

- To look at
- To examine in detail to explain and interpret



# ANALYSE

1. Investigate
2. Research
3. Explore

- In Year 7 you will be **Analysing** 2 different Design Movements.
- You will **analyse** both the Arts & Craft and Memphis Design movements.
- Your **analysis** will help you when you Design.

## Memphis 1980's Design

Gaudy ornamental and decorative products

### Founder's Philosophy:

Ettore Sottsass, the movement's leader, aimed to break free from conventional design rules and encourage individuality and creativity.

### Design History

- Art Nouveau; fluid, curves, floral
- Art Deco: geometry, streamlining, patterns

### Inspiration

Memphis took its inspiration from Pop Art, Art Deco (patterns) and 1950's kitsch. Their main aim was to reinvigorate Design and develop a new creative approach to design.

### Impact

Many people found the products tasteless, but others considered them groundbreaking in SCLPT. (Shape, Colour, Line, Pattern, Texture)

### Legacy:

Memphis design remains influential and is often revisited in contemporary design, particularly in the postmodern and avant-garde design movements. It continues to inspire designers worldwide.

### Key Products:

Iconic Memphis design products include the "Carlton" bookshelf by Ettore Sottsass, the "Super" lamp by Martine Bedin, and various furniture pieces characterized by bold patterns and eccentric forms.

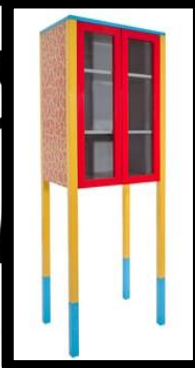
### Global Reach:

While it originated in Milan, the Memphis design movement quickly gained international recognition, shaping design trends worldwide.

### Relevance Today:

Memphis design remains a symbol of rebellion against design norms and continues to captivate designers and collectors seeking unique and expressive creations.

## Design in the style of Memphis



### Bold Colours:

Memphis designs often feature vibrant and contrasting colours, such as primary and neon hues.



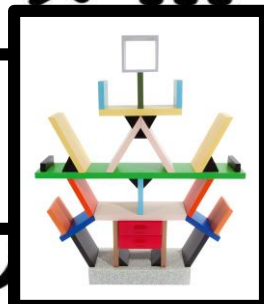
### Geometric Patterns:

Use of geometric shapes and patterns, including triangles, circles, and zigzags.

### High visual impact.

"Less is a bore."

Visual impact with minimum regard to function.



### Asymmetry: Rejecting

traditional symmetry, Memphis designs embrace irregular and asymmetrical shapes.

### Playfulness:

Incorporates a sense of humour and whimsy into design elements.



### Kitsch

Decorative, tacky, without style or purpose but enjoyed as they are fun.

To put together

Practical activity

1. Assemble
2. Build
3. Construct



# MAKE

In Year 7 we will be making a Blockhead.

You will use tools to make the parts.

It will be made from pine.

## Key Concepts

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Alignment</li> <li>• Aligned</li> <li>• Align</li> </ul>     | My features are aligned; this means they have been placed in a straight line.                     |
| <ul style="list-style-type: none"> <li>• Assembled</li> <li>• Assemble</li> <li>• Assembly</li> </ul> | My body parts have been assembled; this means they have been joined together using a dowel joint. |
| <ul style="list-style-type: none"> <li>• Accuracy</li> <li>• Accurate</li> </ul>                      | My parts are the same size and shape this means they have been made with no errors.               |

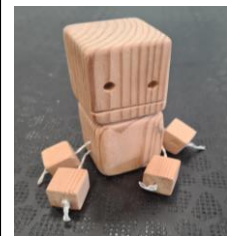
## Material= Pine

1. Evergreen tree
2. Softwood; easy to cut and shape
3. Softwood; easily dented
4. Wood grain can enhance appearance of a product
5. The life rings within pine are closer together as it grows quickly

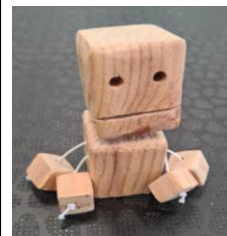
## Standard of making



- High Quality
- The very best
  - Highest standard



- Quality
- The grade of excellence
- How good something is / looks
  - How well it is made



- Skilful
- Confident to undertake the task without support
  - Task completed correctly

## Skill

- An ability that comes from training
- Something you can get better at

1. Measuring
2. Marking Out
3. Wasting (Removal of materials); Cutting Drilling, Shaping

## When measuring use Steel Rule



1. Starts at 0mm
2. Measures in millimeters. 10mm = 1cm
3. Not used to project lines



## When measuring angles use a Try Square



1. Use to project a line at 90 degrees
2. Align the edge flush against the wood
3. Use a sharp pencil to project the 90 degree line
4. Use to check the angle of cut parts

## When cutting use a Tenon Saw



1. Steel blade
2. Teeth point away from the handle
3. Cuts on the push
4. Used to cut Pine and other Timbers
5. Spine helps the blade to not bend when cutting

## When shaping use a Rasp then a flat file



1. The rasp is rough to remove materials
2. The surface texture looks like a raspberry
3. Use the face of the rasp to remove the material
4. The flat file removes smaller finer amounts of material

