

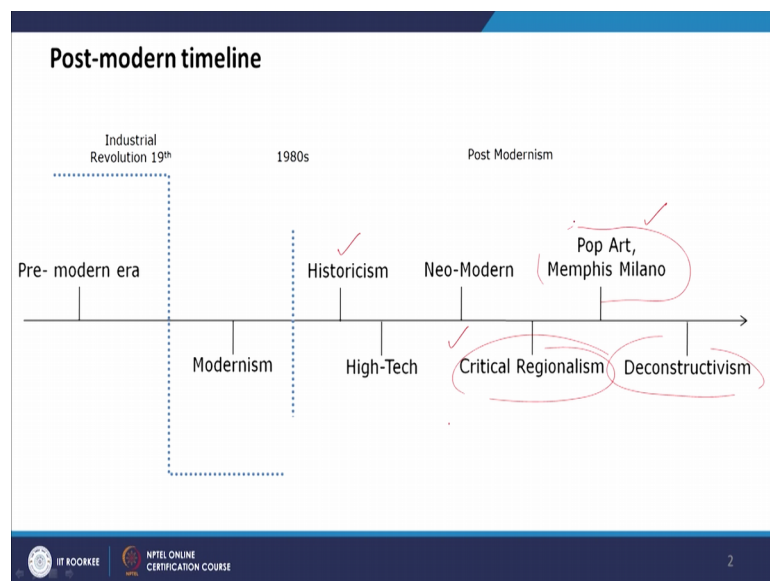
Contemporary Architecture and Design
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Lecture- 40
Phases of Post Modern Architecture- Industrial Design

Hello students, welcome to the online NPTEL course Contemporary Architecture and Design, this is the last lecture of this course. So, in the previous lectures we discussed the modernism and the post modernism and in the post modernism we discussed how post modernism were there in the architecture, different phases of architecture movements. And also in the last class we have discussed about the post modern influence in the typography and also we have we talked about the modernist and post modernist movements in typography.

And also we have discussed about the design movement in post modernism like Memphis Milano and we have also talked about the art movement in the post modern era like pop art and (Refer Time: 01:08) movements. So, we will in the last class we see few of the industrial designers and the furniture designers who work in post modern movement.

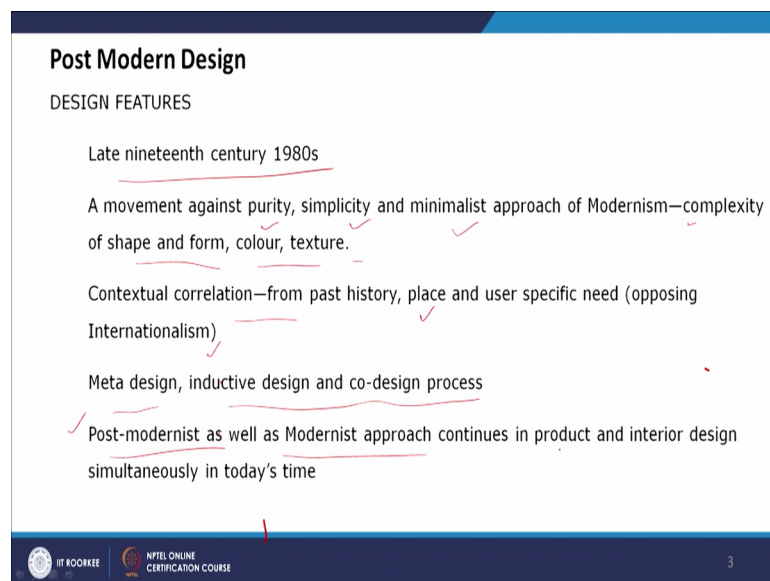
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So, in the time frame if we look at so, the post modern movement can be broadly can be classified into different sub movements which in many cases we say that this is a isolated movement like deconstructivism critical regionalism and other movements. So, few of the industrial designers and architects also worked in the furniture design and other design post modern design movement.

So, and their works falls under historicism, critical regionalism even pop which is related to pop art which is like a Memphis Milano and deconstructivism architectural style. So, we have also discussed few of the designs which has been done in the deconstructive architectural style and also worked designed by architects for example, Gehry's cube and Zaha Hadid's work in different industrial design. So, she designed a furniture's as well as also she have designed yacht and Gehry have also designed many design which is under the deconstructivism. We will mainly discuss about the other designers work which falls under another post modern style.

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Post Modern Design

DESIGN FEATURES

- Late nineteenth century 1980s
- A movement against purity, simplicity and minimalist approach of Modernism—complexity of shape and form, colour, texture.
- Contextual correlation—from past history, place and user specific need (opposing Internationalism)
- Meta design, inductive design and co-design process
- Post-modernist as well as Modernist approach continues in product and interior design simultaneously in today's time

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So, in the design features it is same as the architectural style it is 1980's onwards and the movement against purity, simplicity and minimalist approach of modernism and complexity of the shape and form, colour and texture is also there in the industrial design and the furniture design.

Contextual correlation is there and then imbibing the past history was there and then the place sensitive and the contextual sensitivity and the users specific need was there which

is opposing the internationalism. The meta design and the inductive design process and the co design process were there and which we have discussed in the which started in the modern phases. And the George Nelsons work the storage wall and all those things which were started in the modernist late modernist movement and continued in the post modern era which we have discussed earlier and his office cubicles and everything which was correlated with the metabolism movement.

Where, the metabolism is a late modern movement which later in the post modernism continued. As we see the post modernist as well as a modernist approach of design and product design and interior design continued simultaneously in today's time. So, those movements of meta design and the modularity is also characteristics of post modern design which we are not discussing because we have already discussed with George Nelsons design style which he started he was a pioneer of that in the industrial design.

So, we will discuss some of the designers work which is closer to the critical regionalism and the contextual connection is there in the movement. So, one of the designer furniture designer is Kenneth Cobonpue.

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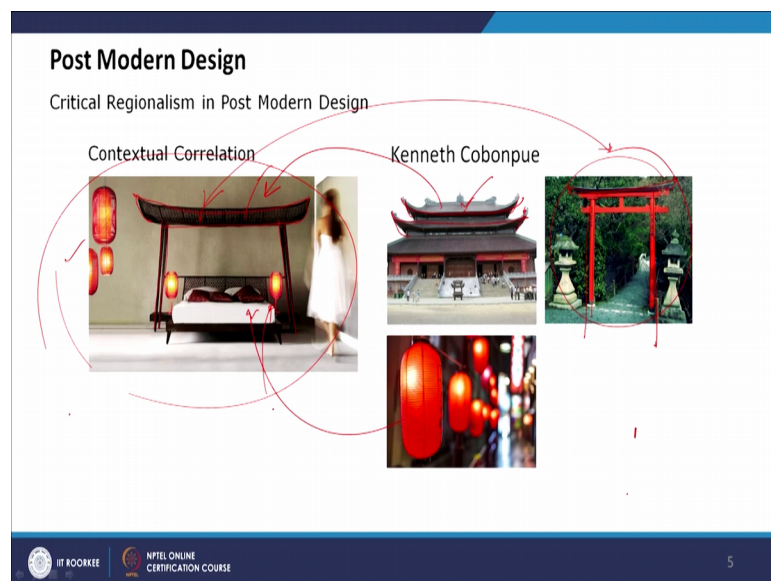


He is a he is from Philippines so, if you look at so, this is a post modern today's world he is active in design and he is one of the famous designer from Philippines. So, if you look at the design so, he uses the local material which is bamboo and cane and connects the regional style into the contemporary design.

But, if you look at the overall form which is very contemporary; so, these kind of curvilinear form which has a fluidity in the design is translated with the local material. So, you can see the total form is very contemporary and all these curves are going into a different direction and this has a curvilinear shape, but together this gives a very regional connect.

So, a regional influence, traditional material was explored, contextual design, against the internationalist approach and contemporary exploration of the vernacular regionalism was there. So, this we can say this is a contemporary vernacular style which he has he is imbibing and fusing the local material and the local style into the contemporary expression of that. So, if you look at this bed designed by Kenneth Cobonpue is you can see a clear influence from the far eastern architectural style traditional far eastern architectural style into his design into product design.

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So, we can see this kind of pagodas curvature is translated into the bed on the shed over the top of the bed is has a illusion of this pagodas curvature and also similar colour is followed. But though it is made out of cane and this construction material and everything is quite different in the very different in the architecture, but similar colour is there. And the texture and the material is also the local material which is cane and wood and if you look at this is this is a typical gate of the far eastern architectural style.

Japan, Philippines and china has this kind of gate and also you can see this has a the top part of the gate is quite similar in the bed design as well. And also if you look at this 2 posts are also quite similar in the shape of the post and which tippers on the top. And the furniture's and the lanterns which are also quite interesting and it is also fuses with the traditional style of lantern in the far eastern style. And which goes together which goes and with the bed design and you can see rationalistic approach which was translated into a very contemporary bed design.

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His another design is this so, this is a sofa set so, this is 1 seater and then 3 seater sofa which combines together and you if you look at the height of the sofa it is quite low into follow the Zen principle of the Buddhist Zen principle. And also you can see the similar lantern is taken from this inspiration, but translated into a contemporary style. So, the you can see very just [FL] or sieved kind of thing, but the same form is there, but within there is a very contemporary lamp and which blends with the furniture.

Now, if you look at this style which is the main feature of this design is also inspired by the partition wall wood and glass of paper partition wall which is a Japanese or the far eastern style. This is the predominantly the traditional style of Japanese garden partition walls and then you can see these kind of partition walls in Japanese garden and in other countries in the other far eastern countries. So, this has been a clear inspiration from this sofa set. So, this sofa set this back rest does not become just a back rest it gives a sense

of enclosure and this acts as a partition wall which he have taken inspiration from this traditional Japanese far eastern wall.

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So, is another example is this cane furniture's. So, he have left the canes untied and it gives the sensation of a normal natural setting of a cane, the way cane grows. So, those kind of lines were kept and this was viewed till this part and then it was not viewed. So, it gives natural texture of the cane and the other forms of this cane and bamboo furniture's are give in a very contemporary shapes and if you can look at other designs of Kenneth Cobonpue and you can see the how he plays with the contemporary form with the traditional material.

And here also you can see a very contemporary vogue form is curvilinear mobius strip kind of form was explored. His another design was has a similar kind of thing where 2 part of the sofa was going like this in the front part and this is the back part of the sofa which goes like this and this is the seating and here all these cane lines will be here and you can also see a cane lines over here. So, it is like a mobius strip which has fused 2 mobius strip fused together.

And very very contemporary curvilinear form which also can you can see a similarity with those Zaha Hadids curvilinear forms he is exploring. And then the very contemporary very regionalistic material is used like cane and bamboo. And here also we

can see a his work he also uses wood work, but it also gives a very traditional look of and you can relate everything with the far eastern style of design.

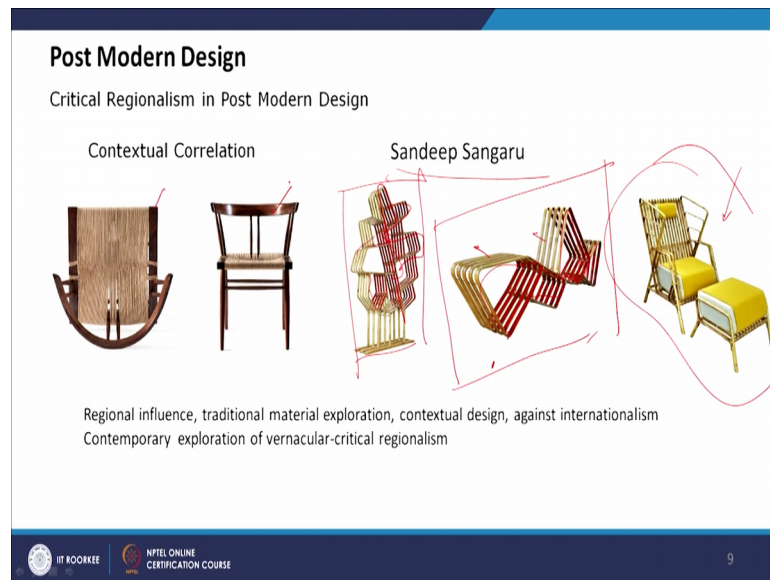
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Now, there are few other examples which also can be taken from the other architectural styles and other regionalistic approach. For example, this gives a very middle eastern look and then this kind of doors and all these ornamentation gives a very arsenic look into the design. And all these partition walls and the bed design and this shades and the drapery gives the very saracenic look in to the design. And the then here you can see a very Indian style in into the design of the interior and all this earth colors and then the bed rest and the way bed is designed which is joined together with the floor is also has a very Indianess into the design.

And also you might have seen all this kind of stools which is stuffed cushions inside this has a Rajasthani patchwork. And here this is the Bengal owl which was translated into the chair is also quite famous in the in Bengal which is a translation of traditional owl wood carved owl of Bengal into the a contemporary furniture.

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Now, another Indian architect and designer Sandeep Sangaru also works in the similar align. So, you can see the bamboo work how the bamboos heat joint is bend into the this is a wall cabinet. So, it will be fixed with the wall and then the similar concept was done with the chairs as well and this is a storage spaces.

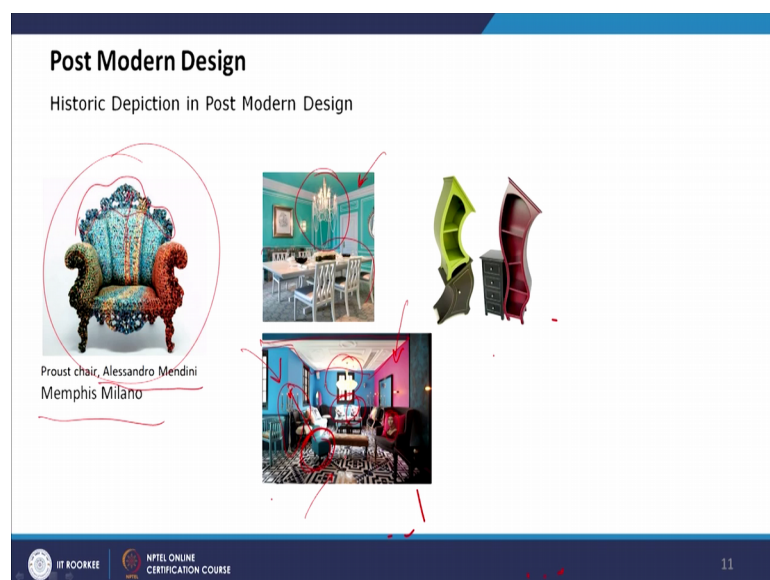
Also you can see how contemporary lines and then these kind of quite deconstructive lines are translated into the very indigenous material which is bamboo. And also the chairs and other furniture design if you look at has a similar blend of contemporary vernacular style which is which connects with the critical regionalism the thought of architecture.

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Now, other architects and designers has also worked on similar align like the furniture designers Patricia. So, here also you can see a critical regionalist approach the traditional material, the way the traditional the connect with the tradition with the contemporary and here the chandelier and total setup has a connect with the context and the partition walls and everything has a connection.

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Now, it can also connect with the historic approach of the design. So, which is connected again quite correlated with the historicism movement of architecture; So, we have seen

the historicism movement in various architectural examples like the swan resort and dolphin resort by Michael Graves and Phillip Johnson's house and in his later phases and Robert Venturi's work in the Vanna Venturi house and also it can come into the furniture design or industrial design style.

So, we have talked about the Memphis Milano group and specially Alessandro Mendini's works this is Proust chair which connects the historic style of chair which is very classical in the form. But, when he is using the drapery and also the coloring the material it has a very post modern approach and this is not showing the materials own property, the materials own color and texture, but there is a texture different texture which is through out in the drapery and as well as the structural member of this chair.

So, and also if you look at the color it is very vibrant and then different color dots are there which is very contemporary or quite relative to the pop movement and. So, this has a historic connect and also the post modern approach of dealing with the history. And here also if you look at so, this has a this is definitely not a historic setup, but it is inspired from the history. And all the furniture's are designed in a contemporary style, but the overall appearance of the design is has a blend with the history with the contemporary style which is which is connected to the historicism and the pop style of dealing the redefining the history into the interior spaces.

So, here also you can look at the color scheme is very pop like the blue and the purple or pinkish purple is coming together which is not a classical style of coloring. So, that is a very pop style and even if you look at so, there is a eclectic mixture of different style. So, this is very modern, but this goes with the color style and then this candle holders and this chandeliers are inspired and the fall ceiling is inspired from the history. And then it is blended with the pop style.

So, here with the paintings and which is used as a cushion cover with the another style of painting which is very pop is combined and then everything in the in the pattern in the floor is quite eclectic, but has a mixture of history with the pop style which is connected with the historicism and as well as the pop.

And here also this is a very traditional looking furniture, but blended and twisted with the very deconstructive style of design. This is here also we know that more than functionalism it is the sculptural qualities are sometimes more predominant in the post

modern style. So, this is what is happening here so, this is working more as a sculpture than a than it is functional value and it also has a connect with historic style. So, this is can be connected with historic historicism as well as the pop style of design and these kind of furniture design can be connected with the both the styles.

Now, metaphor in the design is one of the a key features of post modernism. So, there will be lot of metaphors added into the meaning added into the design which we have seen in the architecture for example, Mario Bottas work.

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Where he is using the sky lights as a metaphor of the a coniferous trees which we have seen in his design and then Tadao Ando is using the church of water the water as a metaphor and then even in the historicism the Piazza The Italia Robert Venturis work architect, Moore is using the different metaphors into the Piazza The Italia that is also there in the architecture and here in design also we see a metaphor in into the design.

So, Philip Stark is one of the famous architect as well as the as well as designer in the post modern era. So, if you look at this table lamp this table lamp has a different height and this main stack is the is like a gun. So, you shoot the gun and then it will be illuminated. So, this gives the metaphor of the gun. So, the way gun fires and then the light will be illuminated in that one. So, it is not directly connected event. So, he is connecting the event of shooting and with the switching on the light.

So, these two completely different event is connected with the metaphorical expression of borrowing the metaphor form different event into a into the design which is a very post modern approach. So, and the design evolved into the that style and here also you can see this has a post modern style of design and all the colors and then the single sofas and double sofa as well as swings are designed. This lines and the patterns and everything has a post modern style of design and all this strips which is going this is a post modern way of design this does not have a clear metaphor into that, but this one has and clearly this one has.

So, if I show you just this a product it is quite difficult to understand what is the function of the product. So, it is a Philip Stark juicer which got a red dot award. So, the juicer is juicer looks like a spider and then if you squeeze the juice and it gives you the juice, the juice like this. So, it has the metaphor of the spider and then connected with the juicer. So, apparently spider and juicer does not have any connect, but he is playfully connected the shape of a spider into the juicer.

So, also if you remember Salvador Dalis Bocca sofa which looks like a lip and which is colored in red also has a metaphorical expression which is a very cereal way of looking at it. So, that is also a metaphor their metaphors are combined in industrial design.

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Now, this is a this a other examples of Philip Starks design. So, eclecticism is again another approach of post modern design which we have discussed in the architecture. So,

eclectic mixture of the different styles and borrowing an inspiration from different fields is there in post modern styles. So, which we have seen in Piazza della Italia and many other examples of architecture where different examples were taken and combined there and also in the new modern style where two different styles were added. So, this duality in the design was there. So, Richard Meier's work and John Hejduk's wall house and all everything has a two different approach of design.

So, one side in the John Hejduk's wall house was very curvilinear and also it was connected with the modernist the high modern which is internationalist movement. So, two opposite things were blended together even in the Richard Meier's work one side was curvilinear one side was rectilinear. So, all these works were there it was mixed together through the eclectic expression. So, now, these are some interior design by Philip Stark. So, if you look at the Philip Stark's work so, here you can see this is the very classical way of designing a chair. So, it is definitely not classical, but inspiration you can see an inspiration of a classical inspiration is taken into the contemporary way of designing the chair.

So, this is a Philip Stark chair and then this very modern a lamp and then there is a sofa which blends the classical style of drapery with the contemporary style and then a pure geometric thing. And then there is a mixture of many furniture and then together this is a this is again a very classical inspired from a classical style the chandelier is inspired from it. And two chandeliers are there and then the painting and everything together creates a very eclectic mixture, but there is a holistic combination into that. So, which is getting connected by the color so, if you look at he is not changing the color in he is not putting the eclecticism into the color. So, he is putting the eclecticism into the shape and form of the furniture so, together it is becoming holistic.

So, if you look at so, is only one accentuation color which is yellow. So, yellow is here in the drapery as well as in the in the paintings sleep. So, if you replace the color of the paintings sleep with some other color, it might the painting might not go with the whole setup or also this yellow was there in the rug and other colors are black and neutral colors. So, that is how it is and also you can see the little yellow part in the chandelier as well. So, everything together get is getting combined and unified by the color itself, but all the other materials are quite different from each other.

So, the similar thing is doing in the this part as well so, there is a blue and also there is a little hint of blue here and then yellow and blue is the predominant thing. So, here in the chandelier it is very exaggerated and then all this part with the water body is very deconstructive in the style. And again here in the mirror also has a historic depiction, but this fenestration is totally very modern and or the post modern you can say this kind of style material also.

Some features are very classical inspired from the classical style and then blended together. His other designs also has a similar kind of approach. So, this is the same chair which you are seeing here and also in the counter lot of different colors and then mixture of different style is there, but unified, but there is a holistic unified style which is there in his design. So, so, we end the lecture and the total module here.

So, we have holistically have designed the three different paradigm which is architecture, little bit of art and industrial design and we have covered the from the industrial evolution, post industrial evolution, the pre modern movements for the machine against the machine movements and the related architecture and design movement then we went the modernist movements.

And we mainly focused on the architecture as well as we have also talked about the industrial design and the art movements. And then we went to the after 1980's, we went to the post modern movement and mainly we discussed different post modern architectural movement as well as few art movements and design movements. And we also talked about how typography was parallely changing in the contemporary era.

Thank you.