

Designmuseum

20th

DESIGN

C A T H E R I N E M C D E R M O T T



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20th

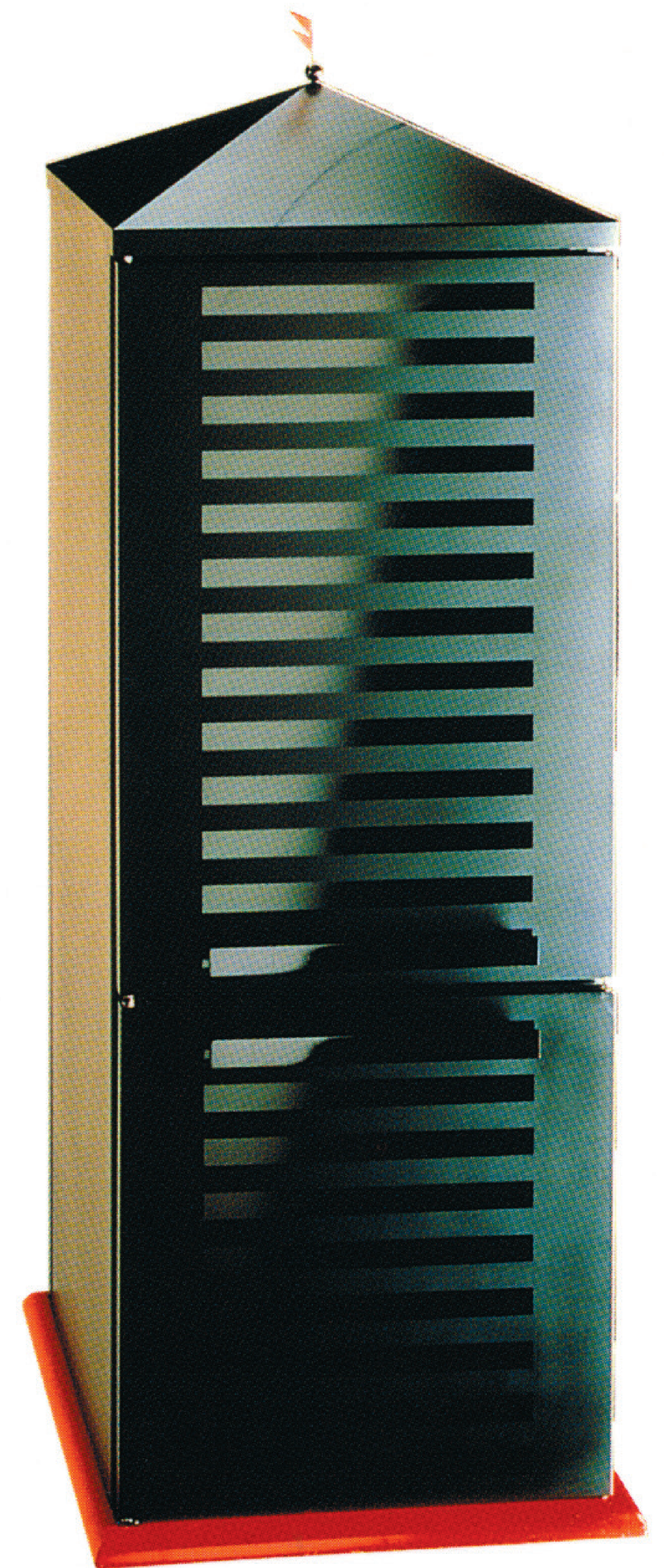


DESIGN

Twentieth-Century Design presents, in one volume, a collection of the most important and influential pieces of design produced in the modern age. This comprehensive survey features the century-defining work of such pioneers as Frank Lloyd Wright, Rem Koolhaas, Gio Ponti, Eileen Gray, Christian Dior, Vivienne Westwood, Saul Bass, Philippe Starck, Neville Brody and many others. What emerges is a celebration of the artistic diversity, practicality and sheer enjoyment of design in the twentieth century.

This landmark volume features some of the most desirable objects of the twentieth century: from the Royalton Hotel to the Rietveld chair, from the Ducati motorbike to Concorde and from 1960s film posters to Tupperware. In thirteen detailed sections – covering a wide range of subjects, from architecture to packaging, fashion to furniture, type to houseware and from advertising to communications – Catherine McDermott presents over 360 examples of the best and most enduring examples of modern design. For each, she provides a historical context, examining their place in our cultural heritage and exploring the very essence of classic design icons.

No other book takes such a sweeping and comprehensive look at what constitutes an essential example of contemporary design, making this a must for students, designers in all fields and for anyone interested in modern design.



The Graan-silo Squat

DATE: 1991

Westerdoksdiijk 51,
Amsterdam, The
Netherlands

Not all interiors in this section are designed by professionals. In 1989 a group of people occupied a derelict silo, an 1896 grain-drying tower in Amsterdam, with the intention of converting this huge industrial space into living areas for the homeless. This project was documented by the historian and writer David Carr-Smith and he provides a rare insight into this unique

project. Converting this hostile industrial environment into habitable living space resulted in an astonishing transformation. To make this kitchen between their two-level apartment, Mark Horner and Brian Zaetlinck had to dismantle sixteen vertical metres of steel installations, install drains and power, lay wooden floors and salvage the fittings for the kitchen from the skips of

urban refuse. Their work reveals an inventiveness and resourcefulness that blends domestic needs with the sheer grandeur and danger of the space, where steel pillars and girdered walls can be seen alongside the carpets and domestic objects of the home. It delivers a simple message that some people have the creativity and resourcefulness to design their own living spaces.

