

# 17 Art Deco to Organic Design

Wednesday, March 8, 2023 12:45 PM

START ZOOM recording

## Admin

Today:

|                                                                                                                                                                                                                                                       |                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
| Perry Owens                                                                                                                                                                                                                                           | <del>Olafur<br/>Eliasson</del> |
| <a href="https://docs.google.com/presentation/d/1ogq8Xfij11hmRWzB-7YA2lt3PaVUirdupLd8UoP8SxU/edit#slide=id.g1f937c10ed4_4_18">https://docs.google.com/presentation/d/1ogq8Xfij11hmRWzB-7YA2lt3PaVUirdupLd8UoP8SxU/edit#slide=id.g1f937c10ed4_4_18</a> | Wes<br>Anderson                |

Yes, clickers today

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

The classroom interview raised some pain points that we need more information about. Please help improve the design of the course by responding to this anonymous survey: <https://forms.gle/ZCdTjmQoKssYQXq59>  
Posted in Slack



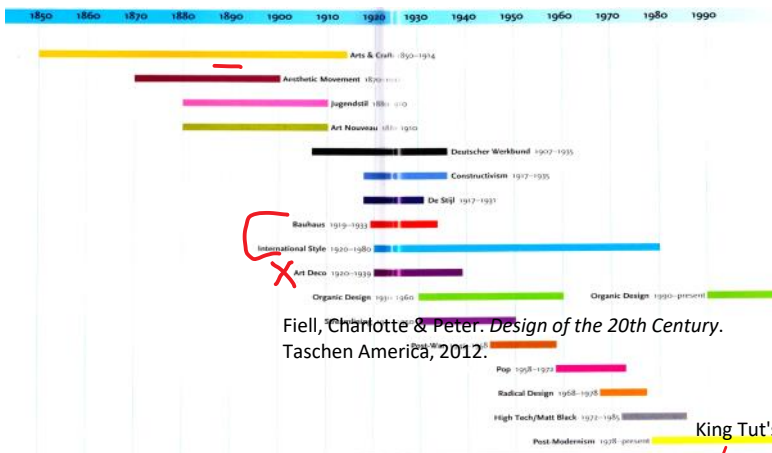
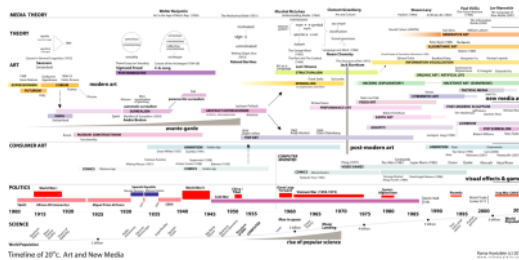
Tonight's post:

Main Project plans and inspirations

<https://www.aesdes.org/2023/01/17/schedule-2023/>

Friday: Kenny Wine, engineer, entrepreneur and AesDes alum, guest lecture.  
Attendance required. He will be in-person, available to talk after class.

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



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

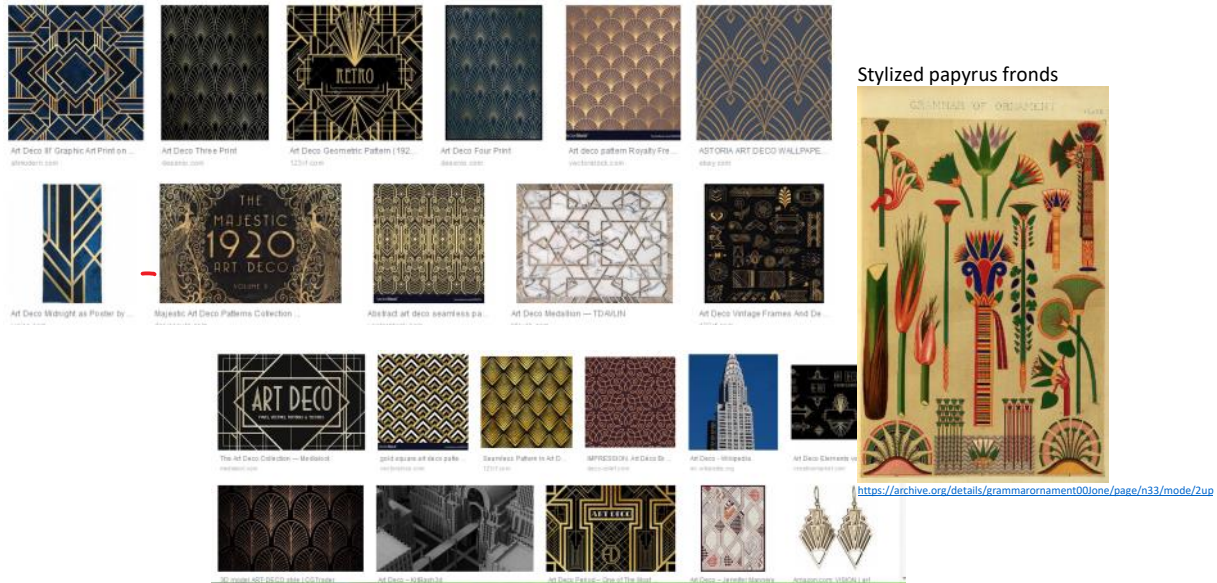
King Tut's ( Tutankhamun) tomb discovered in 1922

## Art Deco

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  
Other examples?



<https://www.masonryofdenver.com/2014/08/boulder-county-courthouse/>

Norlin Library - maybe influenced by Art Deco, time period is correct, 1940.

Officially 'Tuscan Vernacular' style

<https://www.colorado.edu/libraries/sites/default/files/attached-files/norlinlibrarytexttexture.pdf>



Norlin Library in the afternoon. (Alec Levy-O'Brien/CU Independent)

[https://en.wikipedia.org/wiki/List\\_of\\_Art\\_Deco\\_architecture\\_in\\_Colorado](https://en.wikipedia.org/wiki/List_of_Art_Deco_architecture_in_Colorado)

Officially killed by WWII and International Style, revived in the 1960's and again in 1990's. Fiesta ware lives.

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



Organic Design 1930-1960, revived 1990 - present

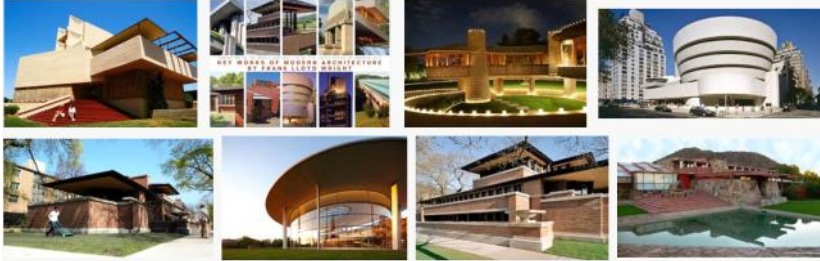
Humanized design. Wholistic approach:

**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](https://en.wikipedia.org/wiki/Organic_architecture)>

Prime example: Frank Lloyd Wright

<https://www.google.com/search?biw=1218&bih=596&tbm=isch&q=frank+lloyd+wright+buildings&revid=1463113666&sa=X&ved=0ahUKewjigMePksTLAHUG9mMKHezyDgcQ1QIJJg>



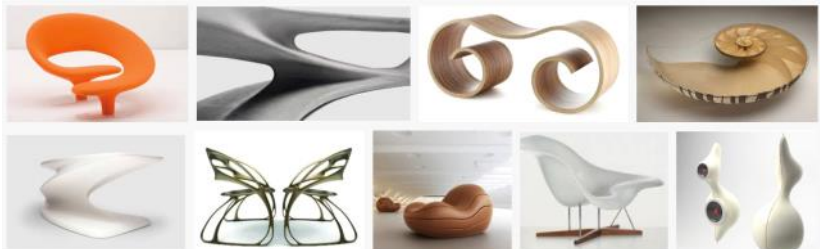
Check out  
99% invisible

<https://99percentinvisible.org/episode/usonia/>

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

More on them when we do Chairs

Other Organic design furniture



[https://en.wikipedia.org/wiki/Glass\\_House](https://en.wikipedia.org/wiki/Glass_House)

[https://www.google.com/search?q=organic+design&tbm=isch&tbu=&source=univ&sa=X&ved=0ahUKewj9ion\\_kMTLAHVN\\_GMKHTN\\_BakQsAQIHA&biw=873&bih=527&dpr=1.5](https://www.google.com/search?q=organic+design&tbm=isch&tbu=&source=univ&sa=X&ved=0ahUKewj9ion_kMTLAHVN_GMKHTN_BakQsAQIHA&biw=873&bih=527&dpr=1.5)

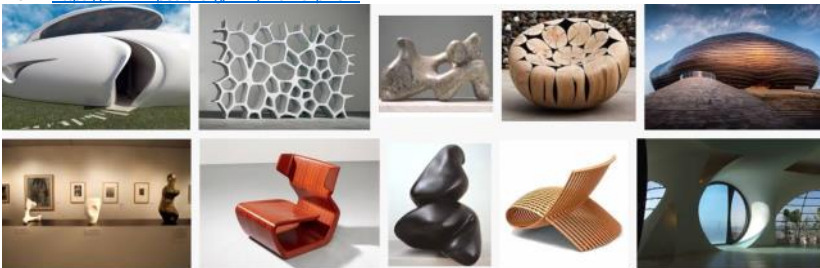
Led to Biomorphism, Biomimetics, in robotics today

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; kitchy 1950's appearances.

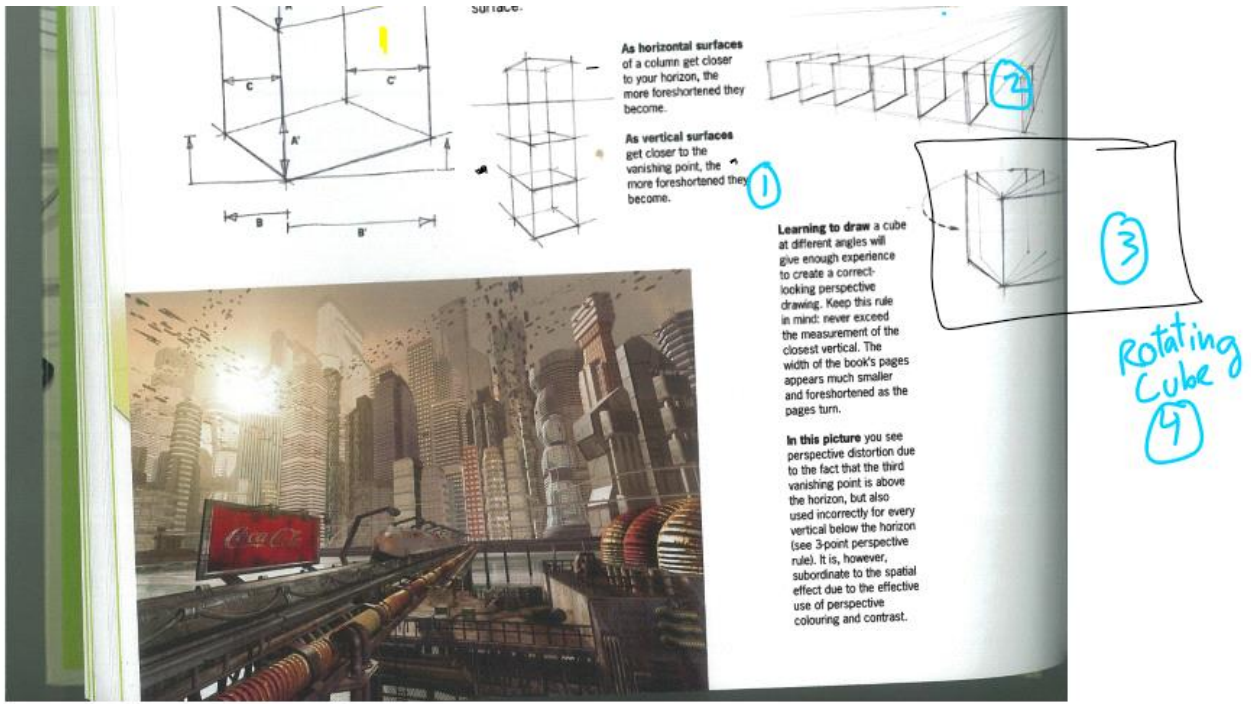
Why is this attractive? Contour Bias - part of Universal Principles of Design, (UPD) coming up after history.

## Sketching

Back a few weeks we had these exercises

Sketching: the Basic





Homework exercises. Do these in your sketchbook for practice. Not graded, but you'll be asked to compare your work with neighbors in class.

Prerequisite practice: you need to be able to draw straight lines at any angle. You can use a straight edge, but try to gain muscle memory and work towards free hand drawing

Exercise 1: Draw a stack of horizontal and

Exercise 2: vertical surfaces. In both, note the foreshortening, how a surface narrows as the surface rotates and moves away from the frontal, or central perspective.

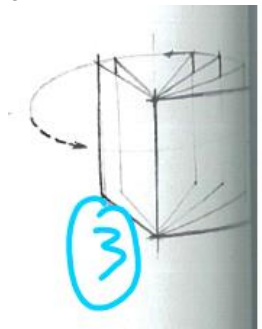
Exercise 3: draw a book standing up on a surface, with pages spread out all around

Exercise 4: Draw a rotating cube in flip book format, maybe at the corner of your notebook. Make this into a GIF to post. Have something come out of the cube at the end for fun.

W W  
22nd  
24th  
27th

- A) Didn't do any, don't want to
- B) Didn't do any, forgot about it
- C) I did one or two
- D) I did two or three
- E) I did all of them

Reset? Due dates? Will put in Canvas as a small assignment?  
Or



Pod Check-in 10 minute  
Show your HW results  
Discuss main project status