30 Current Designers: Hadid, Pagani, Jobs and Ive

Tuesday, April 05, 2016   4:54 PM

Today:

> FCQs will be online. Should we spend class time on them? There will also be a for-credit exit survey.
>
> All done with sketching instruction. Now it's up to you. Notice what you are seeing around you, and practice!
>
> Questions about end of semester stuff? Blog/reports, presentations, Expo?

> Current Designers, last batch:
>> Zaha Hadid
>> Horacio Pagani
>> Steve Jobs and Jonny Ive

>> Dieter Rams (Braun) if there's time. Or
>> Dyson
>> Elon Musk
>> David Kelly IDEO/Stanford D-school

Friday: Finish Ive and look at International Design Competition winners.

Zaha Hadid

Zaha Hadid

From Wikipedia, the free encyclopedia

Dame Zaha Mohammad Hadid, DBE, RA (Arabic: زها حديد *Zahā Ḥadīd*; 31 October 1950 – 31 March 2016) was an Iraqi-born British architect. She was the first woman to receive the Pritzker Architecture Prize, in 2004.[1] She received the UK's most prestigious architectural award, the Stirling Prize, in 2010 and 2011. In 2012, she was made a Dame by Elizabeth II for services to architecture, and in 2015 she became the first woman to be awarded the Royal Gold Medal from the Royal Institute of British Architects.[2]

She was described by the *The Guardian* of London as the 'Queen of the curve',[3] who "liberated architectural geometry, giving it a whole new expressive identity."[4] Her major works include the aquatic centre for the London 2012 Olympics, Michigan State University's Broad Art Museum in the US, and the Guangzhou Opera House in China.[5] Some of her designs have been presented posthumously, including the statuette for the 2017 Brit Awards, and many of her buildings are still under construction, including the Al Wakrah Stadium in Doha, a venue for the 2022 FIFA World Cup.[6][7]
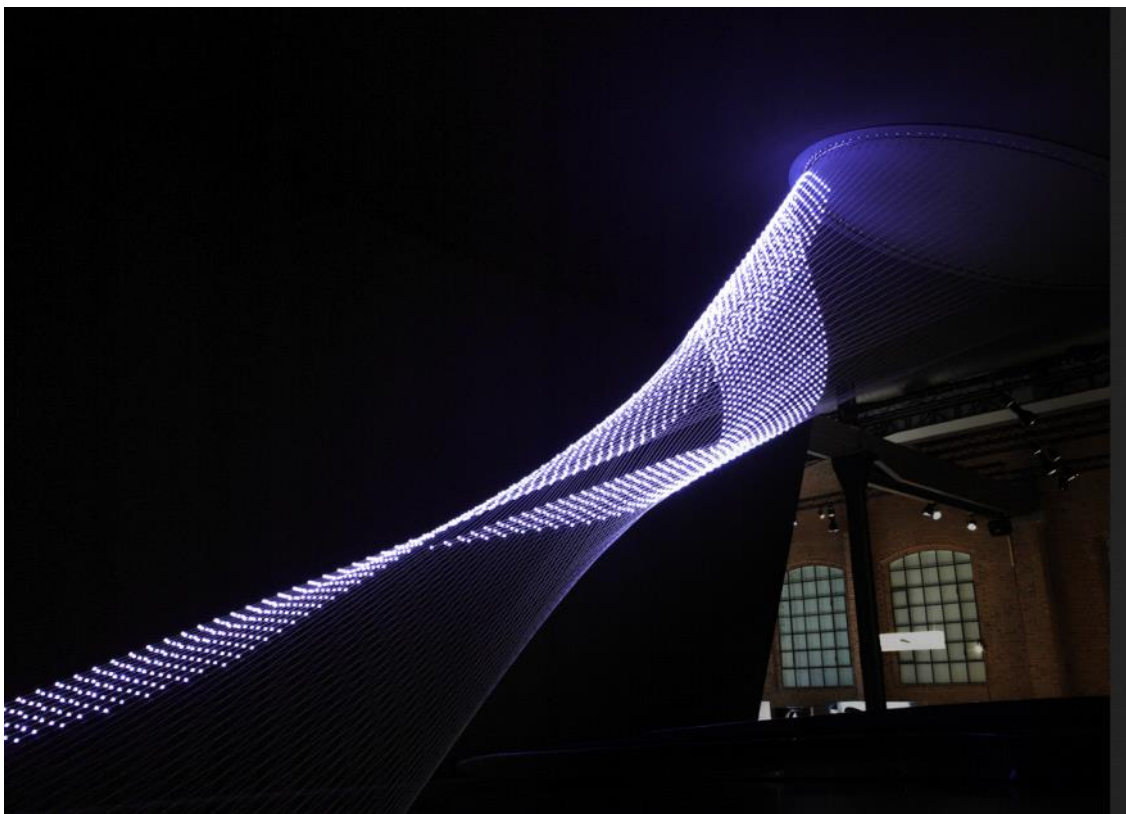
Zaha Hadid
DBE

Hadid in 2010

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

https://www.google.com/search?biw=810&bih=403
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http://www.zaha-hadid.com/design/zaha-hadid-chandelier/
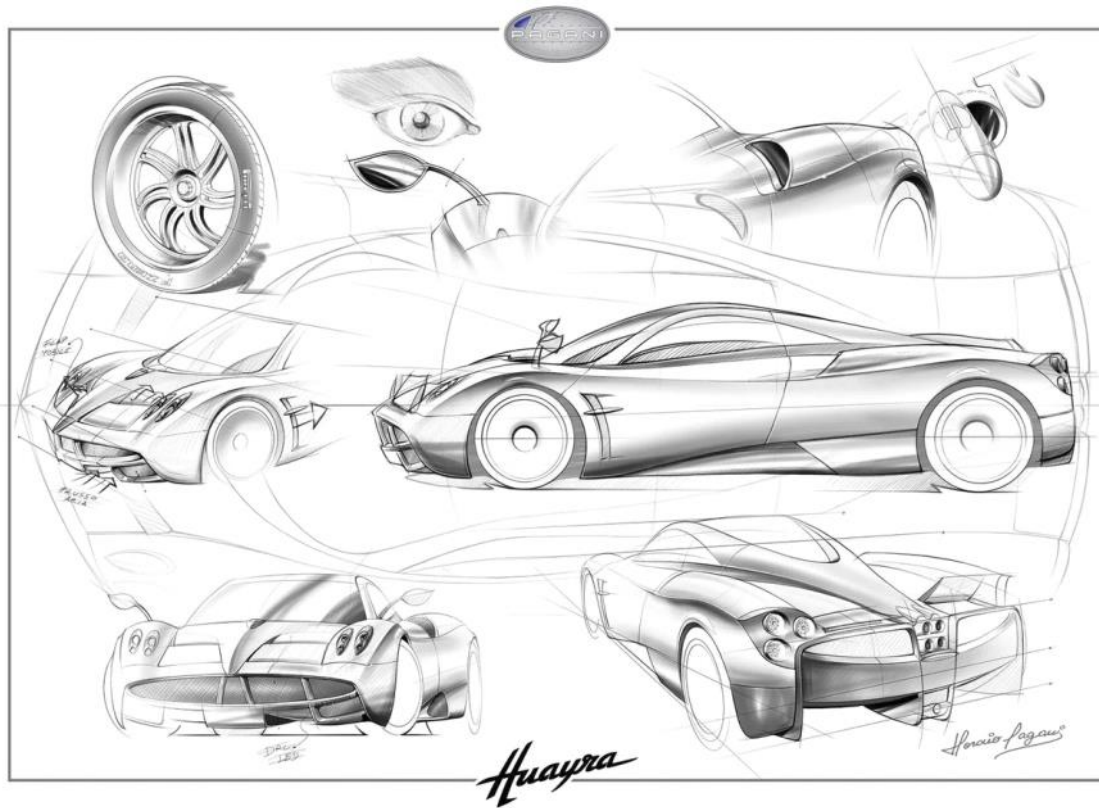
Horacio Pagani

Horacio Pagani (born 10 November 1955) is the [Argentine](#) founder of [Pagani Automobili S.p.A.](#), an Italian specialty auto-maker. From his beginnings in Rural Argentina, he would work for Renault, Lamborghini, and eventually build his own upmarket car company.

At the age of 20, Pagani had designed and built his first [F3 racer](#).[2] He was a chief engineer at [Lamborghini](#) and he built the [Countach Evoluzione](#) concept. He tried to persuade Lamborghini to buy an [autoclave](#) so they could extend the production of the carbon parts for the Evoluzione. They refused, saying that Ferrari did not have an autoclave, so Lamborghini didn't need one. Pagani borrowed the capital to buy his own autoclave late in 1987 and then, in 1991, he broke away from the company and founded his own consultancy called [Modena Design](#) which continues to make carbon fiber composites for [Formula One](#) cars and clients like [Daimler](#), [Ferrari](#) and [Aprilia](#).[2][3]

Zonta. Type of wind in Argentina.

Dyson
Elon Musk
David Kelly IDEO/Stanford D-school

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

Steve Jobs

Steven Paul "Steve" Jobs (/ˈdʒɒbz/; February 24, 1955 – October 5, 2011) was an American entrepreneur, businessman, inventor, and industrial designer. He was the co-founder, chairman, and chief executive officer (CEO) of Apple Inc.; CEO and majority shareholder of Pixar;[2] a member of The Walt Disney Company's board of directors following its acquisition of Pixar; and founder, chairman, and CEO of NeXT. Jobs and Apple co-founder Steve Wozniak are widely recognized as pioneers of the microcomputer revolution of the 1970s and 1980s.

From <https://en.wikipedia.org/wiki/Steve_Jobs>

Content from
Isaacson, Walter. *Steve Jobs*. 1 edition. New York: Simon & Schuster, 2011.

Background shockingly like mine, up to a point.

> Adoptive dad liked to fix up cars. Strong craftsmanship ethic; even the backs of cabinets had to be nice. This showed up in Jobs' aesthetic much later; inside the Macintosh.
> '… he scrutinized the printed circuit board that would hold the chips and other components deep inside the Macintosh. No consumer would ever see it, but Jobs began critiquing it on aesthetic grounds. "That part's really pretty, but look at the memory chips. That's ugly. The lines are too close together."
> One of the new engineers interrupted and asked why it mattered…Jobs reacted typically. "I want it to be as beautiful as possible…" ' pg 133

https://www.thinkclassic.org/viewtopic.php?id=89

Circuit board was made visible in iMac 1998

The most dramatically new Macintosh since the original.

 As a kid, Jobs hung out with his dad in the garage, but didn't get dirty much. Did get exposed to electronics; liked junkyard shopping, including negotiations.

Lived in Mountain View, CA Bay Area, in a mid century modern home designed by Joseph Eichler, a Frank Lloyd Wright follower: simple modern homes for the American 'everyman'. Floor to ceiling windows, open floor plan, exposed post-and-beam construction, heated slab floors, sliding glass doors. Address from age 0-9 yrs not exactly known, but this is an example Eichler:
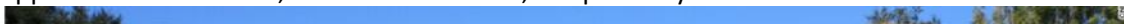
Photo *Eichler Social*

http://inhabitat.com/steve-jobs-modern-childhood-home-may-have-incubated-his-design-vision/

Jobs said "Eichler did a great thing. His houses were smart and cheap and good. They brought clean design and simple taste to lower-income people… I love it when you can bring really great design and simple capability to something that doesn't cost that much. It was the original vision for Apple. That's what we tried to do with the first Mac. That's what we did with the iPod" pg 7.

Can you trace your early influences on your design thinking? Some positive, some negative.

At age 9 the Jobs moved a few miles to the house with the famous garage where the first 5K Apples were assembled, now an historic site, but probably not an Eichler:

http://www.cnn.com/2013/10/30/tech/innovation/steve-jobs-historic-home/

Steven Jobs was a very bright kid, but erratic in school. Was in the high school electronics club where he met Woz, Stephen Wozniak. First product was a Blue Box, used to hack long distance from the phone company. Jobs scrounged parts, Woz built them. Sold them at colleges until a gun incident made them stop their walk on the dark side.

Jobs went to Reed College as a student briefly. Became a hippie, took LSD, became a vegetarian, Zen Buddhist, and worked in an organic apple orchard (hence the name, and Macintosh).

Dropped out, but sat in on a calligraphy course that had a big impact on him, led to awareness of fonts later. "If I had never dropped in on that single course in college, the Mac would never have had multiple typefaces or proportionally spaced fonts. And since Windows just copied the Mac, it's likely that no personal computer would have them."
"Taking LSD was a profound experience, one of the most important things in my life. LSD shows you that there's another side to the coin, and you can't remember it when it wears off, but you know it. It reinforced my sense of what was important - creating great things instead of making money, putting things back in the stream of history and of human consciousness as much as I could." pg 41

After finding a guru in India, came back and worked at Atari with Woz. 'The Atari experience helped shape Job's approach to business and design. He appreciated the user-friendliness of Atari's insert-quarter-avoid-Klingons game' pg 54.

1975, the first personal computer kit came out, the Altair. This inspired Woz to design a similar kit, using cheaper parts. This became the Apple I. Jobs started helping him get parts. Woz was in the Homebrew Computer club. Today we would call it an open source maker space. Philosophy was free exchange of information and techniques. Bill Gates and Paul Allen wrote the operating system for the Altair (later to become Microsoft), and was appalled that the Homebrew club used it without paying them. Jobs also did not share the ethos, despite his hippie aesthetic. He convinced Woz to stop giving his plans away and start Apple with him instead.

How do you view the differences between Microsoft/PC and Apple? In ethos? In aesthetic?
(Ethos (/ˈiːθɒs/ or US /ˈiːθoʊs/) is a Greek word meaning "character" that is used to describe the guiding beliefs or ideals that characterize a community, nation, or ideology.
https://en.wikipedia.org/wiki/Ethos)

Apple II was a full package, not a kit. Jobs designed the case, and began expressing his design aesthetic. 'He wanted a simple and elegant design, which he hoped would set Apple apart from other machines, with their clunky gray metal cases. While haunting the appliance aisles at Macy's,

he was struck by the Cuisinart food processors, and decided that he wanted a sleek case made of light molded plastic.' pg 73

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

In 1979, as part of a tech exchange, Jobs went to Xerox PARC and saw the first mouse and bitmapped graphical user interface. "It was like a veil being lifted from my eyes. I could see what the future of computing was destined to be." 'It was the breakthrough he'd been looking for: bringing computers to the people, with the cheerful but affordable design of an Eichler home and the ease and use of a sleek kitchen appliance'. Pg 97.

In 1981 he started attending the International Design Conference in Aspen (http://www.aiga.org/aspen-design-summit), and got exposed to Bauhaus concepts; sleek and minimal.

 As Apple grew Jobs started working with industrial designer Hartmut Esslinger and frogdesign (1983) pg 133. When first Macintosh design was finished, the whole team signed it; engraved inside each machine. 'No one would ever see them, but the members of the team knew that their

signatures were inside, just as they knew that the circuit board was laid out as elegantly as possible…."with moments like this, he got us seeing our work as art" said Bill Atkinson'