use-of-quotes>

032c magazine is a bi-annual, English-language contemporary culture magazine that covers art, fashion, and politics. It was founded in 2001 by Joerg Koch and is published in Berlin.^[1] It hosts exhibitions and events at its Workshop in the former brutalist church compound St. Agnes and produces a line of products under the moniker 032c Gear.

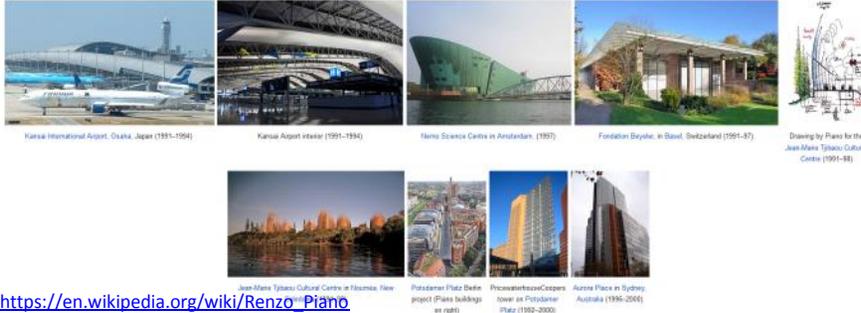


https://www.rsh-p.com/assets/uploads_large/99_0322.jpg

structural frame of the building and the heating and air conditioning ducts were on the exterior, painted in bright colors. The escalator, in a transparent tube, crossed the facade of the building at a diagonal. The building was an astonishing success, entirely transforming the character a run-down commercial section near the Marais in Paris, and made Piano one of the best-known architects in the world.[8]

The media dubbed the style of the building as "high-tech", but this was later disputed by Piano. "Beaubourg," he said, "was a joyous urban machine, a creature which might have come out of a Jules Verne novel, a sort of bizarre boat in dry dock... It is a double provocation; a challenge to academism, but also a parody of the imagery of technology of our time. To consider it as a high-tech object is a mistake." [9]

Projects completed 1991–2000 [edit]



https://en.wikipedia.org/wiki/Renzo_Piano

The colour-coding of the Pompidou Centre's pipes



The pipes seen from rue Beaubourg © French Moments

Now if you face the Pompidou Centre from rue Beaubourg, it will be clear to you. You'll understand how this 'inside-out museum' was designed to free up maximum gallery space within it. Walls and internal structures were put outside the building, and infrastructure was covered by enormous colourful tubes. The bright colour codes help distinguishing the various functions of the pipes:

- the water pipes are green
- the air-conditioning ducts are blue
- the electricity lines are yellow
- the funnels/ventilation shafts for the underground areas are white
- the escalators and other areas dedicated for human traffic are red

<https://frenchmoments.eu/pompidou-centre-paris/>



Martha Stewart

Martha Helen Stewart (née *Kostyra*; born August 3, 1941^[2]) is an American businesswoman, writer, and television personality. As founder of [Martha Stewart Living Omnimedia](#), she has gained success through a variety of business ventures, encompassing publishing, broadcasting, merchandising, and [electronic commerce](#). She has written numerous bestselling books, is the publisher of the *Martha Stewart Living* magazine, and hosted two long-running [syndicated](#) television shows, *Martha*, which ran from 2005 to 2012, and *Martha Stewart Living*, which ran from 1993 to 2005.

In 2004, Stewart was convicted of charges related to the [ImClone insider trading affair](#) and sentenced to prison. There was speculation that the incident would effectively end her media empire,^{[3][4][5]} although Stewart began a comeback campaign in 2005^[6] and her company returned to profitability in 2006.^[7] Stewart rejoined the board of directors of Martha Stewart Living Omnimedia in 2011^[8] and became chairman of her namesake company again in 2012.^[9]

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

Martha Stewart Living sold for \$353 × 10⁶

Nathan Bomey, USA TODAY 1:44 p.m. EDT June 22, 2015

The sale comes after a period of contraction for the company, which has grappled with the same online forces that have damaged other media brands.

Martha Stewart Living sold for \$353 $\times 10^6$

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(Photo: Chris Pizzello, Invision/AP)

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The empire Martha Stewart constructed on the strength of cooking tips, consumer media and home products will end its tenure as an independent company.

Sequential Brands Group (SQBG), which controls properties like Linens N Things and And1, has reached a deal to acquire Martha Stewart Living Omnimedia (MSO) for \$353 million.

"Design Principles." *Martha Stewart*. Accessed April 4, 2016. <http://www.marthastewart.com/376630/design-principles>. Terrible website.

Karim Rashid

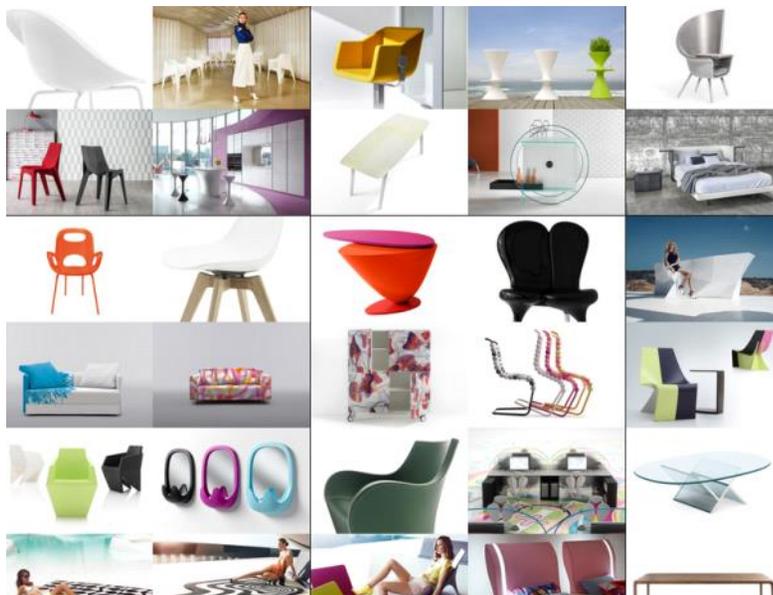
Wikipedia, the Free Encyclopedia, February 13, 2016. https://en.wikipedia.org/w/index.php?title=Karim_Rashid&oldid=704748263.

His work, all sensual curves and bright colours, is instantly recognizable and has been variously described (by Rashid himself) as "sensual minimalism" and "bbjects".

From <https://en.wikipedia.org/w/index.php?title=Karim_Rashid&oldid=704748263>



Anthropomorphic principle, eh?





<http://karimrashid.com/>

Lovegrove, Ross.

Organic Design, Inspired by Nature. Accessed April 4, 2016.

https://www.ted.com/talks/ross_lovegrove_shares_organic_designs. 7:08 - 9:14

Organic Design movement. "Captain Organic", philosophical as well as aesthetic. Rejects biomorphism/blobism/consumerism, but does use smooth organic forms:

<http://www.rosslovegrove.com/>. Design Nature Art (DNA).

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Yves Béhar

Dezeen. SAYL by Yves Béhar for Herman Miller, 2013. https://www.youtube.com/watch?v=BPxx_jikgzQ.