

Objectives

- Be able recognise a range of work and know how it can represent different design movements
- Be aware of, and able to discuss the work of influential designers including:
 - Phillippe Starck
 - James Dyson
 - Margaret Calvert

Designers and their products

- A designer's work includes:
 - Problem solving to enhance and improve people's lives
 - Improving existing products
 - Responding to changes in consumer lifestyle
 - Utilising developments in technology to improve efficiency and the use of products and resources
 - Improving product design to minimise environmental impact through smarter designing and manufacturing
 - Creating a connection between the product and the user

Philippe Starck born 1949

French product designer and architect

- A prolific and eclectic designer of kitchen appliances, furniture and lighting, through to motorbikes and super yachts
- Stark's flamboyant personality is often reflected in his products as he adds an element of humour to everyday items
- The *Juicy Salif* may be celebrated more for its form over function
- Stark is rumoured to have said *"It's not meant to squeeze lemons, it is meant to start conversations"*



Starck's style

- Eclectic, fun and humorous with elements of postmodernism
 - Some of his work is based around democratic design, accessible to all, yet other pieces are certainly for the elite
 - Extremely creative and innovative, yet function can follow form a little too much on occasions



James Dyson born 1947

- Sir James Dyson is a British inventor and founder of the Dyson company
 - His products often have radical new approaches in their design
 - He sees every failure as a vital step towards success
 - It took five years and over 5,000 prototypes before he launched the world's first bagless vacuum cleaner
 - Dyson values the iterative design process and the innovations that can come from continuous development



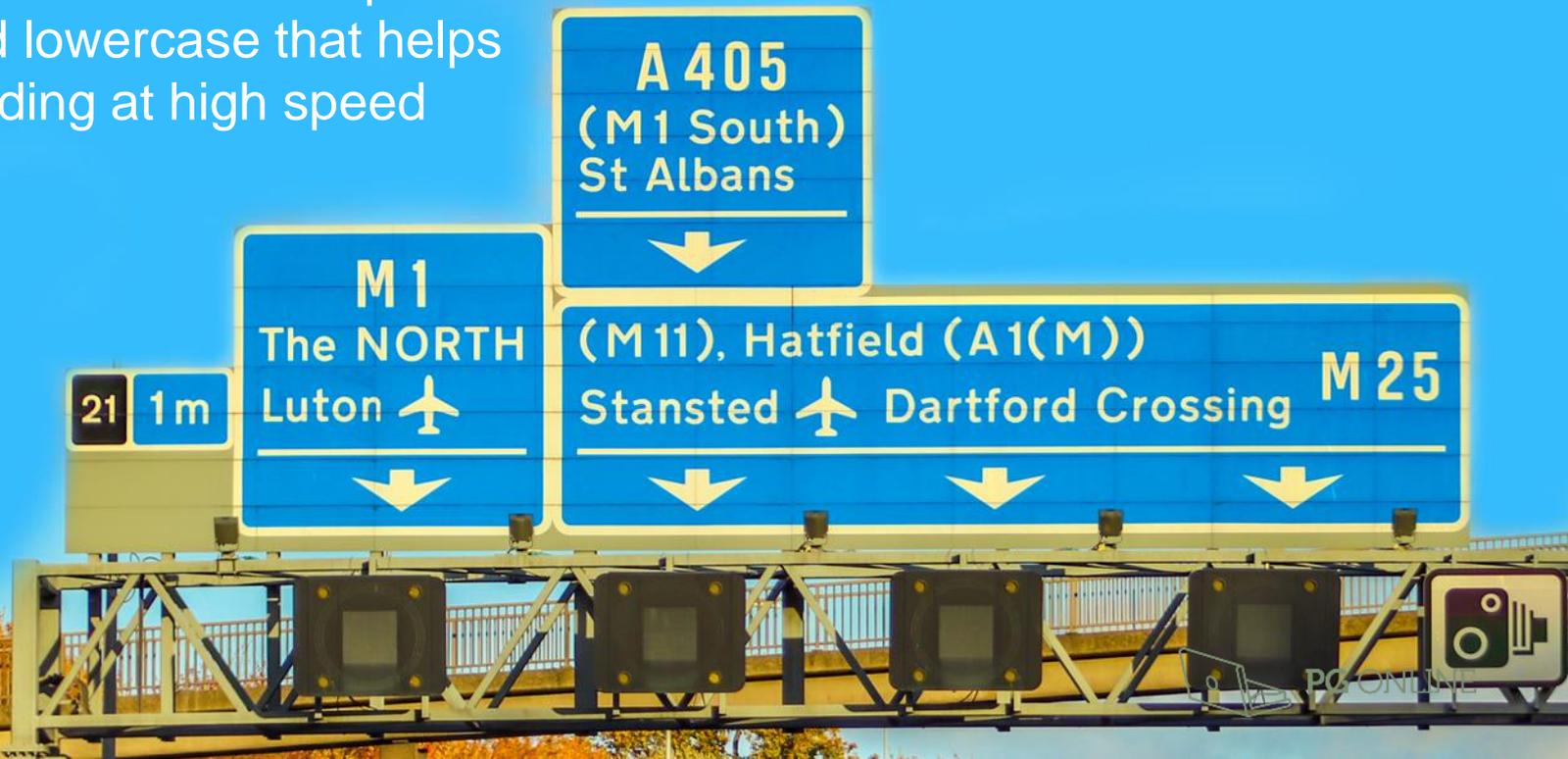
Dyson's style

- Modern, contemporary, elegant and simplistic designs
 - Product function and aftercare service are very important
 - James Dyson is an advocate for fostering young British design engineers through the Dyson School of Design Engineering at Imperial College, London
 - Five years and 599 prototypes later the Dyson Supersonic™ dryer was released, having analysed over 1,000 miles of different hair types to fully understand the hair drying process



Margaret Calvert OBE born 1936

- Graphic designer known for her work on transport fonts and simple pictograms used on UK road signs
 - Calvert and Jock Kinnear created a mix of capitals and lowercase that helps reading at high speed



Calvert's style

- Many of the pictograms used on UK road signs define Calvert's simple and easily accessible style
 - Her transport fonts were predominantly sans-serif and the signage that they were used on included carefully coordinated and coloured fonts, backgrounds, shapes and symbols
 - She created the font used for direction signs in UK airports and typeface of her own name was developed for Newcastle's Tyne and Wear Metro system

