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## DIM111 Design history diagram

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# Design History Timeline

DIM 111.1

## Futurism

## 1900 - 1930

Italian futurism as it emerged at the beginning of the twentieth century was regarded as a prime example of a boundless idealization of technology.

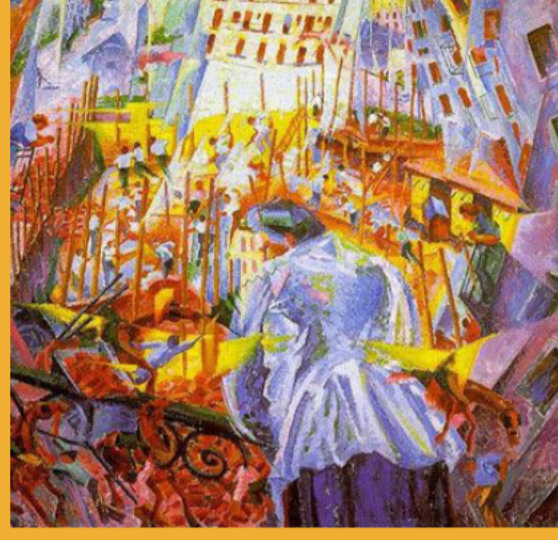
It emphasized technology in objects such as cars, airplanes, and the industrial city, and aimed to capture the dynamism and energy of the modern world through art. Artists often used Elements of neo-impressionism and cubism to create dynamic compositions that aimed to reflect the energy and movement of modern life.

One of the most prominent and influential futurist artists was Italian Umberto Boccioni, heavily influenced by expressionism and cubism, his paintings focused on geometric elements and the distortion of perspective.

Although known as a painter, Boccioni's sculptures left a lasting impression on futurism, with his piece "Unique Forms of Continuity in Space" capturing the idea of speed and fluidity with a bronze human figure gliding through space, which Boccioni refers to as "a Synthetic continuity"

Futurist artists explored almost every medium of art, including painting, sculpture, poetry, theater, music, architecture and even gastronomy.

With most artist's beliefs revolving around a passionate loathing of past ideas, such as political and artistic traditions, whilst also focusing on love for technology, speed and violence. Hence the prominence of Cars, airplanes and the industrial city, as these represented the technological triumph and superiority of man over nature.



The Street Enters the House (Boccioni, 1911)



Unique Forms of Continuity in Space (Boccioni, 1913)

## Isotype Movement

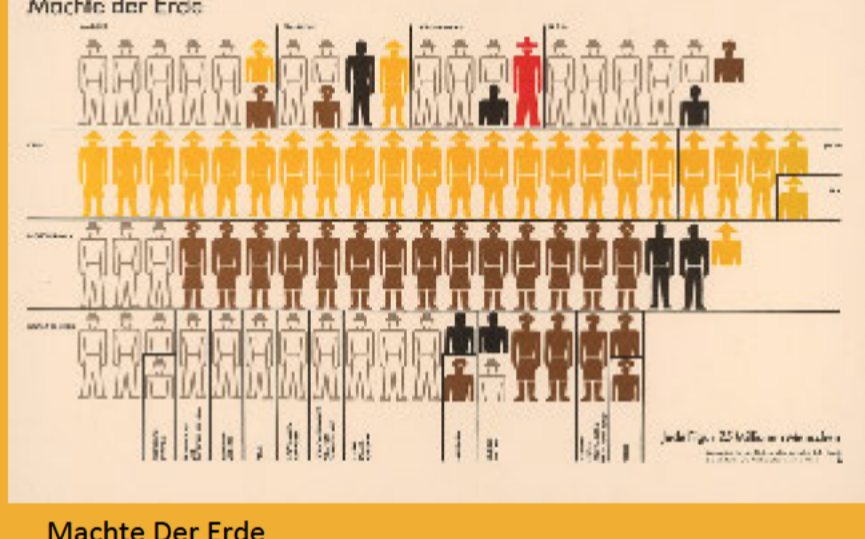
## 1930 - 1950

The Isotype movement (International System of Typographic Picture Education) involved the use of pictographs to present complex statistical data in a way that was easy to understand.

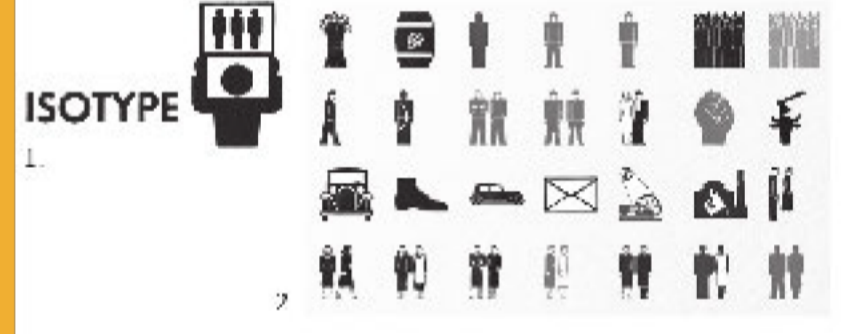
Use of icons instead of numbers and lines, allowed the public to easily comprehend the data that was being presented. By using multiple icons next to each other horizontally to show a large quantity, and less icons to show a smaller amount. The design focus was for complete functionality over any decorative aspects, as the prints were solely created to convey statistical messages.

The originator of this movement was Vienna sociologist Otto Neurath, who became the driving force behind creating a "world language without words". Neurath felt that the social and economical changes following World War One required clear communication to assist the public in understanding the important social issues that had arisen, relating to housing, health and economics.

Gerd Arntz, whose work included archetypal geometric figures, eventually joined Neurath's group, and from then on designed most of the pictographs going forward.



Mächte Der Erde (Otto Neurath & Gerd Arntz, 2017)



1. Isotype logo 2. Gerd Arntz Pictograms for Isotype (Rosa, 2009)

The isotype movement has been extremely influential from its inception, with most icons created still being used to this day, such as man and lady restroom icons, which can be found almost anywhere across the globe, and underground subway maps. The cultural impact was huge, as icons bridged the gap between languages with graphic visuals becoming the driving factor of communication.

## Post Modern Design

## 1950 - 1990

Post modern design refers to a reaction against the ideologies of modernism, and involves the shift in attitude and approach toward art, culture and society.

A Design focus of Anti-authoritarianism became apparent, as artists looked to blend the distinction between high and popular culture, as well as mix popular artistic styles and mediums together in a refusal to stick to any definition of what Art should be. Architecture shifted into a multifaceted, visually thrilling design, with eye-catching buildings and landscapes. Creating playful and whimsical designs, with the use of bright colors and a variety of materials and shapes.

Charles Jencks is regarded as one of the most influential promoters of post modern design.

Through his work and writings, he opened the door for post modern architecture to gain popularity worldwide. Inspiring many designers and architects to lay thought to the textuality and meaning behind their structures, which later formed the basis for the semiotization of architecture during the transition of the twentieth to twenty-first century.

Although steel, concrete and glass were the main medium used in postmodern architecture, these materials were used in such unique fashions with curved forms and asymmetry, that they stood out vastly from other buildings. Artwork also stood out, with Andy Warhol's Marilyn Diptych (1962) becoming a famous piece for postmodernism, the artwork starts in color and is then reproduced into black and white, with references to popular culture, via the use of Marilyn Monroe's portrait, it challenges the purity of the modernist aesthetic.



Jupiter Artland, Cells of Life (Jencks, 2010)



Marilyn Diptych (Warhol, 1962)

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