

17 Modern design movements

Monday, March 3, 2025 12:45 PM

Admin

Today

Grad presentations

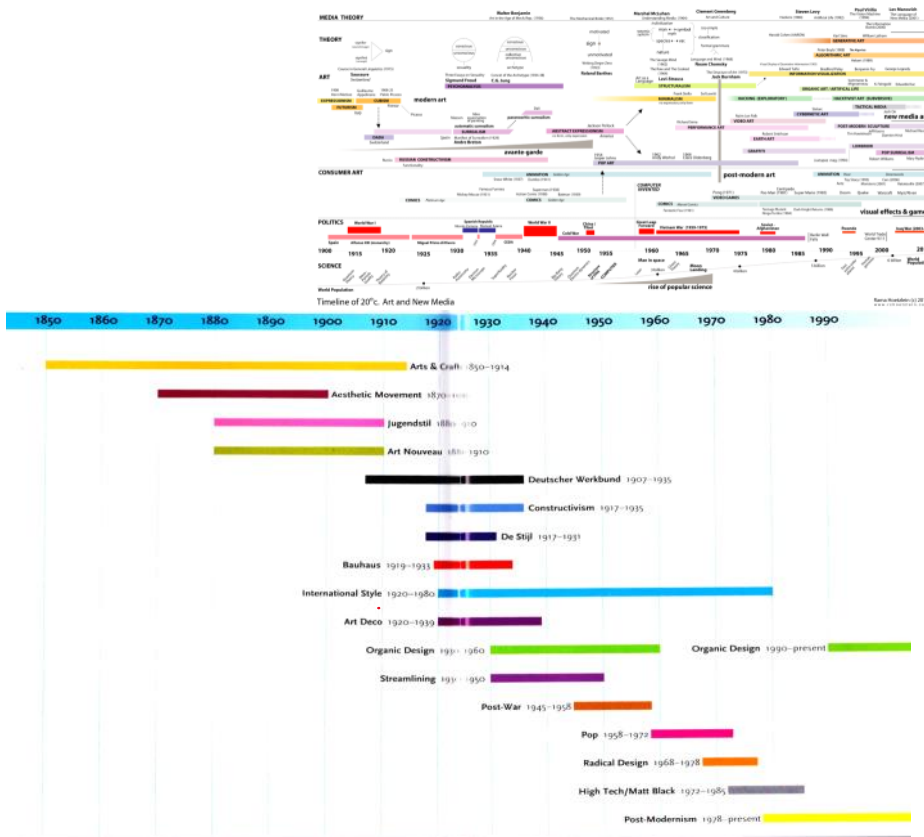
Modern/Minimalists -International Style, Art Deco, Organic Design

1/4 missing Post 6 - main project declaration. Why? Short answer iclicker.
Everybody, tell me your roadblocks. What might help? More talk time?
Schedule - Week 8!

Grad presentation today

Nicolas Rios	TBD
Ben Erickson	Cyberpunk

Modern Design Movements



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

Constructivism 1917-1935

In Russia (Revolution was 1905-1917), after WWI (1914 - 1918) and revolution, **Constructivists** believed that applied arts could bring about a new social order and so began creating utilitarian "production art" and architecture.

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



Also influenced Bauhaus.

Common design elements?

Bold colors and lines

Thick stroke text, sans serif

Flat backgrounds, high contrast lines and shapes

Not a lot of curves

Converging lines, diagonals,

Upward perspectives

Lots of red

Primary colors , red, saturated

Strong diagonals, convergence, long straight lines

Combo of organic and artificial, people in structures

Hard borders

Red

Angular

Geometric shapes

Sans serif fonts

Much text

Perspective: monumental

Looking up, convergent lines as part of graphics

Big, in-your-face text

Primary colors: red, yellow blue

Straight line geometries

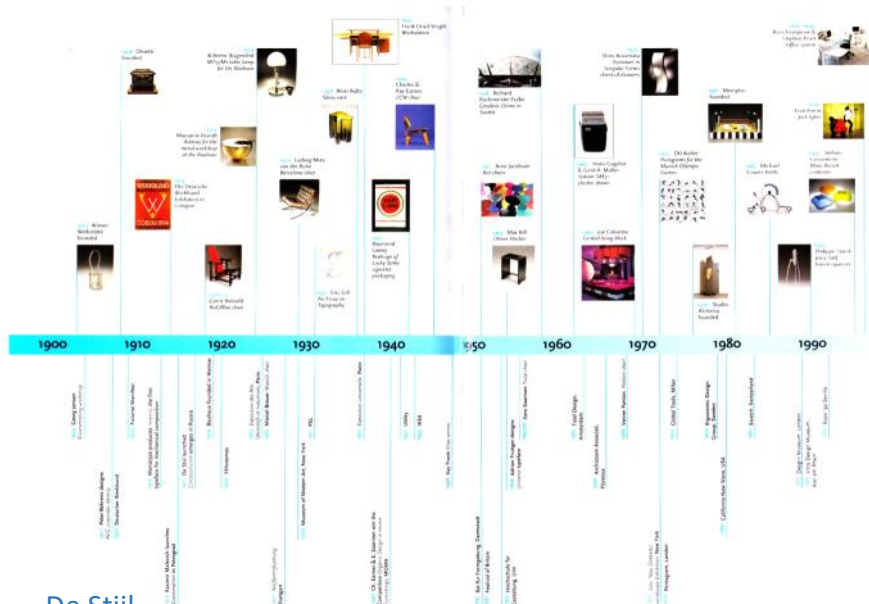
Industrial imagery

Strong diagonal

Altered typefaces, growing, curving etc

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

Taschen America, 2012.



De Stijl

(/dəˈstajl/; Dutch pronunciation: [dəˈstei]), [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

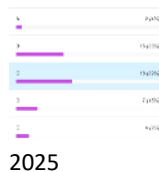


Yup. **Mondrian**, among others.

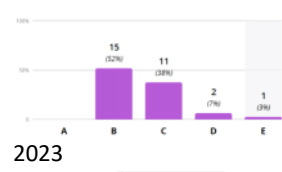
Black, White, Red Effect anyone? See Universal Principles of Design videos on LinkedIn Learning, or hardcopy book

Primary colors
Orthogonal lines
Subdivided spaces

1. Yes, I am a modernist. Form follows function. No decorations.
2. Modernist, but not in all things
3. Meh. Modernism is OK
4. Modernist designs are boring
5. Hate Modernism. It's dehumanizing.



2021



2023

2024

International Style 1920-1980



https://www.google.com/search?q=international+style&source=lnms&tbn=sich&sa=X&ved=0ahUKFwiOI4vp98PLAhU8F2MKHY3qAFwQ_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.^[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?

Post in Slack?

Ford Design Center, Evanston
Coors factory
San Diego Mesa CC
+ more.

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

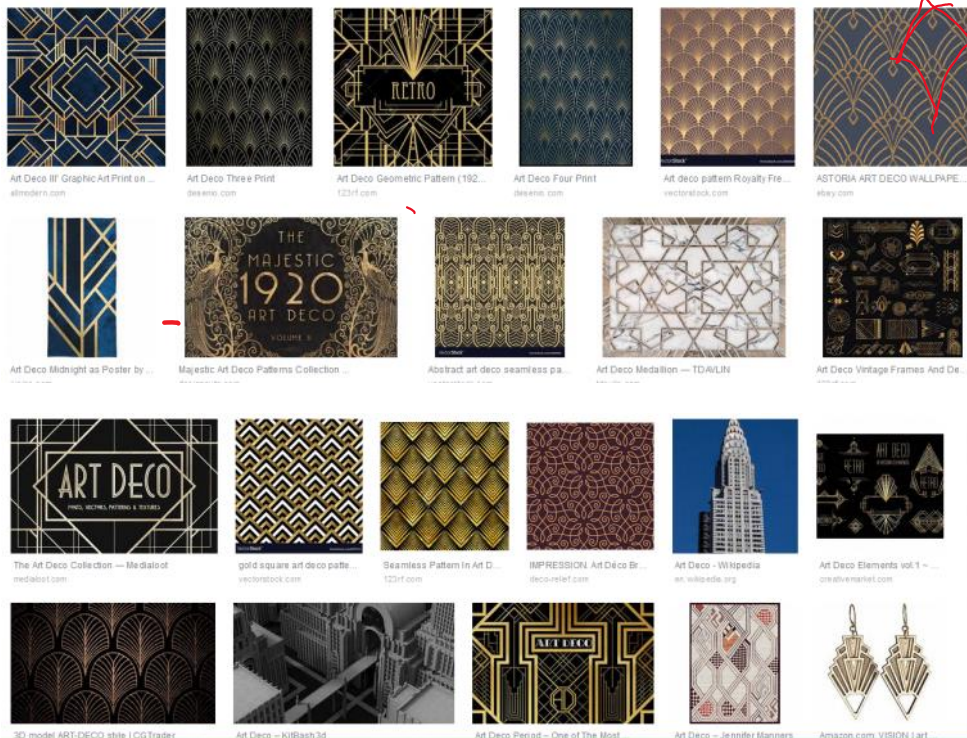
By Erica Meltzer
Camera Staff Writer

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.



Stylized papyrus fronds



<https://archive.org/details/grammarornament00one/page/n33/mode/2up>

Repeated patterns
Gilding with thin lines
No nature
Couple of colors, black

Boulder Courthouse
Other examples?



Boulder Courthouse
Other examples?



1. The Boulder County Courthouse is a large, multi-story building made of stone. It has a central tower and arched windows. The entrance is through a large archway. The building is surrounded by trees and a lawn.

<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>

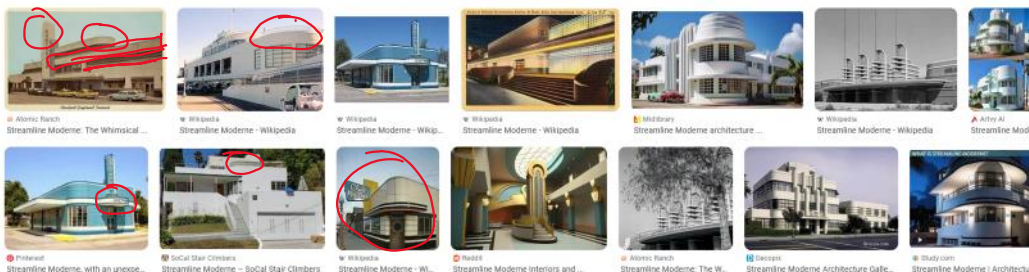


Norlin Library in the afternoon. (Alec Levy-O'Brien/CU Independent)

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

Streamline Moderne is an international style of [Art Deco](#) architecture and design that emerged in the 1930s. Inspired by [aerodynamic](#) design, it emphasized curving forms, long horizontal lines, and sometimes nautical elements. In industrial design, it was used in railroad locomotives, telephones, toasters, buses, appliances, and other devices to give the impression of sleekness and modernity.^[1] In France, it was called the *style paquebot*, or "ocean liner style", and was influenced by the design of the luxury ocean liner [SS Normandie](#), launched in 1932.

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



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>



Yes, red and ivory colored ceramic glazes from the early to mid 20th century may contain uranium oxide and thus be radioactive enough to be harmful, Fiesta ware included.

<https://sciencenotes.org/is-fiستaware-radioactive-is-it-safe-to-use/>
Newer Fiesta ware is safe.

<https://www.theartstory.org/movement/international-style/>
Goes through key ideas, artists, examples in detail.



Boulder's Modern Houses & Buildings – Self DrivingTour



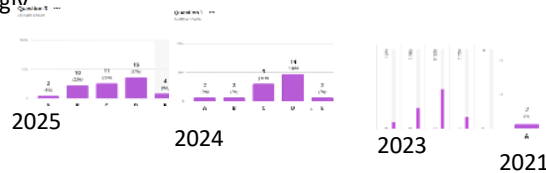
Sunshine Canyon 2013

<https://homeadore.com/2014/05/08/sunshine-canyon-residence-tha-architecture/>



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&revid=530428988&sa=X&ved=0ahUKewifnd7y98PLAhV5W0MkHY26Ap8Q1QIKAB&pr=1.5&biw=1218&bih=388>

Metal tube legs

International Style furniture is ugly

1. Strongly agree
2. Agree
3. Neutral

4. Disagree
5. Strongly disagree

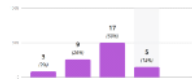
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2025



2024



2023



2021

2020

99%
32
9
32
18