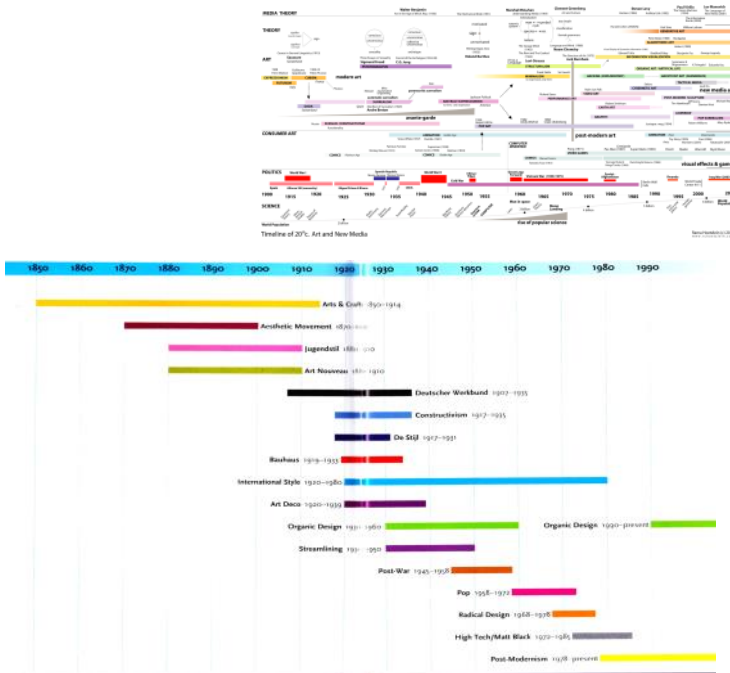


12 International Style to Organic Design

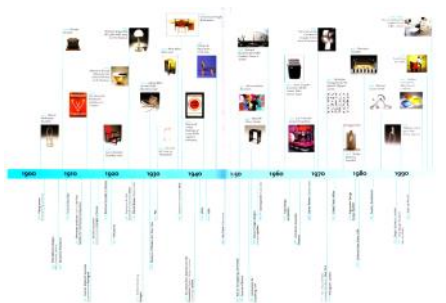
Friday, February 12, 2021 12:45 PM

Admin

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



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



De Stijl

(/dəˈstɑːl/; Dutch pronunciation: [dəˈsteil]), Dutch for "The Style", also known as **neoplasticism**, was a Dutch [artistic](#) movement founded in 1917 in Amsterdam. The De Stijl consisted of artists and architects [\[1\]](#) In a narrower sense, the term *De Stijl* is used to refer to a body of work from 1917 to 1931 founded in the [Netherlands](#).^{[\[2\]](#)[\[3\]](#)} Proponents of De Stijl advocated pure [abstraction](#) and universality by a reduction to the essentials of [form](#) and [colour](#); they simplified visual compositions to the vertical and horizontal directions, and used only [primary colors](#) along with [black](#) and [white](#).

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



Yup. **Mondrian**, among others.

Black, White, Red Effect anyone? See Universal Principles of Design videos on LinkedIn Learning, or hardcopy book

Modernism

Design in a Nutshell, from the British Open University:

http://www2.open.ac.uk/openlearn/design_nutshell/index.php#

A) Yes, I am a modernist

B

C Meh

D

E

hate modernism



International Style 1920-1980



https://www.google.com/search?q=international+style&source=lnms&tbm=isch&sa=X&ved=0ahUKEwiQidv98PLAHUjBF2MKHY3aAwQ_AUIBv_gB&biw=1218&bih=388

The **International Style** is the name of a major [architectural style](#) that is said to have emerged in the 1920s and 1930s, the formative decades of [modern architecture](#), as first defined by Americans [Henry-Russell Hitchcock](#) and [Philip Johnson](#) in 1932, with an emphasis more on architectural style, form and aesthetics than the social aspects of the [modern movement](#) as emphasized in Europe. The term "International Style" first came into use via a 1932 exhibition curated by Hitchcock and Johnson, *Modern Architecture: International Exhibition*, which declared and labelled the architecture of the early 20th century as the "International Style". The most common characteristics of International Style buildings are said to be: i. rectilinear forms; ii. light, taut plane surfaces that have been completely stripped of applied ornamentation and decoration; iii. open interior spaces; iv. a visually weightless quality engendered by the use of cantilever construction. Glass and steel, in combination with usually less visible reinforced concrete, are the characteristic materials of the construction. ^[1]

With the surge in the growth in cities in the first half of the twentieth century, particularly after [World War II](#), the International Style provided an easily achievable style option for vast-scale urban development projects, "cities within cities", intended to maximize the amount of floor space for a given site, while attempting to convince local planners, politicians and the general public that the development would bring much-needed wealth to the city while, on the other hand, rejecting the proposal would lead to the development being taken to a different, competing city. ^[2]

Activity: Can you recall any International Style architecture from your home town?

From <[https://en.wikipedia.org/wiki/International_Style_\(architecture\)](https://en.wikipedia.org/wiki/International_Style_(architecture))>



'Iconic' or 'eyesore'? Colorado Building up for landmark status in Boulder

Nine-story, 100-foot tall downtown building would be illegal under city's height limit

By Erica Meltzer
Camera Staff Writer

International Style architecture is ugly

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree



International style furniture



<https://www.google.com/search?ibm=isch&q=internationalist+style+furniture&evie=530428988&ca=X&ved=2ahUKEwfrnd7y98PLAHVVSWMKHVZ6ApBQ1QIKK&dur=1.5&biw=1218&bih=388>

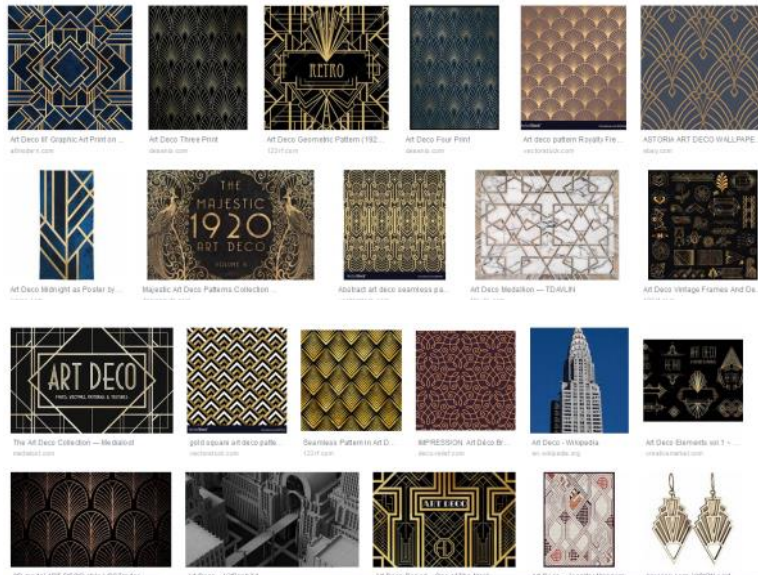
International Style furniture is ugly

1. Strongly agree
2. Agree
3. Neutral
4. Disagree
5. Strongly disagree

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.



Boulder Courthouse
Napier, in New Zealand

14%
36
32
18
0

9%
32
9
32
18

Tulsa Oklahoma Church
Great Gatsby
Rockefeller Center, Empire State building in NYC

Officially killed by WWII and International Style, revived in the 1960's. Fiesta ware lives.

<http://www.smithsonianeducation.org/idealabs/ap/artifacts/fiesta.htm>



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

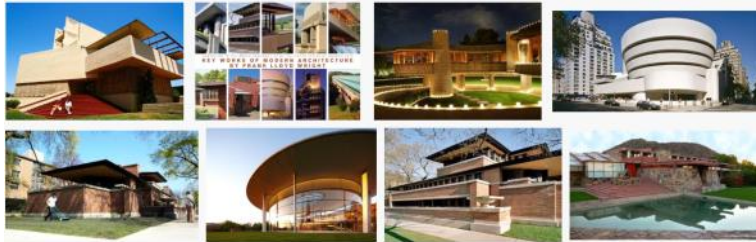
Humanized design. Wholistic approach:

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?biw=1218&bih=596&tbn=isch&q=frank+lloyd+wright+buildings&revid=1463113666&sa=X&ved=0ahUKEwjigMePkSLAUG9mMKHezyDgcQ1QIlg>



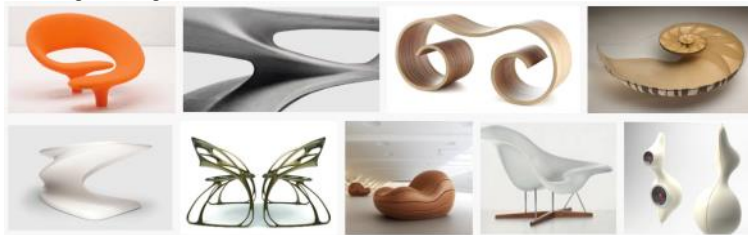
check out
99% invisible

<https://99percentinvisible.org/episode/usoniu/>
Usonia

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

More on them when we do Chairs

Other Organic design furniture



Philip
Johnson?
New Caanan
House
Museum

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

https://www.google.com/search?q=organic+design&tbn=isch&tbn=isch&source=univ&sa=X&ved=0ahUKEw9lon_kMTIAHVN_GMKHTN_BakQsAQIHA&biw=873&bih=527&dpr=1.5

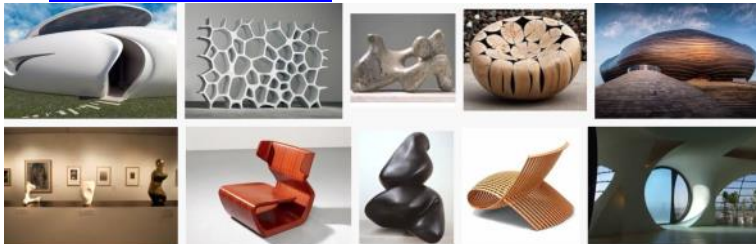
Led to Biomorphism , Biomimetics, in robotics today

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; kitschy 1950's appearances.