Design History
Mr. Elphick
All designers need starting points for design, whether they specialise in industrial, graphic, textile, or fashion design.

The work of other artists and designers, both today and through history, have often provided such starting points.

We are now going to look at some of the key design movements that have occurred in history.
The impetus for all modern Design (and Technology) was the invention of the Steam Engine by James Watt in 1765.

His invention helped power the Industrial Revolution which led to massive changes in society, the scale & means of production, transport and ultimately the mass migration of the rural poor into urban centres.

The IR and the mechanisation of production brought standardisation of parts to industry and the cheap production of formerly unaffordable products to the masses.

This eventually led to the formation of the “consumer society” and the “throw away culture”. Discuss.
The Arts and Crafts movement

William Morris, (1834–96) the British poet, artist and architect rejected the Victorian opulence in favour of simplicity, good craftsmanship, and good design.

In 1875 he set up Morris & Co, which produced furniture, stained glass, wallpaper, fabrics, carpets and pottery.
Morris was opposed to mass production because he believed that manufacturers were more concerned with quantity than quality.
The Arts and Crafts Movement had an important influence on Art Nouveau and the Bauhaus Movements. In this sense, it can be said to form the basis of modern design.

Other designers associated with the Arts and Crafts Movement

John Ruskin, 1819-1900

Walter Crane 1845-1915
Art Nouveau (1890–1905)

Art Nouveau was an important design movement in France and soon developed into an international movement.

The main characteristic of Art Nouveau styling was its use of flowing lines, stylised climbing plants and water lilies.

Hector Guimard’s metro designs in Paris
Gustav Klimt in Austria

Aubrey Beardsley in London
In Scotland, Charles Rennie Mackintosh was also inspired by geometric forms based on Japanese art.
Charles Rennie MacKintosh
1868–1928
Antoni Gaudí (1852–1926) in Barcelona
Art Nouveau could be described as fitting in somewhere between art and industry.

Although it encouraged a return to craft work and used some mass production techniques, some say that it delayed the development of modern industrial design. Around 1910 the Art Nouveau style virtually disappeared.
The Bauhaus (1919–33)

In Germany, the Bauhaus school became the centre of modernism and functionalism.

It laid down design principles that still influence the teaching of design and industrial design. Many of its products still look modern today.

The principal aims were to use modern materials and to combine the concepts of form and function.
The Bauhaus was founded and run by Walter Gropius between 1919 and 1928.

The basis of Bauhaus education was a preliminary apprenticeship centred on free experimentation with colour, form and material.

The goal was to offer an equal education in artistic and handicraft skills that were linked to industry. After the preliminary course, students chose one of the commercial workshops for carpentry, pottery, metalwork, textiles, stage design, photography or commercial art.
Marcel Breuer studied and taught at the Bauhaus in the 1920s, stressing the combination of art and technology, and eventually became the head of the carpentry shop.

"Wassily" chair his most famous design.
In 1922, Laslo Maholy-Nagy was appointed director of the Bauhaus metal workshop and instructor of typography. He designed all the Bauhaus books and opened a graphics studio in Berlin in 1928. He experimented with light, film and plexiglass, developing the dimmer switch in 1930.
The Bauhaus was closed in 1933 by the Nazis in an effort to stop modernism in design.

Gropius and Maholy-Nagy moved to the USA in 1937 and the New Bauhaus was founded.

There the Bauhaus style became known as the 'International Style', which was mainly concerned with architecture.

However, architects such as Le Corbusier and Alvar Alto also designed furniture that followed the principles of the Bauhaus.
“Less is more”
“God is in the detail”
Mies Van Der Rohe
“A house is a machine for living in.”

Le Corbusier
Art Deco (1925–1939)

Art Deco originated in France and its design style was thought to be highly modern and elegant.

It was influenced by the Cubist painting of Picasso and Braque, and African and Egyptian art. Art Deco focused on exclusive designer-made products, using geometric shapes, zig–zag patterns, chevrons and sunbursts, and expensive ivory, bronze, crystal, fur, animal skins and ebony
New Art Deco materials

It influenced the design of many mass-produced products made from new materials such as aluminium, chrome, coloured glass and Bakelite. Art Deco was a popular style for interior design and architecture.

Bakelite, invented in 1907, was first used as a substitute for wood and was carved out of solid blocks.

It was, however, perfect for moulding into the smooth, streamlined shapes of 1920s and 30s electrical products because it was malleable, durable and inexpensive.
“Sans Serif” Typefaces

1916 London Transport
Edward Johnston’s:
Johnstone

1926 London and North Eastern Railway
Eric Gill’s:
Gill Sans (1926)
Art deco designs
Modern design and styling

Post war American production lines and the development of a middle class with large amounts of “disposable income” and “leisure time” created a voracious appetite for new products and new styles.

The advent of the television also changed everything and became a new way of marketing products.
The fifties saw remarkable changes in society. New technologies being introduced at an alarming rate following the second world war. This coupled with the introduction of science fiction novels and comic books. Many of the designs took on a very space age look.
The corset was an essential fashion item for women and the Hour glass shape could be seen in many 1950’s products.
In the 1960s, design was seen as being an essential part of Italian culture and designers differentiated products by giving them names.

For example, the Sottsass 1969 typewriter was called 'Valentine', giving the product a sense of personality.
'Italian style' products became all the rage. The Vespa scooter, the Fiat 500, the Lancia, Alpha Romeo and Ferrari cars, furniture, espresso coffee machines and fashion products were set to become sought after design classics.
In the 1950s and 60s new synthetic materials were used to create colourful furniture which was durable, easy to clean and relatively inexpensive.

Robin Day is best known for his injection moulded Polyprop stacking chair. This was one of the first pieces of furniture to really use the mass-manufacturing opportunities that Injection Moulding created.
The furniture designer ROBIN DAY (1915–) and his textile designer wife LUCIENNE (1917–) transformed British design after World War II by pioneering a new modern idiom. He experimented with new materials in inexpensive furniture for manufacturers like Hille and she revitalised textile design with vibrant patterns for Heals.
Perhaps the most notable couple in the history of the field of industrial design. Americans, Charles (1907–1978) and Ray Eames (1912–1988) made major contributions to the emergence of industrial design as a mature discipline.

Charles Eames was an designer, architect and filmmaker who, together with his wife Ray, is responsible for many classic, iconic designs of the 20th century.
Ferdinand Porsche

Porsche is best known for designing the original Volkswagen Beetle and for his contributions to advanced German tank designs.

The beetle originally designed for Hitler as the peoples car became an iconic design of the 50’s and 60’s.
George Nelson (1904–1986)

George Nelson studied probably most famous for his 50’s designed ball clocks and marshmallow chair.

Influenced by atomic models of the time.
Youth culture

In the 1960s the growth of “youth culture” had an enormous impact on fashion and design. For the first time young people were seen as an emerging group of consumers, different from their parents.

Powerful television advertising and the use of new materials, shapes and bright colours led to the development of mass consumerism.

There were several different influences on design in the sixties and pre-eminent amongst these was the new type of music and culture of the day that rode on the back of anti Vietnam War feeling.
Pop music and the 'hippie' movement influenced graphic design, fashion and interior design.

Influenced by recreational drugs, the introduction of contraception, free love and political protest.
Verner Panton (1926–1998) is considered one of Denmark's most influential 20th-century furniture designers. During his career, he created innovative and futuristic designs in a variety of materials, especially plastics, and in vibrant colours. His style was very "1960s" but regained popularity at the end of the 20th century.
Pop Art: Images from daily life such as soup cans (Andy Warhol) became a part of art.

In packaging design, bold colours and strong visual images were used to communicate the message to buy.

Cellophane, aluminium and plastics enabled the development of new types of packaging such as 'throwaway' cans with ring pulls.
Op art, also known as optical art, is used to describe some paintings and other works of art which use optical illusions.
On July 20, 1969, the human race accomplished its single greatest technological achievement of all time when a human first set foot on the moon.
The moon landings had a huge impact on design in the early seventies. It inspired films like *2001: A Space Odyssey* and *Starwars* and television programmes like *Star Trek*. These all inspired designers to create futuristic products.

Eero Aarnio
Eero Saarinen

Finnish–American architect and product designer of the 20th century famous for his simple, sweeping, arching structural curves.
Frank Lloyd Wright 1867–1959

Organic Architecture – Falling Water
Improvements in packaging technology included the Tetrapak (1951) and moulded plastic containers that were lighter and cheaper to transport than breakable glass.
PUNK

Punk rock is an anti-establishment rock music movement which originated in the United States but quickly spread to places such as Australia and the United Kingdom around 1974-1975, exemplified by bands such as the Ramones, Sex Pistols, The Damned, and The Clash.

The term punk is used to describe the associated subculture, involving youthful aggression, specific clothing styles, ideologies, and a DIY (do it yourself) attitude.
Memphis

Memphis was an Italian design group led by Ettore Sottsass. Originally an architect, Sottsass became a consulting designer for the typewriter manufacturer Olivetti.
Memphis was the most important design group of the 1980s and designed a variety of furniture, glass and ceramic products specifically for mass production.

Memphis designers loved the fast changes brought about by fashion and their witty, stylistic design was influenced by comic strips, films and punk music.
They combined materials such as colourful plastic laminates (such as melamine and formica), glass, steel, industrial sheet metal and aluminium.

Many products were inspired by children's toys. In the 1980s the Memphis group introduced a new importance to design, so that the status of design itself grew and took over a key role in the development of individual lifestyles.
Design after Memphis

A number of designers, such as Ron Arad, Jasper Morrison and Tom Dixon, moved away from functionalism and focused on one-off design, using concrete, sheet metal, plywood and rubber.
Ron Arad (born in Tel Aviv 1951) is an industrial designer, artist and architect. He has produced furniture and lighting design for many (mainly Italian) companies including Alessi, Vitra. Currently he is Head of Design Products Department at the Royal College of Art.
Tom Dixon fell into design by accident when he found himself with “time on his hands” while recovering from a motorcycle accident. As an art school drop-out with no technical training, he taught himself how to become a designer-maker in 1983 after discovering welding when trying to repair his motorbike.

As head of design at the Habitat retail chain and now Artek, the Finnish furniture manufacturer, TOM DIXON (1959–) has combined the creative with the commercial throughout his career.
JASPER MORRISON is one of today's most influential industrial designers. Born in London, he is renowned for his ascetically elegant, quietly humorous style and has designed everything from a tray-table to a tram system.
Alessi is an Italian family-run company, famous for its playful design of affordable objects and appliances for the kitchen, created in colourful plastics and stainless steel. For the designs, Alessi attracts a selection of the world's foremost architects and designers.
Some designers, concerned about built-in obsolescence, started to use recycled materials and to design more energy-efficient products.
Philippe Starck (born January 18, 1949) is a very well-known French designer. His designs range from spectacular interior designs to mass produced consumer goods such as toothbrushes, chairs, and even houses.

The French 'super designer' Philippe Starck designed some furniture that can be recycled through the use of screw fixings rather than gluing the component parts together. Some of his other products use ecologically sound materials, like his television set made from MDF, which gives the product a more human face than using hard edge black plastic.
Frank Gehry
Gehry is best known for his sculptural approach to building design and for constructing curvaceous structures, often covered with reflective metal.

His best known work is the Guggenheim Museum in Bilbao, Spain, which is covered in titanium.

Fred and Ginger building Prague

Fish sculpture Barcelona
Other products by Frank Gehry

Pito Kettle
Jonathan Ive  Product Designer (1967–)

Working closely with Apple’s co-founder, Steve Jobs, Ive developed the iMac. As well as selling more than 2m units in its first year, the iMac transformed product design by introducing colour and light to the drab world of computing where, until its arrival, new products were encased in opaque grey or beige plastic.

Ive and his close-knit team of designers at Apple have since applied the same lateral thinking and passionate attention to detail to the development of equally innovative new products such as the the iPod and the PowerBook G4, the world’s lightest and slimmest 17 inch laptop, and the ultra-slim iMac G5.
James Dyson, CB (born 2 May 1947) is an English industrial designer. He is best known as the inventor of the Dual Cyclone bagless vacuum cleaner, which works on the principle of cyclonic separation. His other inventions include the Ballbarrow. His company has recently launched a new design hand drier.
Sir Terence Conran  
(born in Esher Surrey on October 4, 1931)

Terence Conran (Sir) is one of the world's best known designers. He opened 'Habitat' – a store that heralded the beginning of accessible designs for the home. The opening of these stores saw the general public eagerly buying the products sold there – and in so doing perhaps showing they were becoming more design conscious.

He has also been involved in architecture and interior design, including London's Michelin House (which he turned into the restaurant Bibendum) and the Bluebird Garage both in Chelsea—————
Some interesting design websites:

www.alessi.it
www.fiamitalia.it
www.fratelliguzzini.com
www.kartell.com
www.moroso.it
www.vitra.com
www.tribu-design.com
www.framemag.com
www.architonic.com
www.designboom.com
www.museum.vic.gov.au
www.designmuseum.org/design
www.philippe-starck.com
www.designaddict.com