

## DESIGNERS – PART 5

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# DESIGNERS – PART 5

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# WILLIAM MORRIS

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The Arts and Crafts movement developed from the views of people such as William Morris (1834 - 1896). The Arts and Crafts Movement, promoted simple items (furniture, ornaments etc...) manufactured through good craft techniques. It was a rebellion against the age of mass production. A return to traditional craft methods and 'romantic' forms of decoration.

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William Morris



Morris Sussex Arm-Chair



Morris Stained Glass



Morris Wallpaper



Morris 1886 Arm-Chair



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# GERRIT RIETVELD

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Gerrit Rietveld was of the leading lights of the De Stijl Design Movement (also known as Neoplasticism). The movement originated in Holland in 1917. De Stijl promoted a style of design, based on a limited range of colours (primary colours, red, yellow, and blue), used in conjunction with a combination of horizontal and vertical lines. This radical style, can be seen in Gerrit Rietveld's 'Red Blue' chair (1917-1918), which represents the De Stijl criteria, for product design.

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# ALESSANDRO MENDINI

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By the end of the 1960s, many designers were becoming disillusioned with the lack of change and progress in architecture and product design. Good design was often regarded as Modernism or earlier Art Movements, such as Art Deco. In 1976, Studio Alchimia was formed by the Italian Architect Alessandro Guerriero. Alessandro Mendini was one of the leading forces, behind the new design movement called Studio Alchimia.

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# JULIA KRANTZ

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Julia works with sustainable laminated natural wood, from Brazil. Her work is both artistic, ecological and quite amazing. She combines laminates of natural wood and skilfully forms them into furniture. Her work is not only stunning, but also technically demanding. Her furniture is hand made. Each piece of furniture has been carefully designed and has real meaning. She uses wood responsibly, relying on sustainable suppliers, approved by the Forest Stewardship Council.

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Mesa Baum Table



'Poltrona Suave'  
lounge chair



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# FRANK LLOYD WRIGHT

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Frank Lloyd Wright was one of the most prominent members of the Arts and Crafts movement (USA). He believed in 'organic architecture' whereby the design of furniture within a building, its decor, the buildings exterior appearance and the environment it all sat in, were in harmony. The building and the landscape are blurred into one unified natural scene.

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# GEORGE NAKASHIMA

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George Nakashima (1905-1990), said when he was designing furniture, he was having a 'dialogue with a tree'. He preferred to be called a 'woodworker' rather than a 'designer' and set high standards, not only in furniture design, but also in his mastery of techniques used in their manufacture. George was from a Japanese family and studied Architecture at the University of Washington. As a Japanese-American, he is acknowledged as one of the founders of the American Studio Craft movement.

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# CHRISTOPHER COCKERELL

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British inventor Christopher Cockerell carried out experiments during the early 1950s with a device that later became known as the hovercraft. The basic principle is that a vehicle can rest on a cushion of air and propellers can provide forward motion. He built a prototype in 1955 but the air force claimed it was a ship and the navy claimed it was a plane. Eventually the British Government became interested and classified it as top secret.

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