

some history

mfadt bootcamp 2014

Design / Art

The Artificial

“History cannot give us a program for the future, but it can give us a fuller understanding of ourselves, and of our common humanity, so that we can better face the future.”

Robert Penn Warren
1905-1989

Design + Technology

Design timeline >

NEOCLASSICISM (1750-1850)

ROMANTICISM (1780-1850)

REALISM (1850-1900)

ART NOUVEAU (1880-1914)

ART DECO (1910-1930)

YEARS

1765

Steam engine

1783

First hot air balloon

1796

Lithographic printing process

1816

First photographic negative

1835

First photograph

1843

Typewriter invented

1847

Rotary printing press

1867

Dynamite

1876

Telephone

1879

Electric light bulb

1886

Linotype machine

1892

Diesel engine & Alternating current generator

1894

Radio waves

1900

First mass-marketed camera - the Brownie

1903

Powered airplane

1908

First mass-production of the Ford Model T automobile

1898

1st commercial motion picture

1898

Akzidenz Grotesk font

1919

First air service and first electric typewriter

1919

Bauhaus school of Design

1923

Television Electronic & first sound film

1920s

Regular wireless broadcasts for entertainment

Technology timeline >

Industrial Revolution

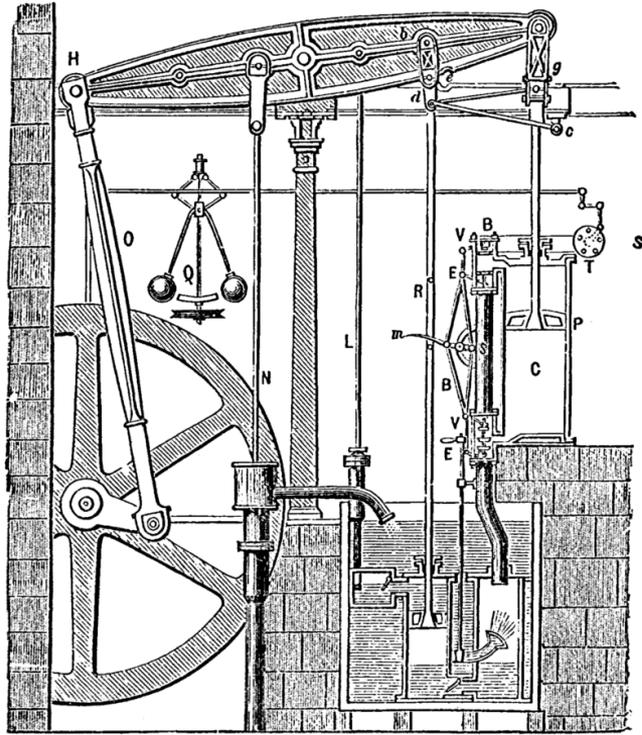
1750-1900

1750-1850 | The Industrial Revolution and Romanticism

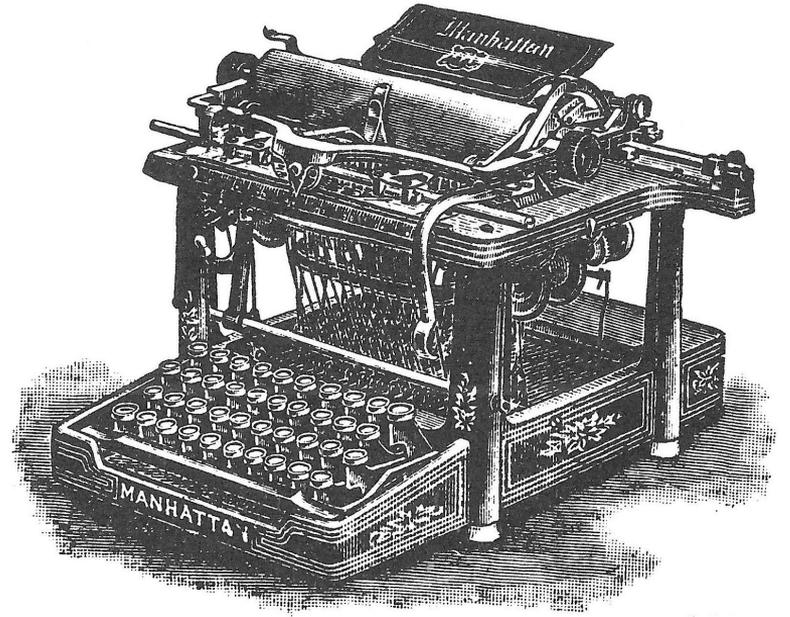
- Industrial Revolution changed the social, economic and cultural conditions of the times
- Romanticism was a reaction to the Industrial Revolution with its population growth, and urban sprawl

1850-1900 | The Second Industrial Revolution and Realism

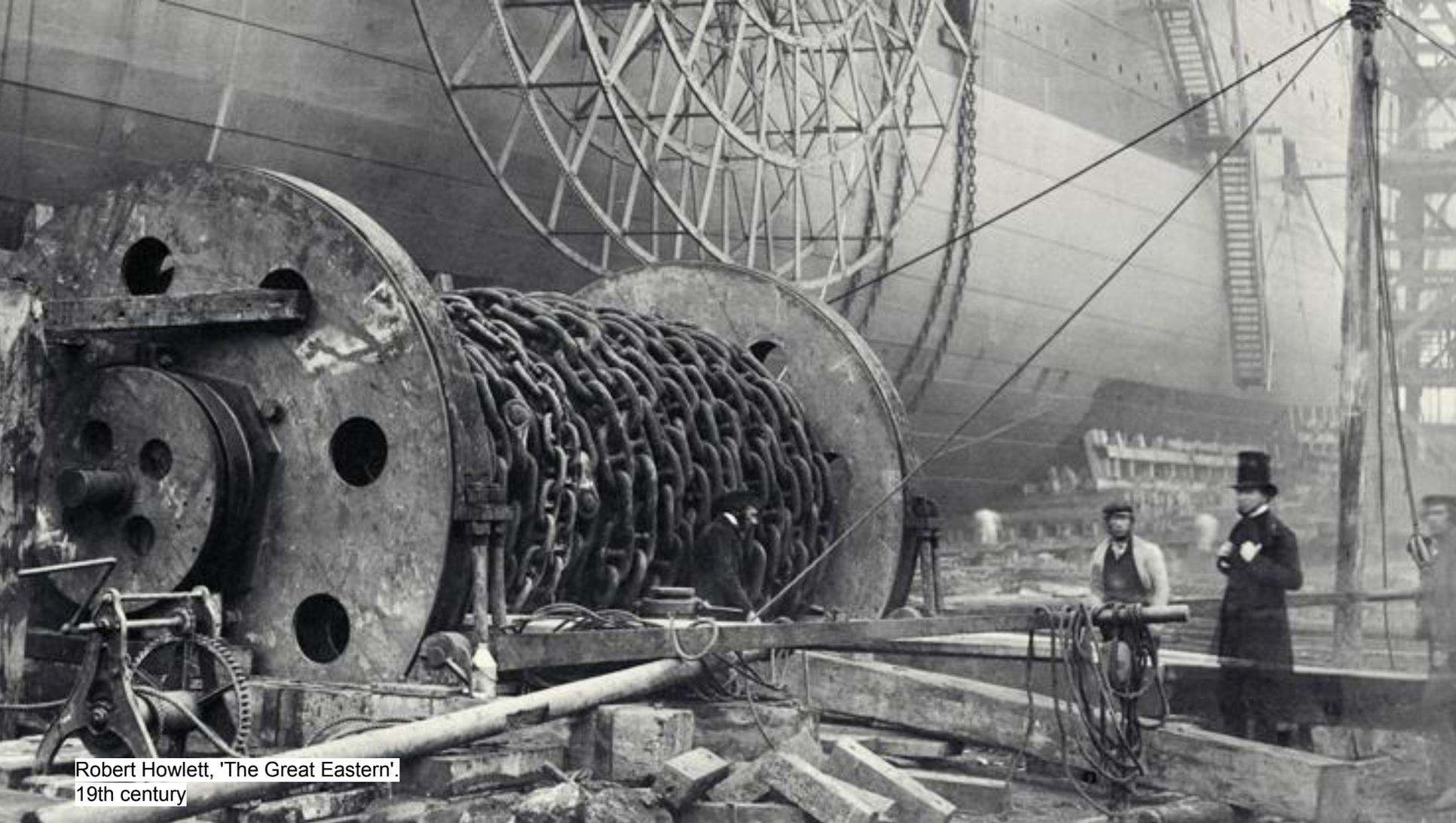
- Electromechanical age
- Photography and Realism



James Watt, 'Steam Engine'.
1781



John Brown Price, 'Manhattan'.
1871



Robert Howlett, 'The Great Eastern'.
19th century



Louis Daguerre, 'Boulevard du Temple'.

1838



Jean-François Millet, 'The Gleaners'.
1857



Eilif Peterssen, 'On Watch'.
1889

Form Follows Function

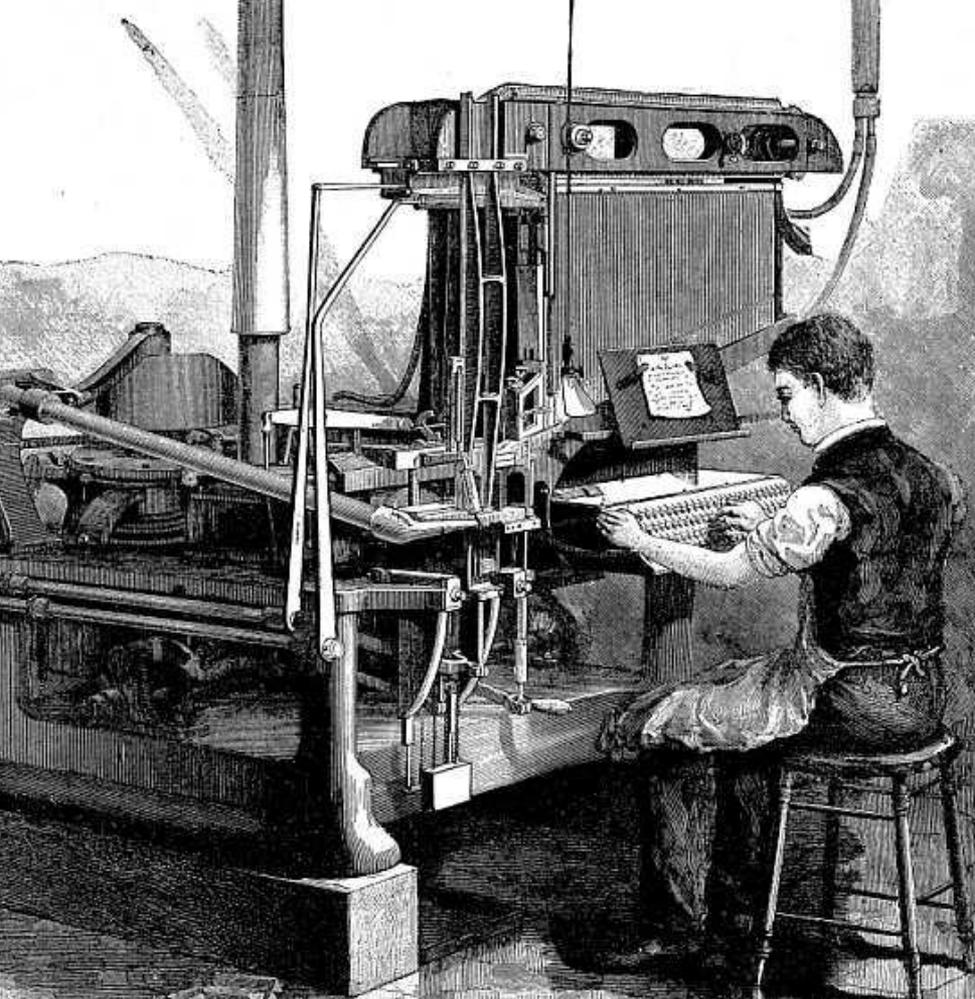
Louis Sullivan, 1856-1924

1880-1914 | Art Nouveau

- The Linotype machine (1886) – revolutionized the art of printing
- Increased demand in typography
- The first commercial motion picture
- Color Photography
- Art Nouveau initiated graphic and advertising design



Hermann Obrist, Ciclamen 1895



Descriptions goes here.



Descriptions goes here.



More Beautiful Things for Everyday Use

Gregor Paulsson, 1889-1977

1910-1930 | Art Deco

- Consumerism
- Art Deco - An ornamental design style based on geometric shapes inspired by technologies such as aviation, radio, electric lighting, and others.
- Bauhaus - The first model of the modern art school founded in Germany





Eilif Peterssen, 'On Watch'.

1889

SEPT. FIRST 1926

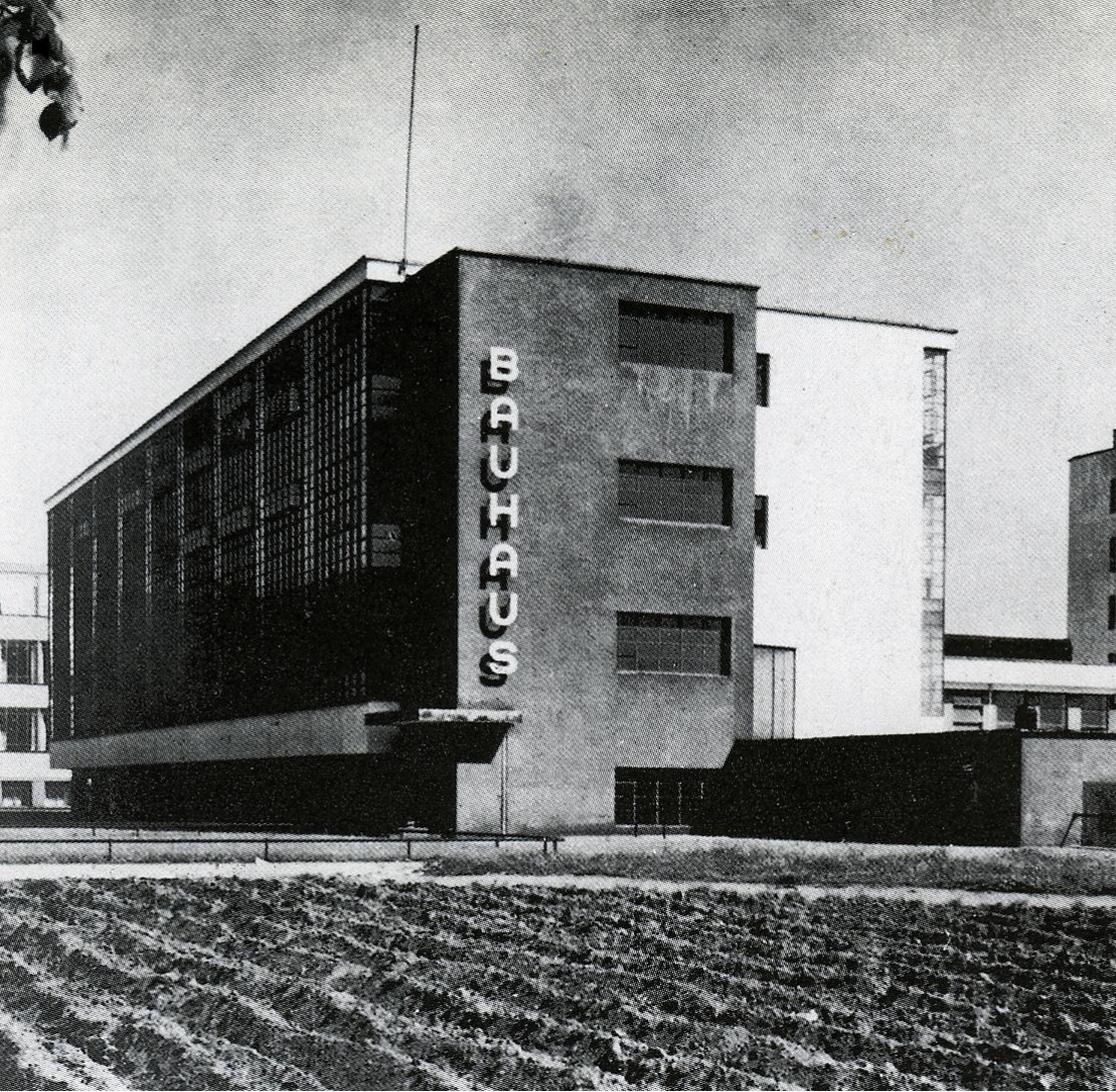
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PRICE 35-CENTS



Eilif Peterssen, 'On Watch'.

1889



50 Jahre
bauhaus

Ausstellung
5. Mai - 28. Juli
1968



Württembergischer
Kunstverein
Stuttgart
Kunstgebäude
am Schlossplatz



Design timeline >

MODERNISM (1930-1945)

- 1932** Times New Roman font
- 1941** First TV commercial

POP ART AND MINIMALISM (1955-1980)

- 1957** Helvetica font
- 1959** "Think Small" ad campaign for the Volkswagen Beetle

POSTMODERNISM (1980 - 2000)

YEARS

- 1938** Ballpoint pen
- 1943** Aqua-lung

- 1945** The atomic bomb

- 1941** Kodak negative film

- 1937** Jet engine

- 1936** BBC began transmitting world's first public service

- 1951** The Universal Automatic Computer (Univac)

- 1956** Videocassette recorder

- 1961** The first human to orbit the Earth

- 1968** Computer video game, compact discs, email & First computer mouse

- 1974** Personal computer

- 1984** First Macintosh computer from Apple, featuring bitmap graphics
- 1985** CD-ROM; digital imaging processor by Pixar
- 1990** World Wide Web
- 1994** Online Advertising
- 1995** DVD

Technology timeline >

Less is More

Ludwig Mies van der Rohe, 1886-1969

1930-1945 | Modernism

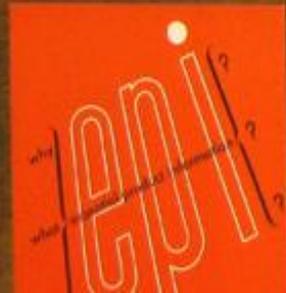
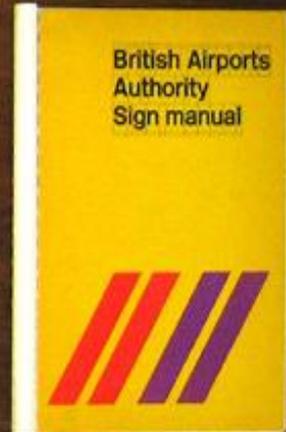
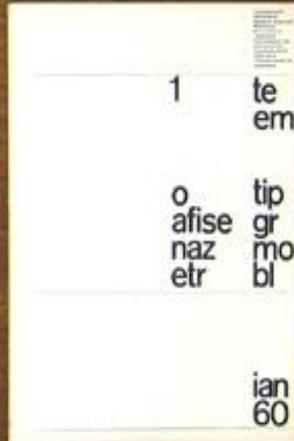
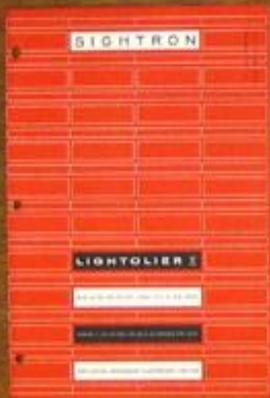
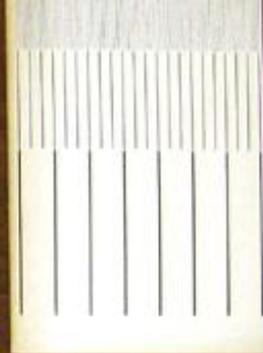
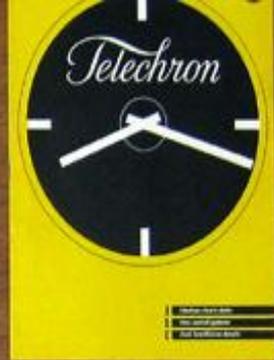
- Technology found its way into daily lives of ordinary people
- Demands for new skills
- Increased amount of new information
- Simplicity







Gebrauchsanweisung
für das Werk
der Zukunft



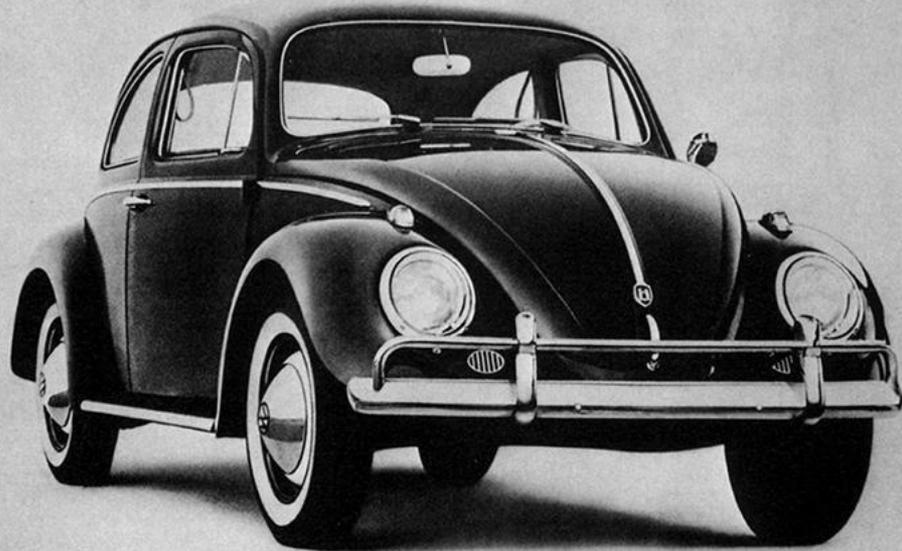
Design for the Real World

Victor Papanek, 1925-1998

1955-1980 | Pop Art and Minimalism

- Post-war Technology
- Personal Computer
- Minimalist
- Helvetica





© 1985 VOLKSWAGEN



© 1985 VOLKSWAGEN OF AMERICA, INC.

Lemon.

This Volkswagen missed the boot.

The chrome strip on the glove compartment is blemished and must be replaced. Chances are you wouldn't have noticed it; Inspector Kurt Kroner did.

There are 3,389 men at our Wolfsburg factory with only one job: to inspect Volkswagens at each stage of production. (3000 Volkswagens are produced daily; there are more inspectors

than cars.)

Every shock absorber is tested (spot checking won't do), every windshield is scanned. VWs have been rejected for surface scratches barely visible to the eye.

Final inspection is really something! VW inspectors run each car off the line onto the Funktionsprüfstand (car test stand), tote up 189 check points, gun ahead to the automatic

brake stand, and say "no" to one VW out of fifty.

This preoccupation with detail means the VW lasts longer and requires less maintenance, by and large, than other cars. It also means a used VW depreciates less than any other car.



We pluck the lemons; you get the plums.

Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of ties.

That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance.

Or trade in your old VW for a new one.

Think it over.



A B C D E F G H I J K L M N
Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p q r s
t u v w x y z 1 2 3 4 5 6 7 8 9 0

The original Mac
1984



Form Follows Emotion

Hartmut Esslinger, 1944-

1980–2000 | Postmodernism

- Macintosh Computer
- Era of Collaboration
- New Standard in Design
- Photoshop



iMac 1998



iPhone 5



1898



1905



1906



1940



1950



1962



1973



1991-92



1998



2003



TODAY