

Module 10 : International Style in Architecture and Design

Lecture 28 : Midcentury Modern Design, Midcentury Modern Architecture, Scandinavian Midcentury Design, Conclusion

The Lecture Contains:

-  Midcentury Modern Design
-  Midcentury Modern Architecture
-  Scandinavian Midcentury Design
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Midcentury Modern Design



Plate 6A Kitchen



6B Wall-rack

Mid Century & Danish Modern
Furniture Legs and Feet

6C Cabinet

(Source: http://www.google.co.in/search?hl=en&q=mid+century+modern+furniture&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbm=isch&source=og&sa=N&tab=wi&ei=3ss2UYuEKIjJrQfbylDoCw#imgrc=pHZp66W2V9Y_M%3A%3B6BVUAjPcpokoQM%3Bhttp%253A%252F%252Fwww.modern-furniture.de%252Fgalerie%252Fdie-designer%252Fimages%252Fmf-helmut-magg%252Fhelmut-magggladysdeskschreibtisch50erjahremidcenturymodernfurnituredeb.jpg%3Bhttp%253A%252F%252Fffffound.com%252Fimage%252F6ac76604b9cc631f36c18db369084d01ef061933%3B850%3B853; March 6, 2013)

Midcentury Modern Design shows their fascination towards woodwork. Design elements have certainly changed from their earlier style but continued with their appreciation toward woodwork. Woodwork given with natural polish and maintaining the characteristics of the fiber is based on their Midcentury Design philosophy. The Kitchen (plate 6A) has simplistic design reflecting the essence of the movement. The Wall-rack (plate 6B) has the simplicity and clarity in design composed in horizontal and vertical planes. The negative and positive space gives lighter feeling. The Cabinet (plate 6C) is magnificent in its simplicity displaying the elegance of material characteristic.

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Midcentury Modern Architecture



Plate 7A Midcentury Architecture



7B Midcentury Arizona House



7C UGA, Athens, USA

(Source: http://www.google.co.in/search?hl=en&sugexp=les%3B&gs_rn=5&gs_ri=psyab&pq=mid+century+kitchenware&cp=15&gs_id=1et&xhr=t&q=mid+century+architecture&bav=on.2,or.r_gc.r_pw.r_qf.&biw=1341&bih=604&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=tds2UfuH87NrQetYG4Bw#imgrc=JJI2SEqYZo5M%3A%3BTDRl3Vy48cJwM%3Bhttp%253A%252F%252Fjetsetmodern.com%252Fimage%252Fkeck16.jpg%3Bhttp%253A%252F%252Fjetsetmodern.com%252Fkeck.htm%3B600%3B390 ; March 6, 2013)

Midcentury Modern Architecture is characterized by strong horizontal planes, large glass windows, and open space, this style features simplicity and integration with nature. The architecture has found new vernacular in openness and clarity. Use of glass invites (plate 7A) outdoor environment inside the house psychologically creates relaxation. The dominating horizontal and vertical planes have introduced visual contrast between nature and manmade object (the house). The backdrop of textured mountain (plate 7B) surface brings out the true spirit of simplification in the architecture design. The openness of the structure is harmonized with the nature. The application of transparent glass gives an interesting see-through effect and binds the nature and manmade thing together. The egg-shell like structure at University of Georgia (UGA), Athens, USA (plate 7C) reflects the synthesis of curvature and clarity in design elements, which is typically found during the Midcentury Modern Architecture design. The application of reinforced concrete structure made it possible to build such elegant architectural design.

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Scandinavian Midcentury Design



Plate 8A Glasswork
(Scandinavian Design)



8B Wooden cabinet



8C Leather Easy-
chair



8D Handcraft
and Modernism

(Source: <http://handmademoonshine.blogspot.in/2009/09/scandinavia-playboy-and-me.html> ; March 4, 2013)

Scandinavian countries played extremely important role during the Midcentury Design movement. The movement importantly carried on the spirit of Bauhaus philosophy in minimalist style while introducing the strong scientific application of ergonomic parameters. In their design human comfort is incorporated with elegance of curvature and simplicity. The elegance in clarity of design in simplification and human comfort are all synthesized.

The Glass Bowls (plate 8A) design shows its elegance in design simplicity. The Wooden Cabinet (plate 8B) reflects the essence of traditional design in term of material and craftsmanship while maintaining the minimalist approach. The Leather Easy-chair (plate 8C) has the attractive appearance of traditional form while using the minimalist style of design. The Handcrafted Wooden chair (plate 8D) truly reflects the unique combination of handicraft and modern simplicity design.

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Conclusion

The International Architecture style evolved around simplification in design element and use of modern material. At the same time the era saw that designers became quite honest in term of material's true characteristic. 'True to material' became the spirit of the movement. The architectural movement inspired by the Bauhaus strongly influenced other consumer products such as furniture and in household items. The movement in architecture and in Industrial Design truly applied the spirit of Minimalism with the help of modern material in formal structural elements. The formal structural element is reflected through curvature and straight lines.

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