

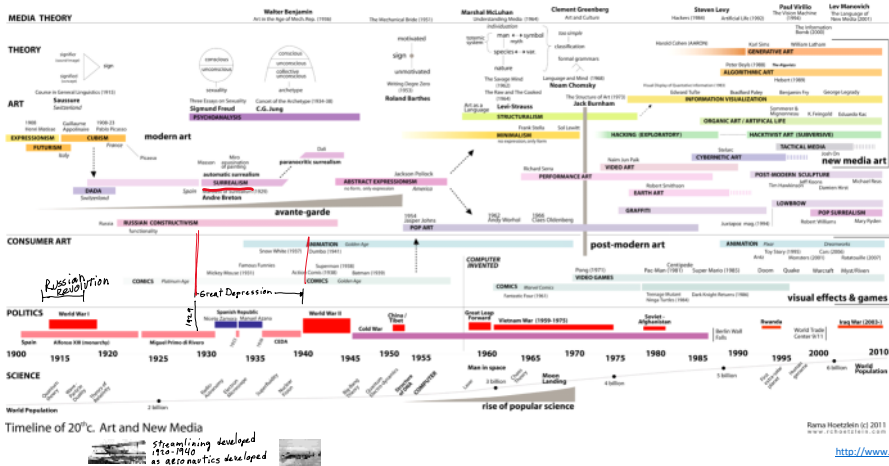
18 Organic Design - Streamlining - Mid-Century Modern, cylinders

Wednesday, March 5, 2025 3:33 PM

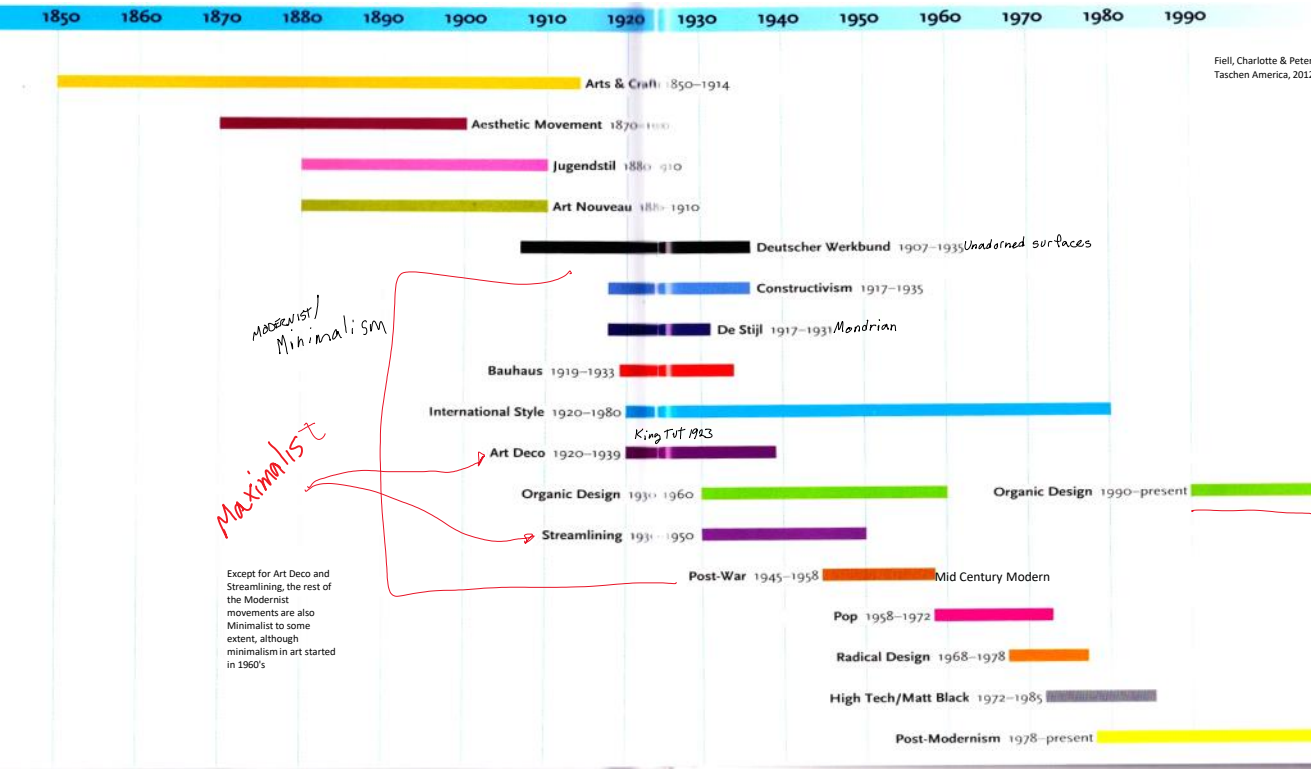
- TODAY
- Admin
- Presentations
- Organic Design
- Streamlining
- Drawing: upright cylinders

Admin

Presentation  
Allister Sequeira Michelangelo



as aerodynamics developed



Except for Art Deco and Streamlining, the rest of the Modernist movements are also Minimalist to some extent, although minimalism in art started in 1960's

Humanized design. Holistic approach:

From <[https://en.wikipedia.org/wiki/Organic\\_architecture](https://en.wikipedia.org/wiki/Organic_architecture)>

<https://www.google.com/search?biw=1288&bih=596&theme=isch&q=frank+loyd+wright+buildings&evd=1463113666&sa=X&ved=0ahUKEwiYvKXG7oTAAQjAHIAQ>



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

From <<https://www.fastcompany.com/3055758/tracing-the-long-controversial-history-of-organic-design>>

<https://www.fastcompany.com/3055758/tracing-the-long-controversial-history-of-organic-design>.

MOMA show in 1941: Winner got their piece mass produced. Prior, organic design was natural materials, made with Arts and Crafts dedication. Often curved forms but not always (think Art Deco).

After 1941, crafts portion was demoted.

Other Organic design furniture



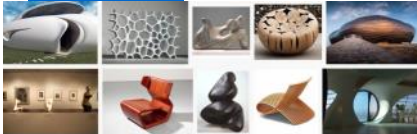
[https://www.google.com/search?q=negative+decline+the+dutch+the+netherlands&rlz=C69078N\\_Sub0oA0HkX3lqw-871&adv=577&docid=15](https://www.google.com/search?q=negative+decline+the+dutch+the+netherlands&rlz=C69078N_Sub0oA0HkX3lqw-871&adv=577&docid=15)

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*

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



Kidney shaped pools; kitchy 1950's appearances.

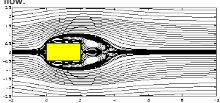
Why is this attractive? Contour Bias - part of Universal Principles of Design, (UPD) coming up after history.

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

<https://doi.org/10.1101/2020.03.10.333333>

## Streamlining 1930-1950

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



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.





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



February 1 at 2:11 PM · 

Car manufacturer Tatra explaining aerodynamics (1934) in a simple way for anyone to understand.

(Image originally extracted from Tatra T77 brochure. Photo credit: Tatra - The Legacy of Hans Ledwinka).

American Industrial Design: Design in a Nutshell (5/6)



## Post War Design

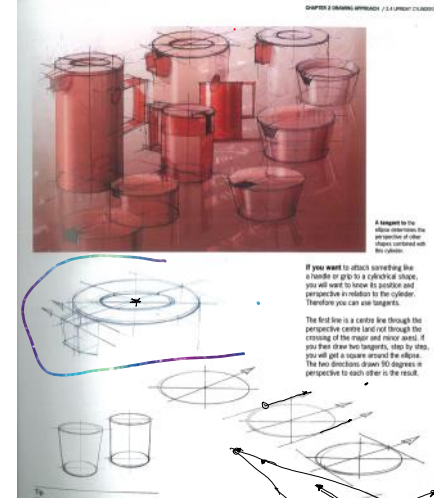
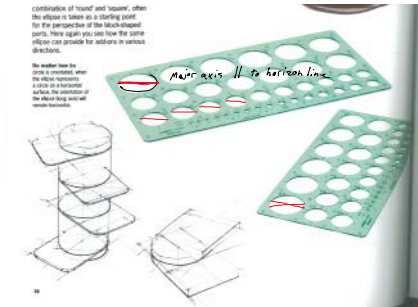
Wikipedia says that American version of Bauhaus and International is Mid-Century Modern.

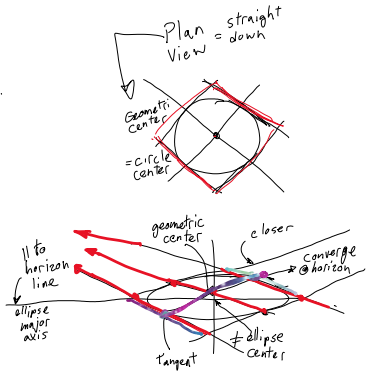
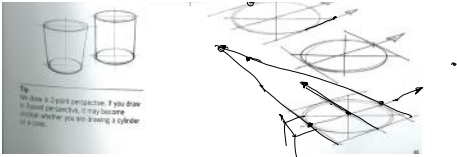
"Good Design" = Rational approach to design process using the formal, technical and aesthetic principles of the Modern Movement. Used heavily at Braun. Designer: Dieter Rams



## Sketching: Cylinders Ellipses







<https://www.aesdes.org/2023/01/27/circle-and-ellipse-drawing-practice/>