

# 24 Current Designers

Tuesday, April 05, 2016 4:54 PM

Today: Overview of some current designers

Friday: Guest lecture, Berndt Savig. CATME team evaluations due.

Register for Design Expo by next Friday: :

[https://docs.google.com/forms/d/1SQZrKVeBbYJ803NmBKKudV0Ht9plZFCNtLqSsn6g2Ag/viewform?usp=send\\_form](https://docs.google.com/forms/d/1SQZrKVeBbYJ803NmBKKudV0Ht9plZFCNtLqSsn6g2Ag/viewform?usp=send_form)

Monday we had a pattern and texture workshop from Kara Priest. Posted online in lecture notes.

Next 2 weeks: No formal classes. I will be available by email only next week. Returning April 18. Optional photo workshop April 20.

Blog posts:

- This week and next week blog posts: Just an update.
- April 20: Final Project Report: What and How. Overall description and photos, then details of what you have made: CAD drawings, fabrication description, costs vs budget, etc.
- April 27 Final Project Report Continued: Why and What next? Reflection on the semester. Compare your original project intent to what you ended up with. How was your aesthetic incorporated into your design? How did the public react? What did you learn from your project, and from the class? What will you do next with the project? What do you wish you had done differently?

## Current Designers of Note

What current (contemporary?) designs come first to your mind?

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Jony Ive: Apple

Tommy Bahama: clothing

Zaha Hadid: Curved architectures and shoes

Horacio Pagani: High performance vehicles

Buckminster Fuller

Rick Owens: Fashion

Alexander McQueen: Strange fashion

Walt Disney

John Fluevog: Shoes (From Prof. Miller)

Temple Grandin: animal handling systems

Also see Jason McGrath's post: <http://www.aesdes.org/2016/04/05/todays-influential-designers-for-me/>

When you think of design exemplars, if you don't think of chairs immediately, you think of

Apple products:

[Jonathan Ive](#)

[https://en.wikipedia.org/wiki/Jonathan\\_Ive](https://en.wikipedia.org/wiki/Jonathan_Ive)

**Sir Jonathan Paul Ive, KBE** (born 27 February 1967)<sup>[3]</sup> is a British designer and the **Chief Design Officer** (CDO) of **Apple Inc.** He oversees the Apple Industrial Design Group and also provides leadership and direction for Human Interface software teams across the company. Ive is the designer of many of Apple's products, including the **MacBook Pro**, **iMac**, **MacBook Air**, **Mac mini**, **iPod**, **iPod Touch**, **iPhone**, **iPad**, **iPad Mini**, **Apple Watch** and **iOS**.

From <[https://en.wikipedia.org/w/index.php?title=Jonathan\\_Ive&oldid=710842687](https://en.wikipedia.org/w/index.php?title=Jonathan_Ive&oldid=710842687)>

## Philippe Starck

*Wikipedia, the Free Encyclopedia*, February 22, 2016. [https://en.wikipedia.org/w/index.php?title=Philippe\\_Starck&oldid=706291813](https://en.wikipedia.org/w/index.php?title=Philippe_Starck&oldid=706291813).

Designer of hotels, restaurants, nightclubs and consumer products:

Through his "democratic design" concept, Starck campaigns for well-designed, quality objects that are not just reserved for an elite. He would put this utopian idea<sup>[16]</sup> into practice by increasing production quantities to cut costs and by using mail-order, via **Les 3 Suisses**.



Louis Ghost Chair for  
Kartell  
Polycarbonate, \$450,  
or knock-off for \$99.



juicy salif for Alessi  
\$85

But is maybe more famous for other projects:  
Steve Jobs' yacht, finished just after Jobs' death



[https://en.wikipedia.org/wiki/File:Steve\\_Jobs\\_Yacht\\_Venus\\_in\\_Portugal\\_%28Faial\\_Island%29.jpg](https://en.wikipedia.org/wiki/File:Steve_Jobs_Yacht_Venus_in_Portugal_%28Faial_Island%29.jpg)

I knew his work before I knew his name, from the Asahi Beer Hall in Tokyo





<http://c1038.r38.cf3.rackcdn.com/group4/building32414/media/05pgg7g.jpg>

### The Asahi Flame (Flamme d'Or)

It is noted for the *Asahi Flame*, an enormous golden structure at the top, said to represent both the 'burning heart of Asahi beer' and a frothy head. The 360-tonne golden flame was made by shipbuilders using [submarine-construction](#) techniques. It is completely empty. The Asahi Flame is often colloquially referred to as "the golden turd" (kin no unko, 金のうんこ) and the Asahi Beer Hall itself as "poo building" (unco-biru, うんこビル) by many Tokyo residents. (Wikipedia)

In a Ted talk, [https://www.ted.com/speakers/philippe\\_starck](https://www.ted.com/speakers/philippe_starck), he argues that the concepts of design and art are a luxury that should be reserved for peaceful times; not now. He says he is embarrassed to be a designer.

### Martha Stewart

**Martha Helen Stewart** (née **Kostyra**; born August 3, 1941<sup>[2]</sup>) 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,<sup>[3][4][5]</sup> although Stewart began a comeback campaign in 2005<sup>[6]</sup> and her company returned to profitability in 2006.<sup>[7]</sup> Stewart rejoined the board of directors of Martha Stewart Living Omnimedia in 2011<sup>[8]</sup> and became chairman of her namesake company again in 2012.<sup>[9]</sup>

From <[https://en.wikipedia.org/wiki/Martha\\_Stewart](https://en.wikipedia.org/wiki/Martha_Stewart)>

# Martha Stewart Living sold for \$353 x 10<sup>6</sup>

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.



(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

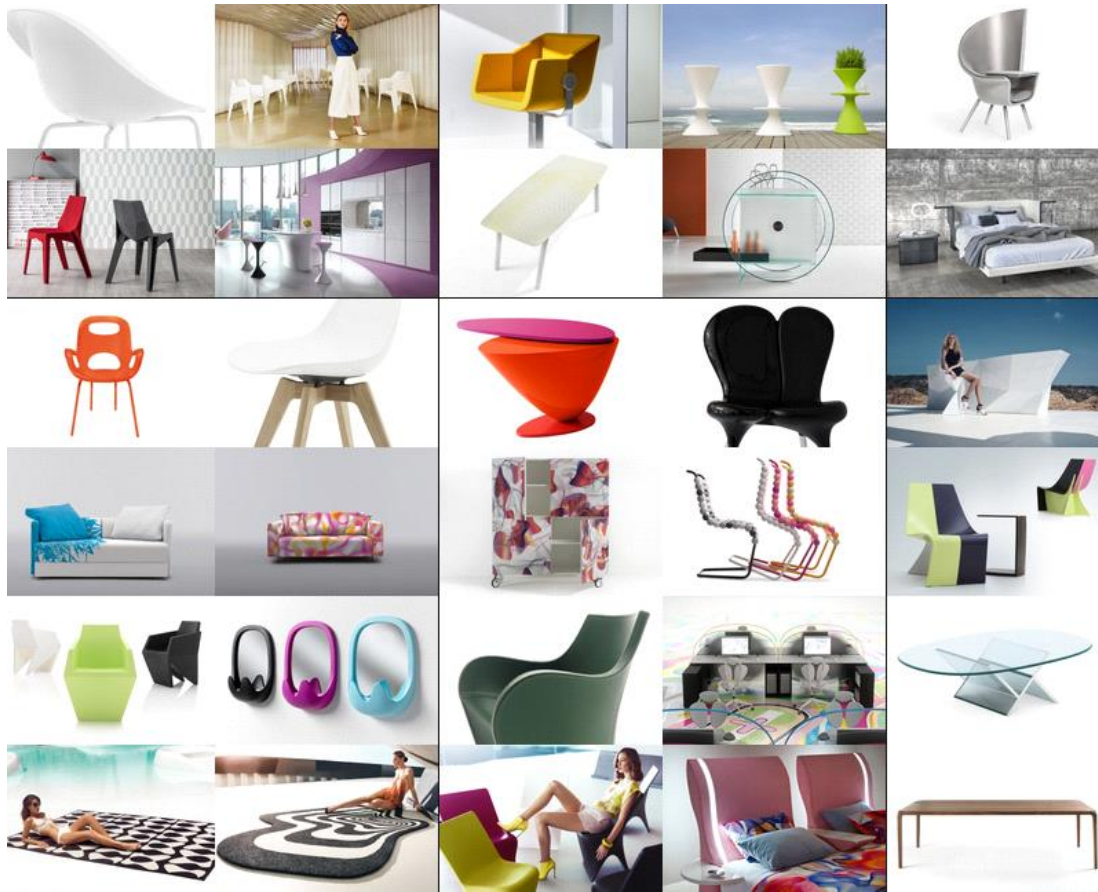
Wikipedia, the Free Encyclopedia, February 13, 2016. [https://en.wikipedia.org/w/index.php?title=Karim\\_Rashid&oldid=704748263](https://en.wikipedia.org/w/index.php?title=Karim_Rashid&oldid=704748263).

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

From <[https://en.wikipedia.org/w/index.php?title=Karim\\_Rashid&oldid=704748263](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](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).



Yves Béhar

Dezeen. SAYL by Yves Béhar for Herman Miller, 2013. [https://www.youtube.com/watch?v=BPxx\\_jkgzQ](https://www.youtube.com/watch?v=BPxx_jkgzQ).