

EIO-assignment 1TTA – (together with Art assignment ‘My Personal Throne’)

“DESIGN CLASSICS”



William Morris (GB- 1866)



Gerrit Rietveld (NL- 1918)

By now you have seen a lot of examples of chair designs (remember the powerpoint that accompanied the art assignment ‘My Personal Throne’?). In this EIO-assignment you are going to do some research on -

- *what design is/ can be*
- *cultural differences (how design can relate to its country of origin)*
- *design inspirations*

1) Name as many things you can think of that might have to do with DESIGN/ that are designed (write them down!)

2) Here are some websites of famous (design)museums in Europe:

- Victoria & Albert Museum- London <http://www.vam.ac.uk/>
- Design Museum London <https://designmuseum.org/>
- Stedelijk Museum Amsterdam <http://www.stedelijk.nl/?qclid=CJzlkavGyckCFWqOwwodPyILOQ>
- Musée des Arts Décoratifs – Paris <http://www.lesartsdecoratifs.fr/en/>
- Triennale di Milano – Milan <http://www.triennale.org/en/>
- Röhsska Museum – Stockholm <http://rohsska.se/en/>
- Vitra Design Museum –Germany <http://www.design-museum.de/en/information.html>

a) For each museum/ website: try to describe what is most prominent in their design collection and give a couple of examples (for this: mostly look at their design-/ furniture collections!). Maybe you can add a couple of pictures as well? ☺

- b) Each country has a different approach to what 'beautiful, practical and functional things' should look like (this is why DESIGN can be highly personal and belonging to a country's heritage and 'national taste- or preferences'.

Countries that are really well-known for their design work are Sweden and Denmark (Scandinavian design), Italy (Italian Design) and even The Netherlands ('Dutch Design' is quite famous the world over!) **Answer the following questions:**

SCANDINAVIAN DESIGN:

- Try to come up with/ find a couple of names of famous Scandinavian designers and write down their names:
- Also: what is very typical of their work (shapes/ materials used/ functions)?

ITALIAN DESIGN:

- Look up some names of very famous Italian designers and write them down:
- Also: -what is it that makes Italian design so different from Scandinavian design?
- And: -give an example of an Italian design piece that is highly functional (picture + description)
- give an example of an Italian design piece that is mostly decorative (picture + description)

DUTCH DESIGN:

- Who was Gerrit Rietveld? (Give some background info – but describe him and his work while using your own words + show us pictures!)
- Who/ what is 'Droog Design' (Give a couple of names of designers and show us some of their work. Describe the design works in the picture!)
- Why do you think the name 'Droog Design' is used?
- Try to describe a piece of Dutch design to someone from another country (for this you have to give a short history of what 'The Dutch' like in design. Also, try to explain why it is sometimes so different from design works of other countries. Or: are there perhaps similarities?)

- 3 By now you have already done some research on Design in general. You now also know some names of famous designers and maybe you have seen some very interesting pieces/ examples of Design that you would like to explore some more!

-Try to find an example of a 'DESIGN CLASSIC/ ICON' (can be from any country/ designer/ period in time), in any case something that you really like. **Then answer the following questions:**

- Is this a typical example for the country it was in/ for? Why?
- Does it have a typically functional- or decorative look (or maybe both)? Why?
- What is the difference between a piece of design and a 'Design Classic'?
- Why do you think this is a 'Design Classic'?
- Can you see the relationship between the world of Design and the school subject of Art? (if so: what could this relationship be?)

HAVE FUN!