‘To give people pleasure in the things they must perforce use, that is one great office of decoration; to give people pleasure in the things they must perforce make, that is the other use of it.’

—WILLIAM MORRIS, 1877
Loewy summarized his design philosophy with the acronym MAYA (most advanced, yet acceptable). Clean, functional and dynamic products emerged from the Loewy offices.
A definition of design

‘Form follows function.’
The Bauhaus architectural style

The new architecture:
- was to be created for the workers
- was to reject all things bourgeois
- would return to the original Classical principles of Western architecture.

Fagus Shoe Factory, Alfeld-an-der-Leine, 1910-11 by Walter Gropius
New materials dominate:
- Almost entirely glass
- Slender brick piers.
- Lightness enhanced through cantilevering and eliminating structural supports at the corners.

Gropius House, 1938
Lincoln, Mass.
Walter Gropius, founder of the Bauhaus, designed this house as his family home in 1937, when he came to teach at Harvard’s Graduate School of Design.
The Bauhaus architectural style

Buildings soon became theories constructed in concrete, steel and glass.
- Flat roof and a sheer façade, with neither cornices nor eaves.
- Color was considered bourgeois; buildings were white, gray, beige, or black.

Seagram Building
Mies van der Rohe
Bauhaus legacy

- Lasting influence was on applied design.
- Philosophy that It is harder to design a first-rate teapot than to paint a second-rate picture was correct.
- Dignified work of modern designers.

Barcelona Lounge Chair, 1929
Mies van der Rohe. Created for the German Pavilion at the International Exhibition in Barcelona. Designed for worker-housing interiors, it is today a symbol of wealth and privilege, retailing for several thousand dollars.
Corporations use distinctive symbols, called logotypes or logos, to help build product identification and consume loyalty.
Functions of design: Information

‘The purpose of graphic design is to make it as easy as possible for readers to understand your message. Graphic design is a tool, not an end in itself. Graphic design should be unobtrusive. It succeeds to the extent it becomes transparent.’

— Roger Parker

Piccoli mondi IV
Wassily Kandinsky, 1922
Color lithograph
‘People often talk as if there was an opposition between what is beautiful and what is useful. There is no opposition to beauty except ugliness: all things are either beautiful or ugly, and utility will be always on the side of the beautiful thing.’

— Oscar Wilde, 1908
Designing the experience

‘Like rock ’n’ roll and the movies, industrial design is one of the great art forms of the 20th century.’

— Stephen Bayley, Great Britain

The imac
Reviving a brand with style

‘We’re not here just to shape a car; we’re cultural architects.’

— Freeman Thomas, Audi
‘I now understand there’s a large group of people out there who could give a flip about my high-design philosophy. They just want something that’s important to them in their lives.’

— J Mays
‘Style is merely the outside of content, and content the inside of style.’

— Jean-Luc Godard
Color provides:

- An effect — warm, cold, brilliant, dull.
- An attraction — color guides the eye.
- An identity — use color to create a brand.

Ford 021C
Concept car designed with the aid of the fashion industry and named after its color.
Elements of design: Architecture

Use form and space in ways that are coherent, meaningful and functional.
Elements of design: Texture

Texture makes the design look real. On the two-dimensional plane, this is done through classic techniques of perspective and light.

Urban scan
Lot/ek: Italian architecture and design firm