

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/>

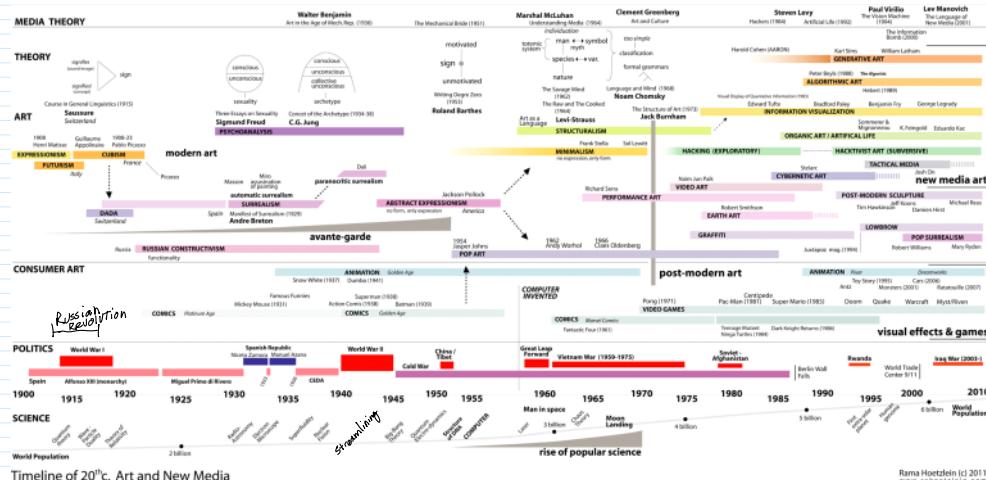
Critiques of today's post will be due Sunday 3/31 at the end of Spring Break

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.

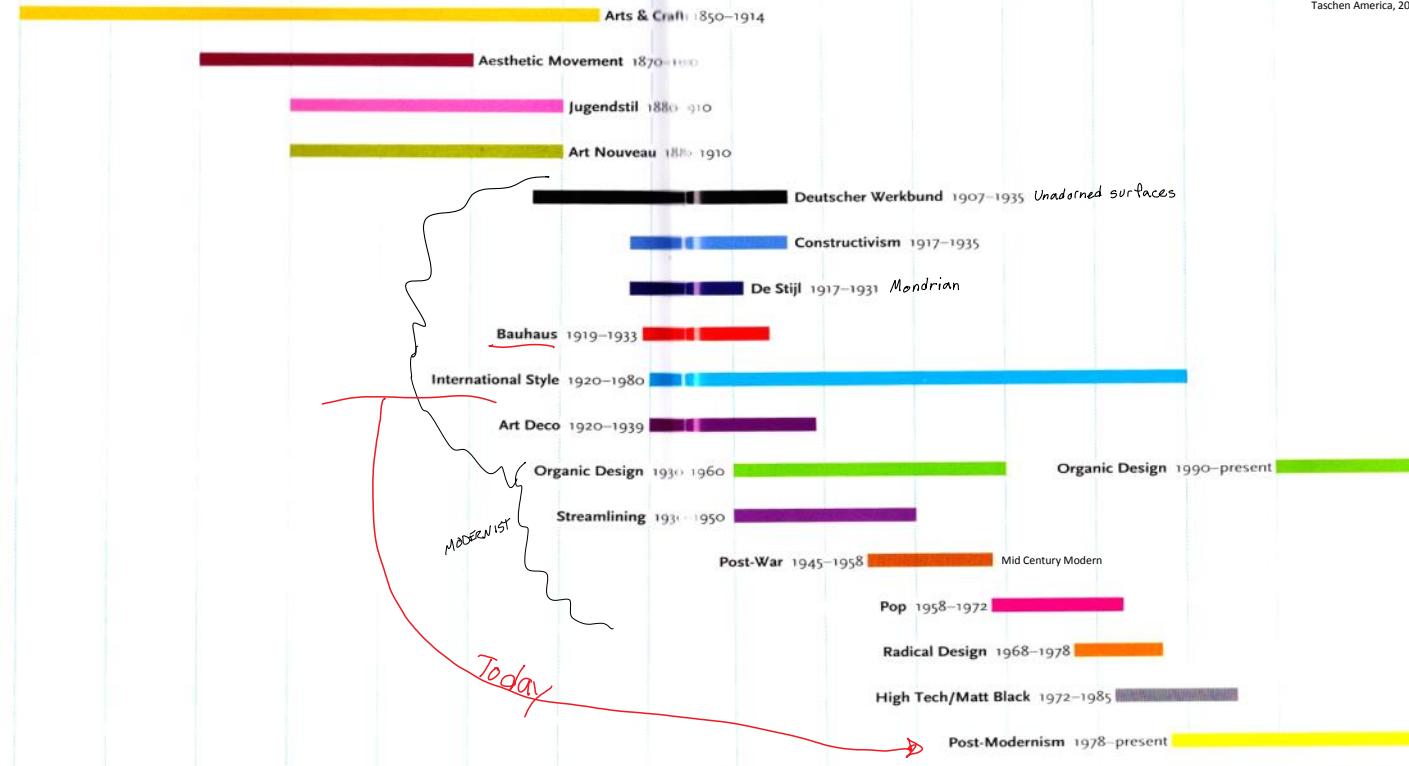


Roma Hoptzlein (c) 2011

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

1850 1860 1870 1880 1890 1900 1910 1920 1930 1940 1950 1960 1970 1980 1990

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





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

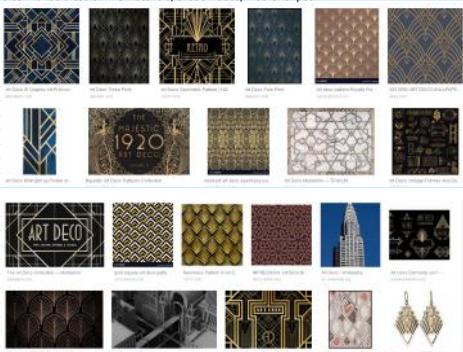
- list the common elements that identify this movement
- assemble 3 or 4 exemplar images
- present your findings to the class

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/ideabags/ap/artifacts/fiesta.htm>



Lannie's Clocktower
Lobby - Denver

https://en.wikipedia.org/wiki/Daniels_%26_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?q=1211&rlz=536A&tbm=isch&qfrank+lloyd+wright+buildings&revid=1463113666&sxs=x&ved=0ahUKEwizMpkTLAHGUlmMkxryDecD10Bfg>



Check out
99% invisible

Philip
Johnson



Also Charles and Ray Eames: unity of structural, material, functional design

More on them when we do Chairs

Other Organic design furniture



https://www.google.com/search?q=organic+design+furniture&tbo=uf&tbs=sur+obr&rlz=1C1GCEU_enUS720US720&hl=en&sa=X&sqi=1&tbo=q&sourceid=chrome&ie=UTF8&msclkid=BaQdADMAslsw-E718ln-1278dn-1

Led to Biomorphism

Unlike Organic Design, which is informed by nature and attempts to capture its abstract essence, Biomorphism copies and often distorts forms found in the natural world for purely decorative purposes.

From Fiell *Design of the 20th Century*

Biomorphism is an **art movement** that began in the 20th century. It models artistic design elements on **naturally occurring patterns** or shapes reminiscent of nature and living organisms. Taken to its extreme it attempts to force naturally occurring shapes onto functional devices.

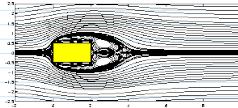
From <https://en.wikipedia.org/wiki/Biomorphism>



Kidney shaped pools; kitchy 1950's appearances.

Streamlining 1930-1950

Streamlines in a flow are defined by being tangent to the flow field. Streamlines show the direction of the flow.



<http://www.ams.sunysb.edu/~dyu/album/node3.html>

aspect ratios = 2.

When an object follows the contours of the flow streamlines, drag is reduced (form drag, not viscous drag). This is 'streamlining' the object.



http://web.mit.edu/13.021/13021_2003/Lifting%20surfaces/lecture.htm

This was discovered as aeronautics was developed, WWI to WWII. It percolated into the popular culture.

http://www.open.edu/openlearn/science-maths-technology/engineering-and-technology/design-and-innovation/design/design-nutshell?_utm_a=1.327521839.1458097201.1458097201.1458097201.1&_utm_t=1.10.14580972018..utm_c=18..utm_x=&_utm_y=1.1458097201.1.utmcr=%28direct%29&utmccn=%28direct%29&utmcmd=%28none%29&utm_r=&_utm_k=139868599

Open University Design in a Nutshell: American Industrial Design



https://www.google.com/search?q=american+industrial+design&tbo=uf&tbs=sur+obr&rlz=1C1GCEU_enUS720US720&hl=en&sa=X&sqi=1&tbo=q&sourceid=chrome&ie=UTF8&msclkid=BaQdADMAslsw-E718ln-1278dn-1

Post War Design

Wikipedia says that American version of Bauhaus and International is **MidCentury Modern**.

"Good Design" = Rational approach to design process using the formal, technical and aesthetic principles of the Modern Movement. Used heavily at Braun. Designer: Dieter Rams



Scandinavian design

Kitchen Stories -film

Pop 1958-1972

Andy Warhol, Roy Lichtenstein and Claes Oldenburg

Plastic, bright colors, simple shapes.

Pop had 'Anti-Design' associations, countered Modern Movement's 'Less is More'. Fun, not sober. Drew on Art Nouveau, Art Deco, Futurism, Surrealism, Op Art, Psychedelia, Eastern Mysticism, Kitch and Space Age.

Comic books.



https://www.google.com/search?q=pop+design+movement&source=lms&tbo=isch&sa=X&ved=0ahUKEwin4PTo8TLAhV09WMKRIwDh4Q_AUBypB&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?hl=en&q=high+tech+design+movement&qf=high+tech+design+movement&gs_l=img_3_0i30_3856_14990_0_15_262_47_29_4_8_9_0_161_3354_125_26_0_..._1c1_64.img_11_31_2884.UtZKRNQef2A#imgrc=M7M6vJU4jle74M%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 inhuman, alienating.

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



<https://www.google.com/search?q=postmodernism+design&tbo=isch&tbo=u&source=univ&sa=X&ved=0ahUKEwi62feTqCTLAvBVGMKHxDdkQsAOIlg&biw=1218&bih=596>

http://www.open.edu/openlearn/science-maths-technology/engineering-and-technology/design-and-innovation/design/design-nutshell?_utmam=1.1961841751.1458101134.1458101134.1458101134.1&_utmb=1.0.10.1458101134&_utmc=1&_utmx=&_utmz=1.1458101134.1.1.utmcsr=%28direct%29&utmccn=%28direct%29&utmcmd=%28none%29&_utmv=&_utmk=164894527

Open University Design in a Nutshell Post Modernism

Individualism reigns. Quirky-ness rules.

History of
Playgrounds