# MARX – (MODERNISM)

Dr Julia Lockheart

WEEK 2

Your module assignment: Critically analyse the impact of a thinker on a specific cultural or (art) movement

All students attend Lecture Theatre 1 from 9 -10 for 1 hour lecture

Divide into four seminar groups:
SPD (group B) Lecture Theatre 1 from 10-11
Seminar room (next door to SPD office)
Auto Design 11:30 - 12:30pm
Product Design 12.30 – 1.30pm
SPD (Group A) Conference room 4-5pm

Week 1 – Words and definitions: What is research? What is Design research? Design theory? What is Design?

**Brief – Write a definition of design which uses three given definitions from which you create your own definition.**

Week 2 – How can designers use traditional theoretical models/ history & context –isms. Marx – Modernity/Modernism

Week 3 – Self-directed study week. The product lifecycle project

Week 4 - Modernity/Modernism to the Bauhaus

Week 5 – How can designers use traditional theoretical models/ Postmodernism.

Week 6 – Foucault and designing incarceration

Week 7 – Structuralism/ post structuralism and designing texts

Week 8 - Tutorials

# Review

In week 1 we looked at the meanings of:

- Research
- Theory
- Design and
- Design writing

Some propositions you thought about:

- Every history has a theory

- Every theory has a history

- Design is a political act

- Design is situated.

- Design is embedded into cultural, political, economic and philosophical frameworks.

- Designers can use history and theory as archives, as tools, and can deploy them as a form of practice.

industrial design editorial design environmental design

architecture fashion design software design interface design

typographic design graphic design surface pattern design service design

product des al design

engineering design interior design

textile desig n design

user experience design experience design webdesign

emotional design information design sound design

social design strategic design communication design

Design Theory tries to describe or explain design activity.

A general concept
(noun)

Design is

An action
(verb)
(process)

to design

a design

A plan or intention
(noun)

to

produce

a design

An outcome or result
(noun)
(product)

John Heskett, 2005

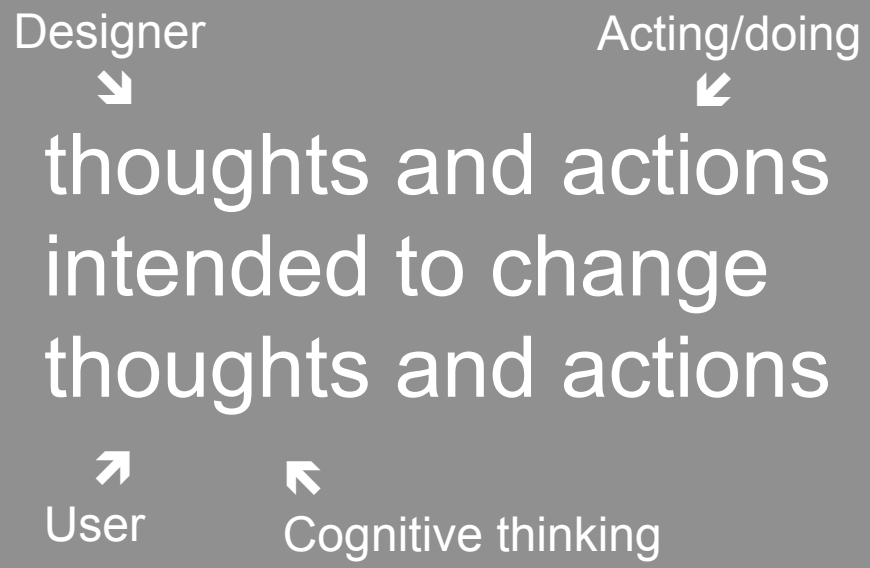
# Design is…

a noun
a verb
a process
a product

A Practice

Design is to initiate change in man-made things (Jones, 1970)

"...but now, more than thirty years later, and in a changed world, I am no longer happy with man-made nor with things..."




John Christopher Jones (2002)
http://www.softopia.demon.co.uk/2.2/digital_diary_02.07.14.html

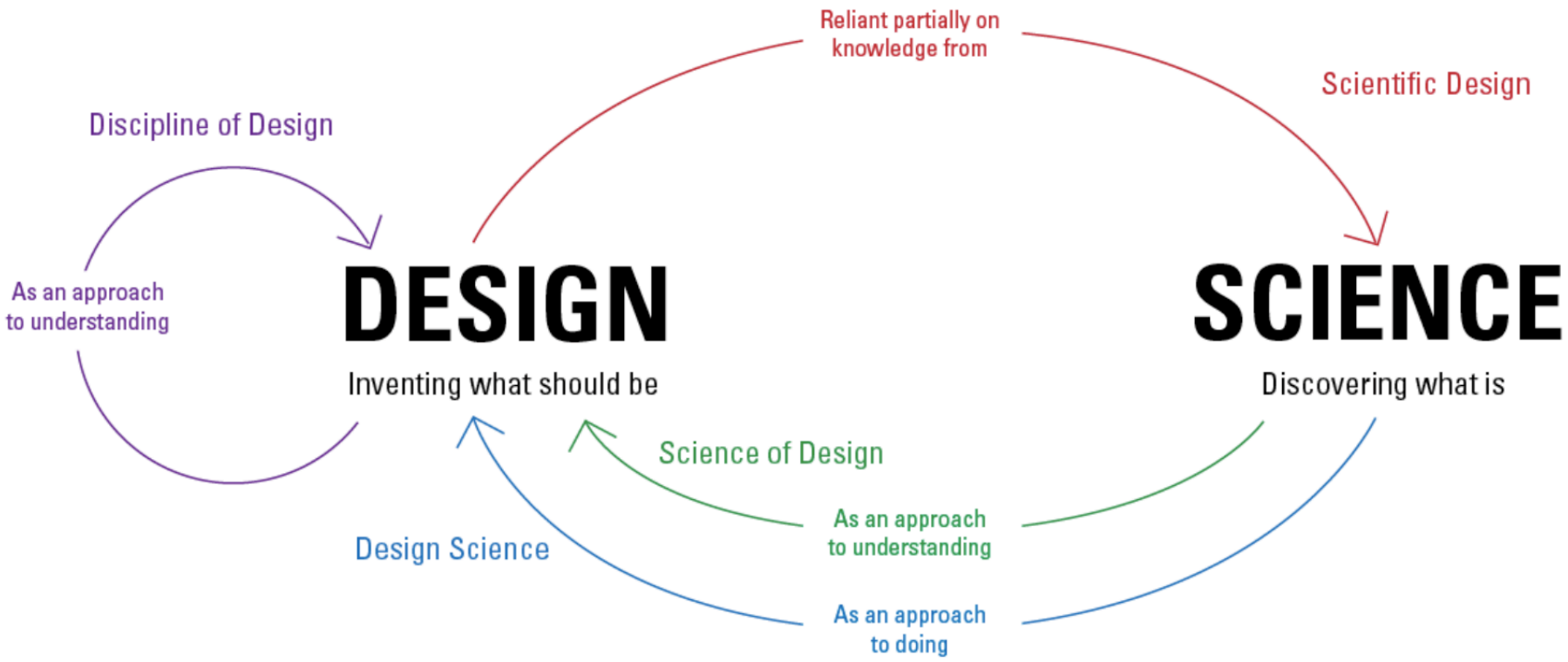
Basal model of design (Doblin, 198)



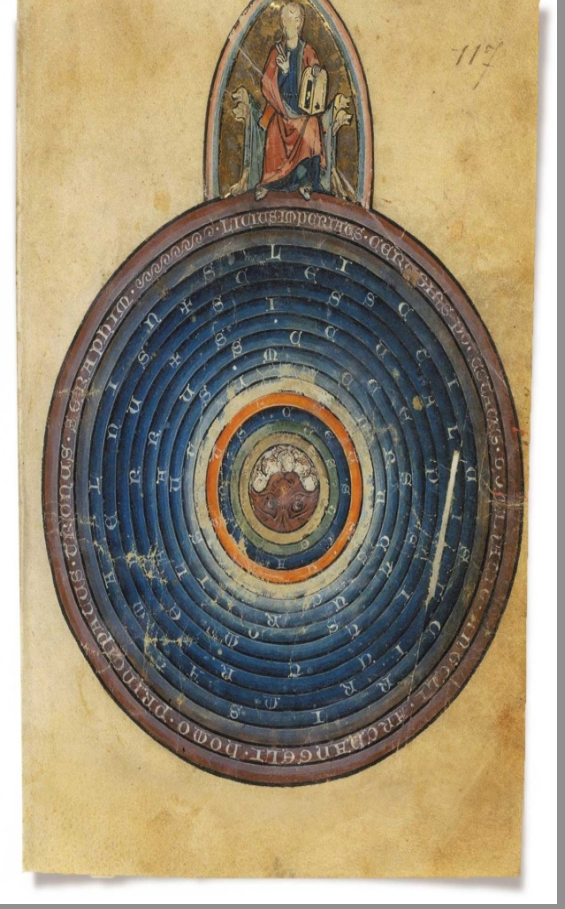

Current situation

Transformation function

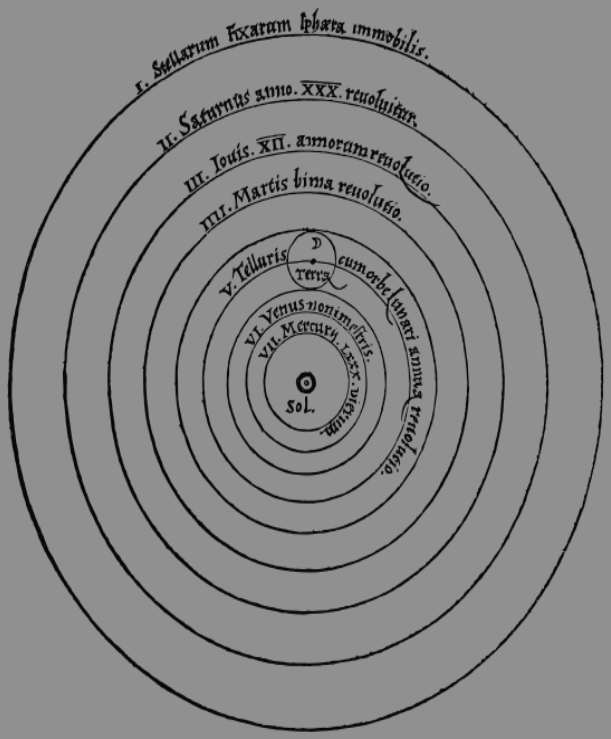
Desired situation


Reliant partially on knowledge from
Scientific Design
Discipline of Design
As an approach to understanding
DESIGN
Inventing what should be
SCIENCE
Discovering what is
Science of Design
As an approach to understanding
Design Science
As an approach to doing

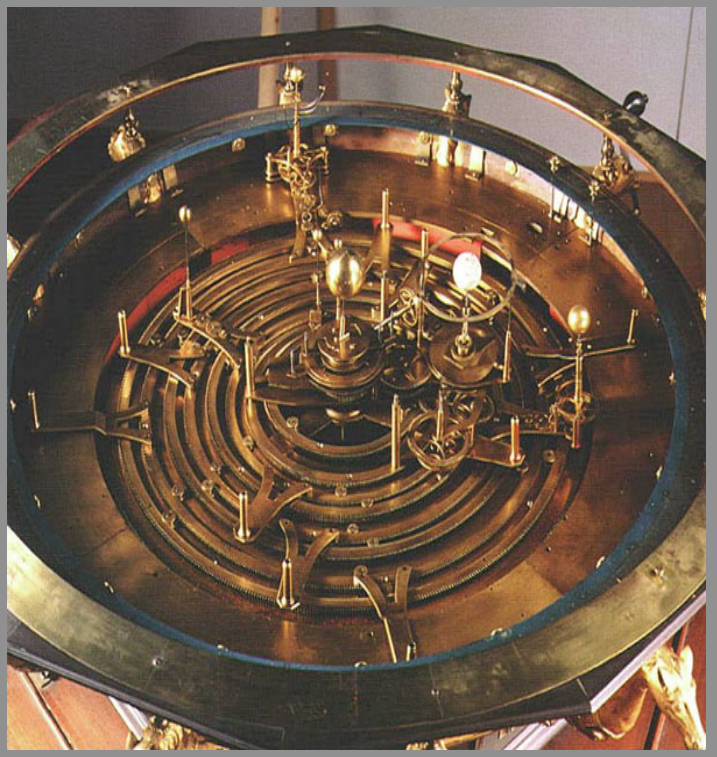
(Cross, 1982)



Earth-centered
medieval cosmos




Copernicus, 1543,
Sun-centered cosmos



The mechanical worldview:
the clockwork universe

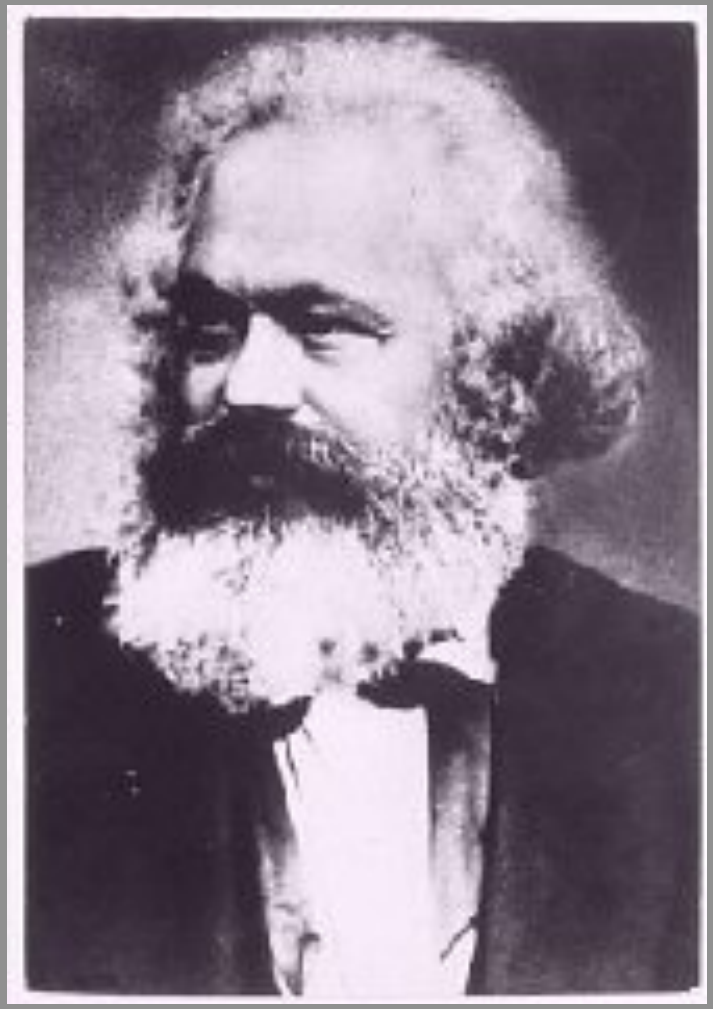
# THE SCIENTIFIC REVOLUTION 1600-1750

# The Scientific Revolution (1600-1750)

- Division between science (provable + testable facts), religion and magic (Truth according to God but relying on his oracles on earth + enchantment and amazement)
- Rise of **the mechanical worldview** + mathematisation of nature
- (Later) the rise of secularisation

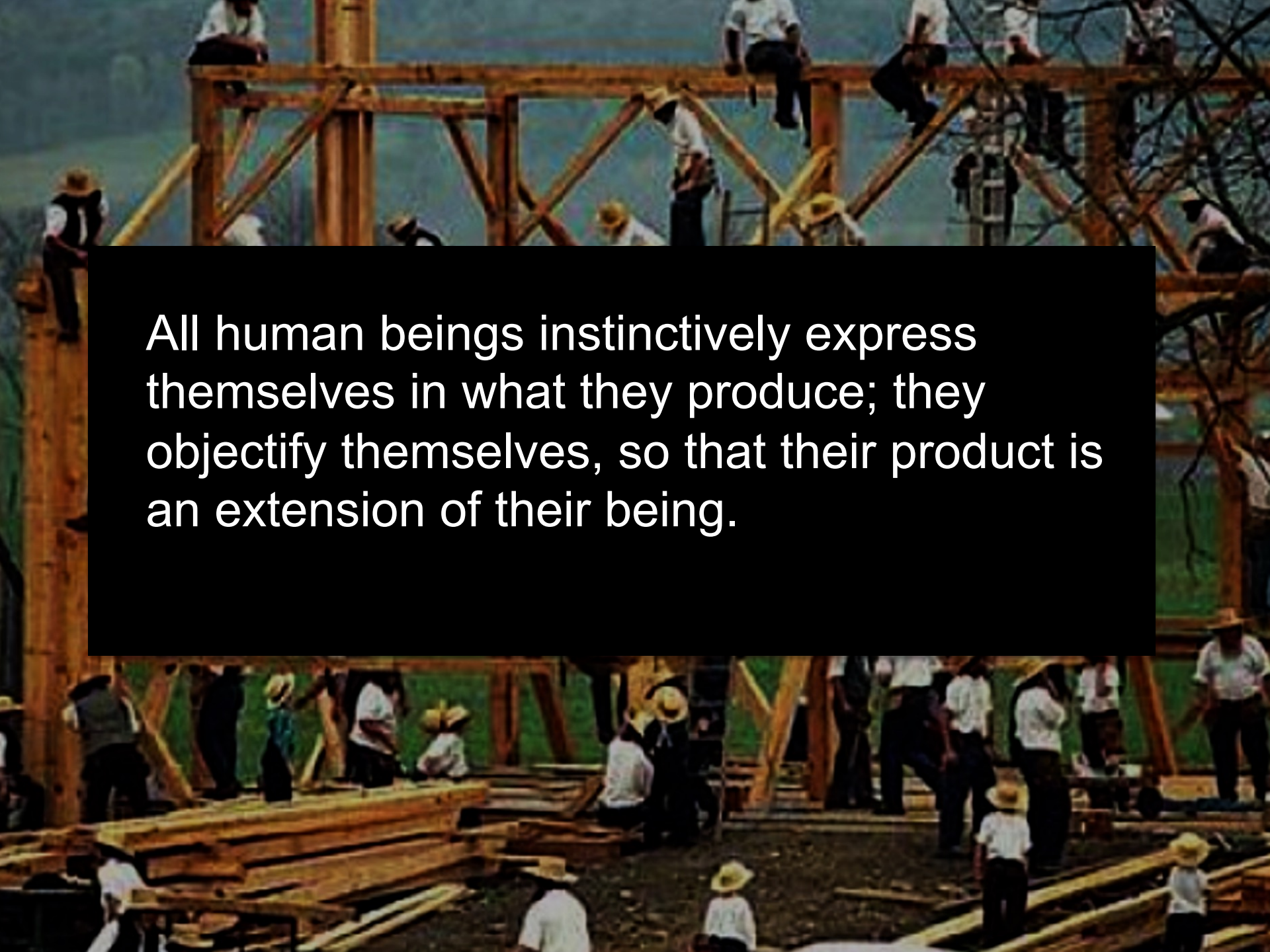
# Modernity: a new worldview

- The period of the **new**
- A rejection of the past + tradition
- Creation of new knowledge
- Rise of questioning and rationality
- Mass Production (progress)
- Globalisation
- Science versus religion
- Dominance of science + technology
- Rise of the Nation State + Nation Wars



# Karl Marx (1818-1883)


The human essence is labour
=
Human interaction with nature



All human beings instinctively express themselves in what they produce; they objectify themselves, so that their product is an extension of their being.


We create the world together

# The capitalist system

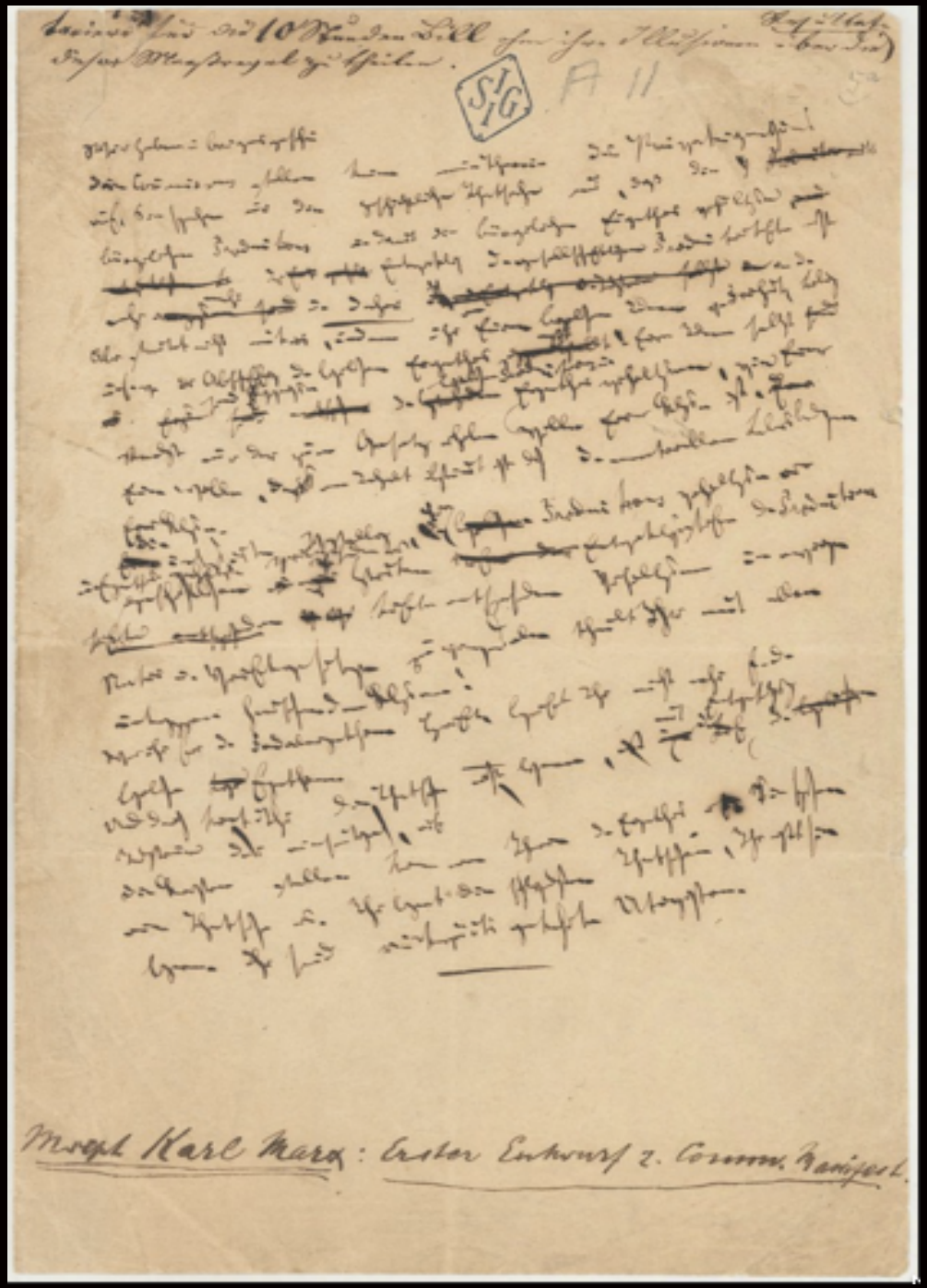
- Industry
- The bourgeoisie
  + the proletariat




(Image: USA, 1911)

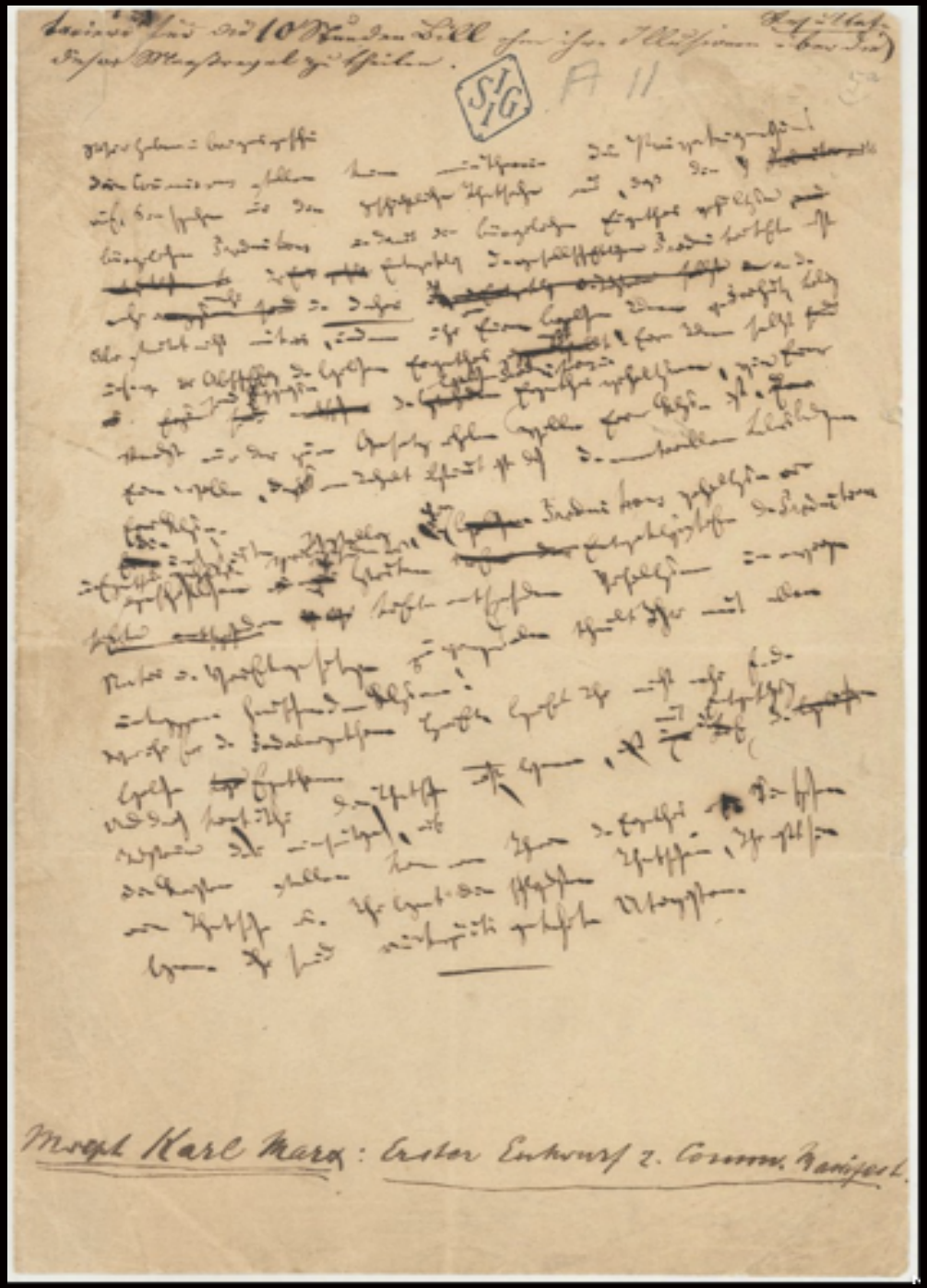
“The history of all hitherto existing society is the history of class struggles.”

*The Communist Manifesto* (1848), by Karl Marx and Friedrich Engels.

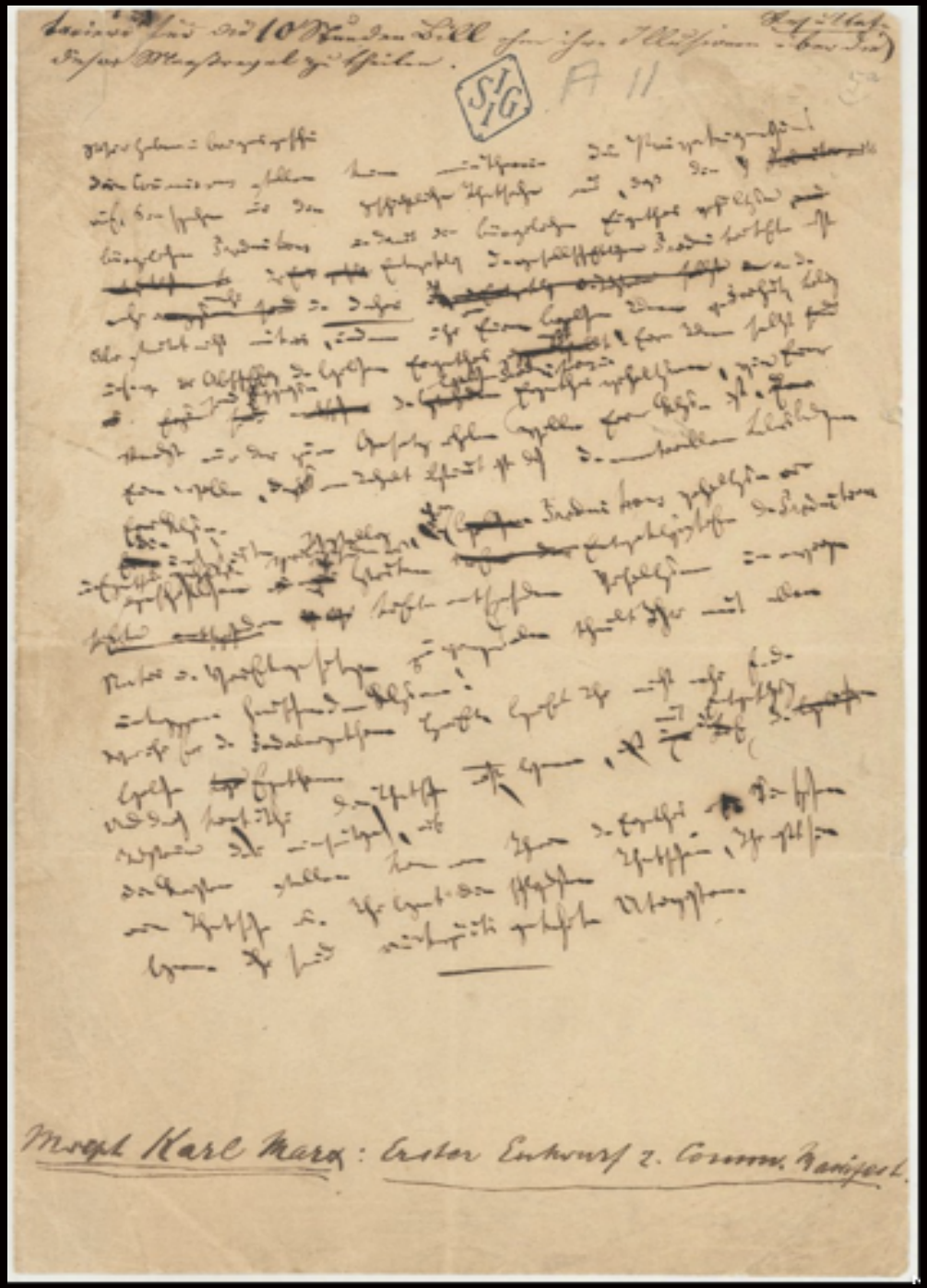


Genuine emancipation of humanity can only come about through communism, when private property and with it capitalism, exploitation, alienation and their consequences are all overcome and abolished. Only then will humanity be restored to its fullness, the human psyche made whole, and the individual's relationship with nature and with fellow human beings be what they ought to be in accordance with essential human nature.

*The Communist Manifesto* (1848), by Karl Marx and Friedrich Engels.



- “Workers of the world unite, you have nothing to loose but your chains.”
- “From each according to his ability, to each according to his needs.”
- “Philosophers have hitherto only *interpreted* the world in various ways; the point is to *change* it.”




*The Communist Manifesto* (1848), by Karl Marx and Friedrich Engels.

## Materialism

Your ideals and ideas are based on your economic position. E.g. Hippies, Punks, Trump supporters

## Idealism

(not its utopian meaning here)

You can have ideas unconnected to your material circumstances. E. g. everyone could be patriotic/ unpatriotic or religious/ nonreligious

# Materialism



# Materialism




Thank You,
Lord JESUS,
FOR
PRESIDENT
TRUMP
TRUMP

The material world determines how you think.

- (1) In order to exist and survive, humans must produce the necessities of life

- (2) To produce and exchange, humans enter into social relations

Where you are in the system will help you to see the world in a particular way - Historical Materialism

http://www.caofei.com/works.aspx?id=10&year=2006&wtid=3


The image cannot be displayed. Your computer may not have enough memory to open the image, or the image may have been corrupted. Restart your computer, and then open the file again. If the red x still appears, you may have to delete the image and then insert it again.

# Evolution of modes of production



**Ideological superstructure**

(system of politics, law, religion, art, education, culture, etc.)

**Economic base**

(mode of production = means of production + relations of production)

**Ideological superstructure**

(system of politics, law, religion, art, education, culture, etc.)

**Ideology**

a collection of beliefs held by an individual, group or society. A normative set of conscious or unconscious ideals which make up beliefs, expectations, goals and motivations.

**Ideological superstructure**

(system of politics, law, religion, art, education, culture, etc.)

**Capitalism**

Capitalism = the exchange of commodities ***and*** the advancement of capital, in the form of money, i.e. the purpose of generating profit

# Class Conflict & Class Consciousness

- Ideology = false consciousness
- Value judgements : economy
- Concentration of workers → ↑ understanding
- Social, legal, moral/religious & political institutions uphold the power of the ruling class

**Ideological superstructure**

(system of politics, law, religion, art, education, culture, etc.)

**Economic base**

(mode of production = means of production + relations of production)

# Historical Materialism

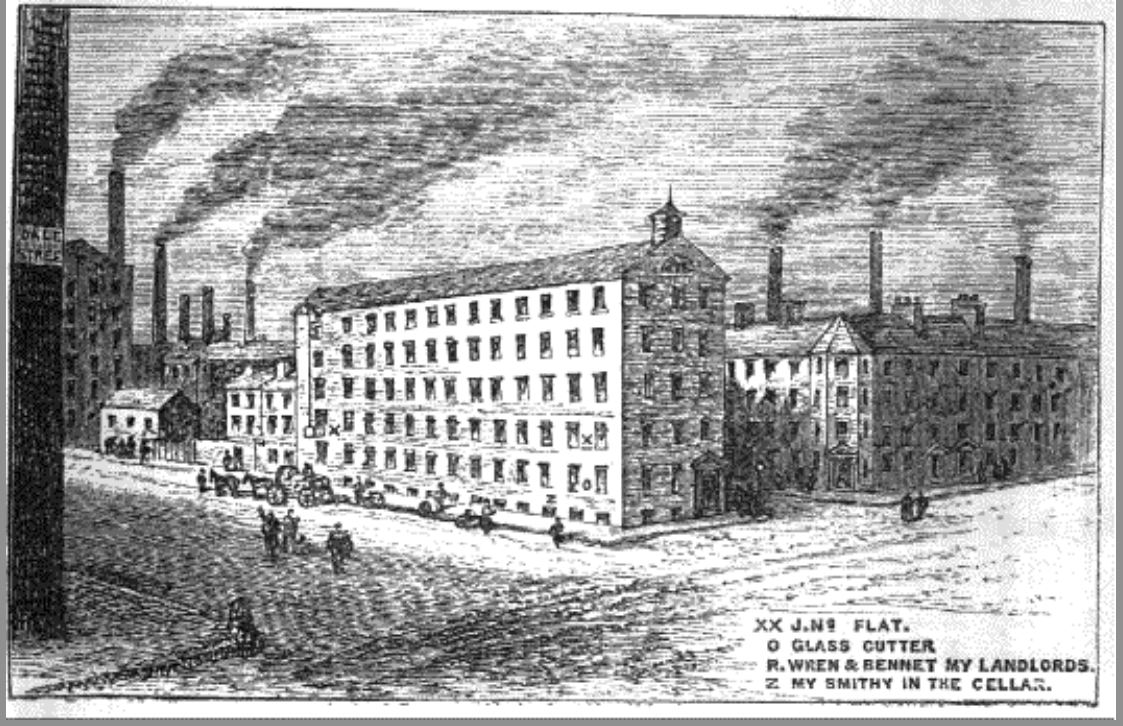
- (1) In order to exist and survive, humans must produce the necessities of life
- (2) To produce and exchange, humans enter into social relations

- (1) + (2) = modes of production

| Mode of Production = | Means of production + | Relations of production |
| --- | --- | --- |
| How human beings collectively produce the things they need to survive and enhance social life | Land + oil, wood, steel, etc. + slaves + machines, factories | Who does what? (the division of labour) + who owns what? (property relations) |

| Mode of Production = | Means of production + | Relations of production |
| --- | --- | --- |
| How human beings collectively produce the things they need to survive and enhance social life | Land + oil, wood, steel, etc. + slaves + machines, factories | Who does what? (the division of labour) + who owns what? (property relations) |

Relations of production crucially concern the control of the **process of production** and the **distribution of its products.**




The ‘Manu**factory**’

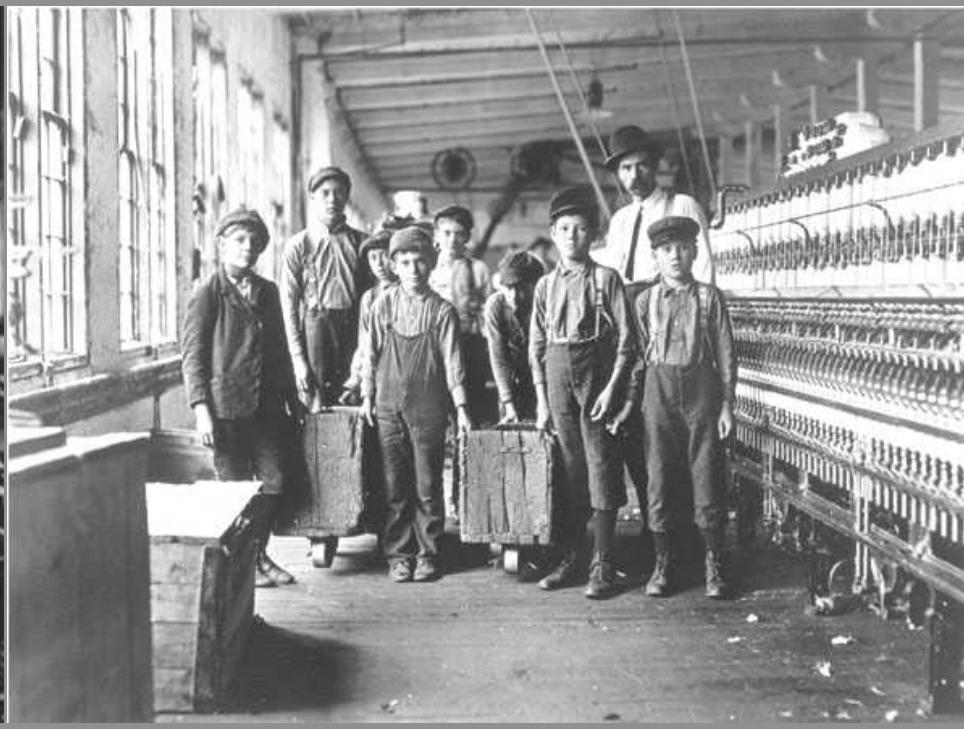
+ workers’ housing





# Problems of Industrial Capitialism





- *Exploitation* (surplus value or profit is expropriated by the ruling class)
- *Commodification* of labour power
- *Alienation* of man from his work, from himself & from others
- ↑ *Monopolies* & ↑ *proletarianisation* *(= downward social mobility)*

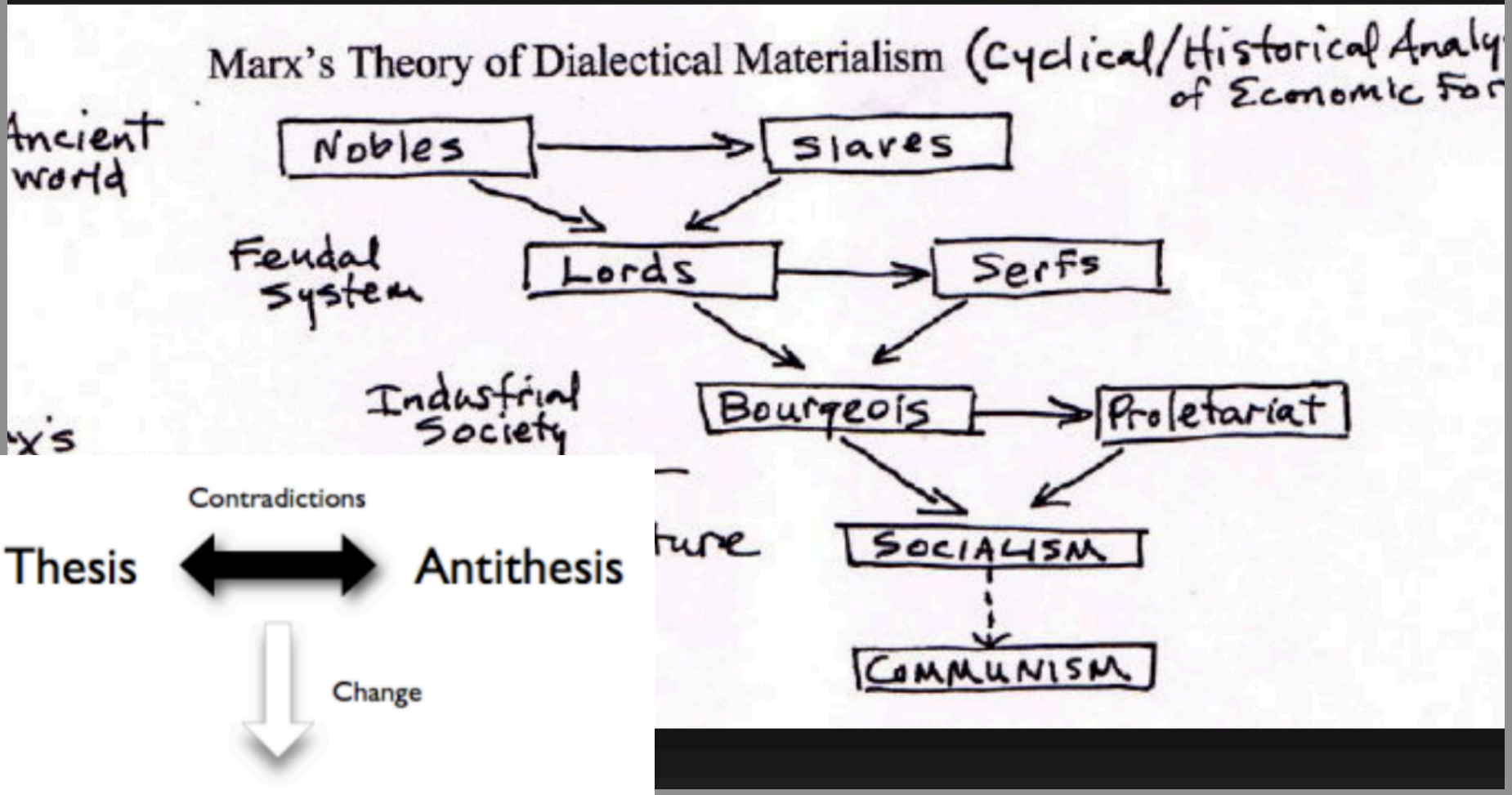


# The production line (Fordism)

# Marx's historical perspective

- History progresses dialectically by resolving conflict
- Progress of modes of production
- Final stage = communism

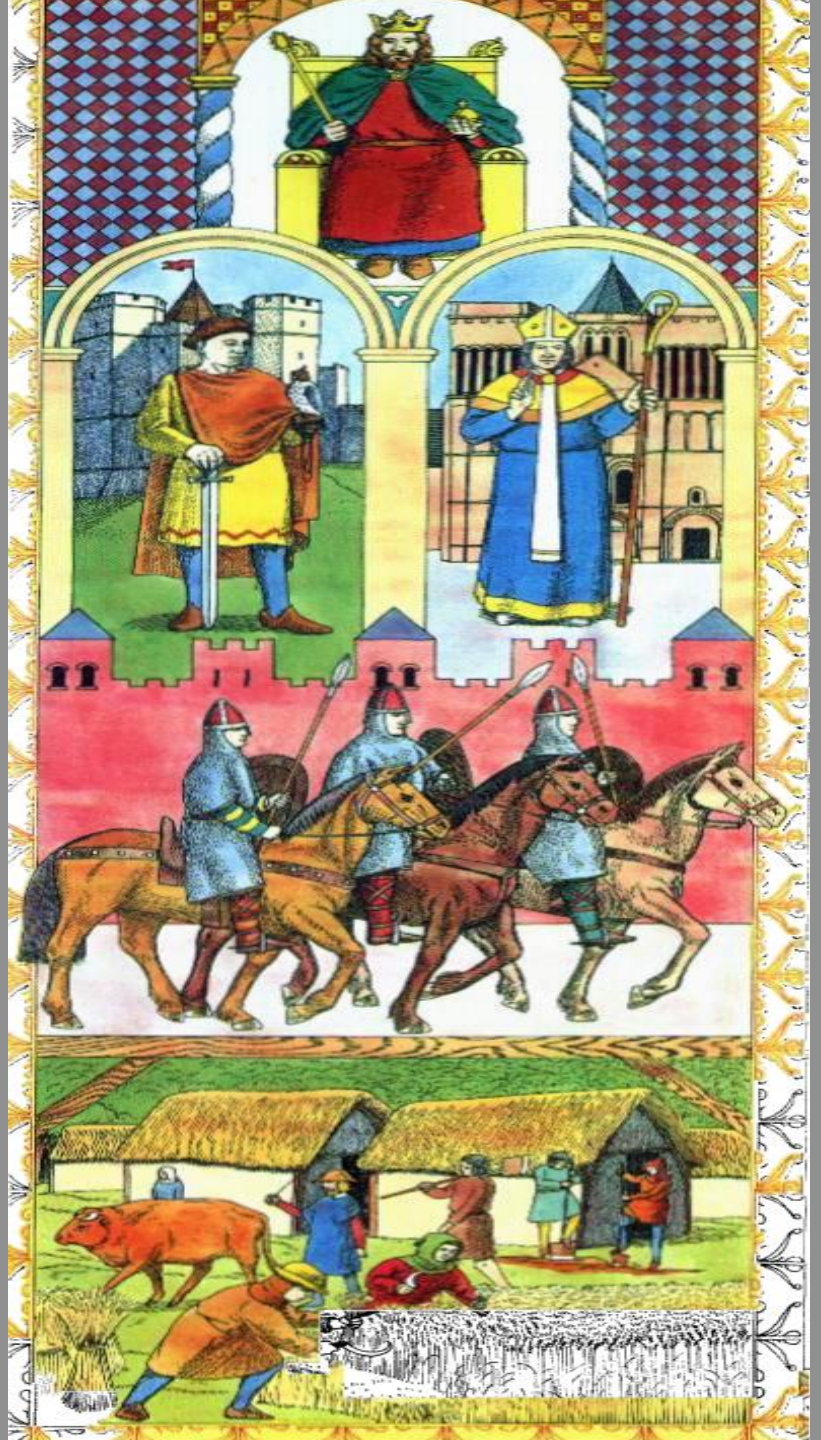
# Marx's dialectical materialism






# The feudal system

- Agriculture
- Lords + peasants



# Marx's solutions

- Rejection of discourse upholding current societal structure
  - Economic development
  - Class conflict
  - Dialectic: capitalism destroys itself
  - Revolution
  - Socialism
  - Communism from each according to their ability to each according to their needs

# Marx's solutions

home › opinion | columnists

**Benefits**
Opinion

## Even in Finland, universal basic income is too good to be true

Declan Gaffney

It's a lovely idea – but sadly UBI probably works best as a thought experiment to test concepts of social security rather than as a realistic welfare system

940 818

Thursday 10 December 2015 13.35 GMT




'The question is whether having the right financial incentives, as promised by UBI, is enough to prevent people drifting into long-term worklessness.' Photograph: Oli Scarff/Getty Images

Finland is not planning to scrap its existing benefit system and give

**Most popular**



Ken Clarke on Brexit: 'I've never seen anything as mad or chaotic as this'

US president 'doesn't

# Marx's solutions

- Abolition of
  - Private property
  - Class system
  - Alienated division of labour
- Fully developed human psyche
- Creative relationships with nature & with others

# Conclusion

- All history = class conflict
- Communism = social + economic equality
- Man = working being
- Idealism different from Materialism

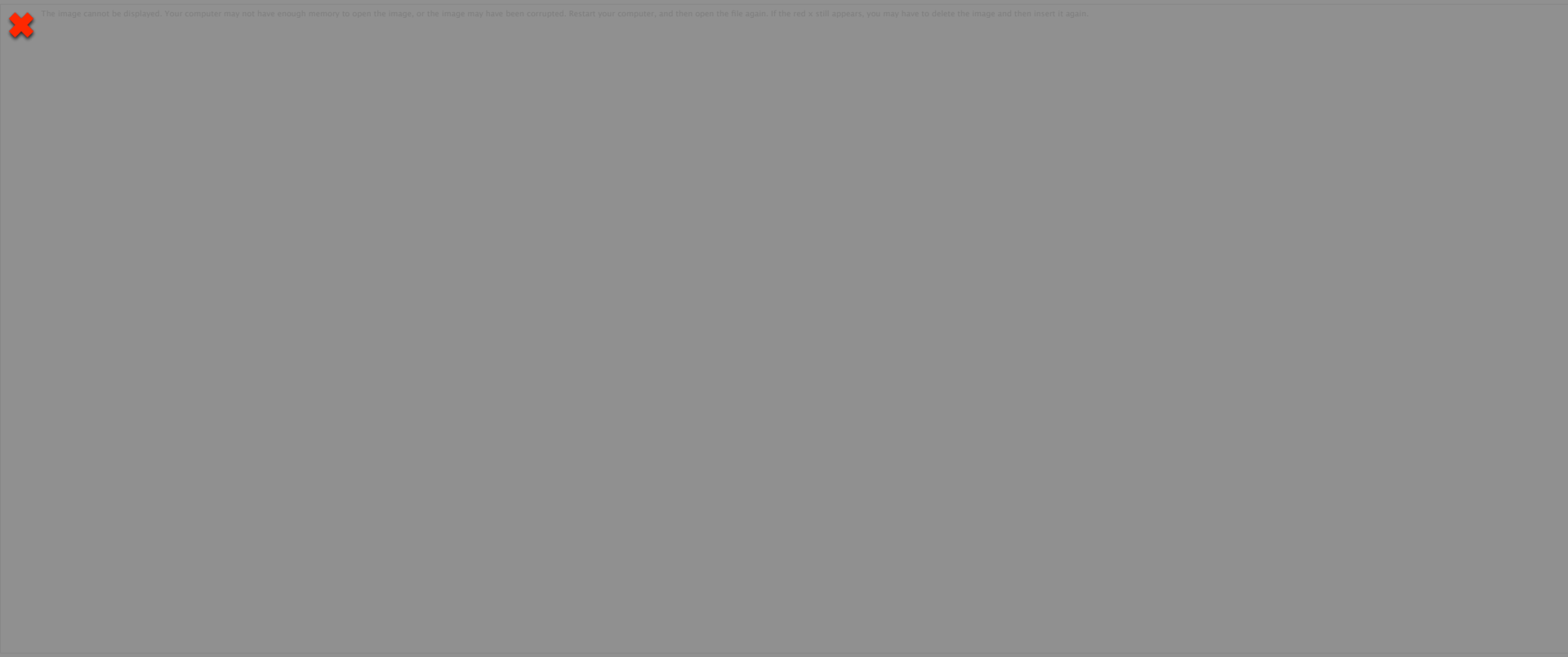
# Modernity =



- Modernisation in industry, science and technology
- Social and political changes
- A new cultural and philosophical attitude

*Modern Times* Charlie Chaplin (1936)

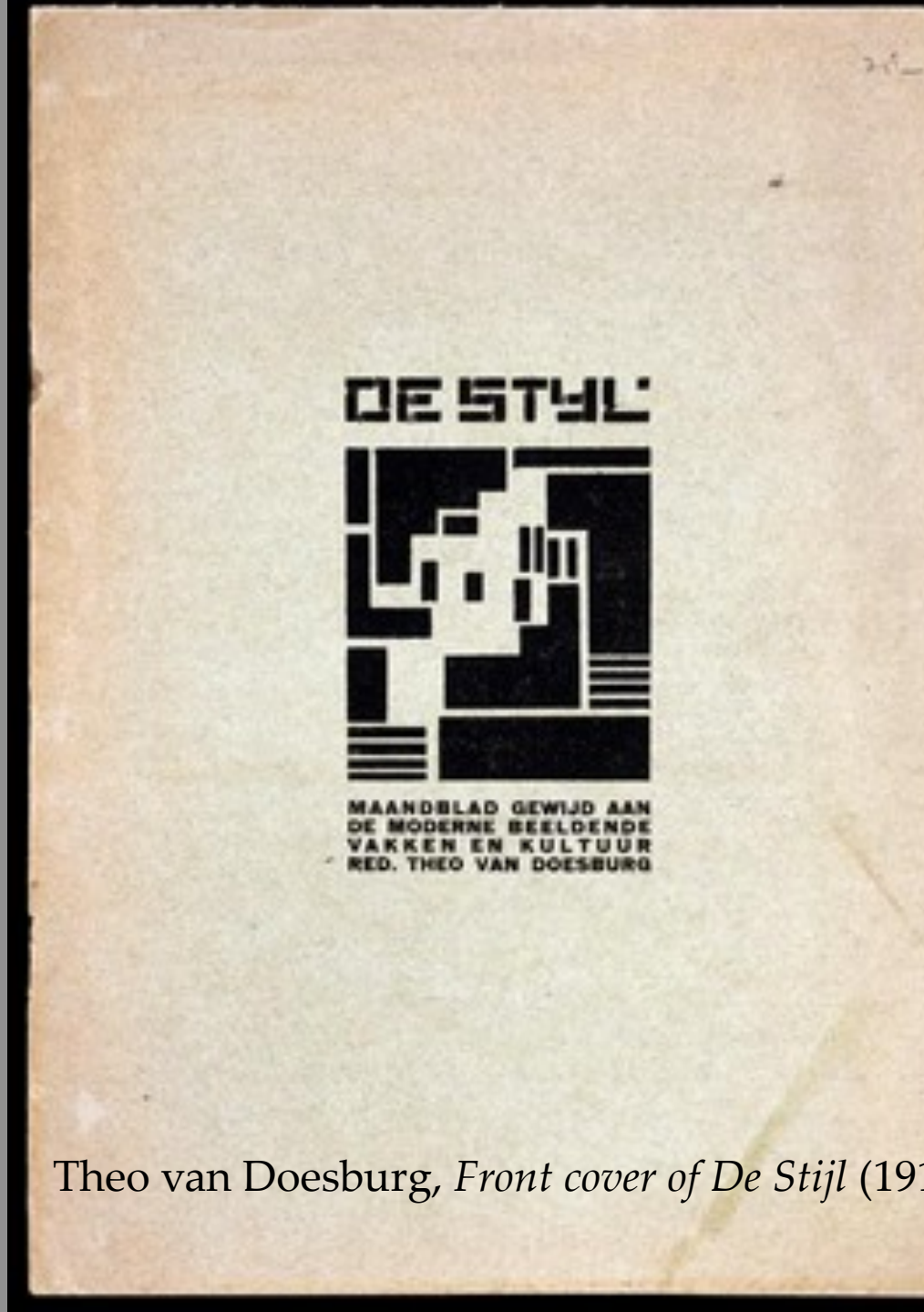
# Cultural objects/products/outcomes = **Modernism**




Wassily Kandinsky, *On White II* (1924)

Paul Klee, *Castle and Sun* (1929)

Design is a modern phenomena that begins with the industrial revolution.




Theo van Doesburg, *Front cover of De Stijl* (19




Max Bill, *Kitchen Clock* (1953)

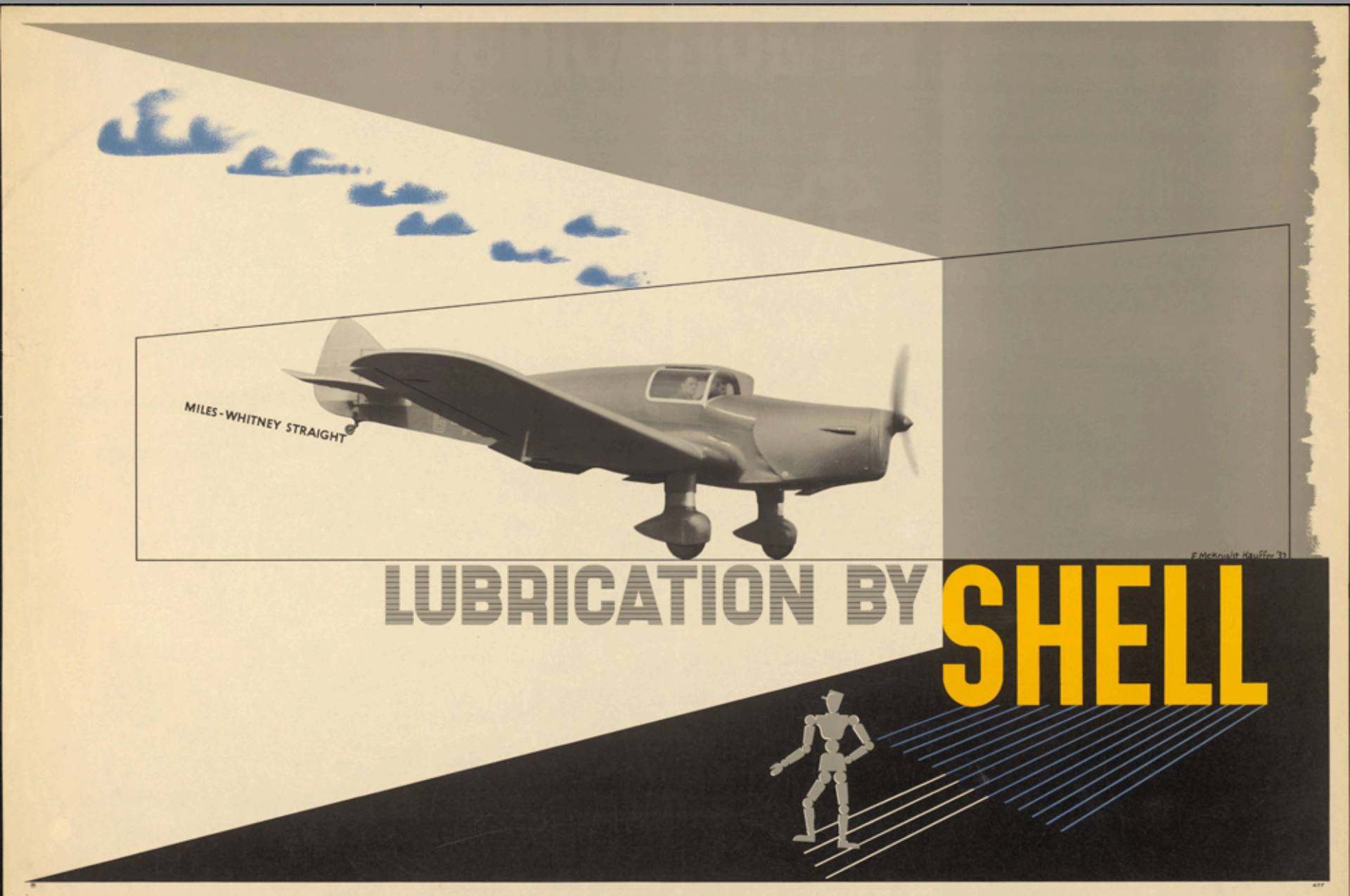
"Design historians have tended to regard the processes of industrialization as significant for providing the conditions necessary for the emergence of a distinct practice of design." (Lees-Maffei, 2010: 13)




"Design historians have tended to regard the processes of industrialization as significant for providing the conditions necessary for the emergence of a distinct practice of design." (Lees-Maffei, 2010: 13)

Ornament is crime (1908) Adolf Loos

Edward McKnight Kaufer, *Miles-Whitney Straight. Lubrication by Shell, poster* (1937)



- Hierarchy of the text
- Readability
- Standard shapes and primary colours









Years of the School
Weimer
1919
-
1925
Dessau
1925
-
1932
Berlin
1932
-
1933
Closed by the Nazi’s

Integrated art, craft with design with mass production
Wanted good design to be cheap and mass produced





Marianne Brandt *Tea infuser and strainer* (1924)

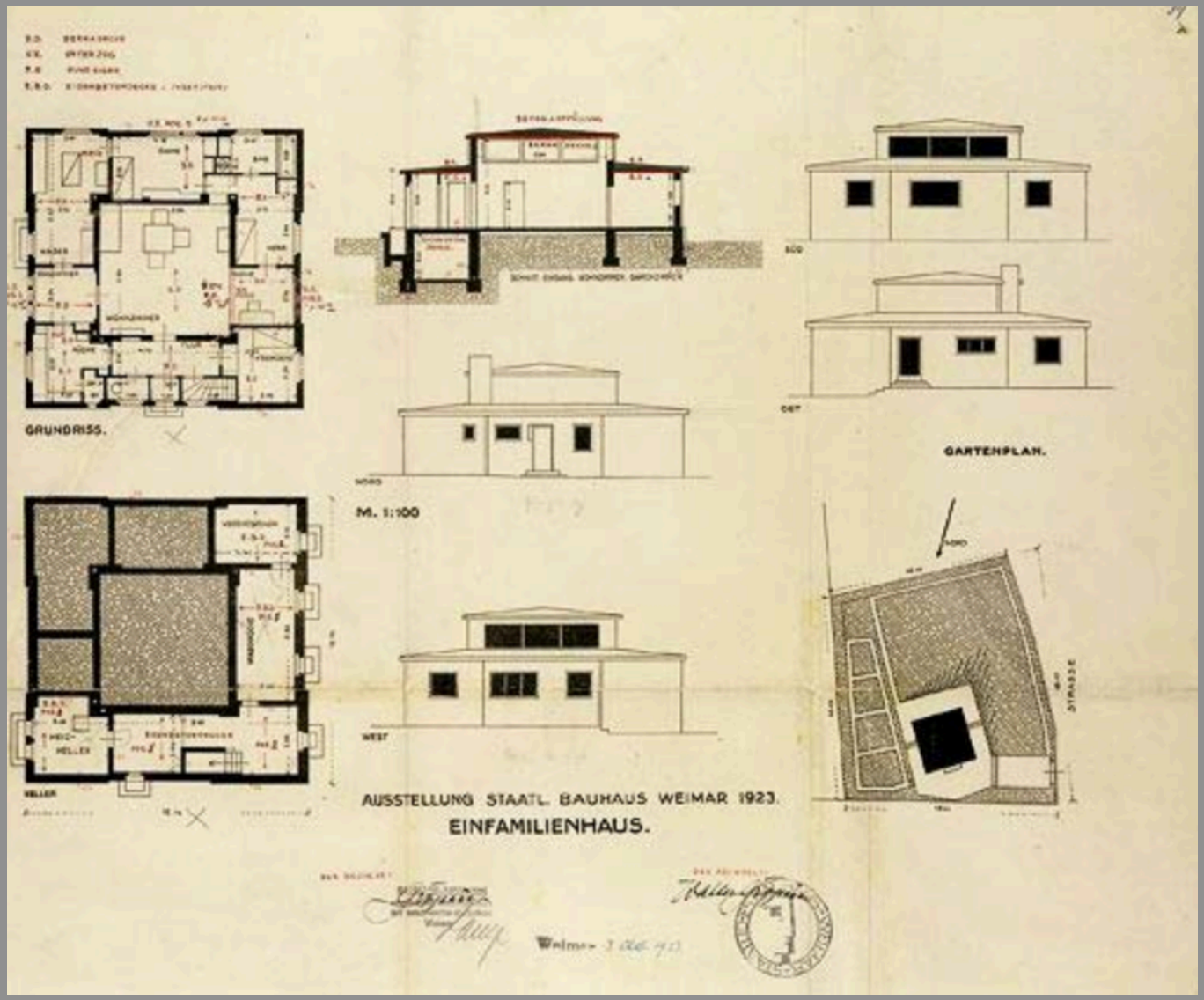
Form follows function – Louis Sullivan (1896)



A Prototypal House at the Bauhaus: The “Haus am Horn” by Georg Muche (1923)



The building is a prototype for low-cost housing units designed taking into account economical and strictly functional purposes and it also features technologically advanced solutions for improving insulation. Prefabricated concrete panels make the outer skin. The development of the project, as well as its construction, implied a collaborative design process to which all the workshops of the Bauhaus took part.




All the furniture was specifically designed to fit the spaces and designed mostly by Marcel Breuer, Alma Buscher and Erich Dieckmann, still students at the time; textiles are by Martha Erps-Breuer while the lightings in tubular metal forms were designed by László Moholy-Nagy.

**Brief** – think about the production cycle of any product or object of your choice. Trace the product from how its constituent parts are sourced, through to its mass production and use, and how it might be thrown away or recycled.

Make a map of the cycle and write a short life cycle review. Show the sources of your research. (200 words + an infographic or map)