



Attendance question

In Amy Long's talk on graphic design practice to our class on February 27th she spoke about collaboration in design. What did she mean? Please discuss an example of design collaboration that she provided in class. Be specific.

Housekeeping announcement:

The final examination will be on Thursday, May 8 between 7:40 and 9:30, in AED 60.

It will be a closed-book examination.



Paul **R**and
The **R**enaissance
Richard
Riemerschmid
Gerrit **R**ietveld
Roman
architecture
John **R**uskin



Paul **R**and
The **R**enaissance
Richard
Riemerschmid
Gerrit **R**ietveld
Roman
architecture
John **R**uskin

American graphic designer
1914-1996

A legend in American graphic design

Developed logos for IBM and other major corporations

Visit:
www.myfonts.com/Person250.html
and
www.commart.com/CA/feapion/rand/





Paul Rand
The Renaissance
Richard
Riemerschmid
Gerrit Rietveld
Roman
architecture
John Ruskin

Artistic period
15th C.- 16th C.

A period of the rebirth of classical architectures

Extensive use of columns and domes

Included Brunelleschi, Michelangelo and Raphael

Visit:
www.learner.org/exhibits/renaissance



The Renaissance



Paul Rand
The Renaissance
Richard
Riemerschmid
Gerrit Rietveld
Roman
architecture
John Ruskin

German designer
1868-1957

A proto-**Modernist**, working in rectilinear **Art Nouveau**

Founding member of the **Deutsche Werkbund**



Richard Riemerschmid



Paul Rand
The Renaissance
Richard
Riemerschmid
Gerrit Rietveld
Roman
architecture
John Ruskin

Dutch architect and designer
1888-1964

A proponent of **De Stijl**

Developed the minimalist style into 3-D

Visit:
www.greatbuildings.com/architects/Gerrit_Rietveld.html



Gerrit Rietveld





Paul **Rand**
The Renaissance
Richard
Riemerschmid
Gerrit **Rietveld**
Roman
architecture
John **Ruskin**

Historical period
c. 500 BC-100 AD

Influential period of
architecture

The arch and vault became
signatures

Some aspects revived in the
Renaissance

Visit:
www.greatbuildings.com/types/styles/roman.html

www.public.usit.net/lbadillo/arch.html



Paul **Rand**
The Renaissance
Richard
Riemerschmid
Gerrit **Rietveld**
Roman
architecture
John **Ruskin**

English writer and philosopher
1819-1900

A proponent of nature and
the **Arts and Crafts**

Detested the machine age
and its impact on
architecture and design

Visit:
<http://landow.stg.brown.edu/victorian/ruskinov.html>



Eero Saarinen
The Shakers
Ettore **Sottsass**
Philippe **Starck**
Streamlining
Swiss School



Eero Saarinen
Ettore **Sottsass**
Philippe **Starck**
Streamlining
Swiss School

Finnish/American architect
1910-1961

Pioneer of sculptural form in
architecture and furniture

Collaborated with the **Eames**

Visit:
www.scandinaviandesign.com/eero_saarinen/



Eero Saarinen



Eero Saarinen
Ettore Sottsass
Philippe Starck
Streamlining
Swiss School

Austrian/Italian designer
b. 1917

Proponent of Italian
Modernism

Leader of **Memphis** and Italian
Postmodernism

Long-time collaborator with
Olivetti

Further reading:
Sparke, Penny
Ettore Sottsass Jr
The Design Council, London,
1982



Ettore
Sottsass



Eero Saarinen
Ettore Sottsass
Philippe Starck
Streamlining
Swiss School

French architect and designer
b. 1949

Leader in French
Postmodernism

International reputation

Visit:
www.philippe-starck.com/index01.html



Philippe Starck



Eero Saarinen
Ettore Sottsass
Philippe Starck
Streamlining
Swiss School

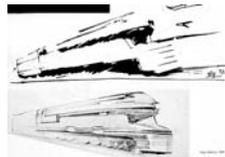
American design period
1929-1939

American phenomenon

Initiated by the 1929 Stock
Market Crash

Integration of design into
industry and business

Further reading:
Bush, Donald
The Streamlined Decade
George Braziller
New York 1975



S

Eero Saarinen
Ettore Sottsass
Philippe Starck
Streamlining
Swiss School

Graphic design period

c. 1930s to present
Grouped the ideology in typographic style of several designers such as Keller, Bill, Herbert Bayer and Armin Hoffman

Strong adherence to the grid and sans serif fonts such as *Univers* and *Helvetica*

Very prescriptive in nature

Continues to influence certain aspects of contemporary graphic design

T

Michael Thonet
Louis Comfort Tiffany

T

Michael Thonet
Louis Comfort Tiffany

German designer and manufacturer
1796-1871

Revolutionized furniture making

Developed bent wood and knock-down principles in furniture

Further reading:
Wilk, Christopher
Thonet: 150 Years of Furniture
Barron's, New York, 1980

Visit:
www.thonet.at/

T



Thonet furniture



T



Thonet furniture

T

Michael Thonet
Louis Comfort Tiffany

American designer and manufacturer
1848-1933

Proponent of **Art Nouveau** in the USA

Traveled extensively in Europe

Explored and developed new ideas for glass

Visit:
<http://web0.tiac.net/users/tangaroo/tc2.html>
and
www.knoxart.org/html/exhibits/tiffany.htm

T



Louis Comfort **Tiffany**

U

Universal design

U

Universal design **Design movement**
1985-present

Design focused on addressing
user needs first

Universal access by design

American Disabilities Act (ADA)
was a catalyst

Visit:
[www.design.ncsu.edu:
8120/cud/](http://www.design.ncsu.edu:8120/cud/)

W

Wilhelm
Wagenfeld
Hans **Wegner**
Tapio **Wirkkala**
Frank Lloyd
Wright

W

Wilhelm
Wagenfeld
Hans **Wegner**
Tapio **Wirkkala**
Frank Lloyd
Wright

German designer
1900-1990

Student at the **Bauhaus**

Explored design of glass

Member of the **Deutsche
Werkbund**

W



Wilhelm
Wagenfeld



Wilhelm **Wagenfeld**
Hans **Wegner**
Tapio **Wirkkala**
Frank Lloyd **Wright**

Danish furniture designer
b. 1914

Strong background in wood-working skills

Respect for material and form

Epitome of Danish good taste

Further reading:
Bernsen, Jens
Hans J. Wegner
Danish Design Centre 1994



Hans **Wegner**



Wilhelm **Wagenfeld**
Hans **Wegner**
Tapio **Wirkkala**
Frank Lloyd **Wright**

Finnish designer
1915-1985

Trained as a sculptor

Designed common everyday objects in a variety of media

Further reading:
Tapio Wirkkala
The Finnish Society of Crafts and Design
Helsinki 1981

Visit:
<http://virtual.finland.fi/finfo/english/wirkkala.html>



Tapio **Wirkkala**



Wilhelm **Wagenfeld**
Hans **Wegner**
Tapio **Wirkkala**
Frank Lloyd **Wright**

American architect
1867-1956

One of the great American architects

Designed everything from buildings to interiors, from furniture to stained glass

Created the Prairie school of architecture

Please visit Taliesin West (in Scottsdale)

Visit:
www.cypgrp.com/fiw/



Frank Lloyd **Wright**



Frank Lloyd Wright



Wise words...

"There is nothing permanent except change."
Heraclitus

Next class → **Design review**