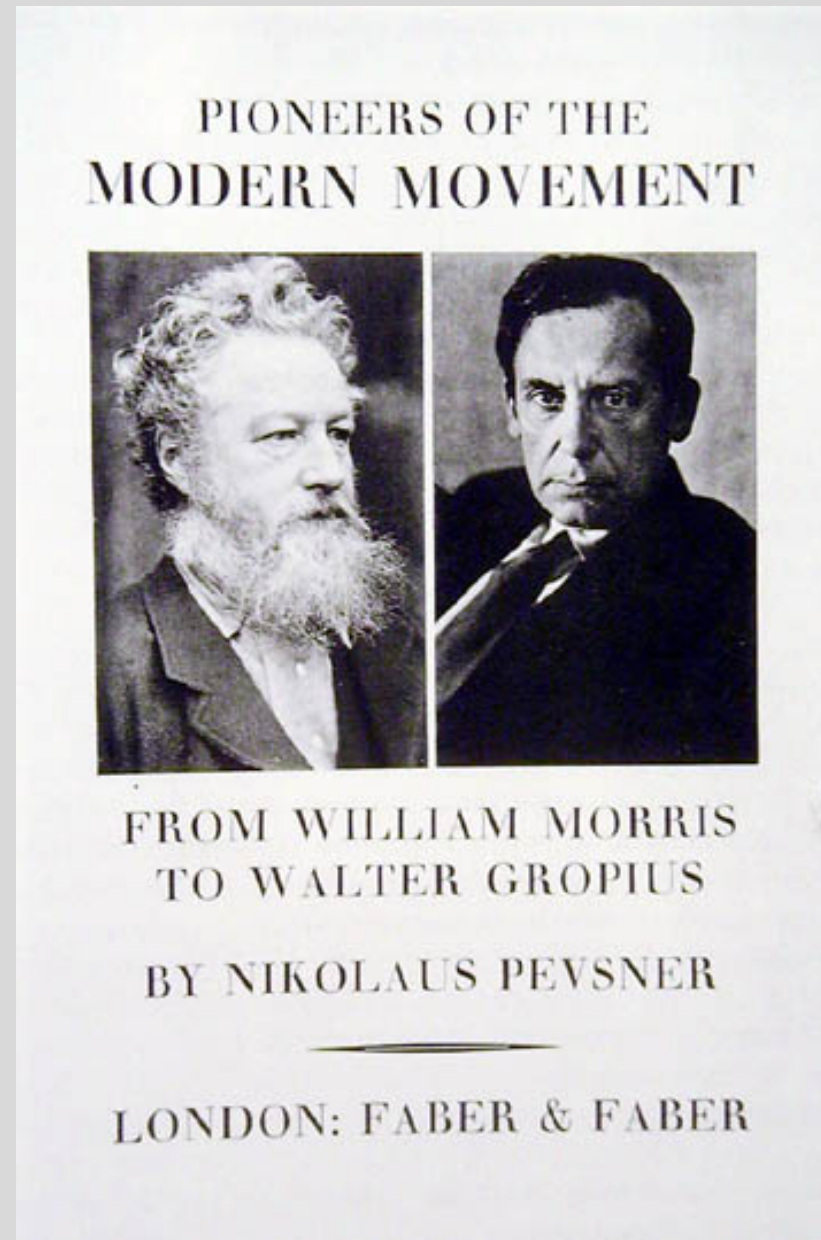


Modernism | The Basis for our understanding of Design Principles

MODERNISM IS INTERTWINED WITH THE HISTORY OF DESIGN

It focuses on individual
designers forming a
linear 'evolutionary'
narrative

This is probably the single
most widely read book on
modern design principles



1936



1911-13 Walter Gropius, Fagus factory

Modernism in full swing, 1914



ORIGINS OF THE MODERN MOVEMENT CAN BE FOUND IN THE ARTS AND CRAFTS MOVEMENT

Craft activity was considered a transitional stage towards the development of modern, mass-produced design.

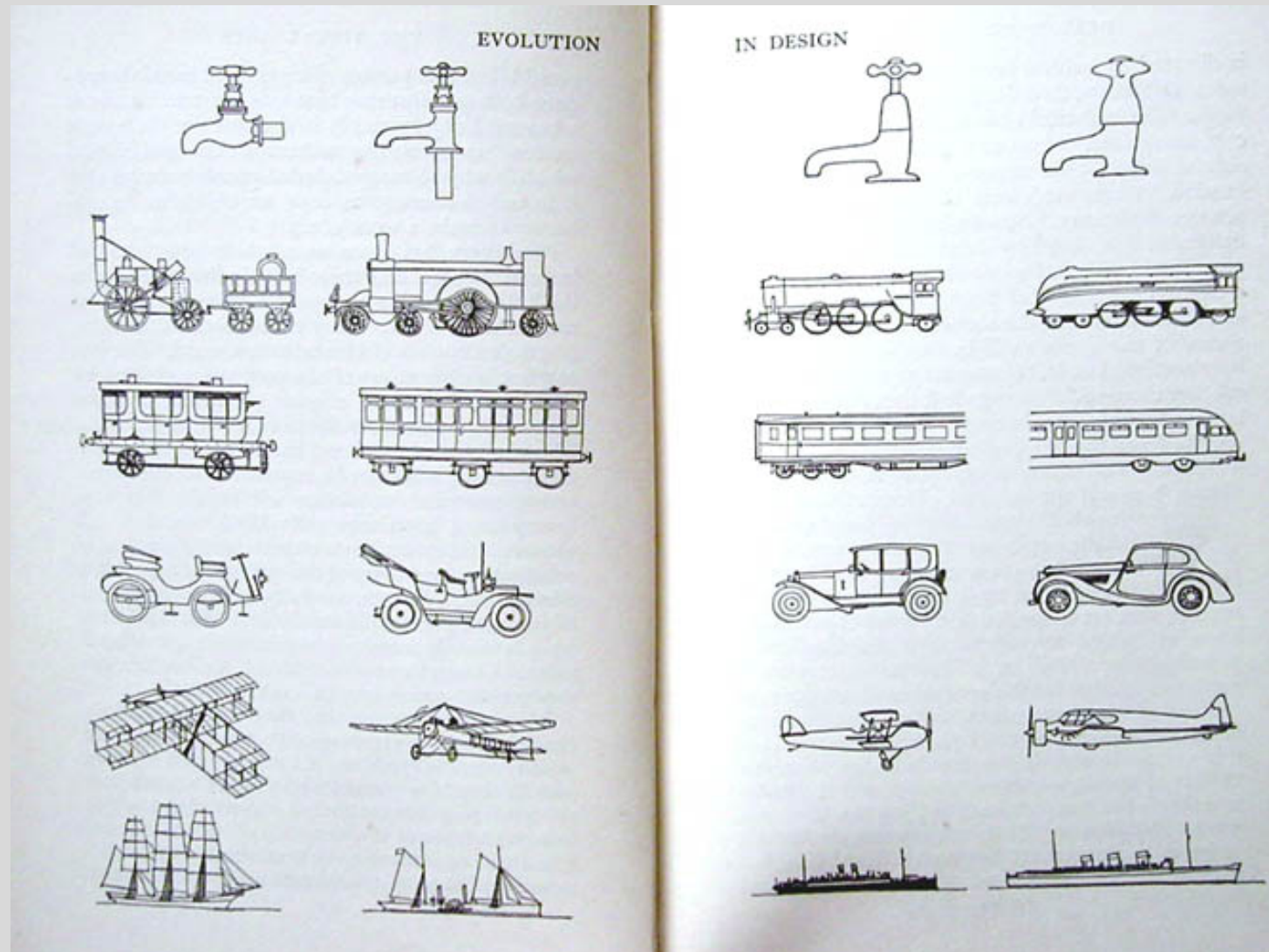
Half way between art and industrial design.

Is this a reasonable definition of what we do?

Take the opportunity to look up The Arts & Crafts Movement and also what defines Industrial Design.

Make some quick notes and bring them back to the discussion in ten minutes.

THE EVOLUTIONARY MODEL OF MODERNISM



ITERATION

Let's consider one of the key statement in this evolutionary model of Modernism.

FORM FOLLOWS FUNCTION

Louis Sullivan 1896

What do you understand by this well known phrase?

Write down some sort of definition as you see it.

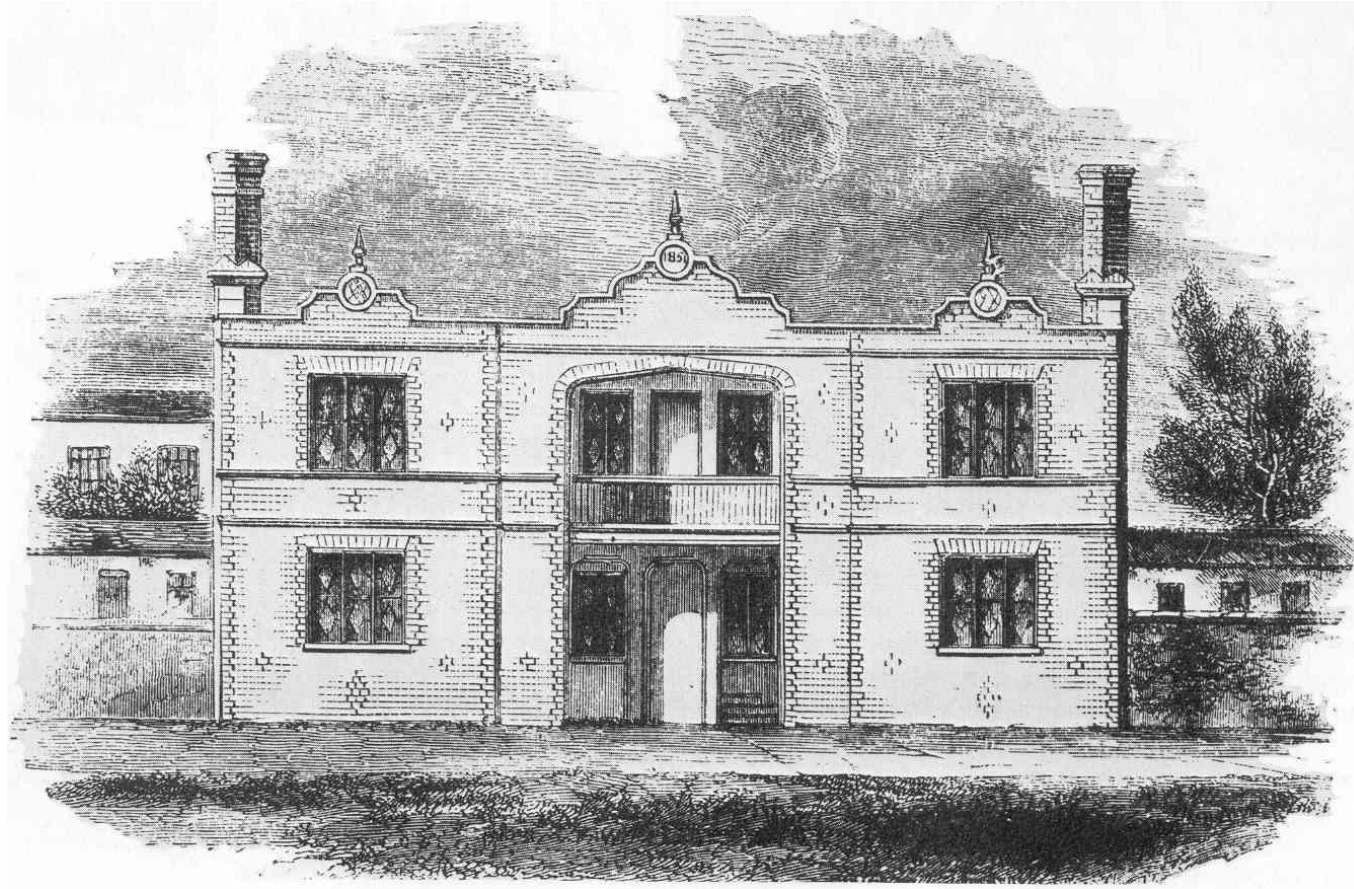
My take on this is that the shape and look of an object is a direct result of what it's intended for.

Royal Doulton ceramics from the Great Exhibition of 1851



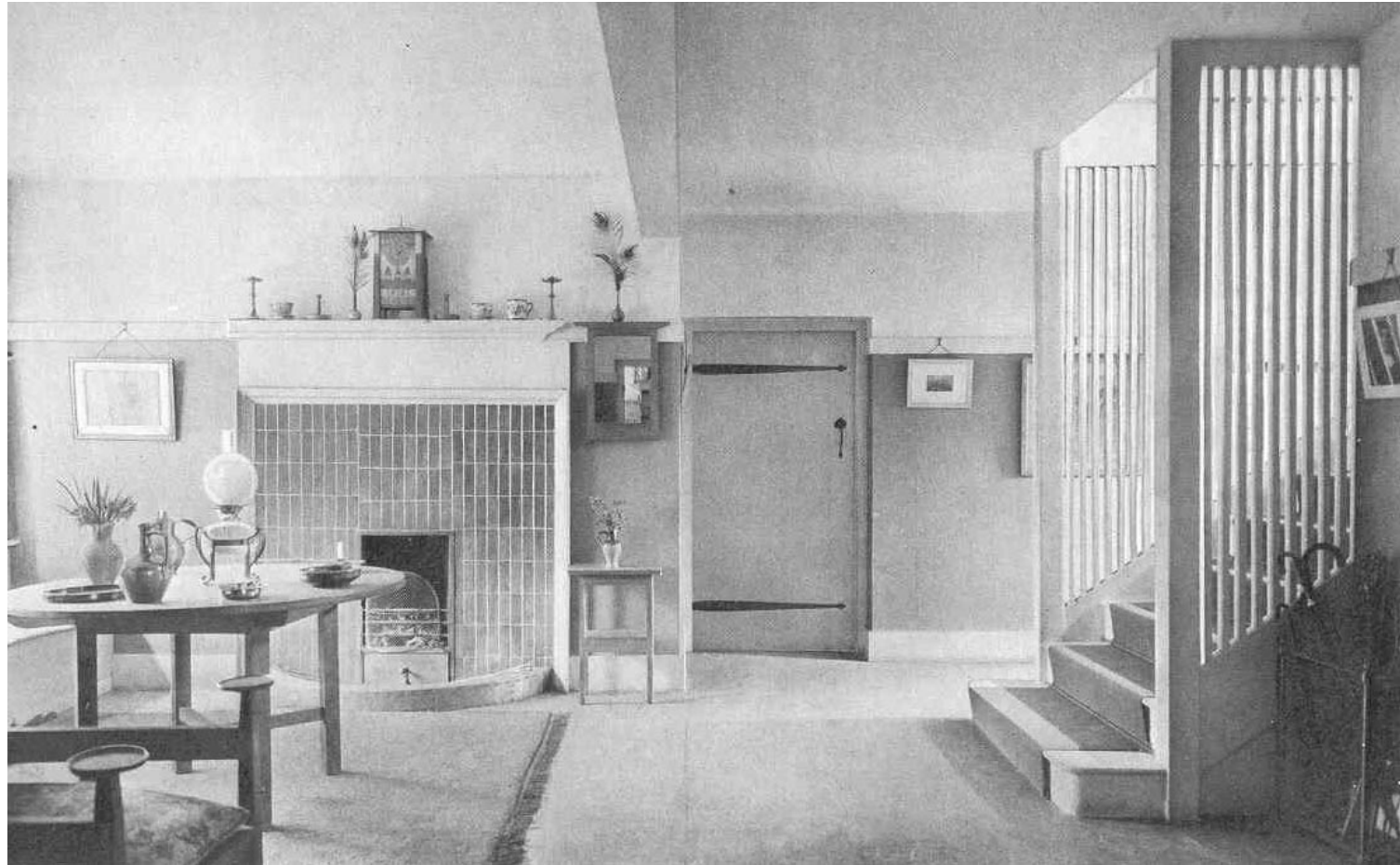
Does form follow function?

Model Housing for the working classes sponsored by Prince Albert, 1851



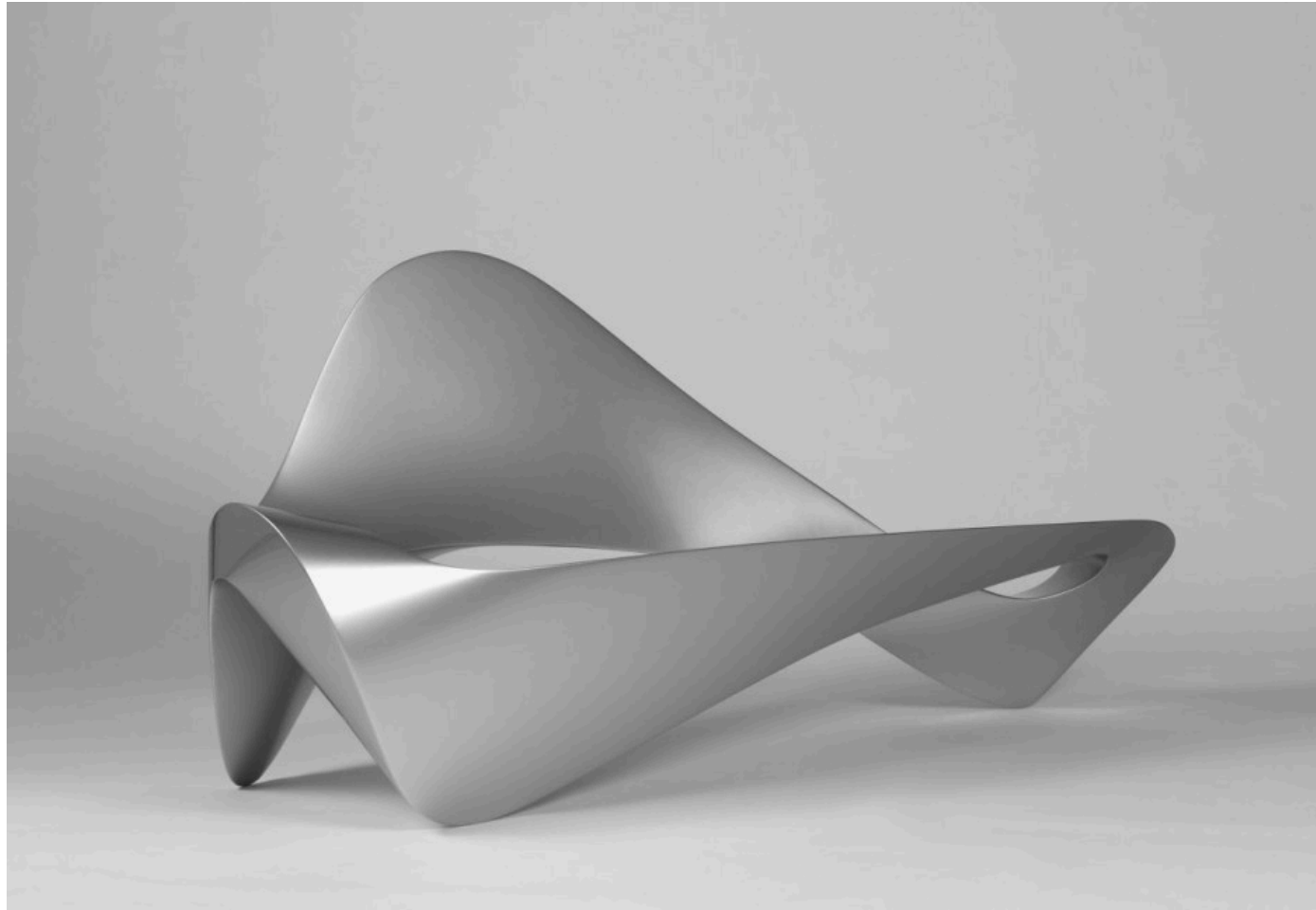
Does form follow function?

Does form follow function? What year would you say this was from?



Lounge-hall of The Orchard, Chorley Wood

Does form follow function? What year would you say this was from?



Form Follows Function Sofa, by Daan Mulder
<https://www.daanmulder.eu/en/form-follows-function-sofa/>

What is the function?

Is it what we expect function to be?

Let's take a look at how it was fabricated

<https://www.youtube.com/watch?v=7Zc3kASDmil>

A six minute video on product design.

Note down any similarities you see with your own discipline.

We'll have a short discussion about these similarities.

<https://youtu.be/WhKMx5sZ-Zg>

Design is a collaborative, not an individual activity.

Design is done by designers. It favours production at the expense of any creative contribution from users.

Form does not necessarily follow function or new technology.

Design is always bound up with notions of progress,
improvement and betterment.