

# 16 International Style to Organic Design

Friday, February 12, 2021 12:45 PM

START ZOOM recording

## Admin

Today: Some of your feedback, quick fixes

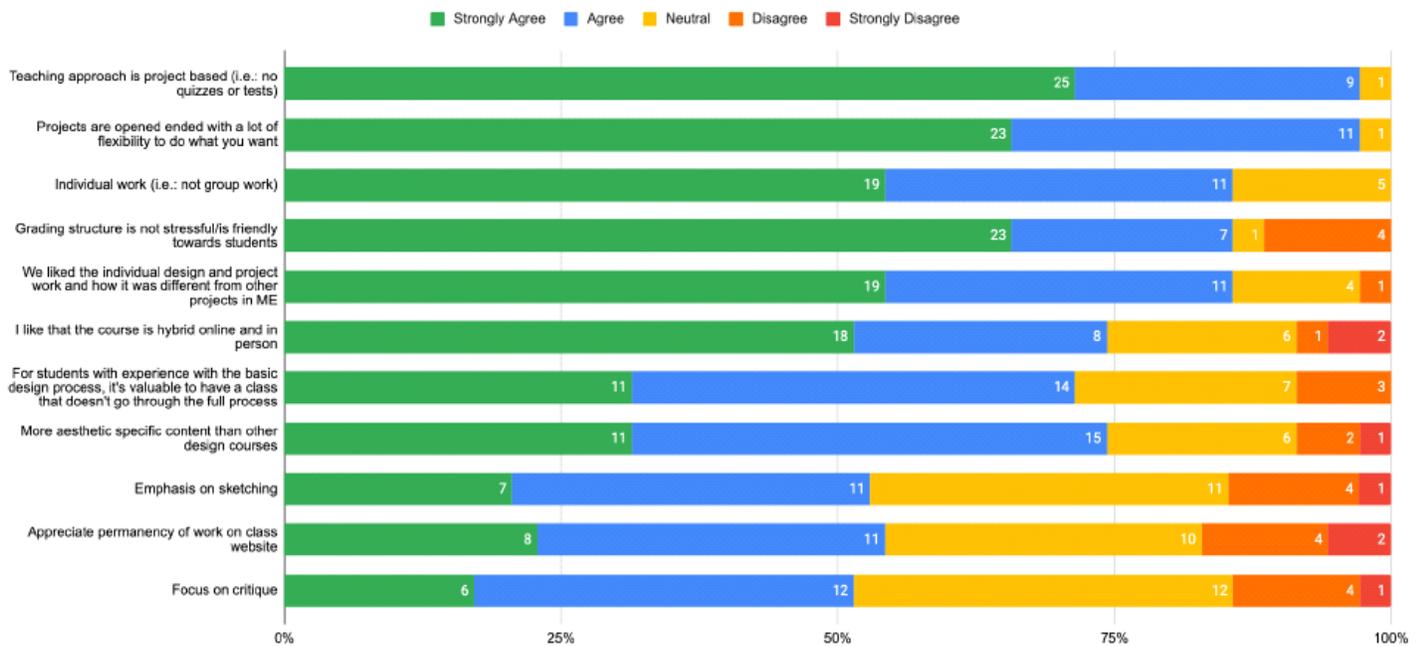
March 6	Alex Kelling	Augustus Saint-Gaudens	Michael Daily	Upcycle critique
---------	--------------	------------------------	---------------	------------------

Yes, clickers today

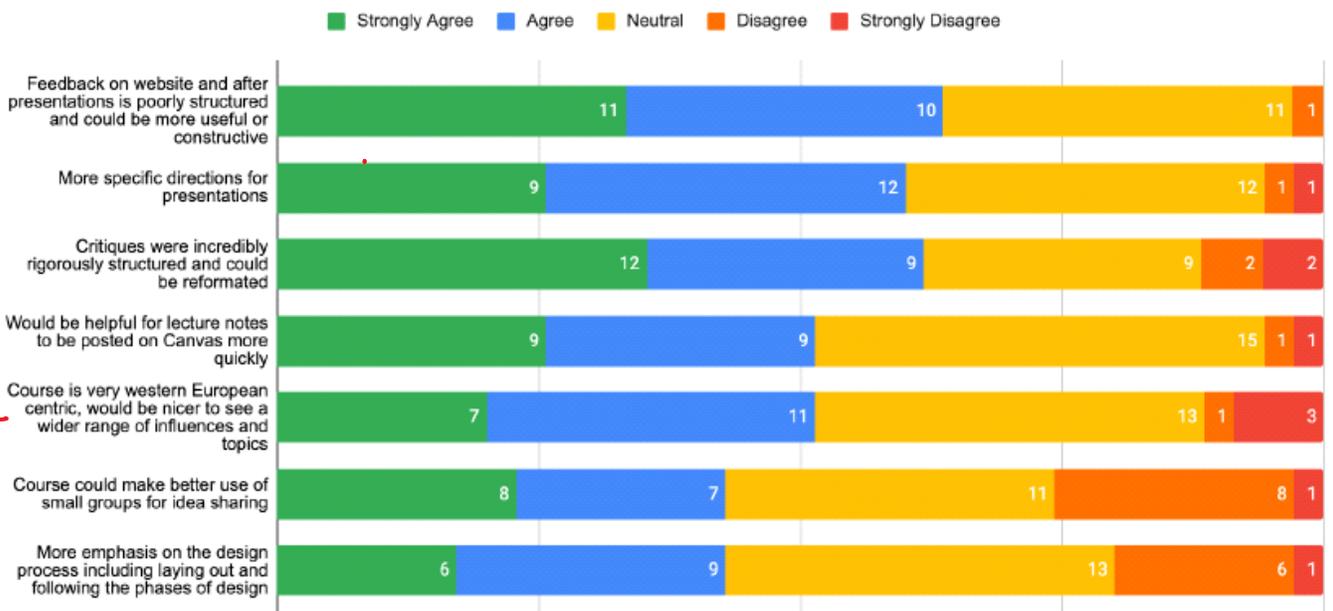
More history of design; mid 20th century, US, Euro  
 Sketching: Shade and shadow

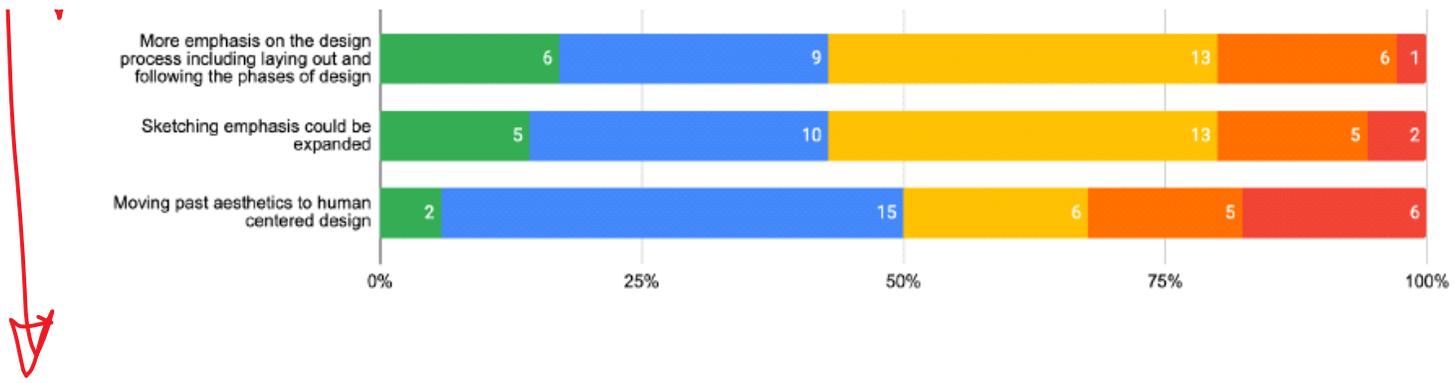
Some of your feedback. About half the class participated.

### Course Strengths

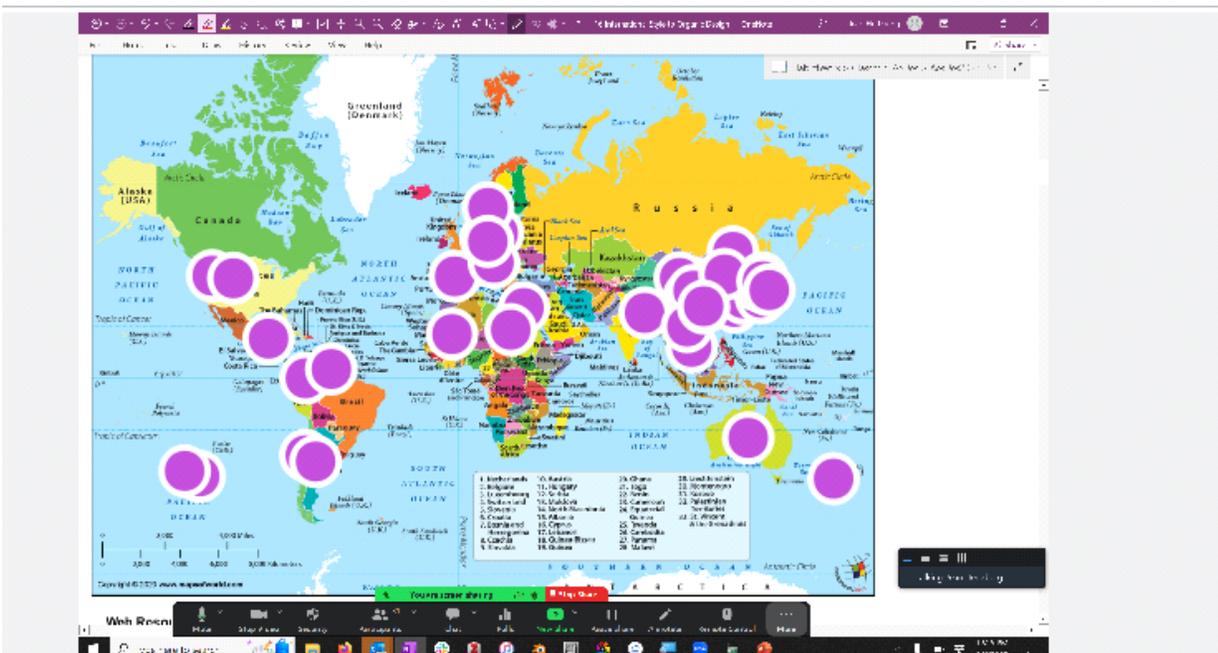


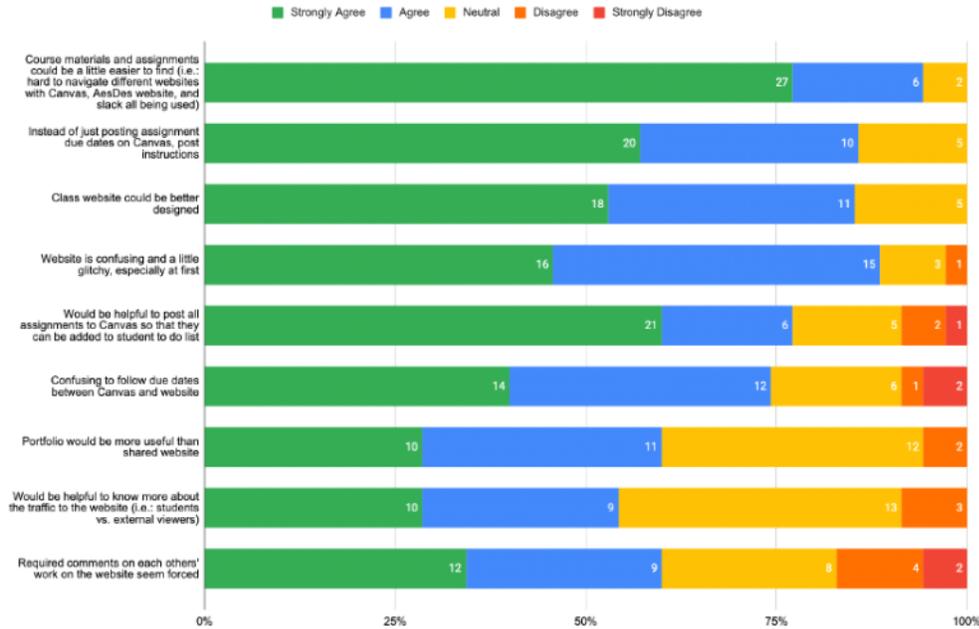
### General Course Improvements





After history of design we'll look at 'Universal Principles of Design'  
 Meanwhile, what cultures do you want to learn more about? Clicker Target





Much pain around Canvas assignments. Eileen and I will come up with questions to probe specifics.

**ME Faculty Search Research Seminar**



**Grace Burleson**  
University of Michigan  
Wednesday, March 29th  
9:30am-10:30am EST (1870)



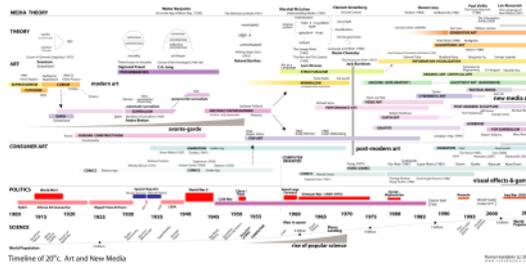
**Title:** Advancing engineering design methods for social and environmental outcomes

**Abstract:** Are you interested in designing engineering solutions that lead to improved social and environmental outcomes? In this talk, Grace Burleson will explore ways in which engineering designers can expand their design approaches and methods to consider broader socio-technical considerations that could ultimately lead to improved social and environmental outcomes. Burleson will share her work developing new methods to test a product's contextual suitability and present an example case study from her ethnographic field study in Uganda. She will also share her most recent work advancing the field's theoretical conceptualization of "context" in design. Through a qualitative study of novice and experienced designers from various engineering fields, this analysis identified over 600 contextual factors that were incorporated into engineering design processes, which she classified into 22 categories to further develop a taxonomy of "context." Lastly, she will present a model that synthesizes methods and techniques used by experienced designers to gather, prioritize, and integrate contextual information into their engineering solutions.

**Bio:** Grace Burleson is a PhD candidate in Design Science at the University of Michigan where she advances socially-engaged design methodologies to better incorporate the complex social, political, and economic systems in which engineered solutions are situated. She has eight years of experience in engineering in social impact and global development applications, including her post as an ASME Engineering for Change Fellow. She has worked for NASA's Convergent Aeronautics Solutions Project, which aims to investigate problems related to the social and environmental impact of aviation solutions. In 2019, she co-founded the Maker Center for Innovation and Design in eastern Uganda, which empowers and equips communities to design and test solutions to challenges related to clean water, energy, infrastructure, and livelihood development. She earned a dual M.S. in Mechanical Engineering and Applied Anthropology and a B.S. in Mechanical Engineering from Oregon State University.

## International Style to Organic Design

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



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

## International Style 1920-1980



[https://www.google.com/search?q=international+style&source=inms&tbm=isch&sa=X&ved=0ahUKFwOid4vp98PLAhUBF2MKHY3nAFwQ\\_AUIBygB&biw=1218&bih=388](https://www.google.com/search?q=international+style&source=inms&tbm=isch&sa=X&ved=0ahUKFwOid4vp98PLAhUBF2MKHY3nAFwQ_AUIBygB&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.<sup>[1]</sup>

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.<sup>[2]</sup>

**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))



weather: Boulder, CO

Daily Camera  
**BOULDER NEWS**  
[http://www.dailycamera.com/news/boulder/ci\\_26844963/colorado-building-up-landmark-status](http://www.dailycamera.com/news/boulder/ci_26844963/colorado-building-up-landmark-status)

News ▾ Business ▾ Sports ▾ Entertainment ▾ Lifestyle ▾ Opinion ▾ Recreation ▾ Mi

HOT TOPICS: Fatal crash Buff lineman arrested Student injured camping St. Patrick's Day Parade

Home > Boulder News > Story

# '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



2020

149  
 36  
 52  
 19  
 0

International style furniture



[https://www.google.com/search?tbm=isch&q=international+style+furniture&revvid=530428988&sa=X&vedr=QahUKFwfnd7y9SPLAhVYSW\\_MKHYZ6Ag8Q1QIiKA&dor=1.5&biw=1218&bih=388](https://www.google.com/search?tbm=isch&q=international+style+furniture&revvid=530428988&sa=X&vedr=QahUKFwfnd7y9SPLAhVYSW_MKHYZ6Ag8Q1QIiKA&dor=1.5&biw=1218&bih=388)

International Style furniture is ugly

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



99  
 32  
 9  
 32  
 18