

Ways of Perceiving

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Word Count: 1, 260

I am exploring the fluidity of art and design, combining the two in order to evaluate the effect it has had on product design throughout its history, and the notion that design and art can be one of the same, while maintaining commercialism.

I am supporting my statement that art and design can work hand in hand by comparing it to a statement made by Alan Watts in a television recording named 'Conversation with Myself', made in 1971.

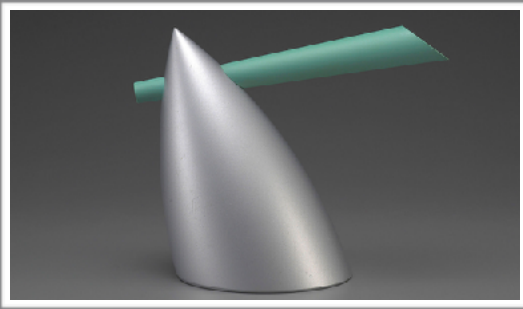
Alan Watts stated "Where there are no bees, there are no flowers. Where there are no flowers, there are no bees. Essentially, they're one organism." However, in contrast to this, graphic designer Milton Glaser commented at the Guggenheim Museum in New York City that "Design is the process of going from an existing condition to a preferred one, observe that there's no relationship to art."

The statement of 'no bees, no flowers', can also refer to art and design. I believe that without art there would be no design because without applying art, we are only engineers. It is the contrast of the two that has created design; combining engineering with art.

In relation to the quote by Milton Glaser, art also can take the consumer from an existing condition to a preferred one through emotions, which is why I feel there is no argument to this opinion, and it is a contradiction to itself.

I went on to compare the opinion of Milton Glaser to the designer and architect Alberto Alessi who stated on his worldwide official website (alessi.com), "A true design work must move people, convey emotions, bring back memories, surprise, and go against common thinking." According to the Oxford dictionary, the meaning of art is described "to be appreciated primarily for their beauty or emotional power." In conclusion, Alessi suggests his design is combined with artistic values. From a 2014 online design blog, Alessi explains "The emotion and the expression of the art is much more important than the function." (Hobson, 2014)

Alberto Alessi sat for an interview with Dezeen during 2014, on the seventh of October in which he stated that Aldo Rossi, was not a believer in form follows function. (Alessi, 2014). Rossi was a designer and architect whom worked for Alessi alongside Philippe Starck, Also was the designer behind the La Cupola.



Hot Bertaa Kettle by Philippe Starck for Alessi

Philippe Starck is another designer whom also designs for Alessi. I am a personal fan of his most icon products, the Juicy Salif lemon squeezer 1990 and the Hot Bertaa Kettle 1989. These two products are specifically important in my argument of design v art, because of their design flaws.



Juicy Salif lemon squeezer by Philippe Starck for Alessi

Starck's postmodernist designers have outstanding aesthetics with smooth curves; however the function of each of these products has failed and they do not fulfil their purpose. With this being said they both maintain sculptural values. In relation to form without function, I must argue the point of design without concept being art.

Referring back to Glaser's quote "Design is the process of going from an existing condition to a preferred one, observe that there's no relationship to art." Also blogged on García Media, (García R. Mario, 2016, García Media.) Even the most renowned designers have a narrow mind when it comes to the boundary of

what design is and commonly believe that art is a completely different topic with no relation to aesthetics.

I personally believe that a product does not need to have a function to be commercial nor does a product need to remain with a purpose to have value. A product that is aesthetic but also has no

function can be equally as commercial based off its artistic purpose, just as a painting or ceramics can be commercial because of its aesthetics.

I felt it was necessary to include the work of Šípek as his style of design is very out of the usual restraints of what design can be, with that said, his products maintain functional while possessing artistic value.



'Bambi' chair by Borek Šípek.

Šípek is a furniture designer whom also designs tableware and silver-work. He has become a successful product designer for the



'Ernst und Geduld' chair by Borek Šípek.
Translated - 'Seriousness and Patience'.

company Steltman & Co, and on his online blog (<http://www.sipek.com>) it has been stated that work produced by himself for the Steltman company are limited editions pieces. Although Šípek is a designer with an eye for art, in comparison to Philippe Starck and his work, Šípek has a more renowned way of exploiting his artistic value and maintaining abstract qualities.

Despite the work of Yiqing Yin Haute being along the textiles and fashion media, it is important to include as there is still a design process within assembling or arranging fabric. The

spring 2013 collection by Yiqing Yin Haute is important because of the unpracticality of the garment. The yarn vines and colour is to represent a more creative unwearable



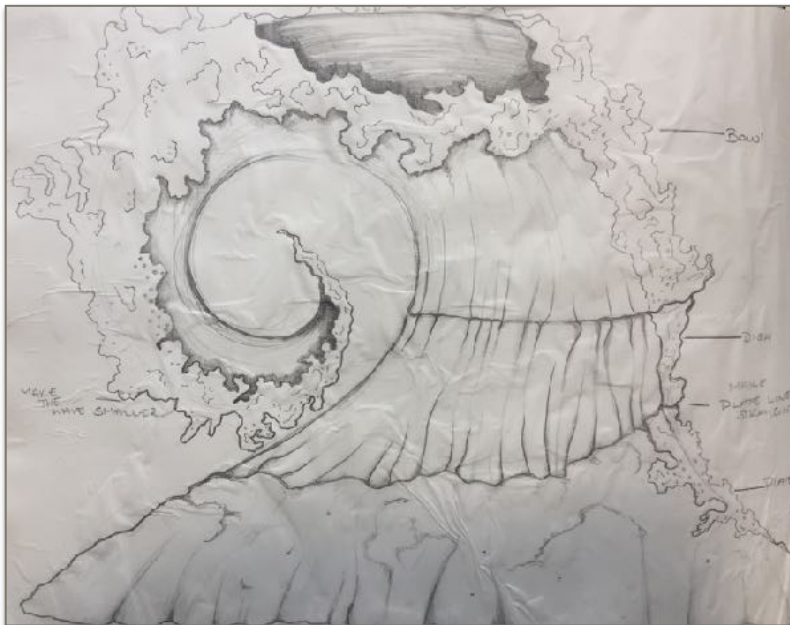
value such as expressing the beauty of internal bodies, expressing artistic values of organs using fabric. The garments have been designed in that way with the intention of being creatively different and symbolising veins, blood and ribs. This collection was inspired by Russian sculptor named, Naum Gabo, which is where I

can use this evidence to support my argument of the art and design crossover, as this designer has used influence from an artist. The collaboration between Yiqing Yin Haute and Naum Gabo was written about in the (WWD, Paris runway, 2013, Spring 2013 couture collection).

In an imagined exhibition I would want reflect on the concept of art emerging with design. It would include extravagant artistic sculptures with the ability of functionality, in which would question the value of being a product, along with products which maybe without function, or classed as 'failed products'; However, so beautiful they can be categorised as an artistic piece. This would throw off viewers and have people question what they know to be design and what they know to be art. I would want to include my own art and design work as I thrive on the practice of combining the two medias, along side the named artists I spoke about earlier in my writing.

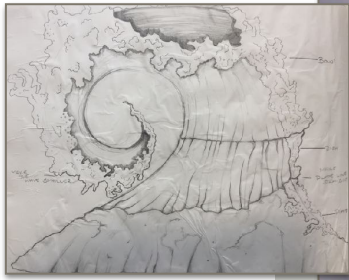
The exhibition would include a range of mixed media to exploit the notion of a free range life of design, looking at artist, fashion designers, product designs, furniture designers and so on. The reason behind arranging an exhibition where there is no one set image of design is because I have argued the case of design having a fluid concept and being more than just its traditional form. I would like to portray an illusion of what design could look like in years to come and the future of art and design where there is no right or wrong. I would use the opportunity of an imagined exhibition to open peoples minds in terms of what it means to be a product and what it means to be art and how they could be both.

The reason behind including a ceramic sculpture by Denise Romecki, is due to a 'Family of three' project tasked to me in the first semester of year one of my design degree. The intention was to



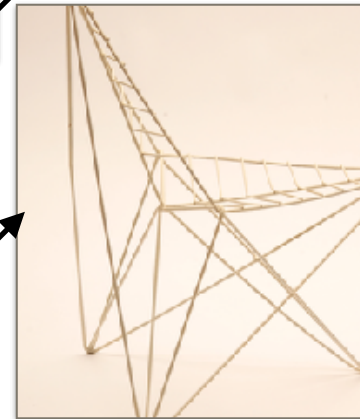
implement a ceramic sculpture in three segments, each of the would have a function of being a bowl, dinner plate and a side dish. This concept ties into the suggestion of art with functional qualities can qualify as design.

'Family of three', Briony Howells, UWTSD, semester 1, year 1. 2017

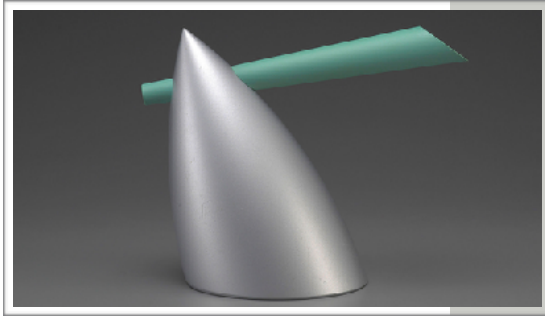


'Waves', Denise Romecki

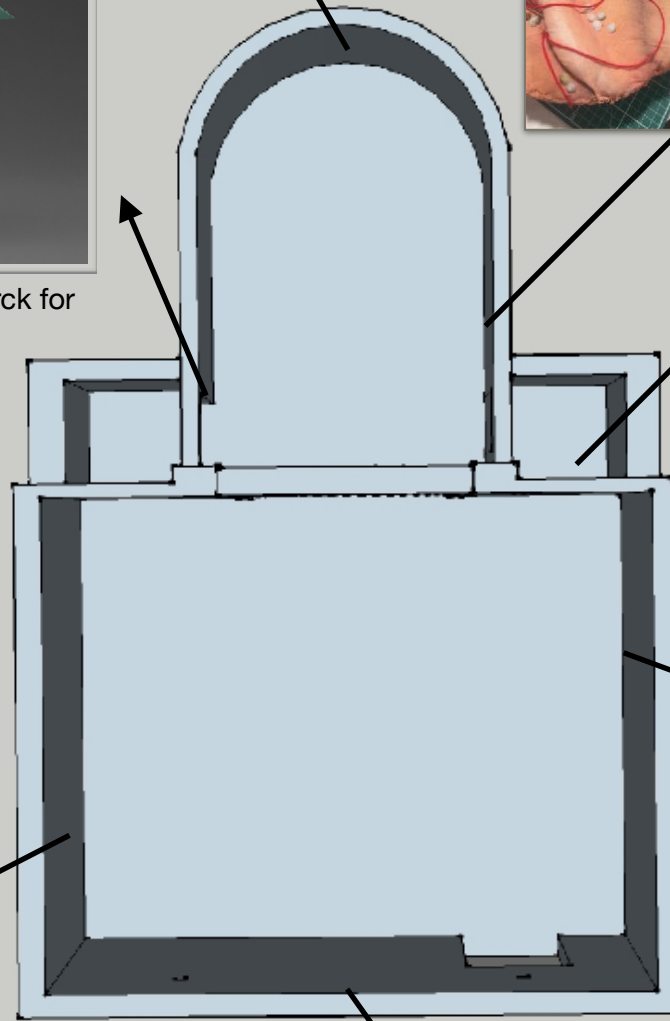
'Modular project made from recycled materials', Briony Howells, UWTSD, semester 2, year 1, Pillows. 2018



'Wire chair', Nanna Kiil



Hot Bertaa Kettle by Philippe Starck for Alessi



Juicy Salif lemon squeezer by Philippe Starck for Alessi



The spring 2013 collection by Yiqing Yin Haute.

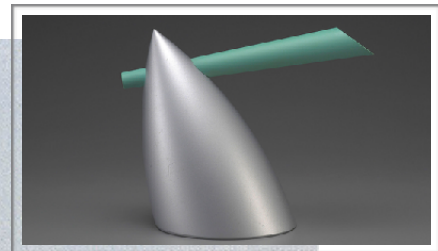


Fernando Vicente, Anatomical Paintings

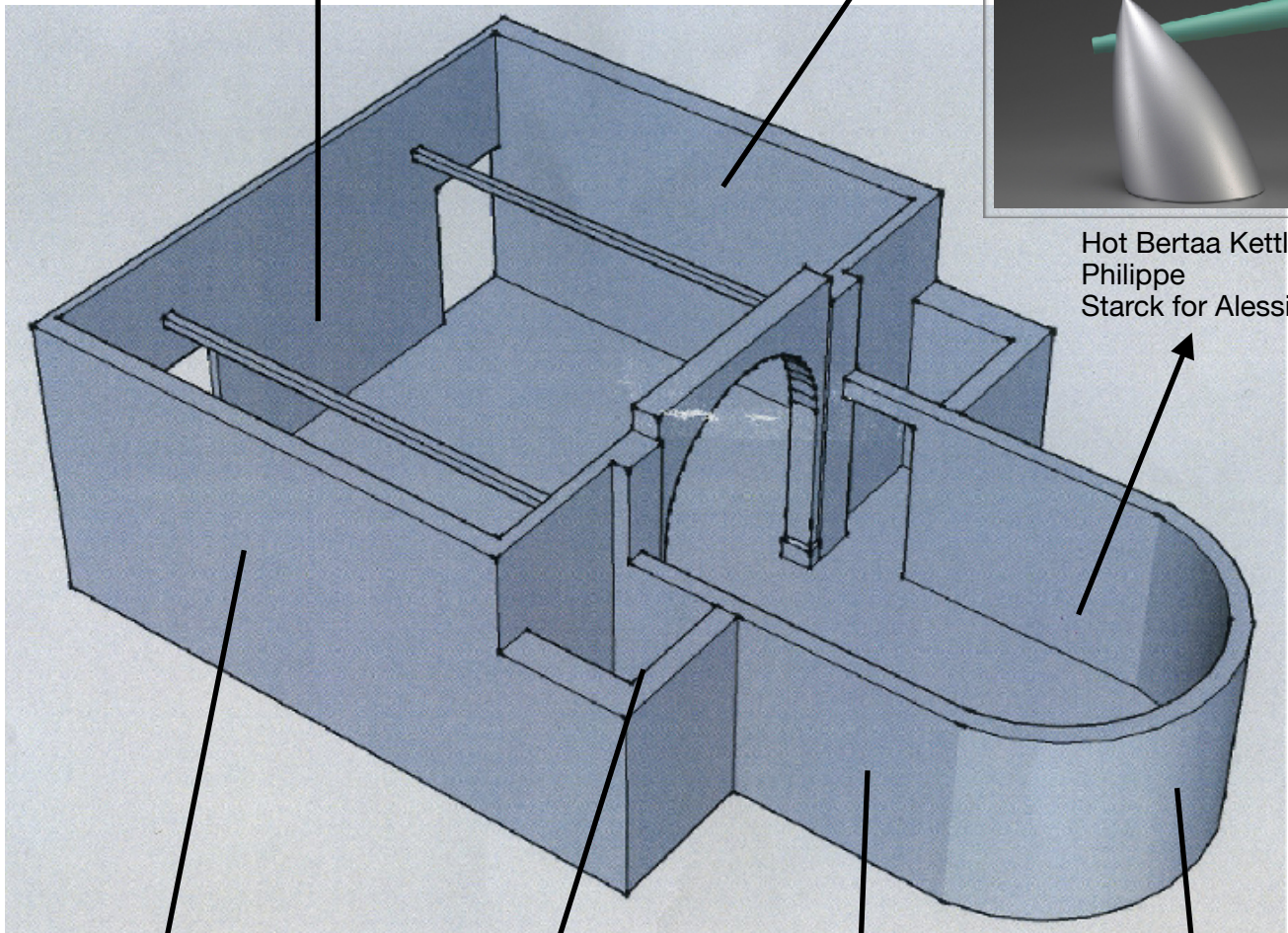


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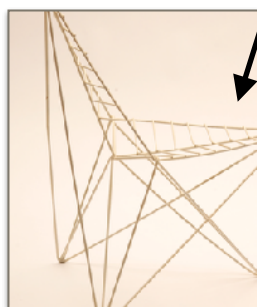
The spring 2013 collection
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Hot Bertaa Kettle by
Philippe
Starck for Alessi



Juicy Salif lemon
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'Modular project made from recycled
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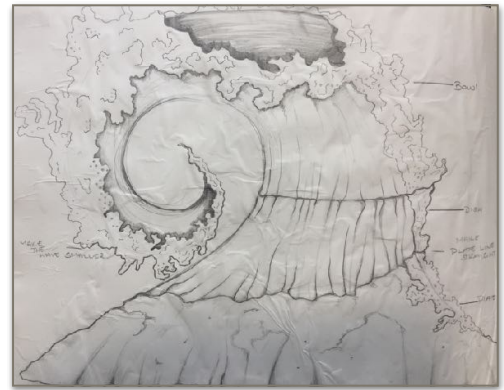
'Waves', Denise
Romecki

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Talk about:

- My opinion of Design V Art
- Give opinions of others who agree with me
- Give opinions of others that disagree with me
- Examples of products
- Examples of designers/ artist
- Imagined exhibition
- 1,200 words



MY OWN ART/DESIGN WORK
CONCEPTS :

- Family of Three design concept
- Modular recycled pillow concept



MAP

Designer/ artists I want to

include:

- Fernando Vicente
- Philippe Starck
- Alessi
- Nanna Kiil
- Denise Romecki
- Yiqing Yin Haute
- Alan Watts
- Milton Glaser
- Aldo Rossi

Two Page Powerpoint layout:

Page 1

- The argument (ART + DESIGN = THE SAME)
- Agreeing designers/artists
- Conclusion

Page 2

- Diagram of the imagined exhibition
- Brief explanation behind the exhibition

