International Style (Modernism) 20’s - 70’s

International Style, also referred to at Modernism, was an architecture, furniture and product design style. They believed that a design of an object should be based purely on its purpose - “form must follow function”

Modernism embraced the concept of mass production. The characteristics of Modernism later developed and became known as the International Style.

After WW2 there was a demand for low cost, mass production of housing and products. This was the birth of consumerism. Elaborate houses of pre-war years were replaced by efficiency and functionality.

Was focused on truth to materials → tubular steel, reinforced concrete.

Farnsworth House - Mies Van Der Rohe

- Influential and key example of International style.
- The house has a steel skeleton frame structure that supports the floor and roof planes (concrete) → 8 columns, suspends house above the ground.
- Exterior walls are planes of glass → blurs the boundaries of domestic life with nature.
- No decor/ornamentation

The Unite D’Habitation - Le Corbusier

- Le Corbusier’s vision for communal living - vertical village, self sufficient.
- Internal shopping, children’s ground/nursery on roof, condensed apartments.
- Introduced raw concrete, texture defined by wood. Building supported of pilotis creating space beneath. Cantilever balconies for each apartment.
- Sound-proofing between apartment, created successful in combining communal living with privacy. Open plan living area interlocked with surrounding apartments.
- efficient living space. Nothing more, nothing less.

**Mid-Century Modern (Organic Style) 50’s**

Organic style is an architectural, interior and product design movement, with its most prominent feature being clean lines -> sleek, uncluttered. Streamline and simple designs. Consumers wanted a more organic and warmer feel in their homes -> introduction of new materials such as: teak, fibreglass, moulded plastic, tubular steel, plexiglass. Bright colours were used to brighten homes. New cutting edge materials. The movement was driven by the need for consumer goods. Designers responded by creating, low cost, mass produced products that were accessible to all.

**The Eames Chair - Charles and Ray Eames**

- Leather, Plywood, aluminium. Made up of separate parts
- Became the icon of the 60s/70s for executive offices.
- Easy to assemble -> lounge chair and ottoman.
- Simple, organic line, form. Flat colour.
- Warm, organic feel. Was a comfortable design.

**The Tulip Chair - Eero Saarinen**

- Resembles the flower but also a wine glass.
- Single pedestal leg to remove clutter around feet area.
- Looks like moulded from one material - sculptural fibreglass. But has an aluminium stem fused with plastic supporting the seat.
- Very popular design, present in many household.
- Was accessible to all income groups, cheap to produce.
**Pop-Luxe/ Googie**  
*50’s - 60’s*

Was a Modern futurist architecture, influence by car and space culture. -> Jet Age
It reflected American society’s fascination with the space age. The design style was mainly used for motels, airports, automobile service, station and bowling alleys.
Characterised by: bold angles, colourful signs, plate glass, sweeping roves, pop-culture imagery (cars, jets, rockets, flying saucers, boomerangs, atoms)

**Theme Building at LAX Airport** - James Langenheim

- Futurist look and space age design -> resembles a flying saucer with 4 legs.
- Two cross arches holding up the inner structure.
- The 2 cross arches actually made of 4 steel-reinforced concrete legs.

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**Archigram**  
*60s*

Archigram, London, was an avant-garde architecture moment that was only theorised but never build. The ideas were communicated through magazines and exhibitions. They redefined the purpose of architecture. The designs were outrageous, futuristic, mechanical and totally bazaar. Florescent colour and psychedelia replaced normal design. Pod, amoeba-like structures were being visualised with the intent of pushing the boundaries of what ‘could be’

**The Living Pod** - David Green

- mobile, modular pod structure which was raised off the ground by supporting nodes.
- occupants live in a pod, while the structure is autonomous.
- Organically shaped robot for living.
High Tech
Architectural style that celebrated and incorporated elements of high tech industry and technology into buildings. Was also aimed to renew belief in the power of technology to improve the world.

It aimed to give everything an industrial appearance. But using industrial materials making the building look like they were made out of nuts and bolts. A technological look. Space frames, stainless steel, metal cladding, composite fabrics. Glass walls, steel frames exposed pipes and wiring all characterised the movement.

The Lloyd’s Building - Richard Rogers
- known as the inside out building.
- Highly rebellious attitude toward commercial architecture.
- All the services are on the outside of the building, including the lifts. Allows for the services to be easily replaced, leaving the essentials of the building untouched.

Memphis
The international style began to lose its energy. Modernist designers thought that the movement had become too academic, and wasn’t innovative anymore. They thought it was cold, formal and dogmatic.
During this time a myriad of styles and fashions took over the global culture. The 80s are known by the experimentation of individualism and pluralism. Designers began to rebel against the past, creating a new style of design based on eclecticism, decoration and kitsch. Design became eccentric and was unexpected and playful. Little regard was given to the functionality of the design. Cheap materials were used such as plastic laminate.
Carlton Cabinet (room divider) - Ettore Sottsass
- Colourful and playful - like for a child’s room.
- Coloured and patterned plastic/wood laminate. Low cost material that could be used in a lounge, or bedroom.
- Was overly geometric and was seems more as a piece of art then functional furniture.

Post-Modernism
Mainly began in late 70’s. It’s an architectural style with the mentality of “anything goes”. Forms filled with humour, irony, ambiguity, contradictions. They blended a juxtaposition of styles: traditional, contemporary.
All the details of the houses were exaggerated and materials were sources from far away. Post-Modernism evolved from Modernism, but it rebels against the style. Modernism was viewed as boring while post-modernism had a sense of humour.
Most of the time, Post-Modern houses have nothing in common but their absurdity. It was a break away from the conventional past. It was not only a design style change, but it affected the culture at the time - philosophy, science, history

Vanna Venturi House - Robert Venturi
- Symmetrical exterior.
- The design is a “generic” house with an unusual twist.
- Only 5 functional rooms.
- Experimentation with scale. Some interior elements look too big while like they don’t fit in the room.
- is a jumble of Venturi’s various experimentations.

Deconstructivism
Is a development of post-modernist architecture. Is characterised by ideas of fragmentation and manipulating a structures surface, non-rectilinear shapes. Buildings are distorted and dislocated. Contradicts conventional methods of architecture and looks aesthetically odd but perfectly functional. Sometimes referred to as controlled chaos. - bits and pieces architecture.

The Consulting Students – http://consultingstudent.wordpress.com
Guggenheim Museum Bilbao - Frank Gehry

- Curves appear to be random, but are meant to catch the light.
- consists of radical sculpture and organic contours. It is exterior is covered in titanium panels that resemble fish scales.
- is an icon of deconstructivism.
- looks like it’s made up of pieces that have been randomly put together.

Green Design (Sustainable Design) 21st Century

Is a response to the global concern for the environment as well as social issues. Sustainable design aims to eliminate negative environmental impact completely through skilful sensitive design. The idea of sustainability has manifested into a huge worldwide agenda.

Other Peoples Rubbish - Heath Nash

- is a series/style of work Nash does. Is not just a single design. Specific examples of “other people’s rubbish” - Flowerball

- Use of recycled rubbish (plastic bottles) as material along with galvanised wire.
- flower/butterfly plastic cut outs used to created chandeliers, with an internal wire frame.
- Low cost, recycled materials and local labour = sustainable design