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Design History: Culture & Contexts

Design in it's widest definition, does not exist within it's own paradigm. Many things affect design and it's outcomes. Specific design disciplines influence, and are influenced by other creative areas and also by wider culture. Historical, societal and political events effect design and vice versa.

This timeline covers the periods of early Modernism to Postmodernism and the various design styles and influences contained within each. Interactions of style and influences are shown which charts design's relationship to popular culture and history. This poster indicates the major design milestones of the 20th and early part of the 21st century and identifies key design practitioners active and influential in each decade. It indicates the multidisciplinary nature of design but also highlights major disciples including: Vehicle Design; Architecture; Product & Industrial Design, Visual Communication & Graphic Design.

Details, artefacts, practitioners, design movements, historical & cultural events were identified as part of an ongoing series of Design History workshops with first year Product Design and Industrial Design students. Debate, discussion and evaluation was undertaken by the group in order to establish what would be considered for inclusion in the timeline. In some cases, certain practitioners or artefacts were removed from earlier drafts as their work was included in the discipline specific time line and vice versa. For example, Marc Newson was not included as a key practitioner, however, the Lockheed Lounge Chair is indicated in place of the designer. Similarly with dates where multiple events have happened or artefacts published. The author acknowledges these limitations as there can only be a specific number of items included in each decade. Issues or conflicts were resolved through discussion with the class group and were also triangulated with the help of cross disciplinary peers in an attempt to get the widest possible balance of disciplines and inclusion of detail.

Literature from national and international sources were investigated in order to develop

a multidisciplinary approach in identifying key moments in design history and how these relate to current world and national historical events, and events within popular culture. These influences are mapped against identified key design artefacts of the period. Considerations on how colour is utilised within each decade is also included. The time line looks at design in both an international and Irish context and charts key design moments from the foundation of the state up to the Year of Irish Design (ID 2015).

Once mapped out, patterns, themes and influences can be identified. Notably, from an international view, the influence of Dieter Rams' work on Jonathan Ive and how, in Ireland, government reports on the design sector led to representation and action within industry. The example here is the Scandinavian Report in 1962 which led to the foundation of Kilkenny Design Workshop in 1963 and in 1999 Enterprise Ireland's Opportunities in Design led to Design Ireland being established a year later. With 2015 being designated as Year of Irish Design, it begs the question, what will it's lasting legacy be?

This poster indicates how design is constantly evolving, how the different design disciplines are responding to the environment in which it lives and is part of. Here we see a representation of the link between design history, it's culture and contexts. This poster is not intended as a definitive design history timeline. e.g. timelines of key moments fashion design, photography or scientific discovery may be included in later versions. However, it does add to the discourse and further debate and offers one perspective on the connections to the various design disciplines and practitioners, as well as their place in history and culture.

References

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1900

A printed version of this time line is available as part of the first issue of Iterations. This is intended for you to add your own suggestions to the chart. Readers are encouraged to return suggestion to the author for considerations in further iterations of this project.

A large format version of this time line will be presented at Faultlines Conference with the purpose of creating further discussion, discourse and inclusion as part of this continuing co-design project.

Design Movements and Styles	Art Nouveau (1890-1910)					
	Jugendstil (1890-1910)					
			Fauvism (1900-1910)			
Key Designer Practitioners	Alphonse Mucha Graphic Artist		Aubrey Beardsley Illustrator		Piet Mondrian Artist	
Key Design Items & Artefacts	Product & Industrial Design					
	Communication & Graphic Design		1900 Otto Eckmann: Fette Eckmann Typeface		1905 Leopoldo M Exposition Im Milan	
	Architecture		1903 Josef Hoffmann: Moser House in Vienna		Ca	
	Vehicle Design					
Historical and World Events			1903 Wright Brother's first powered flight			
Cultural Events	1900 Kodak Brownie		1903 "The Great Train Robbery" First Silent Movie is Released			
Ireland and Design						
Colours of the Period						
	Pantone 12-000	Pantone 14-4106	Pantone 14-0935	Pantone 16-1707	Pantone 18-4148	Pantone 17-2120

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by Con Kennedy

	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990	2000	2010	2020																																																																																																																																													
Design Movements and Styles	Art Nouveau (1890-1910)			Dadaism (1915-1922)			Pop Art (1955-1980's)						Hipster (2010-Date)																																																																																																																																													
	Jugendstil (1890-1910)			Art Deco (1918-1938)			Psychedelic (1960-1968)																																																																																																																																																			
			Futurism (1909-1923)							Memphis (1981-1987)	Steampunk (1985-Date)			Normculture (2013-Date)																																																																																																																																												
		Cubism (1906-1919)		Surrealism (1920-1960)						Deconstructivism (1982-1999)																																																																																																																																																
		Fauvism (1904-1908)		Bauhaus (1919-1933)							UX (User Experience) Design (c. 1990-Date)																																																																																																																																															
				De Stijl (1917-1931)																																																																																																																																																						
			Russian Constructivism (1919-1929)																																																																																																																																																							
Key Designer Practitioners	Alphonse Mucha Graphic Artist	Aubrey Beardsley Illustrator	Piet Mondrian Artist		James Montgomery Flagg Artist & Designer	Fortunato Depero Graphic Design		Tamara de Lempicka Artist	Frank Lloyd Wright Architect	Charles Rennie Mackintosh Architect	Alexander Rodchenko Graphic Design	Harry Clarke Stained Glass	Eileen Gray Furniture Design	Le Corbusier Architect & Designer	Eric Gill Typographer	Mies van der Rohe Architect	A.M. Cassandre Graphic Design	Alvar Aalto Architect & Designer	Christian Dior Fashion Design	Herbert Matter Graphic Design	Raymond Loewy Designer		Saul Bass Graphic Design	Norman Rockwell Illustrator	Alec Issigonis Car Designer	Josef Müller-Brockmann Graphic Design	Kenneth Grange Industrial Design	Andy Warhol Artist	Mary Quant Fashion Design	FHK Henrion Graphic Design	Joe Colombo Industrial Design	Dieter Rams Industrial Design	Milton Glaser Graphic Design	Yves Saint Laurent Fashion Design	Oli Aicher Graphic Design	Wim Crouwel Typographer		Michael Graves Architect	Conor Clarke Graphic Design	Philippe Starck Product Design	Neville Brody Graphic Design	Ettore Sottsass Product Design	Paula Scher Graphic Design	David Carson Graphic Design	Matthew Carter Typographer	Gianni Versace Fashion Design	Ron Aaad Industrial Design	Jonathan Ive Product Design	Manolo Blahnik Fashion Design	James Dyson Industrial Design	Stefan Sagmeister Graphic Design	Daniel Libeskind Architect	Zaha Hadid Architect	Jane Dunne Product Design																																																																																																				
Key Design Items & Artefacts	Product & Industrial Design													1908 Gibson Style O Guitar	1915 Earl R. Dean: Coca-Cola Bottle	1917 Gerrit Rietveld: Red & Blue Chair	1921 Ermst Beaulieu: Chanel No.5 Bottle	1925 Marcel Breuer: B3 Chair	1932 Willy Köster: Eico Model AD-65 Radio	1937 Henry Dreyfus: 302 Telephone	1942 T-shirt introduced	1945 Ernest Race: BA Armchair	1949 Bush TV12	1954 Leica M3 35mm Camera	1956 Dieter Rams: Braun SK 4	1958 Arne Jacobsen: Egg Chair	1962 Robin Day: Polyprop Chair	1969 Ettore Sottsass: Olivetti Valentine	1972 Frank Gehry: Easy Edge Rocking Chair	1974 Arthur Fry: Post-it	1979 Sony Walkman	1984 Apple Macintosh	1988 Marc Newson: Lockheed Lounge Chair	1990 Philippe Starck: Juicy/Salif	1996 Trevor Baylis: Wind Up Radio	2001 Apple iPod	2007 Apple iPhone	2010 Apple iPad	2010 MakerBot Replicator 2	Communication & Graphic Design													1900 Otto Eckmann: Fette Eckmann Typeface	1906 Leopoldo Metlicovitz: Exposition Internationale Milan Poster	1912 Filippo Tommaso Marinetti: Zang Tumb Tumb	1917 James Montgomery Flagg Uncle Sam	1919 Edward Johnston: London Underground logo	1922 Tristan Tzara & Uija Zdanovich: Cover of Le Coeur à Barbe	1927 Paul Renner: Futura Typeface	1932 A.M. Cassandre: Dubonnet Posters	1937 Eric Gill: Joanna Typeface	1940 Herbert Bayer: Harper's Bazaar Cover	1943 Abram Games: This Child Found a Blind	1949 Herbert Bayer: Polo Research Poster	1951 Abram Games: Festival of Britain	1955 Joseph Müller-Brockmann: Beethoven at Zurich Town Hall Poster	1958 Herman Zapf: Optima Typeface	1962 Paul Rand: ABC TV Identity	1967 Milton Glaser: Bob Dylan Poster	1972 Oli Aicher: Munich Olympics Posters & Icons	1977 Jamie Reid: Never Mind The Bollocks	1981 Neville Brody: The Face Magazine	1986 Paul Rand: Next Computers Identity	1990 Barry Deck/Template Gothic Typeface	1995 Paula Scher: New York Shakespeare Festival Poster	1998 Paul Brühwiler: Luzerner Theatre Poster	2006 Rudi Meyer: Verdi Poster	2006 Gary Hustwit: Helvetica Movie	2008 Marian Bartjes: Yale School of Architecture Poster	2013 Matt Ridd: ITV Identity	Architecture													1903 Josef Hoffmann: Moser House in Vienna	1907 Antoni Gaudí: Casa Batlló in Barcelona	1914 Walter Gropius: Fagus Factory	1921 Frank Lloyd Wright: Hollyhock House	1925 Walter Gropius: Bauhaus Building, Dessau	1929 Empire State Construction Begins	1935 Frank Lloyd Wright: Fallingwater	1943 Igreja da Pampulha: Belo Horizonte, Minas Gerais, Brazil	1947 Alvar Aalto: Baker House Dormitories at MIT	1951 Mies van der Rohe: Lake Shore Drive in Chicago	1956 Mies van der Rohe: Crown Hall	1959 Frank Lloyd Wright: Guggenheim Museum in New York	1964 Gilmore D. Clarke: Unisphere at New York World's Fair	1967 Richard Buckminster Fuller: Montreal Biosphere	1973 World Trade Centre Opens in New York	1976 John Hamilton Andrews: CN Tower Opens in Toronto	1980 Frank Gehry: Santa Monica Place	1983 Xanadu House in Kissimmee, Florida is Opened	1986 Richard Rogers: The Lloyd's Building in London	1989 L.M. Pei: Pyramid at the Louvre	1993 Hiroshi Hara: Umeda Sky Building in Osaka	1997 Frank Gehry: Guggenheim Museum in Bilbao	2003 Daniel Libeskind: Jewish Museum in Berlin	2003 CX Lee & Partners: Taipei 101	2008 Herzog & de Meuron: Beijing National Stadium	2013 The Shard Opens in London	Vehicle Design													1908 Ford Model T	1916 Harley-Davidson 1,000 cc HT 1916	1923 BMW R32	1927 Bugatti Royale Type 41	1930 Bentley 8 Litre	1938 Supermarine Spitefire	1945 Volkswagen Beetle (Type 1)	1945 Citroën 2CV	1955 Citroën DS	1957 Fiat 500	1959 Morris Mini	1963 Aston Martin DB5	1966 Lockheed SR-71 Blackbird	1970 Borg Borg	1976 Concorde	1981 DeLorean DMC 12	1984 Ferrari Testarossa	1992 McLaren F1	1997 The New Beetle	2000 BMW C1	2005 Bugatti Veyron	2011 Nissan Leaf
	Historical and World Events	1903 Wright Brother's first powered flight		1909 Plastic is invented	1912 Titanic Sinks	WW I (1914-1918)	1916 Easter Rising	Irish War of Independence (1919-1921)	Irish Civil War (1922 - 1923)	1926 John Logie Baird invents Television	1929 Great Depression	1931 Al Capone Imprisoned	1934 Bonnie & Clyde Killed	1937 Amelia Earhart Vanishes	WW II (1938-1945)	1940 The Battle of Britain	1945 Hiroshima & Nagasaki Bombing	1949 Ireland becomes a Republic	1952 First Hydrogen Bomb	1955 Jim Henson creates Kermit the Frog	1958 Sputnik 1 Launched	1961 Yuri Gagarin First Man in Space	1963 John F. Kennedy Assassination	1965 Alevey Leonov's First Space Walk	1969 First Moon Landing	1972 Bloody Sunday	1977 Voyager One Launched	1981 Stardust Disaster	1984 Soviet Union Boycotts the Olympics	1986 Challenger Disaster	1989 Fall of Berlin Wall	Gulf War (1990-1991)	1994 Edward Munch's The Scream is Stolen	1998 Good Friday Agreement	2001 World Trade Centre Attacks	2004 Indonesia Tsunami	2008 Barack Obama Elected US President	2012 Higgs Boson Discovered																																																																																																																				
	Cultural Events	1900 Kodak Brownie	1903 "The Great Train Robbery" First Silent Movie is Released		1915 Albert Einstein's Theory of Relativity	1920's Flapper Girl Style	1922 Joyce's Ulysses is Published	1925 Josephine Baker Dances in Paris	1929 First Academy Awards	1934 "The Man of Aran" is Released	1936 Aer Lingus Established	1939 Superman's First Appearance	1940 Lascaux Paintings Discovered	1940's Swing Music	1940's Clemm Miller Band	1950's Beatniks	1952 "The Quiet Man" is Released	1954 John Hinde Postcards Established	1960's Flower Power	1963 Jimmi Hendrix Releases "Are you Experienced?"	1967 "A Fistful of Dollars" is Released	1970 The Beatles Break Up	1973 Oil Crisis	1977 Punk is born	1980 U2's First Album	1983 New Order Releases "Blue Monday"	1986 Phil Lynott Dies	1988 Dublin's Millennium	1990's Rave Culture	1994 Riverdance	2000 The Millennium Bug (Y2K)	2004 Cork is European Capital of Culture	2005 Bank's "Exit Through the Gift Shop" is Released																																																																																																																									
Ireland and Design			1916 Mc Connell's Advertising Established	1919 Harry Clarke Illustrates Edgar Allan Poe		1926 Colm O'Lochin: Colmiclie Typeface	1929 Ardnacrusha Completed		1933 Newbridge Cutlery Established	1936 Walter Gropius Lecture at RAI	1939 Michael Scott: Shamrock Pavilion	1941 Jack MacManus: Irish Army Recruitment Poster	1943 Mairnie Jellett: The Virgin of Eire	1946 Rural Electrification	1949 IDA Established	1952 Coras Trachtála Established	1954 Chester Beatty Library Opens	1958 ICAD Established	1962 The Scandinavian Report	Kilkenny Design Workshop - KWD (1963-1988)	1966 Irish International Advertising Established	1968 Damian Harrington at KWD	1972 Institute of Designers in Ireland	1974 Braun Established in Carlow	1976 Sam Stephenson: Civic Offices	1980 Peter Daboinett: Telcom Centre Logo	1982 Bill Bolger: An Post Logo	1985 Design Partners Established	1989 Murkani Wolf Established	1993 Reddog Design Established	1999 Enterprise Ireland Opportunities in Design	2004 Zero G Established	2008 David Caffrey Designs Audi Q5	2010 Kevin Roche: Convention Centre Dublin (CCD)	2012 Dublin's Bid for World Design Capital	2015 Year of Irish Design																																																																																																																						
Colours of the Period	Pantone 12-000	Pantone 14-4106	Pantone 14-0935	Pantone 16-1707	Pantone 18-4448	Pantone 17-2120	Pantone 19-4914	Pantone 19-4007	Pantone 18-1253	Pantone 18-3418	Pantone 16-1255	Pantone 17-1558	Pantone 18-3949	Pantone 17-3014	Pantone 17-2520	Pantone 7621	Pantone 7556	Pantone 462	Pantone 16-3920	Pantone 19-4957	Pantone 19-0303	Pantone 14-3002	Pantone 16-1435	Pantone 19-4245	Pantone 15-5009	Pantone 14-0121	Pantone 14-0936	Pantone 19-2118	Pantone 17-1540	Pantone 14-1316	Pantone 19-4305	Pantone 14-0847	Pantone 15-1058	Pantone 17-1538	Pantone 17-1464	Pantone 18-4520	Pantone 19-1210	Pantone 19-3022	Pantone 18-58	Pantone 18-25	Pantone 7477	Pantone 7758	Pantone 7597	Pantone 8-131	Pantone 724	Pantone 16-1314	Pantone 16-1100	Pantone 19-4024	Pantone 19-0810	Pantone 19-0815	Pantone 7471	Pantone 7625	Pantone 7606	Pantone 7379	Pantone 652	Pantone 129	Pantone 2718	Pantone Warm Gray Black 7	Pantone 7654	Pantone 7649	Pantone 265	Pantone 248	Pantone 383	Pantone 7548	Pantone 2735	Pantone 1505	Pantone 2995	Pantone 7621	Pantone 340	Pantone 18-0430	Pantone 16-0539	Pantone 17-0739	Pantone 18-0948	Pantone 16-4448	Pantone 19-1241	Pantone 7488	Pantone Yellow 12	Pantone 021	Pantone 213	Pantone 19-3847	Pantone 19-1663	Pantone 17-0235	Pantone 19-4001	Pantone 13-0935	Pantone 16-1235	Pantone 16-4021	Pantone 19-5420	Pantone 19-1034	Pantone 19-1728	Pantone 136	Pantone 370	Pantone 7594	Pantone 184	Pantone 1795	Pantone 527	Pantone 230	Pantone 231	Pantone 318	Pantone 293	Pantone 15-4000	Pantone 17-2031	Pantone 19-1604	Pantone 14-4811	Pantone 17-1456	Pantone 15-517	Pantone 13-1160	Pantone 19-1557	Pantone 18-3943	Pantone 14-0848	Pantone 15-5519	Pantone 18-2120	Pantone 17-1463	Pantone 17-5641	Pantone 18-3244	Pantone 18-1438																																							