

Contemporary Architecture and Design
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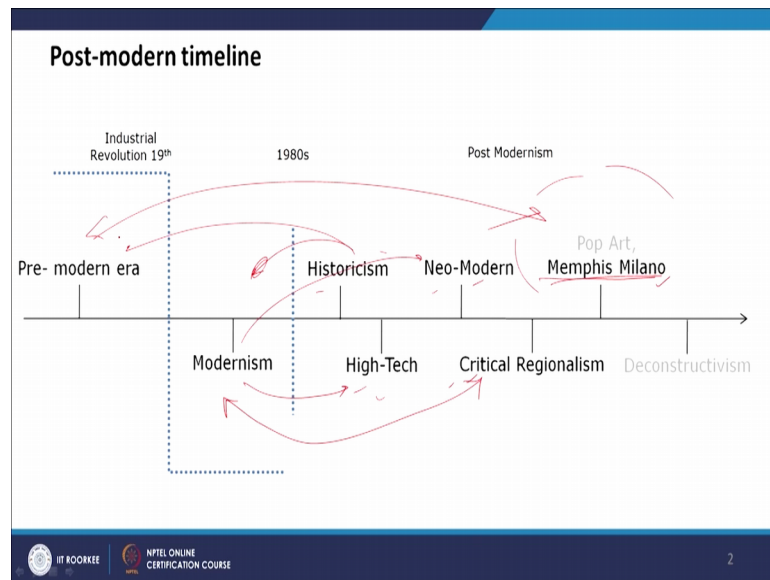
Lecture - 35
Phases of Post Modern Architecture – Memphis Milano

Welcome students to the online NPTEL course Contemporary Architecture and Design. In the previous few classes we started discussing about the post modern architectural movement. So today we will discuss one of the post modern design movement which also has a architectural examples within this movement.

So this movement is called Memphis Milano is a group of Italian architects and designers came together and this kind of movement is in design it started and there is also other post modernist movement which is which has much bigger reach which is pop movement an kitsch movement which we will gradually discuss, but Memphis Milano we are discussing because, this is the smaller movement and this came from a Italian group of people. So when we discuss the all the post modernist movement in the later class then we will discuss the other post modern movement in design and arts like pop pop and kitsch movement

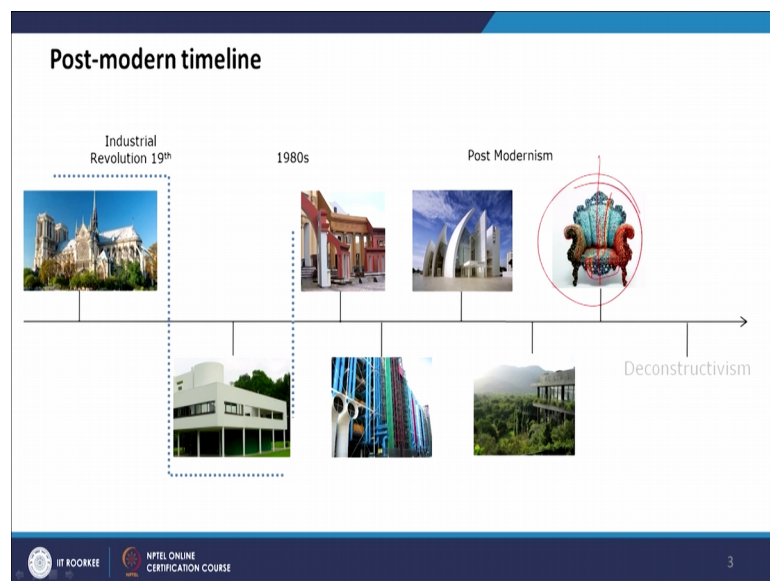
So, Memphis Milano is also has some visual similarity with the pop art movement, but pop is a much bigger domain and then pop movements are has European and it flourished in Europe as well as in America. So this visual rich is and visual stylistic difference is much more, so Memphis Milano is one of the small movement in Europe.

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And here in the Memphis Milano in the previous examples of these are the architectural movements mostly, has some sometimes this has reaction against modernism sometime it ignored modernism and sometime it have taken some inspiration and then changed it sometime its totally opposite the modernism. The Memphis Milano we we will see there is a blend of different elements and then there is also connection with the previous history which is before modernism and then lot of colors which modernism opposed so this things we will see what in the Memphis Milano style.

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So, this is one of the chair design in the Memphis Milano group of movement and you can see this has a historic notation and it has a classical look as a bilateral symmetrical and lot of ornamentations are there, but if you look at this color palette so throughout this different material. So this is not acknowledging the particular material through the cushion and through this also the wooden work the same color is going on and then the way of coloring is also quite modern and then pop and style is popular style of attracting people and attraction value is there, so this is like a texture and different colors splattered on this design.

So, this design features are this is a Italian design and architects group in 1980's it formed. So use of plastic and other elements are there so plastic molded into it so probably this chair is made out of plastic and I am not going to the material details so it will be most of the designs have from plastic, but they are all wood and other works is also there.

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Memphis Milano

DESIGN FEATURES

- Italian design and architecture group of 1980s
- Use of plastic, decorative, asymmetry, colour variation
- The name was taken after the Bob Dylan song "Stuck Inside of Mobile with the Memphis Blues Again"
- Influence- Art Deco, De Stijl, Pop and Kitsch

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So, there is a mixture of different materials are there and decorative asymmetry as well as symmetry both are there and then there is a combination of asymmetry and symmetry and the color variance. So there is lot of colors and this different visual elements are there in this design; the name was taken after Bob Dylan's song "struck inside the mobile with the Memphis blue again". So this Memphis the name came from this song of Bob Dylan and this influence the influence of this design was taken from art deco style.

So, you can see lot of art deco also has a connection with art nouveau which also connects the classical architecture. So classical architecture is coming there that is why the inspiration has some classical style. De Stijl style because lot of colors and few of the examples in the in this group we will see De Stijl style pop and kitsch. Pop is a popularist movement in which talks about peoples popular art over the high art of visual style of a high art.

So, it is more of we see on the signage, neon signage and the graphic novels and the this different ornamental typography and posters we see the pop art, we will discuss pop art later and kitsch art we will also discuss.

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Kitsch: an eclectic form of art-form; popular than high art

colour wheel

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But in a way kitsch art is pop art you might all know that you have you have seen some visuals of pop art, but kitsch a relatively a lesser known term. So kitsch is the spelling and this is a eclectic form which is a style of contemporary design is the art form and this popular than the high art.

So, these are some Indian kitsch art, so you can see the eclectic mixture of different kind of typography with the traditional arches, different color which does not have any coherence. So sometimes in the color palette when we go for a triadic color scheme we take 3 colors in the opposite in the in the 3 opposite direction we can go for absolute contrasting color scheme blue and orange triadic for Bauhaus there was a triadic red blue

and yellow the this three primary color will be always in this triadic position or it can be analogues color so colors which comes in the similar zones.

So, this is the color wheel so there will be blue bluish green green yellow these are the similar analogous color like if you look at Picassos blue periods color, so all will be in the blue tone. So if he wants to depict red it will be bluish red that is purple and if he wants to depict yellow it will be bluish yellow that is green. So that is the blue periods colors will all have the blue analogous color, his red period colors, rose periods color will be all have the rose or the reddish tint, so these are the analogous color.

But if you look at the kitsch color so there is a all different colors will be there and this color discord like yellow with purple orange with blue and pink with orange this kind of drastic combination will be there. So this is the kitsch painting on the taxi and all this elements will be most of this colors and the paintings are on a popular popular style like truck painting Bangladesh, this rickshaw painting or Punjab's truck painting or the these are the areas where kitsch takes inspiration Indian kitsch takes inspiration from this the western kitsch is slightly different.

And here it will be amalgamated with the Indian traditional thing with the contemporary elements like the way it was written it is not going with the Indian contemporary thing and then the popularist way of mimicry and all this things will be there in the kitsch art and this is the eclectic form of art.

So, these are the inspiration kitsch De Stijl art deco pop and kitsch was quite similar in the visual spectrum Memphis Milano.

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And Memphis Milano was a group of people, so each and every, but its design has a difference and their visual style is different and, but still there is a coherence that there will be lot of elements there and this is not a simplistic design and different elements different colors together creates this design.

So, Ettore Sottsass design, if you look at so he has a example from furniture design as well as the in architecture. So in this design lot of elements are together creating this chair and each and every element has a different color. So as in the in this table and this lamp has a different color and then this is and this installations all has a different fluorescent color. So this colors here black, yellow and pink this has a kitsch connotation and this fluorescent color orange and pink is also a popularist and pop and kitsch color palette is quite similar to that.

And if you look at this his architecture there different elements which is creating this particular façade and different colors are added, so this opposite of a minimalist approach of modern architecture. And also in the in the in the playing of solid and void different part of different forms are added together to create this design, if in his installation in small space there are lot of different colors going on in the design.

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Michele De Lucchi's design is also some on the similar note, so he uses glass, steel, plastic all different elements are there, but together it looks like a his designs are like toys and this colors of soft colors like pink, blue and yellow that is he uses that and his designs are also has a popularist style of approach of designs.

Even in the this table so it is shifting and high on texture and different different colors are added into the design. This is one of his architecture example from architecture, so this is curvilinear in this axis also in this axis if you look at so this is also there is a curve in the z axis as well, so this is leaning on the other side.

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Now Andrea Branzi's design in this is different from the previous examples, so here he is using wood so different wooden logs are used as it is and then this is penetrating through the other log and then the glass is blending with the wooden block and even in the in the in the special expression. So installation he is using the same work so wood are coming from bottom and then the this is blending with the cuboid and which is also there in this installation and different elements of wood and different patches of colors are creating this enclosure.

And all this design if you look at it coming from a visual perspective so this is more from a visual than the ergonomics of a of a chair. So this design which is a steel and wood is main element is a chair it is coming from a visual composition rather than an ergonomic aspect of design so as in this design you can see. And here it is a mobius strip which is creating the backrest and the this same mobius strip changes the direction and becomes the hand rest.

In his design you can see the usage of wood and steel and then to in totality this is becoming the sculptural composition in the design, but it's different from the other people's work which we have seen in the Memphis Milano because, it is a group of people and everybody's way of looking at design is different and then, but together it is the coherence is that it is eclectic and it is coming from a visual perspective and the

visual is important than the function and the ergonomics the aesthetics is important and this is the eclectic thing.

So different materials are juxtaposed together so this is steel, this is glass and wood then steel and wood and totally a solid colored wood and the not treated wood and here we have wood and some other elements with the pure box like, manmade element and here also we have this box and then different patches of a very curvilinear elements and then wood is blending with each other.

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Now, Alessandro Mendini's design though this is called Alessi which looks like different kitchen wares, which looks like toys and human beings and other animals. So this is a set of kitchen utensils and kitchenware is and also here there are different colors and different gimmicky things are there. So this is giving a sense of a human being, so this is also a post modern style of designing so the designing design will look like something else and all this details will be there without less abstraction and elements will be shown.

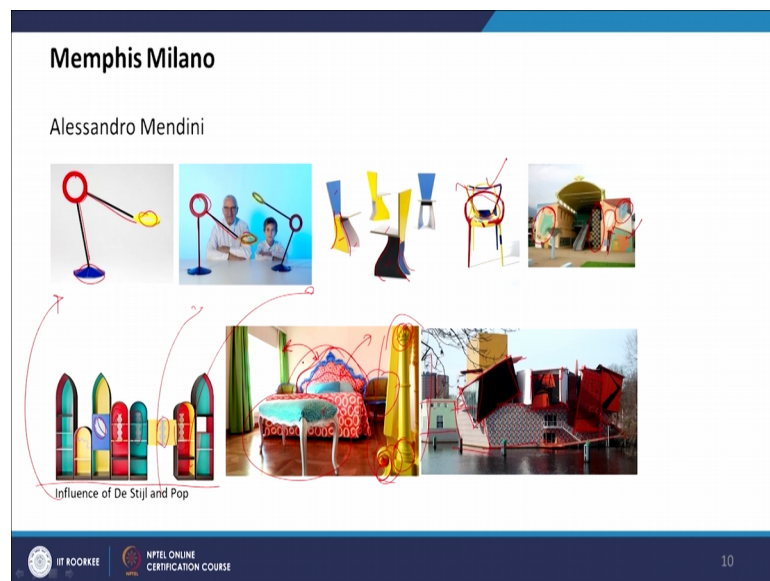
And here also the way this color combination this fluorescent blue, pink and yellow has a connection with the pop art style and so as in this table also has a connection with the pop art and the element which is very curvilinear. So in this design and the chairs which he designed this is proust chair which we are showing in the in the beginning, so this splattered color is throughout this cushion and as well as the structural frame of this chair is splattered together. So as in the other design so some of his design has in this is also

the proust chair in the different color so both are the proust chair and this design has a connection with a classical architecture, but this is changed into a different context.

Some of his designs does not have any context to the classical architecture so he is taking inspiration from different varied spectrum of design and this has a inspiration from human form. A nd this also has inspiration from classical, but then it is totally coming towards the deconstructive style which is breaking and then turning into a different form and so this is a very eclectic mixture of different source of design is giving this particular style of design.

And Memphis Milano group is about that so different its very garish in design its very loud in design and different colors different elements and even different source will be there in the in this group of design and that is a very radical from the from the point of view of that time.

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So, this is Alessandro Mendinis other design so here he is using plastic and here you can see the impact of De Stijl is also coming and fusing with the classical style. So here you can see this pure circles are coming from De stijl, but again they are blended and turned into a different angle and this is definitely not Bauhaus, because this is not going with the function because this is just aesthetics and this different elements are also curvilinear, which is not De Stijl because De Stijl is an inspiration and then he is changing it. So this colors are red, yellow and blue and this black lines are coming from De stijl.

So, this is one set of his design is inspired from De Stijl like this red, blue, yellow, blue and black and white, but again this is translated into different curvilinear form. So as this colors from De stijl, but this lines changing into different form. Some of his other examples where angular lines and just patterns from the façade is added on to create more attraction value even in this inside this building there are checker patterns are created.

In this building also you can see very visually heavy pattern is there on top of this surface, again here in this surfaces there is another pattern another color patches are there, here also there is pattern there are dots. So this is very visually heavy and has attraction high attraction value in the design and if you look as there is elements which is has a different inertia which is turned and some elements are in different direction every elements has different inclination and this is a very complex composition of the design.

Here also you can see the influence of De Stijl as well as pop, so all this elements are coming from a pop style and then De stijls color, but changed into the design mostly you will see the De Stijl inspiration here as well and this is another chair another set of is interior design. So this has a stool, a bed chairs and then columns which has a connection with the history, because of these ornamentation, but they are formed in a different they are placed in a different position the ionic columns curve is on the bottom and then other elements are changed into the design and different colors which is not a classical colors are added on the drapery.

Like these colors are very pop colors which is added in the classical style or also if you look at so this is not exactly a classical style, so this is changed into the pop manifestation of a classical style, which has a similarity with the proust chair the way he have added adding proust chair structure from classical style and then on the texture and color he went totally for the pop color palette pop and kitsch color palette.

So, in the next class we will start we will discuss another few other movements from post modern architecture and design.