

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:
 - Dieter Rams
 - Charles and Ray Eames
 - Marianne Brandt

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



Dieter Rams born 1932

- Dieter Rams the German industrial designer became Head of Design at Braun and defined their modern style
 - His aim was to design products to be useful and easy to operate
 - During his 40 years at Braun, he developed hundreds of products
 - Which new materials were utilised in the classic SK4 shown here, by Rams in the 1950s?
 - What led to its nickname 'Snow White's coffin'?



Rams' style

- Simple user interface with sleek minimal, effortless designs were Ram's hallmark
 - His unfussy style of communication can be seen on many of the products we see and use today
 - Form follows function and influences of the Bauhaus come through in the electronic products that he designed
 - He famously stood up to the idea of obsolescence and introduced the ten principles of good design which had sustainable design at its core



Charles and Ray Eames

- Bernice Alexandra 'Ray' Kaiser Eames (1912–1988) and Charles Eames Jr (1907–1978) were an influential married team of American industrial designers
 - Best know for utilising steel, fibreglass and shaped plywood to create ergonomic furniture with a modernist aesthetic
 - Their architectural designs include Eames house in California



Eames' style

- Curvaceous furniture, often with inviting padded leather transformed home loungers and office chairs

CHARLES & RAY

Eames



The Eames splint

- In 1942 during WWII the couple won an order to supply the US Navy with plywood leg splints
 - This ground breaking moulded plywood design was based on Charles' own leg
 - By the end of the war it is estimated that 150,000 splints were made
 - The splint was Eames' first mass produced product



Marianne Brandt 1893 - 1983

- German designer Marianne Brandt studied at the Bauhaus and became head of their metal workshop
 - She is best known for creating household objects such as teapots, jugs, tableware and lighting
 - Her teapots are perhaps her most iconic work but were never mass produced as the designs were complex and used silver plated copper, and ebony for the handles



Brandt's style

- Classic Bauhaus style of form follows function
 - Her work used clean geometric lines with perfect curves and spheres creating aesthetic yet functional pieces
 - Stainless and chrome steel and muted colours were often used however her later office desk pieces used more vivid colour

