

# 29 Current Designers

Tuesday, April 05, 2016 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.

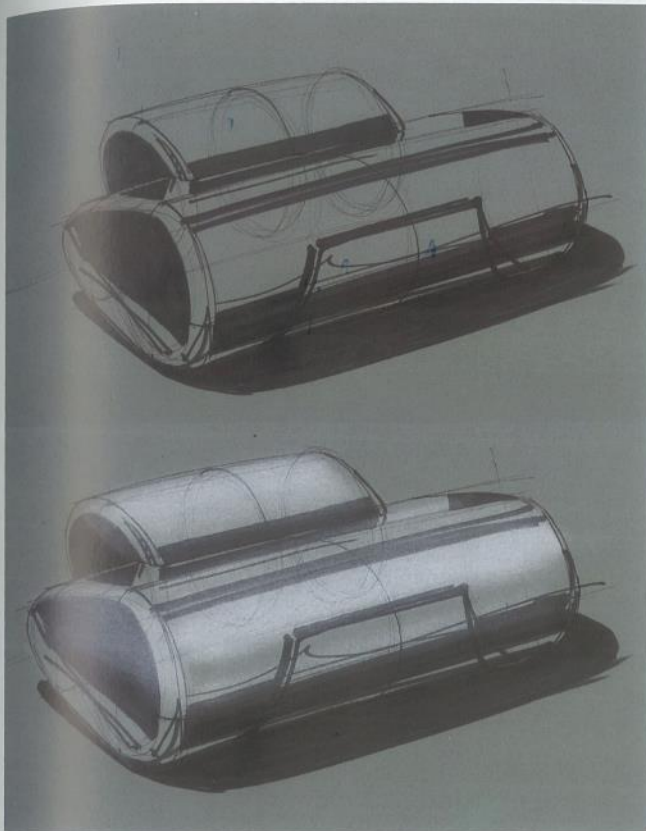


CHAPTER 5 EXPRESSING COLOUR AND MATERIALS / 5.5 MATERIAL EXPRESSION



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



**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.

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.





## 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 $\times 10^6$

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).

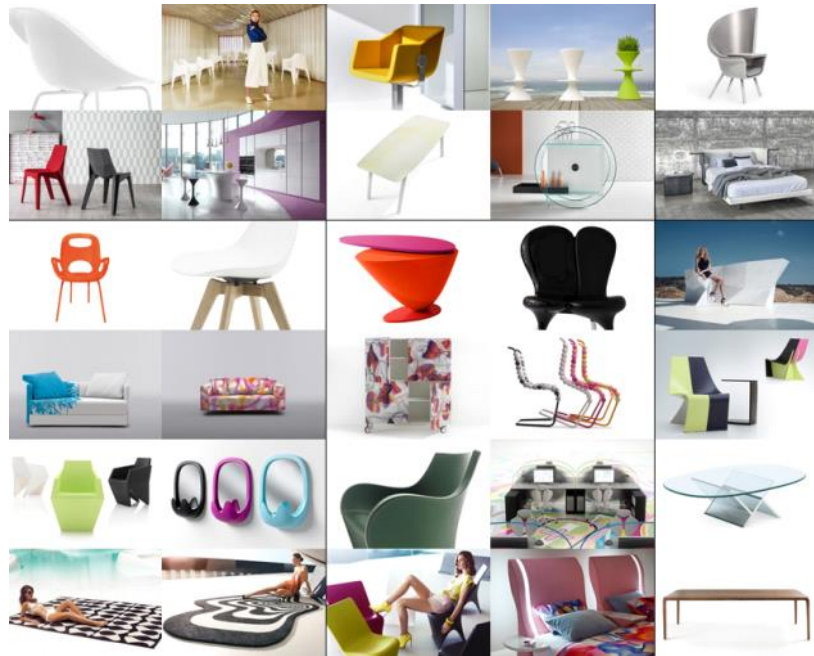
His work, all sensual curves and bright colours, is instantly recognizable and has been variously



described (by Rashid himself) as "sensual minimalism" and "[bobjects](https://en.wikipedia.org/w/index.php?title=Karim_Rashid&oldid=704748263)".  
 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\\_ijkzQ](https://www.youtube.com/watch?v=BPxx_ijkzQ).