

A BRIEF HISTORY OF
**DESIGN
MOVEMENTS**

DESIGN THEORY THROUGH THE INFLUENCES
AND METHODS OF THE FOLLOWING KEY
HISTORICAL MOVEMENTS & FIGURES

**1880
ARTS & CRAFTS**

William Morris



1890

ART NOUVEAU

Charles Rennie Mackintosh



**1909 - 1933
MODERNISM**

Futurism,
Constructivism,
De Stijl,
Bauhaus (Marianne Brandt)



1925 - 1935

ART DECO

Eileen Grey



1935-1955

STREAMLINING

Raymond Lowey



1955-1965

POP ART

Volleyball was a college game
but not professional

1965-1972

MINIMALISM

Referees were recognized who would judge
championship and inter college games



**1972 - PRESENT
POST MODERNISM
MEMPHIS DESIGN
GROUP**

Philippe Starck
Ettore Sottsass

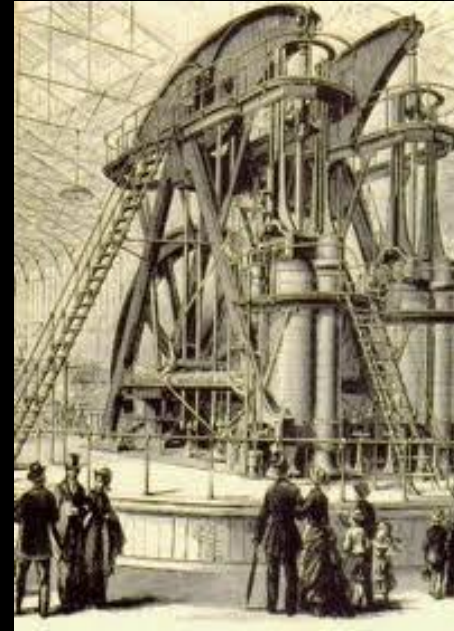


Product Design Bridging Lesson

Understanding
Design Movements
through
association with
key historical
events.

1. What was the important historical manufacturing development that happened between 1730 and 1840?

1. The Industrial Revolution

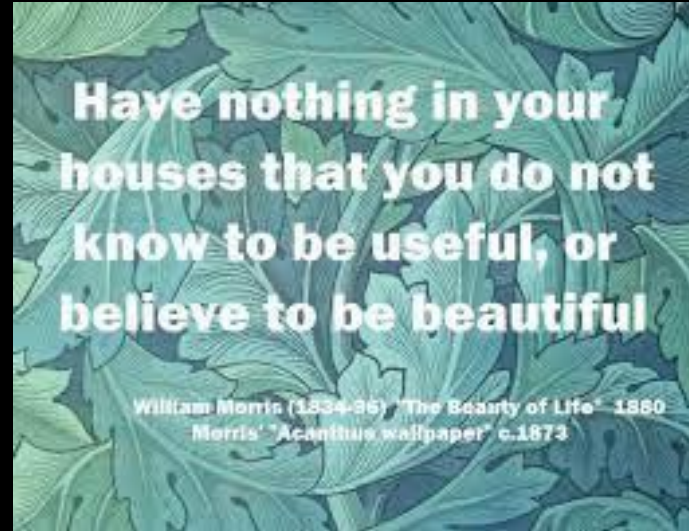


Industrial Design begins with the start of the Industrial Revolution. This pioneered the invention of mechanical processes of production. Everything changed, for the first time it was possible to produce large quantities of a product cheap enough for most people to own.



2. This designer from 1880
still sells his wallpapers
& Textiles designs
globally. Can you name
him?

2. William Morris (Arts & Crafts)



https://www.youtube.com/watch?v=fAy_imtiqVM

Morris started the Arts & Craft movement out of a concern for the effects of industrialisation: on design, on traditional skills and on the lives of ordinary people. This was a movement unlike any that had gone before. Its pioneering spirit of reform, and the value it placed on the quality of materials and design, as well as life, shaped the world we live in today.



3. Can you describe the function of the object in this image?

3. To signal the entrance and provide shelter from the elements of the new Paris metro. But also not to be a visual 'blight' on the city's landscape.



The metropolitan railroad, in the eyes of most Parisians, will only be excused if it rejects absolutely all industrial character so as to be completely a work of art. Paris must not be made into a factory, it must stay a museum.

3. Art Nouveau (Charles Rennie Mackintosh)



Art Nouveau was a decorative Art and Design movement inspired by natural forms and structures, not only in flowers and plants but also in curved lines.

'Glasgow style' was a form of Art Nouveau made popular by Architect Charles Rennie Mackintosh.

From 1909 onwards,
Europe was going
through big changes,
both politically and in
the Design World. A new
dawn of Modern Design
was on the horizon.

4. Modernism

1909–1930: Futurism

1916–1923: Dadaism

1917–1935: Constructivism

1917–1931: De Stijl

1919–1933: Bauhaus

1920–1939: Art Deco

<https://www.youtube.com/watch?v=vDCEtnXIA4Y>

1909-1930: Futurism



1916-1923: Dadaism



1917-1931: De Stijl



1917-1935: Constructivism



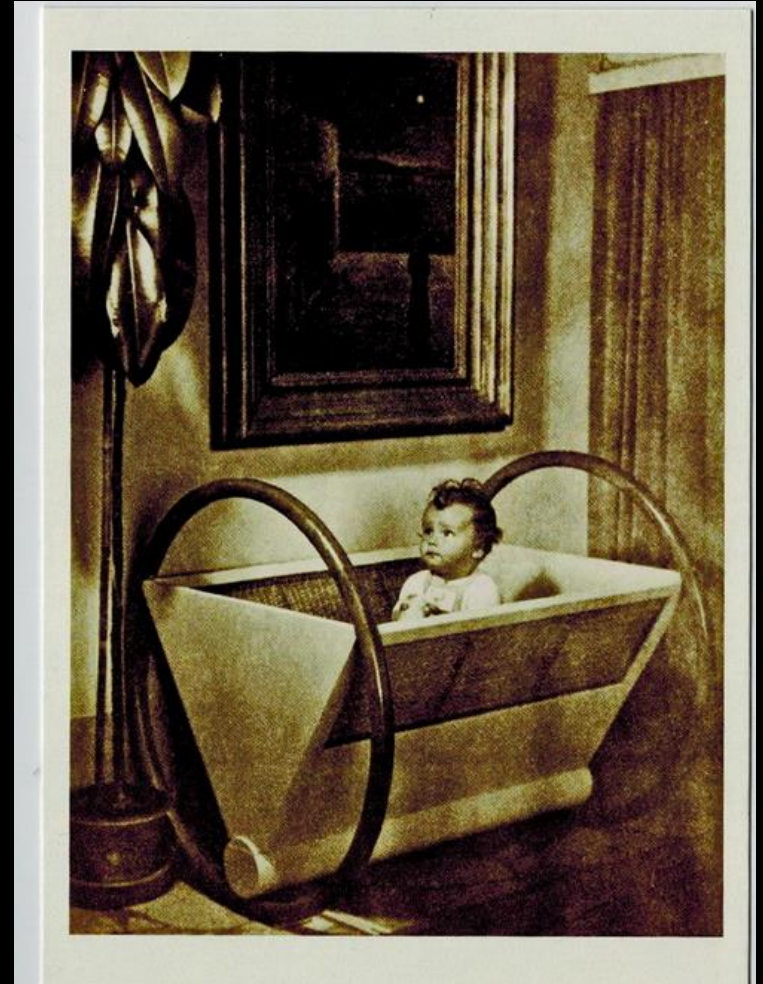
4. Can you guess the function of this product?



4. A baby's crib / cradle

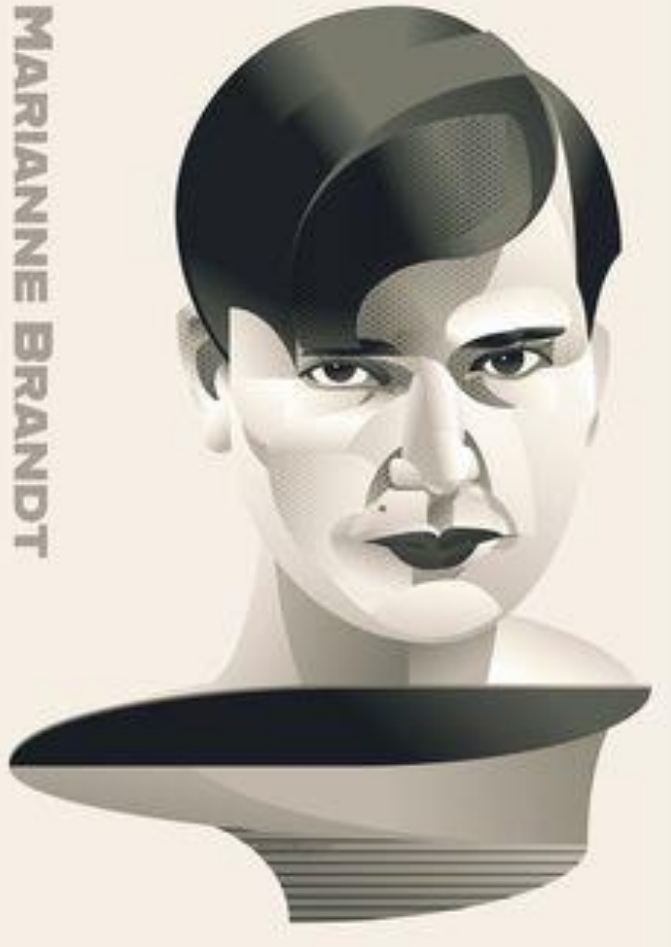


Keler's best-known work was a cradle for the first Bauhaus exhibition in 1923. His design reflects a Bauhaus trademark: the primary colours red, yellow and blue assigned to a square, triangle and circle as elementary shapes.



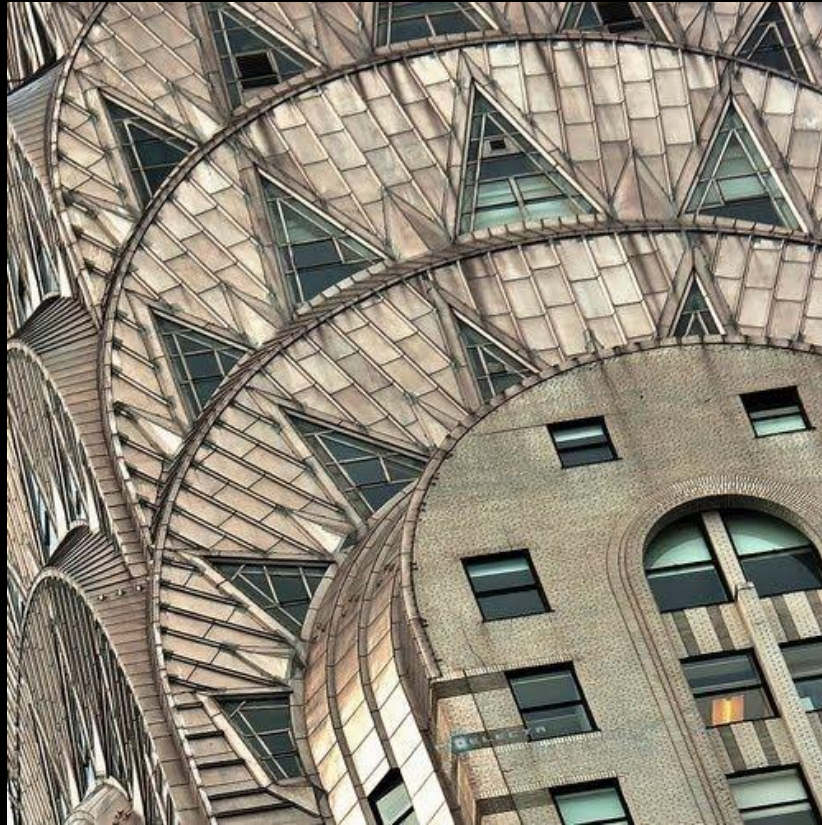
4. Bauhaus (Marianne Brandt)

[Bauhaus 100 | BBC Four Documentary 2019 - YouTube](#)



The **Bauhaus** was founded in 1919 in the city of Weimar by German architect Walter Gropius (1883–1969). Its **core** objective was a radical **concept**: to reimagine the material world to reflect the unity of all the arts.

5. Can you name this famous New York landmark?



5. The Chrysler Building



The Chrysler Building's style—Art Deco—was considered modern, urbane, and luxurious. Art Deco style incorporated chevron, sunburst, fountain, and arc motifs, endless varieties of geometric patterns, and, in later instances especially, cubic and machine-like forms.



5. Art Deco (Eileen Grey)

Eileen Gray was a pioneer who carved out her space in the hostile, male-centric world of Modernism. After finding success as a furniture designer, she turned to architecture and with no formal training, created an iconic building that reinstated warmth and comfort as principle tenets of Modernist design. She found acclaim at the age of 94, before passing away aged 98, in 1976.



6. What is the function of this object?



6. Streamlining / American Industrial Design (Raymond Lowey)



<https://www.youtube.com/watch?v=ceKmkvOLD3Q>

1960's Space Age



Because of the developments in Space exploration, the 1960's saw the rise of an obsession of all things futuristic.

7. What does this building remind you of?

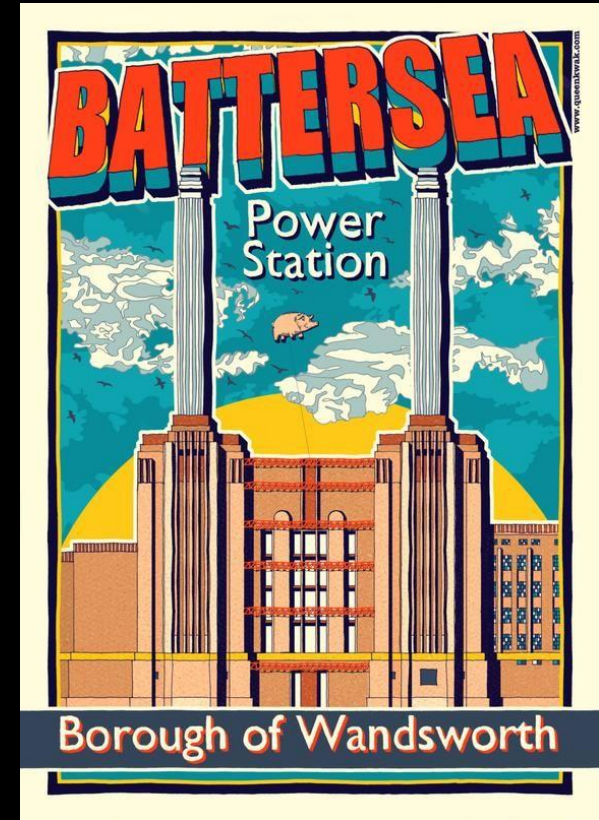


SIS (MI6) Building Vauxhall London – Sir Terry Farrell

Do you see a similarity with these historical buildings?



el, opened in 1930, at the height of the Jazz Age



7. Postmodernist style



'Humor & personality'

Products were like children's toys bright, cheerful and often included unnecessary decoration. By providing products with personality it made them more appealing to consumers who wanted to express their individuality.



'Retro' design

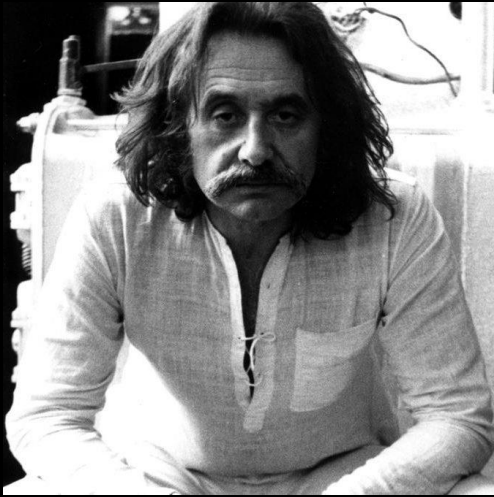
Taking inspiration from past movements and reinterpret them in a modern way.



Deconstruction

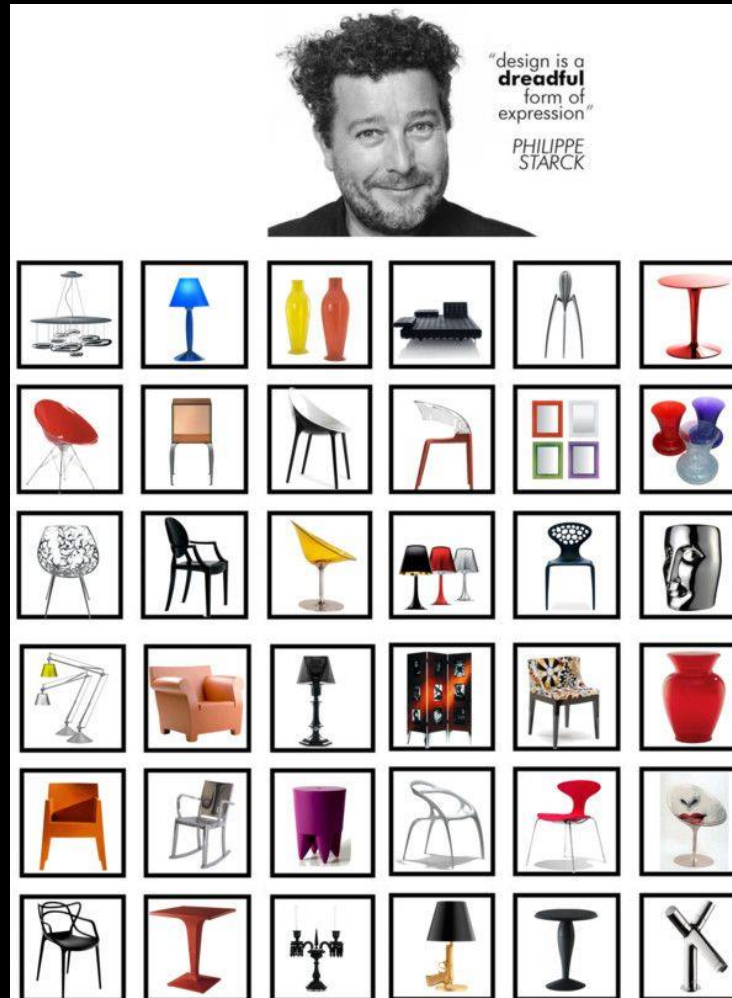
A development in architecture where the surface of the building is distorted so it becomes non-rectangular.

7. Postmodernism – Ettore Sottsass/Memphis



<https://www.youtube.com/watch?v=TCI8IPvr6SM>

7. Postmodernism – Phillippe Starck



<https://www.youtube.com/watch?v=cwbljVnte60>