

Chapter 1 (1300 words) Modernism

Define Modernism

Modernism is an artistic style or movement that began in the late 19th century and finished in the middle of the 20th century. The style falls between realism and postmodernism. Designers faced trying to find something new and interesting to do with every experiment that has already been performed in the design industry. This has brought a range of artistic moments such as Abstractionism, Cubism, Dadaism, Futurism, Surrealism and many more. It is also the movement that has moved away from the classical or traditional forms and expresses the modern character, the quality of thought, technique, and expression (James, 2020).

Looking more closely into the term Modernism, when breaking up the word `modern` relates to the present or recent times.

The present or recent times in wallpaper, textile design in modernism were implied by

During this period after the war, views changed politically and socially to the way that people lived? Find a reference here

The direction of modernism became a new sense of order that it was time to experiment, and other styles or movement followed. Other new modern approaches that appeal today that is to have a freehand, loose and the feelings to explore new ways how to draw or other new material to experiment with (reference).

During this time, there are a range of designers or artists that has become an influence on modernism or has influence other designers be inspired to this modern time. The designers who influence or has inspired the term of modernism within their pattern designs are Lucienne day,

Day's designs had an impact during the time when Britain was recovering from war. The idea of her designs was to create a sense of celebration that could transform interiors into an uplifting feeling, fun and modern when applied to home décor (reference).

Her designs have got a strong sense of what?

Where is Day now? What has the brand become and what is it famous for? New designers, does the Lucienne Day foundation/ brand sponsor promote New Designers? It is a no Research this

Day sadly passed away in 2010 (Robin and Lucienne Day Foundation, 2012) after celebrating many successful years as a textile designer. However, her legacy continues and many of her designs can be seen at

The Lucienne Day Foundation was created by their daughter, Paula, in 2012. This is a design education charity. The organisations objectives are to make aware of the education to the public. This is by 'generating knowledge, appreciation and understanding of the nation's heritage in general, and the work of the Days in particular' (Robin and Lucienne Day Foundation, 2012). Even though there are many objectives that are outlined in the organisation, this really spoke that it matters to know or to try understanding our heritages to better understanding in general or in other practices such as a designer. What is shown in this quote, "Providing resources and opportunities which will enable the general public or students of educational establishments to further their study of design in general, and furniture and textile design in particular" (Robin and Lucienne Day Foundation, 2012). This gives students and the public to have a chance gain experience into the study of design.

Images of Lucienne days work –

Tell us here who Orla Kiely is (a little bit about her background and what she does now)

Orla Kiely is

Her personal development of her designs had developed by the working through various jobs and projects to gain the crucial ways how to develop her own style, her likes or dislikes and when to stop when she has arrived at an idea. Her prints are produced on bags, furniture, fashion, and homeware.

Kiely was always mesmerised by the placement of pattern onto fashion products, homeware, and accessories.

She would find herself tracing organic forms and discovering how they would eventually repeat to form a design. She would often take inspiration from what was around her, the use of colour, her own childhood home that she has vivid memories of the white pattern tiled surfaces and a coloured ceiling, that was painted in an orange-coloured gloss paint (Orla Kiely, 2017. P. 23). The many influences that inspire her work is through looking at many styles and trends at the time when she is creating contemporary designs.

Her own source of inspiration is mid-century design that leans towards Scandinavian modern designs that first came some point after the Second World War. These influences come from various artist and designs whose work follows a graphic element and all things vintage and retro. There are similarities to the application of block colour that Day applied to her early Modernist motifs that are evident in Kiely's work.

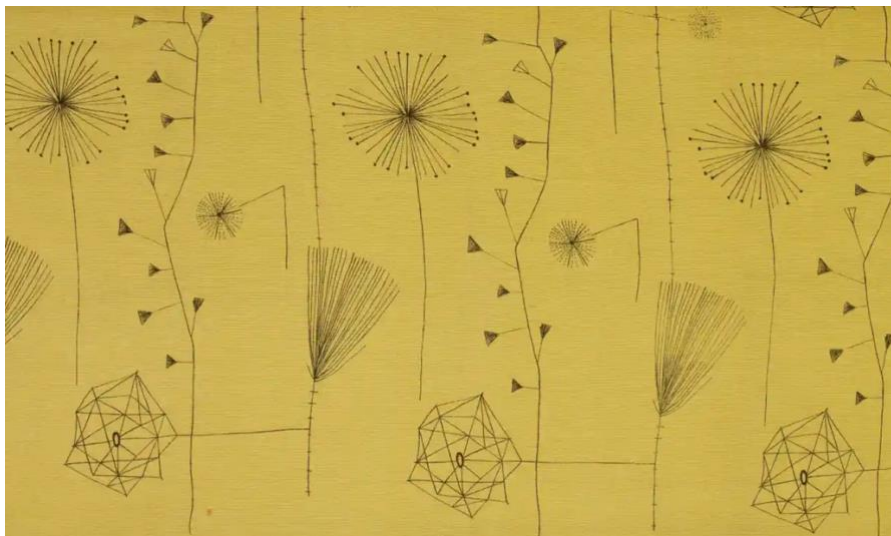


Image: Dandelion Clocks (1953).

The design above that is called dandelion clocks which is created by the artist of Lucienne Day. The design takes form of a retro style that is kind of vintage. The colour way is a musted yellow, the motifs has got a graphic and a geometric feel to the design that is conducted in a black outline.

The design relates to create new ideas on how modernism follows to link different styles together or to bring more modern designers to be inspired such of Kiely and other brands.



Image: Dandelion Clocks, wallpaper, metallic/smoke Tree (2009)

In 2009, a brand called Sanderson created a collection that is under the heading of Sanderson one sixty wallpapers. Apart of this collection included this fun 50's retro pattern that is called dandelion clocks, it was designed by Fiona Howard. The design featured a dandelion head that was stylised with the seeds coming from the centre. The design comes in other colour ways that include metallic/smoke tree, Chaffinch, Blackcurrant, Red, Slate and Coral. The design became one of the best designs that Sanderson selling onto fabric and wallpaper.

Referring how they relate to modernism can be down to opinion or seeing how they can be implied by looking at other designers such of day's who created a similar version of the retro dandelion clock. The designer Fiona Howard, who design the more updated dandelion clock for the Sanderson brand could have taken inspiration from Day's dandelion clock in 1953. The inspiration could have taken form the subject of style or the form of the motif or it can have a fun retro design that can bring some element of the past when modernism is bring new ideas or techniques together to bring into modern pattern.

Fiona howard create has created daesign danlion clock - say hpw it relates to moderism using the sform referrence to days work – both images



Image: stem

Image one above, is one of her most popular designs in her collections. The design process of the stem collection started with working with gouache and then later using the computer to repeat the design and 'sharpen' the image. Part of the appeal of the design is to have simple clean and strong motif. Her inspiration to create some of her designs if not all is her mid-century modern and her appeal of her keen sense of a graphic element that relates to all things vintage and retro (Orla Kiely, 2017. P.329, 339).

Kiely has always believed as a designer to focus onto the functionality of the design or the product. She naturally produces her designs in a similar fashion to those of the early modern movement and has brought function to a design and architecture in the early decades of the twentieth century (let's see examples of this, are they on buildings? Did modernist designers do this too?). There are many designers, or artists, that she is inspired by. For Kiely, this was a new time to discover new forms and scientific discoveries. From looking at day's motifs, where the focus of the designs is created to see other parts of a structure, skeleton, or a silhouette, there is a new energy in Kiely's work to create a motif that could be arranged into another way in the space or on the surface (Orla Kiely, 2017. P. 425).

Kiely too refrains from the continuation to draw from a single form, such as a flower, or in the traditional floral style of posies and the renderings of leaves that come from designs inspired by traditional art forms (Orla Kiely, 2017. P. 426). (refer to an image)

Where is Kiely now? What has the brand become and what is it famous for?

The brand of Orla Kiely, there is news of the fashion brand that it has collapsed into administration (The Independent, 2018). Other than that, her home and design brand has not been affected. Her range of accessories and homeware continue to be sold through other various distribution networks (The Independent, 2018).

