

Module 5 : Modern Art and Design

Lecture 14 : Minimalist Home Appliances, Rococo Design, Conclusion

The Lecture Contains:

 Minimalist Home Appliances

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Minimalist Home Appliances



Plate 14A Kettle



134 Table



14C Wall Clock



14D Furniture Design

(Source: <http://www.google.co.in/search?hl=en&biw=1342&bih=542&noj=1&q=Minimalist%20Product%20Design&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=AP7eUM7WNS6zrAfChYCIDg>

December 28, 2012)

Piet Mondrian's theory and work on Pure Plastic Art became the inspiration in Industrial Design. The modern product designs are highly influenced by the Neoclassicism movement the movement that led to Minimalism. Minimalism has perfectly harmonized with the modern Industrial Design policy. The spirit of 'mass production' envisages making it is affordable, easy to manufacture and servicing, easy to transport and packaging. Obviously 'Straight Line' truly matched with the spirit of 20th Century Industrial Design. The simplest form in household products (plate 14A), Table (plate 14B), Wall Clock (plate 14C) or furniture (plate 14D) design appears amazingly different from their earlier versions. The slim, slick and attractive appearance of the minimalist design has finally engulfed every part of our living environment.

(Read more: http://en.wikipedia.org/wiki/De_Stijl ; June 4, 2012)



Plate 15A Rococo Design



15B Kitchenware



15C Cooking ware



15D Modular Kitchen

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(Source: plate 14A <http://www.google.co.in/search?um=1&hl=en&tbo=d&biw=1342&bih=542&noj=1&bm=isch&spell=1&q=Rococo+cooking+ware+design&sa=X&ei=lwXfUK7mIY3trQfsx4HoCw&ved=0CFUQBSgA> ; December 18, 2012

Plate 14B to 14D <http://www.google.co.in/search?um=1&hl=en&tbo=d&biw=1342&bih=542&noj=1&tbm=isch&spell=1&q=minimalist+cooking+ware+design&sa=X&ei=6QPfUKzgF42PrgeA8IHQDA&ved=0CFUQBSgA> ; December 18, 2012)

The theory of Neoplastic Art had its merit in art that had continuity from the earlier art movements. However, the Industrial Design of 20th century quickly adopted the same style because of the mass-production point of view. The new style of Minimalism totally abandoned the earlier decorative style (plate 15A Rococo and Baroque). Because of the over-burdened decorative motifs of the earlier style reached to its saturation and the new aesthetic beauty of straight line became the language of Industrial Design. Hence, adoption of Minimalistic style became quite convenient and appropriate for the 20th C Industrial Design. One needs to realize nature does not produce anything in 'straight line'. Introduction of straight line in design is a man-made style that is closely associated with economic benefits.

Thus Minimalism has become strong tool for efficient, effective profitable manufacturing process (plate 15B-15C). It is time for us to think if proper synthesis of decorative quality with minimalistic principle could create a richer quality of design (Classical style). Do we need to revisit and think a new course of creative design through a balanced synthesis of elements of line, form and color? Along with the minimalist product designs the ambience has also changed drastically from the earlier style. Minimalist kitchen design (plate 15D) reflected the same spirit of simplicity in form and color application. Minimalist product design thus has inspired and led to Modular Design concept (plate 15D). Corporate office designs have created new style of office environment based on such modular design concepts.

(Ref. http://en.wikipedia.org/wiki/De_Stijl on Oct. 08, 2012)

Rococo Design



16A Rococo Ceramic ware



16B Rococo Study Room



16C Dining Room

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(Source: http://www.google.co.in/search?um=1&hl=en&tbo=d&biw=1342&bih=542&noj=1&tbn=isch&sa=1&q=Rococo+kitchen+design&oq=Rococo+kitchen+design&gs_l=img.12...913593.915413.0.917761.7.7.0.0.0.0.268.1309.2j0j5.7.0...0.0...1c.1.XGiGpMPx_tw ; December 28, 2012)

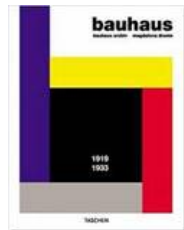
Rococo Period produced elegance in design through heavily decorated motifs and ornamentations. Ceramic-ware is highly decorative with curvatures (plate 16A), Study Room is packed with heavy furniture (plate 16B) and typically Dining Room (plate 16D) is presented with elegant decorative designs. Rococo Design shows its exclusiveness in design that is affordable by rich people. On the otherhand modern minimalist design introduced the elegance of simplicity for the common people with affordable price.

Conclusion

Modern Art directly or indirectly played vital role in the modern day lifestyle. Initiation from the Cubistic style of creativity to Pure Plastic Art to Minimalist and Modular Design show an amazing path of creativity that liberated them from its earlier forefathers. Duchamp's Readymade made a strong impact in understanding and appreciation of Mass Products. He baptized mass produced objects as work of art has changed the stereo type thinking of aesthetic appreciation. Piet Mondrian's contribution in modern form and color design has drastically changed the Industrial Design style and character.



Plate 17A Bauhaus
Product



17B Bauhaus Poster
Design



17C Bauhaus
Furniture



17D Cabinet Design

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(Source:http://www.google.co.in/search?hl=en&q=The+Bauhaus+Product+Design&bav=on.2,or.r_gc.r_pw.r_qf.&bvm=bv.1355534169,d.bmk&bpcI=40096503&biw=1342&bih=542&um=1&ie=UTF-8&tbm=isch&source=og&sa=N&tab=wi&ei=cRffULymlpCGrAeOv4HIAQ ; December 28, 2012)

Thus, the hugely successful trend of new found aesthetic beauty in minimalism has become strong tool for efficient, effective profitable manufacturing process. The philosophy of essential form and color attributed to a new inspiration not only in art for but also in Industrial Design. The Bauhaus became the cauldron of Neoplastic Art and Design philosophy. It resulted in finding a new form of aesthetic beauty through 'straight line'. Bauhaus created its impact on architecture to home appliance to poster design (plate 17A-17D). Naturally such philosophy greatly influenced the field of Industrial Design. The strength of minimalist design became the spirit of modern day lifestyle spanning from furniture, architecture, apparel design, dress design, to office design, etc. Hence, modern industrial product design would always be linked to its source of inspiration from Modern Art.

