

27 Chairs: Eames Lounge, Monobloc, and Beyond

Sunday, March 13, 2016

6:36 PM

Today

Sketching
Eames Lounge
Monobloc

Books circulating

- 1000 chairs. Roughly chronological
- Perspective Made Easy. Classic text

Announcements

Expo will end by 12:40 on Saturday the 29th. Let me know ASAP if you have a scheduling conflict

ATLAS expo: 2 or three volunteers - and please do! I'll send you registration link. 5-6:30 May 3

Graduating Seniors: please donate your clicker when you are done with it.

Sketching

Close to done with basic techniques. Skipping chapter on viewpoints; not a lot of new info, but lots of examples to practice. You can choose your own practice examples too, which will help you practice seeing too. This is important for expanding your perceptions. Here is a process example. We will also cover material expression: how to represent matte vs glossy surfaces, glass and metal.

CASE

SMOOL, NETHERLANDS

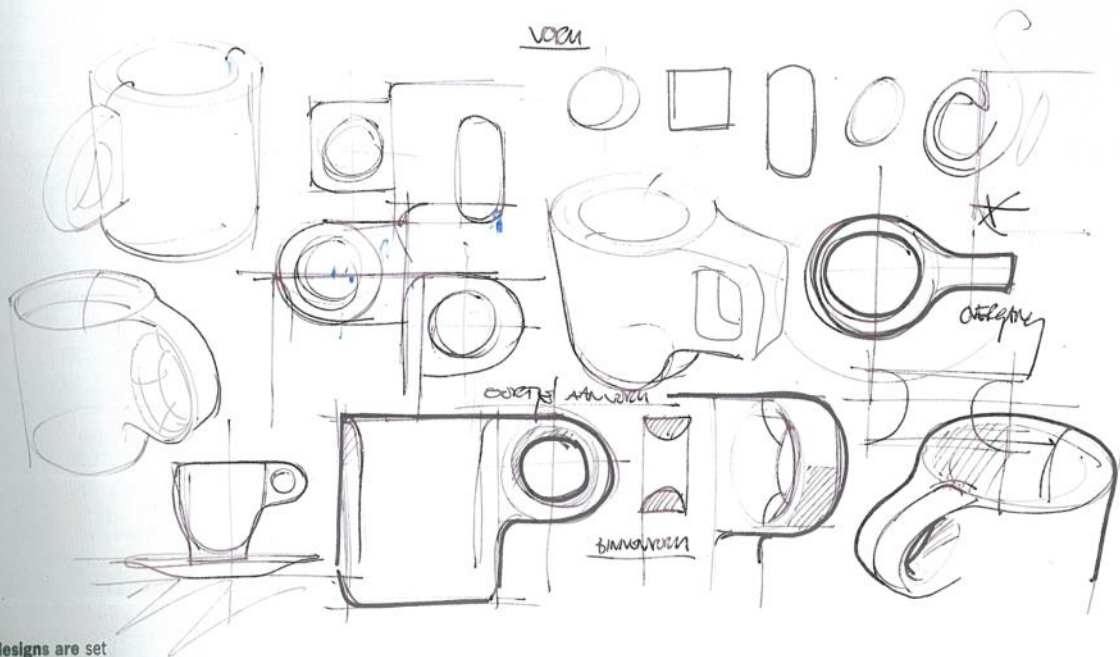
Design of a coffee and tea service for Simon Levelt, 2010
Designer: Robert Bronwasser



'.. These sketches reflect my thoughts when forming the 'concept'. Usually I fill several A3 papers with scribbles, as a personal brainstorm, out of which one or more interesting design directions can be distilled. I then use Adobe Illustrator to quickly put the design in the right proportions. An advantage of this method is that I can now print it at actual size (1:1) and have the actual proportions at hand. Often some plain foam models are also made at this design stage..'

The sketches seen here are made with black ballpoint pen and colour pencil. Interesting shapes and directions are outlined with black felt pen.





Now designs are set up in DS SolidWorks, so product details and shape transitions can be worked upon with much realism. Realistic renderings are derived for presentation to the client.

'...Because of my experience, it now takes fewer sketches to get to an idea. Decisions and choices are made quicker and are better focussed. I do not show all the drawings to the client; merely the design thought process. I mainly show the result and explain the concept. I also leave out sketches as not everyone is able to 'read' and interpret them correctly.

I now work with freelancers that transform my sketches into computer models. Detailing is then also put into the computer. I use freehand sketches in all phases of the design process: for ideation but also for communication with the 3D-modellers...

Simon Levelt, a Dutch trading company, established in 1817, is now an internationally known firm in roasting coffee and selling coffee and tea. Special attention to the environment and fair trade is their strong belief. The design of this timeless yet contemporary service set expresses craftsmanship and focuses on the joy of drinking coffee. An exceptional detail is the cast handle of the cups, a novelty in the production of porcelain.



5.5 MATERIAL EXPRESSION



5.5.1 Glossy and Matt

A **glossy versus matt** appearance of an object is mainly suggested by two characteristics. First, a difference in contrast can be seen. Glossy objects have a bigger contrast, while matt objects largely lack highlights. Moreover, on a flat glossy surface a gradient from full colour towards white can be seen.

The second characteristic has to do with reflections and cast shadow. Reflections dominate on a glossy surface. These reflections always appear mainly in the colour of the glossy material. There is little or no cast shadow on a glossy surface. A matt material displays hardly any reflections, but mainly cast shadow.

In a drawing in which the product material is expressed, it will be effective to exaggerate these characteristics.

Here you see the different marker strategies between glossy and matt material expression.





Notice the 'jump' in highlights in the picture of the garlic cutter.

A reflection will have the colour of the glossy material in which it is seen. So here the reflection of the brownish object appears as a black reflection in the black glossy surface.

Check out muted colors in reflection on phone screen when off.

Products are often shown as in studio photo, reflecting only white or black surroundings.

When no surroundings or detail are there to be reflected in the top surface, a reflection can be chosen as seen here. The top-right surface of the right-hand shape looks curved because of the incorrect choice of reflection and gradient; they both follow the direction of the shape too much. Both gradient and reflection are slightly tilted towards the horizontal in the shape on the left. This is the most natural of the two.

Special attention can be given to black and white objects. Taking a closer look at these pictures, you will find that white objects have a lot of dark shades in them, and black objects, especially when they are glossy, will have a lot of light areas in them.

Modern Chairs

Eames Lounge Chair and Ottoman

(Hermann Miller part numbers 670/671)

Design notes <http://www.eamesoffice.com/blog/eames-lounge-chair-is-cared-for/>

BRANDMADE.TV. How an Eames Lounge Chair Is Made - BrandmadeTV, 2015. <https://www.youtube.com/watch?v=SFaLpbmP0Yw> . Proves context. Horrible music. 8 minutes.

How We Make the Eames Lounge Chair: Six New Films About the Classic, n.d.

Eames Office. 670/671 (13 Minute Version) by Eames Demetrios, 2013.

https://www.youtube.com/watch?time_continue=40&v=tbF8QYU4LSA

Designed specifically for mass production, organically so that the elements of the mass production process actually enhance the design of the chair. Aimed at the middle class. Now \$4935, still available new from Herman Miller, more than 50 years after its introduction. Priced a bit high for the current middle class.

Monobloc

Contrast the Eames Lounge chair to the Monobloc, or Resin chair: \$12.



https://en.wikipedia.org/wiki/File:Plastic_Tuinstoel.jpg

"Everybody Take A Seat." *Smithsonian*. Accessed March 2, 2016. <http://www.smithsonianmag.com/people-places/everybody-take-a-seat-2386495/>. Short article describes the ubiquity of the chair, and it's mysterious history.

"Then, in 1968, came what Fiell calls "one of the most important events in the entire history of furniture design." Danish designer Verner Panton, after ten years of searching for the right plastic, produced the first single-form, single material, injection-molded chair. It achieved total design unity in combination with a high-volume industrial process. Still, Panton's chair was very high style, a single long S curve with a U-shaped base, and demand for it was limited.



<http://www.design-museum.de/en/collection/100-masterpieces/detailseiten/panton-chair-panton.html>

Shortly after, the monobloc began appearing.

Read more: <http://www.smithsonianmag.com/people-places/everybody-take-a-seat-2386495/#mFMoLElra2BiqCGd.99>



<http://www.uratex.com.ph/industrial-institutional/wp-content/uploads/2015/07/monoblock-chair.jpg>

There is a collector for everything under the sun: Bryan Ropar. *Plastic Chair Collection Video From Tosh.O*, 2013.
https://www.youtube.com/watch?list=PLOgsOtujqLgT7k71oh5g44Gc29UyM_QZZ&time_continue=10&v=endP6hTviXE.

Wikipedia: The Monobloc chair is a lightweight stackable polypropylene chair, often described[by whom?] as the world's most common plastic chair.

Based on original designs by the Italian designer Vico Magistretti <https://www.pamono.com/designers/vico-magistretti> in 1967,

Victoria and Albert Museum, London

<https://www.pinterest.com/davidortegatorr/vico-magistretti/>



variants of the one-piece plastic chair went into production with Allibert Group and Grosfillex Group in the 1970s. Since then, millions have been manufactured in countries including Russia, Taiwan, Australia, Mexico, the United States, Italy, France, Germany, Morocco, Turkey, Israel and China. Many design variants of the basic idea exist.[1]

The Monobloc chair is named because it is injection molded from thermoplastic polypropylene, the granules being heated to about 220 degrees Celsius, and the melt injected into a mold. The gate of the mold is usually located in the seat, so ensuring smooth flow to all parts of the tool. The chairs cost approximately \$3 to produce, making them affordable across the world.

Social theorist Ethan Zuckerman describes them as having achieved a global ubiquity:

" The Monobloc is one of the few objects I can think of that is free of any specific context. Seeing a white plastic chair in a photograph offers you no clues about where or when you are."

Vitra Museum current exhibit on Monobloc: <http://www.design-museum.de/index.php?id=1821&L=1>

Since Then

Contemporary chairs



<http://www.design-museum.de/en/collection/100-masterpieces/detailseiten/vodoel-coop-himmelblau.html>

Vodol, by Coop Himmelblau



<http://www.design-museum.de/en/collection/100-masterpieces/detailseiten/ww-stool-starck.html>

W.W. Stool by Philippe Starck. Created for Wim Wenders, 1990. Elements of biomorphism; a germinating rhizome, with 3 roots and a shoot.

More on him on later.

Pinterest actually has broad collection