




## The Lecture Contains:

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## Midcentury Modern Design



Plate 3A Tulip Chair  
(1955-'56)



3B Ceramics  
(Finland)



3C Furniture  
(Denmark)



3D Telephone Kiosk  
(Norway)

(Source: [http://en.wikipedia.org/wiki/Mid-Century\\_Modern](http://en.wikipedia.org/wiki/Mid-Century_Modern); March 1, 2013;

[http://en.wikipedia.org/wiki/Scandinavian\\_design](http://en.wikipedia.org/wiki/Scandinavian_design) ; March 1, 2013;

[http://en.wikipedia.org/wiki/Mid-Century\\_modern#Additional\\_Midcentury\\_modern\\_architects\\_and\\_designers](http://en.wikipedia.org/wiki/Mid-Century_modern#Additional_Midcentury_modern_architects_and_designers)

March 1, 2013)

Around the middle of 20th century (1933-1965) witnessed emergence of a new style that includes- architectural, interior, product and graphic design. By the middle of 20th century the inventions of new material gave opportunity to exploit the plasticity of various materials. It naturally opened quite a few new experimentations in composites, ceramics and in improvised metal. The curvature of the Tulip Chair (plate 3A) shows the synthesis between plastic (synthetic) material and fabric (seat) creating a wonderful combination. The fabric fiber and synthetic combination has created new tactile feeling. Similarly the age old ceramics (plate 3B) is being stylized with new hues of color and texture. The Danish furniture (plate 3C) design is slick and streamlined to show the elegance of minimalism. The telephone booth (plate 3D) is movable, light and transparent appears much lighter weight.

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Scandinavian Industrial Design played influential role in the Mid Century Modern Design movement. The Danish designers used the new industrial technologies, combined with the philosophy of simplicity and functionalism. Much of these designs are conceived based on the Bauhaus school of thought many of which have become iconic and are still in use and production.

#### Mid Century Danish Industrial Design



Plate 4A Hans Wegner  
(Arne Jacobsen)



4B Egg Chair, 1958  
(Poul Henningsen)



4C PH5 Lamp, 1958

(Source: [http://en.wikipedia.org/wiki/Danish\\_design](http://en.wikipedia.org/wiki/Danish_design) ; March 4, 2013)

Danish Industrial Design during the Mid Century Design has certainly occupied important place in the history of modern design. Hans Wegner's Arm Easy Chair (plate 4A) is an interesting composition in curve lines. It has created concave and convex formation following human anatomy. 'Egg Chair' design by Ame Jacobsen (plate 4B) is a fascinating work that shows the elegance of curvature in minimalistic approach. "The PH-lamps (plate 4C) are a series of light fixtures designed by Danish designer and writer Poul Henningsen from 1926 onwards. The lamp is designed with multiple concentric shades to eliminate visual glare, only emitting reflected light, obscuring the light source. The lamps are still in production today."

(Ref. [http://en.wikipedia.org/wiki/Danish\\_design](http://en.wikipedia.org/wiki/Danish_design) ; March 4, 2013)

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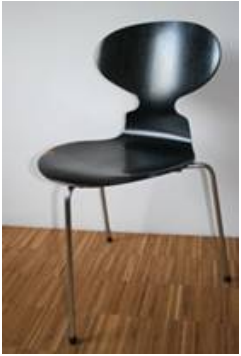


Plate 5A Arne  
Jacobsen, 1951



5B Spanish Chair, 1959



5C Finn Juhl Furniture, (Børge Mogensen)

(Source: [http://en.wikipedia.org/wiki/Danish\\_design](http://en.wikipedia.org/wiki/Danish_design) ; March 4, 2013)

Arne Jacobsen (plate 5A) continued to experiment in curvature forms through simplifications. Modern material added to their advantage in in term of compressing and bending them industrially. Spanish Chair (plate 5B & 5C)) designed in plywood is created in curvature to support the human anatomy. Scandinavian designers understood the ergonomic aspects of human body and comfort. Initial Bauhaus Design was conceived on straight lines which appeared to be in many cases uncomfortable since human beings have more curvature than anatomy based on straight line. Therefore, Scandinavian designs flourished and became quite successful in synthesizing straight planes and curvature while maintaining the spirit of minimalism. Thus the elegance of straight and curvature is duly respected and combined during the Mid Century Modern Design profession.

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