

20 Modern Movements

Sunday, March 13, 2016 2:45 PM

TODAY

This week's post will be to compare your aesthetic to major 20th Century design movements, and cast your project into 3 other WILDLY different aesthetics (lots of sketches please!)

<http://www.aesdes.org/2019/01/03/schedule-2019/>

Critiques of today's post will be due Sunday 3/31 at the end of Spring Break

Any cube animation flip books to show?

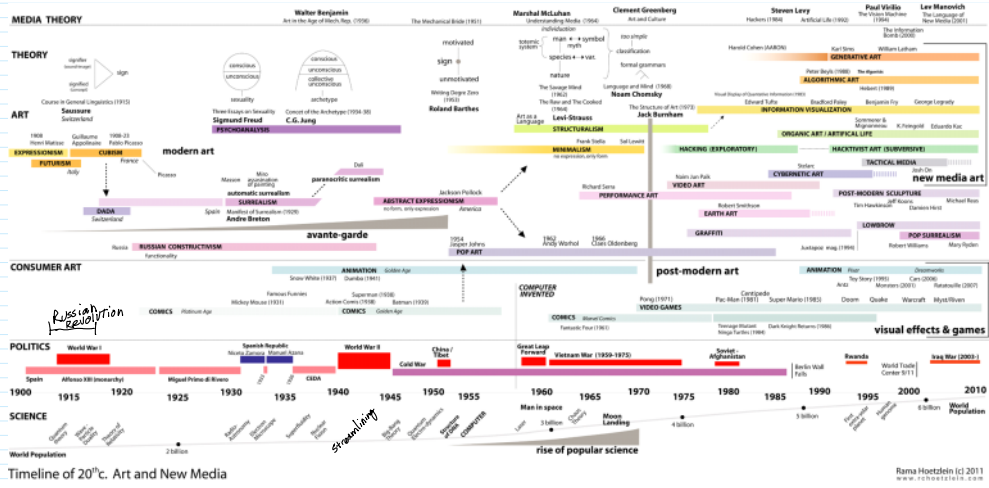
Feel free to post inspiring examples of art/engineering links in Links category

Add your video to get points for your Main Project Critical Design Review post

Sit with your team

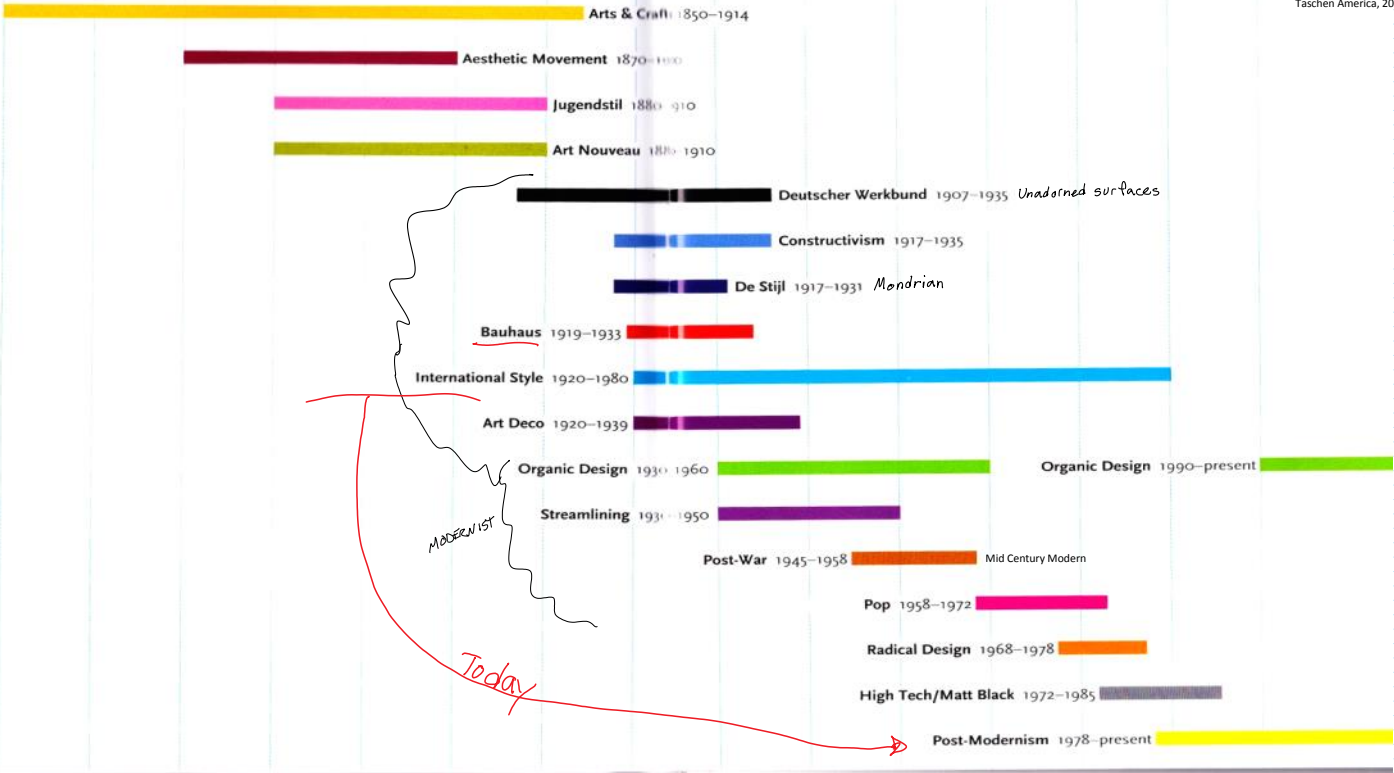
Team Time: 10 minutes. Set up work trades over break?

Then Modern Design Movements Lightning Lecture.

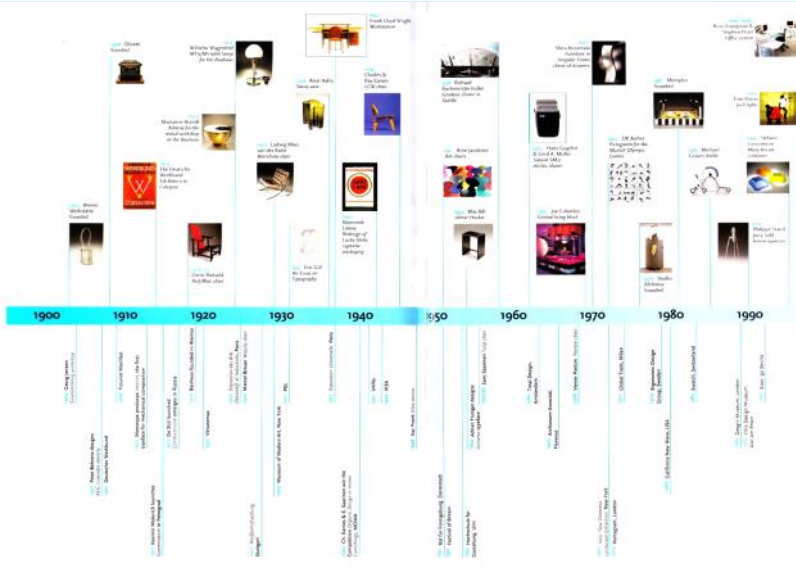


Rama Hoetzlein (c) 2011
www.rchoetzlein.com

<http://www.rchoetzlein.com/website/artmap/>



Fiell, Charlotte & Peter. *Design of the 20th Century*. Taschen America, 2012.



Map

Would you rather listen to lecture, or do the Jigsaw Exercise? Keep in mind today's blog assignment

Your team will

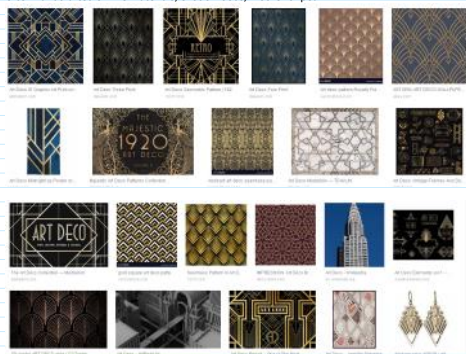
- Pick a modern-ish design movement from the envelope
- Choose whether to investigate architecture, furniture, other products, or a combination
- Google and otherwise investigate to
 - a. list the common elements that identify this movement
 - b. assemble 3 or 4 exemplar images
 - c. present your findings to the class

Be sure to take notes, so when we next play the Aesthetics Game with these design movements you will be able to apply these aesthetics to random products.

Art Deco 1920-1939

A decorative style, not a design movement. Drew from ancient Egypt, tribal art, Surrealism, Futurism, Constructivism, Neo-Classicism, geometric abstraction, popular culture and the Modern Movement.

However, unlike the minimalist philosophy of Modernism, Art Deco was maximalism; luxury goods, often handcrafted of fine materials; exotic woods, mother of pearl.



Officially killed by WWII and International Style, revived in the 1960's. Fiesta ware lives.
<http://www.smithsonianeducation.org/ideals/ap/artifacts/fiesta.htm>



Lannie's Clocktower Lobby - Denver

https://en.wikipedia.org/wiki/Daniels_326_Fisher_Tower
 Built in 1910; not such a great example of Art Deco. Is actually more Edwardian (traditional) architecture. Has amazing Yule Marble in the elevator lobby, from near Marble CO

Organic Design 1930-1960, revived 1990 - present

Humanized design. Wholistic approach:

Organic architecture is a [philosophy of architecture](#) which promotes harmony between human habitation and the natural world through design approaches so sympathetic and well integrated with its site, that buildings, furnishings, and surroundings become part of a unified, interrelated composition.

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

Prime example: Frank Lloyd Wright

<https://www.google.com/search?rlz=1188&bih=596&bih=596&htm=isch&q=frank+lloyd+wright+buildings&rev=1463113666&sa=X&ved=0ahUKEwqM6P5TL4AUQ3mMwvayQzCQIQ>



Check out 99% invisible
was Usania
Philip

Comic books.



https://www.google.com/search?q=pop+design+movement&source=lms&tbm=isch&sa=X&ved=0ahUKEwin4Pro8TLAhVQ9WmKHRIwDh4Q_AUIBye8&biw=1218&bih=596

Radical Design 1968-1978

Backlash against Good Design and Modernists. Questioned rationalism, technology and consumerism. Countercultural, subversive. Buckminster Fuller. Based in Italy. Transitional to Post Modernism.

High Tech/ Matt Black 1972-1985

Industrial design elements. Used geometric formalism of Modernist, and some Radical Design, but rejected excesses of Pop.



https://www.google.com/search?biw=1218&bih=596&tbm=isch&sa=1&q=high+tech+design+movement&oeq=high+tech+design+movement&gs_l=img_3_0i30_3856_14990_0_15262_47_29_4_8_9_0_161_3354_125_26_0_0_1c_1_64_img_11_31_2884_UTZKRNQe72A#imgc=MzM6vIU4Jp74M%3A

Post Modern 1972-present

From Barthes' theories on semiotics (1957); that signs and symbols are important for communication. By removing ornamentation, Modernist design de-humanized; removed symbolic communication, and rendered designs inhumane, alienating.

Post Modernists re-introduced historic decorative motifs, often ironically, sending messages thereby.



<https://www.google.com/search?l=Tampa&q=postmodernism+design&tbm=isch&tbou&source=univ&sa=X&ved=0ahUKEwi62FeTqTLAhVBVGmKHDXDhDDKQsAQIle&biw=1218&bih=596>

http://www.open.edu/openlearn/science-maths-technology/engineering-and-technology/design-and-innovation/design/design-nutshell?_utmz=11961841751.1458101134.1458101134.1458101134.1&_utmb=1.0.10.1458101134&_utmz=1&_utmc=1&_utmv=8&_utmz=1.1458101134.1.1.utmcsr=%28direct%29|utmccn=%28direct%29|utmcmd=%28none%29&_utmz=8&_utmk=164894527

Open University Design in a Nutshell Post Modernism

Individualism reigns. Quirky-ness rules.

History of
Playgrounds