

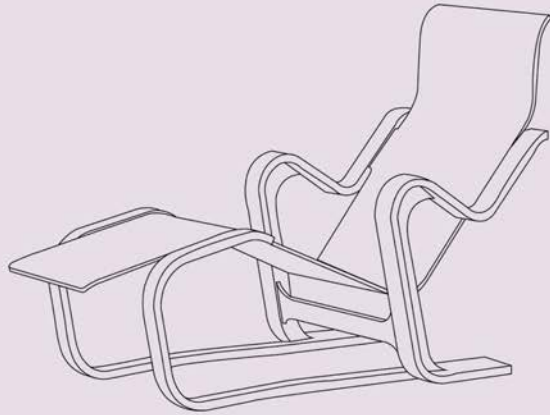
# B a u s t u h l s :

## The Material Chair Project

DES 187 Project 03: Happy Birthday Bauhaus

Julie Daseking    Zoë Reinhardt  
Charlotte Krayenbuhl    Keith Zhang





## Isokon Long Chair

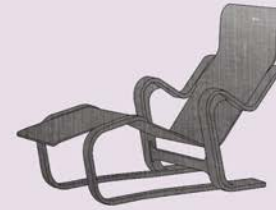
Marcel Breuer

Everything around us has been designed.

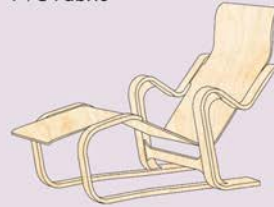
When crafting a product, designers make many choices that dictate the sort of experience we have with that item. This collection of Isokon chairs in various materials, in honor of the 100th anniversary of the Bauhaus, challenges individuals to consider the importance and implication of material on the success and experience of a product.



PVC Fabric



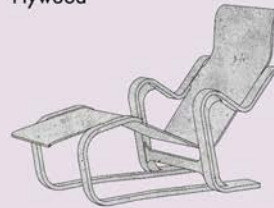
Steel



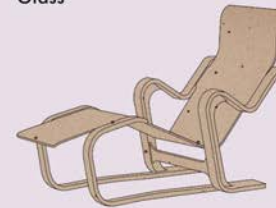
Plywood



Glass



Concrete



Ceramic/Clay



Mushroom Leather

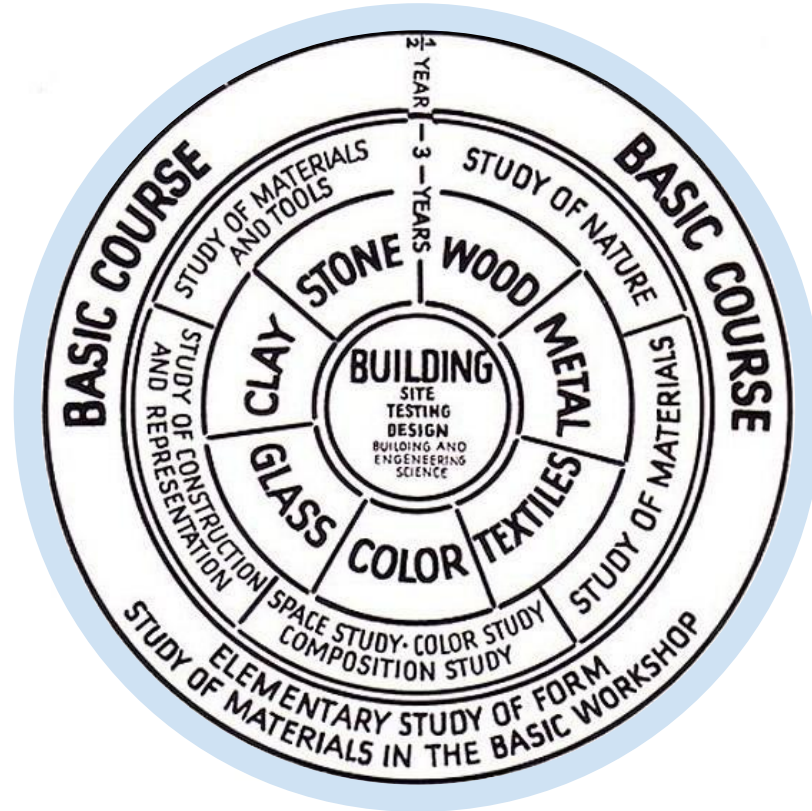


Astroturf

# Proposal/Project Summary

- The Bauhaus taught students using a Circular Curriculum intended to get students to rethink design and better understand the relationships between the arts
- Students worked with specific materials to better understand the sensation of touch and texture, and how these impact an individual's experience with an object
- Materials in the Bauhaus curriculum include wood, glass, color, clay, metal and textiles
- This curriculum has and continues to influence the way that design schools teach students today, and emphasizes the importance of material in design
- The Baustuhls Material Chair Project chairs are designed to engage the viewer in design thinking like the Bauhaus students
- This project challenges viewers to think more about the materials that things are made of, and why these materials have been chosen
- Create conversation between the sense of touch and vision
- Questions on the chair cushions get visitors to think about the chosen material for that chair, and places the chairs in the context of the Isokon gallery and the Bauhaus
- Different experiences with each chair: one may be smooth, one may be squishy, one may be hot to the touch, etc.
- Visitors are encouraged to find other chairs in the collection throughout Green Park
- Ask visitors to leave comments about their experience through QR code to website
- Creative hashtag for collective group of photos and promotion of the collection and Bauhaus
- Chairs placed among popular spots for families and tourists
- Chair design from the Isokon collection, encouraging viewers to visit the gallery and discover more about Bauhaus and the influence in London

# Content Analysis



# Audience Analysis



**Family**

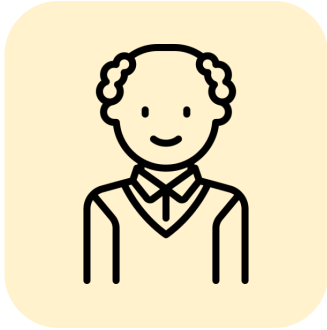
- Visiting the park for kids to play
- Parents may be familiar with design history, but likely not kids
- Kids will likely be drawn to the unique materials
- Chairs will provide a place to rest



**Tourists**

- Individuals or groups
- Come to park to explore
  - Passing through on their way to Buckingham Palace
- May or may not be familiar with design
- Chairs provide an interesting photo opportunity

# Audience Analysis



**Locals**

- London residents
- Regularly visit or pass through Green Park on their commute
- May or may not be familiar with design
- They will notice the new seating and be curious



**Designers**

- Visit the park along their commute or to relax
- Familiar with Design and Bauhaus
- They will likely recognize the style and be interested in the installation

# Site Analysis

- Tube exit into park
- Large amounts of people
- Daily picnics and site visits for Buckingham Palace
- Locals, Tourists, and Families





# Train Stops Near Green Park



- Train Station leads right to walkways towards Buckingham Palace
- Large amounts of visitors passing through
- Multiple locations to catch attention
- Encourage people to find more

# Best Precedent Examples / Lookbook



# Concept Sketches

## Happy Birthday, Bauhaus!

[rough sketches]

- Relate to specific items from Isokon gallery to relate to Bauhaus
- great for families!
- A series here for studios
- May partly stop people to glance with the posters + curators signs

Poster Live

Station

info + pics

Poster Live

Station

info + pics

Poster Live

Station

info + pics

OR

- Art-focused
- Barbican Centre?
- Districts/Streets
- Plaza space
- Park/public

7/15/19

## [Rough sketches Pt. 2]

EXPECT THE UNEXPECTED

UNCONVENTIONAL

BAUHAUS

BAUHAUS

↑ EYE-DRAWING POSTERS ↓

- Learn about a pop-up exhibition + make an installation
- Breuer long chair
- The Bauhaus curriculum circle

Front

Back

explanation plaque? + QR code?

- STONE
- METAL
- WOOD
- CLAY
- GLASS
- COLOR
- TEXTILES

• About 6 or so chairs? One for each part/aspect of the curriculum + extras.

HOT-OR-COLD?

Bauhaus 100th Anniversary

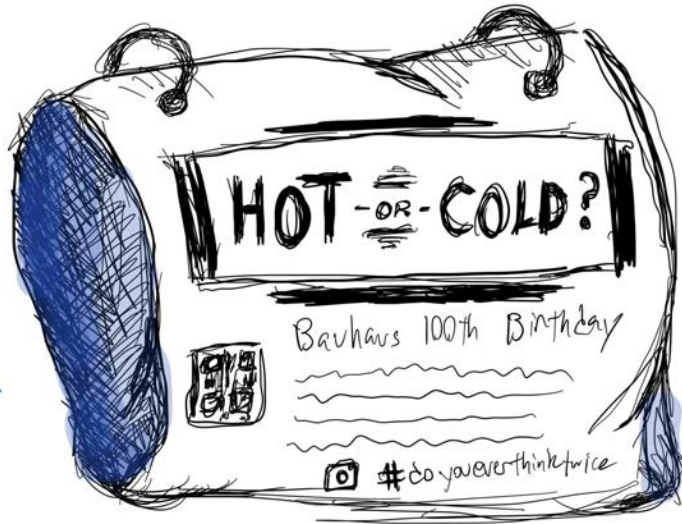
QR code for more info

Reason for chair

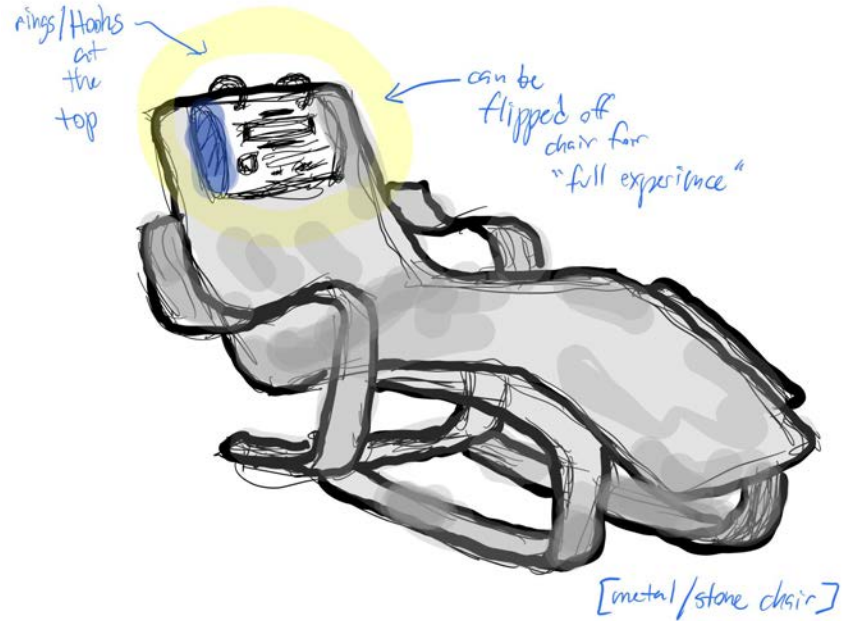
extra info

question related to material

# Concept Sketches Continued



Sides are different colors  
→  
(red, blue, yellow like Piet Mondrian)



[metal/stone chair]

# Storyboard & Visualization



# Design Visualization

Each cushion will pose a question for people to consider as they interact with each chair.

There will also be the website QR code and information on the Bauhaus and the chair collection.

#EverThinkTwice

# HOT - OR - COLD?

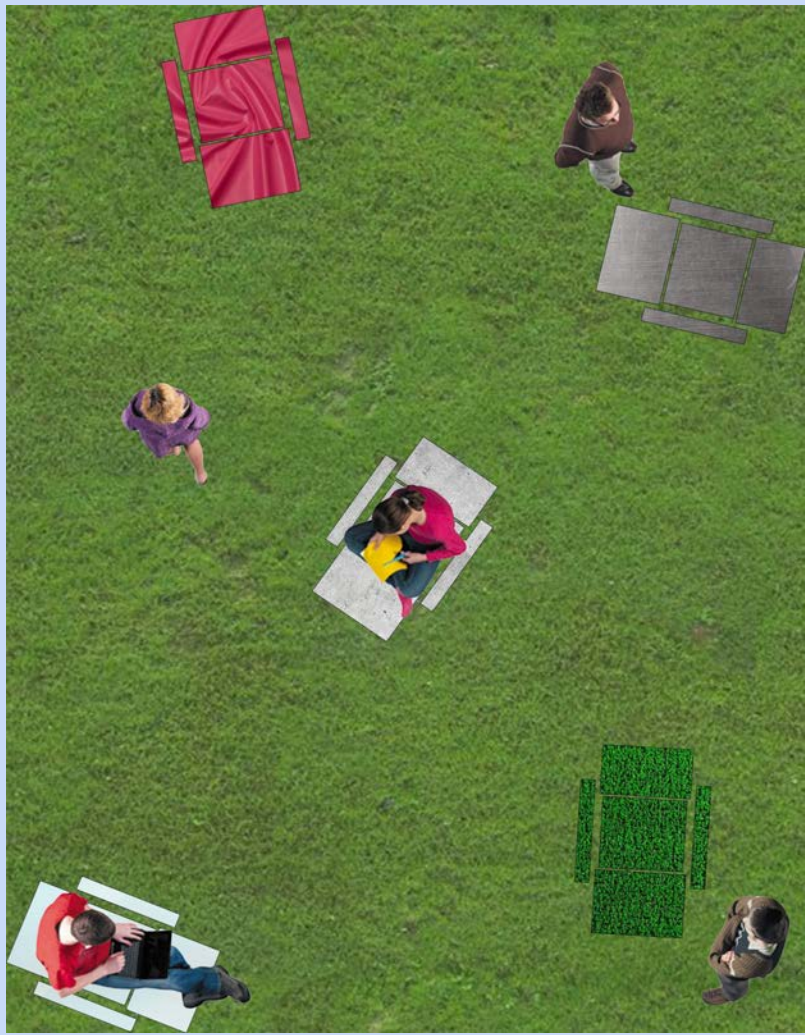


## **Bauhaus 100th Anniversary**

Everything around us has been designed. When crafting a product, designers make many choices that dictate the sort of experience we have with that item. This collection of Isokon chairs in various materials, in honor of the 100th anniversary of the Bauhaus, challenges individuals to consider the importance and implication of material on the success and experience of a product.

**#EverThinkTwice**







# Marketing Concept Sketches

BAUHAUS

[celebrating 100 years of Design]



I  
R  
T  
H  
D  
A  
Y

About the Chair

Handwritten scribbles representing text.

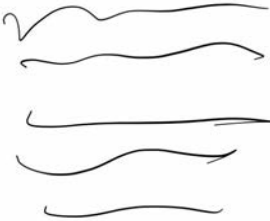
Handwritten scribbles representing text.



BAUHAUS

I  
R  
T  
H  
D  
A  
Y

Arden



ABOUT THE CHAIR

HISTORY

MAP

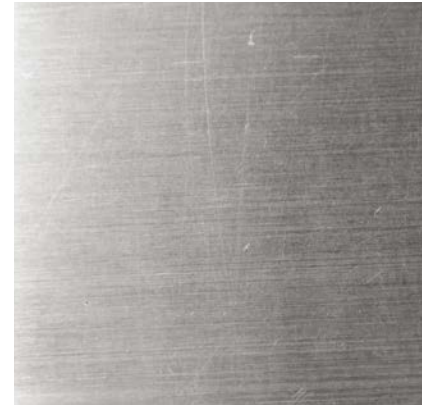
DESIGN YOUR CHAIR



# Design Palette

## Chair Materials

- Plywood
- Steel
- PVC fabric
- Glass
- Concrete
- Clay/Ceramic
- Mushroom leather
- Astroturf
- ...And more!



# Design Palette

## Typography

### **Futura Condensed Extra Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz**

**1234567890**

**!@#\$%^&+**

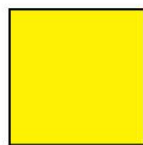
### **Futura Medium**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

1234567890

!@#\$%^&+

## Colors



Primary Yellow

C= 0  
M= 0  
Y= 100  
K= 0



Primary Red

C= 0  
M= 100  
Y= 0  
K= 0



Primary Blue

C= 100  
M= 0  
Y= 0  
K= 0



White

C= 0  
M= 0  
Y= 0  
K= 0



Black

C= 0  
M= 0  
Y= 0  
K= 100

# References

Park: <https://www.alamy.com/>

PVC Fabric: <http://www.mjttrends.com/products.Hot-Pink.Stretch-PVC.Fabric#.XTCAAJNKjzV>

Steel: <https://texturex.com/metal-textures/brushed-metal-steel-texture-silver-aluminum-plate-free-stock-photo/>

Hair Brush: <https://lebusmagique.tumblr.com/post/26514491368/halfeleven-szymon-still-life-by-murat-suyur>

Spike Table: <https://www.homecrux.com/hugh-haydens-furniture-with-protruding-spikes/108584/>

Plywood Material: [https://www.123rf.com/photo\\_22813862\\_birch-plywood-high-detailed-wood-texture-series-.html](https://www.123rf.com/photo_22813862_birch-plywood-high-detailed-wood-texture-series-.html)

Glass: <https://thestoveplace.co.uk/product/rectangular-glass-hearth/>

Concrete: <https://www.canvasbutik.com/wall-murals/concrete.html>

Ceramic: <https://eastfork.com/products/east-fork-dinner-plate?variant=12197924733007>

Turf: <https://wcep.com/product/green-astroturf/>