



MEMPHIS MILANO



A Cube Design From Memphis Group

Moodboard



History And Theory Of Interior Design

Ayşen Kır

A Cube Design From Memphis Group

Keywords: Postmodernism, Colored, Geometric, Unusual, Futurism

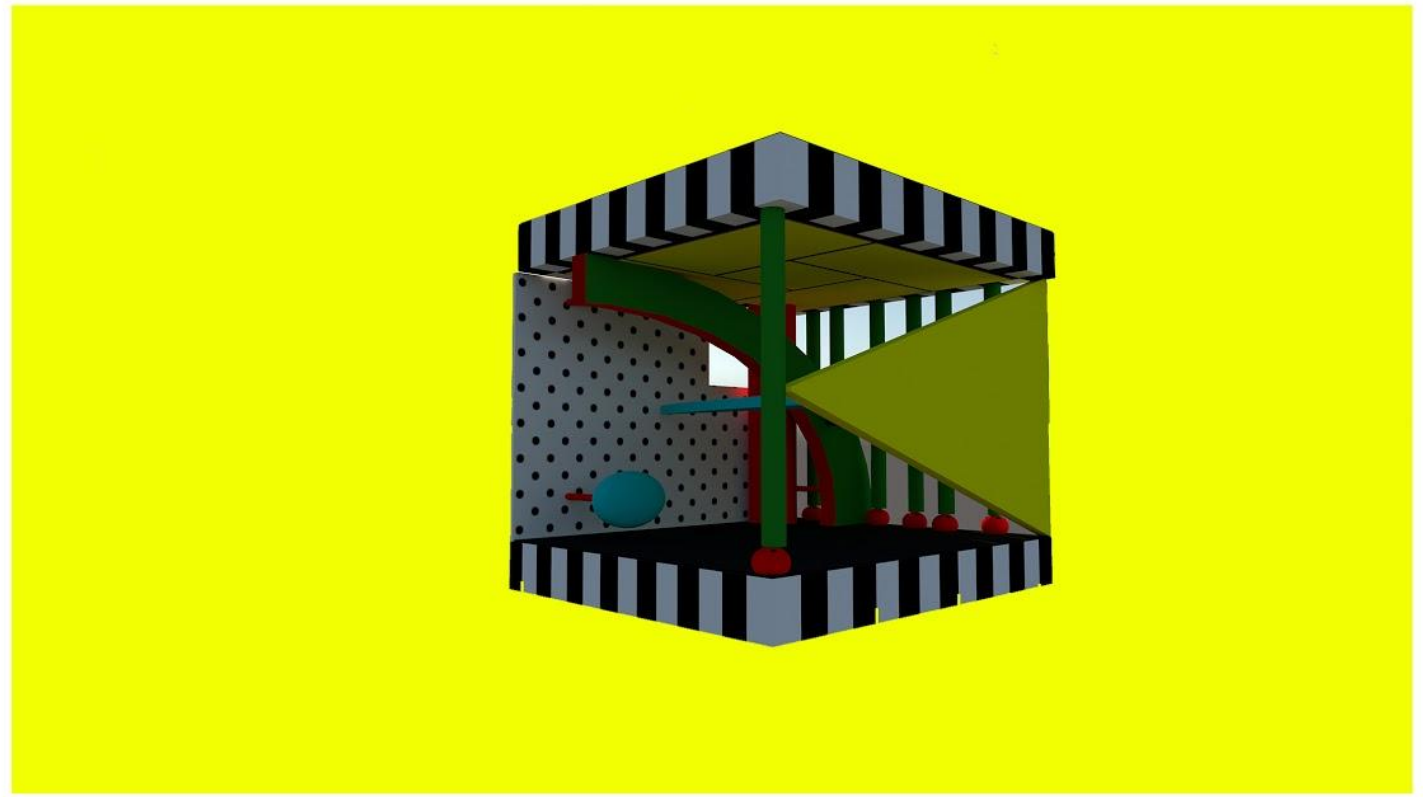
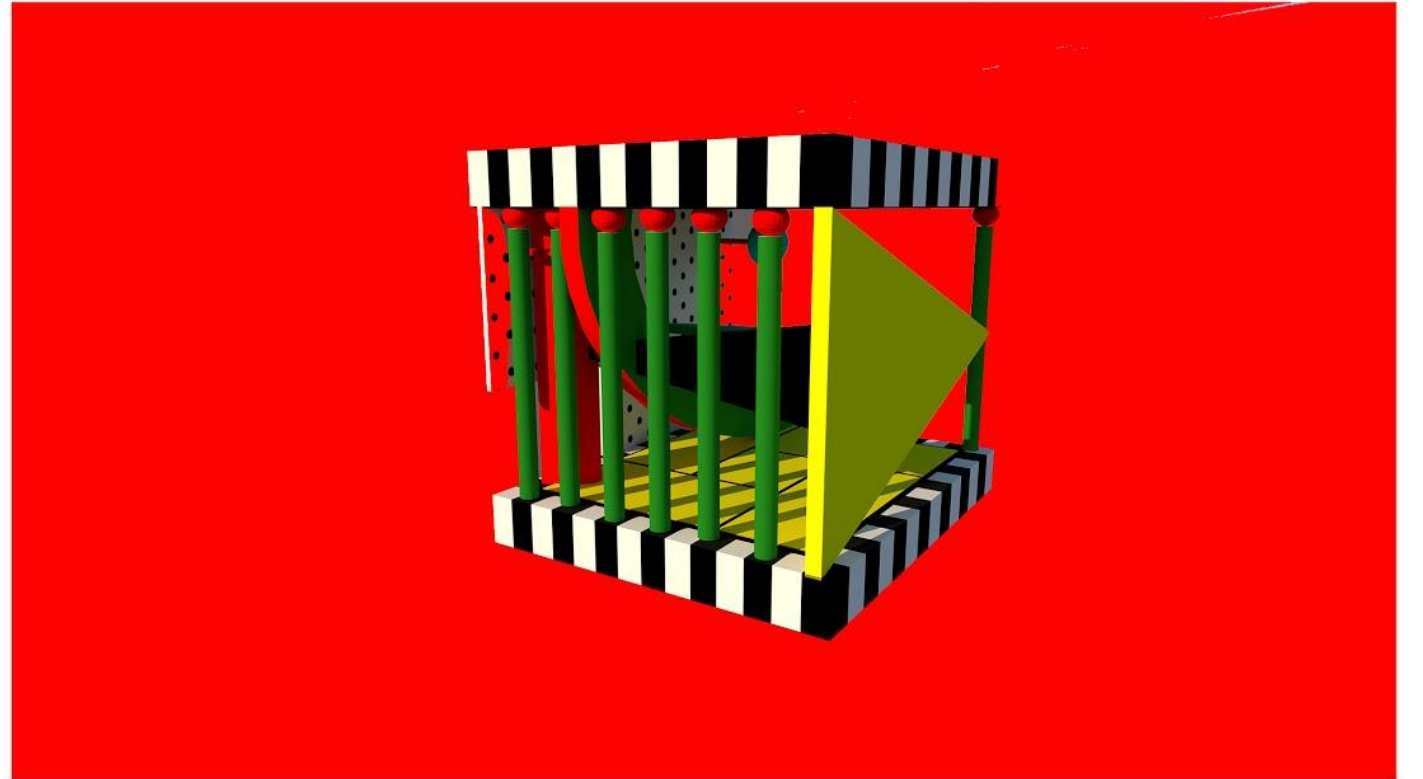
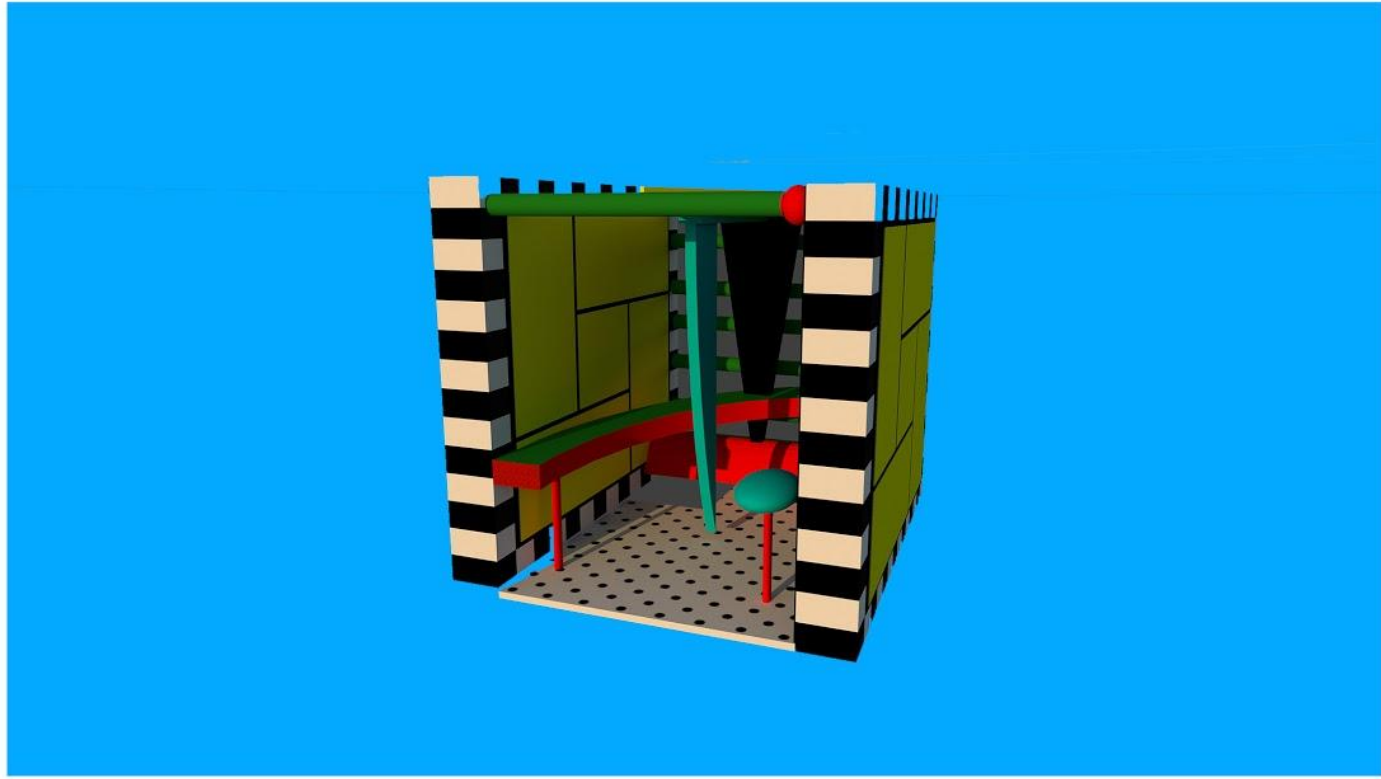
Memphis Group is a group that was founded in 1980 by Italian designer Ettore Sottsass, consisting of about 20 members with similar ideas, initiating a distinct Postmodern movement that blends the stylistic features of Art Deco and Pop Art. They destroyed the seriousness of modernism and made it more fun and childish. The purpose of his designs was to attract public attention. The importance of objects was not the perception of the product, but the decoration elements that were able to communicate strongly and emerge from various philosophical views. In the design of this cube, a design process was created by considering the ideologies, manifestos and design philosophies of the Memphis Group.

The cube is made up of plastic pieces of different colors at different angles. When looking at the whole relation of the piece, the plainness of each piece and the detail analysis allows all pieces to be perceived separately. The objects defined on the inside are used in such a way that the warm and cold colors cover a whole, because the user is instrumental in the perception of concepts that are opposite with each other, such as proximity, distance, and size. With all these contrast colors used, it is aimed to leave a more striking effect on the user. Smooth and shiny materials were used as texture. The reason for this is to give a heavy, solid and hard impression to the object combined with the light reflecting material. In this case, as stated in Sottsass, it is aimed to "make the product more dominant than the user". On the sides of the cube we see elements integrated into the red circles that establish the relationship between the floors. The aim here is to refer to the figurative narration that we see in almost every design of the group. When we look at the design element we are talking about, the red circle figure on the top that looks like the head of the person attracts attention. Then it continues at a certain angle, and when we look at the long column, it is remarkable that it resembles a body. It is possible to see the figurativity mentioned here in Memphis's "Carlton Room Divider". The green-red curved part used in the interior volume was used to break the sharp geometry used horizontally and vertically, that is, it was aimed to use "deeper functionalism" emphasized by the founder Sottsass. The functionalism mentioned here is that the green-red curve used gives this feeling psychologically and instinctively to the user rather than only physically creating this effect. On the bottom surfaces of the cube we see black and white lines, which are more minimalist than bright colors. These sections, which are quite thick regardless of other sections, increase the definition of the volume used and set the boundary line of the cube. The blue circle fixed to the base with the help of a red column was created by inspiring from the "Gala" Lamp. The lamp is a lighting element that changes in direct proportion to the light at different times of the day.

When looking at the object at intervals, the user gets different impressions. The aim of this cube is to create a piece that moves independently each time with the movements that occur by bringing the cube to different angles.

Inspiration





Cube Renders

Referance

- <http://www.designboom.com>

-<https://polen.itu.edu.tr/bitstream/11527/904/1/3952.pdf>

- <http://www.sottsass.it>

-<https://design-milk.com/camille-walala-designs-a-colorful-house-with-lego-thats-every-kids-fantasy/>

- <http://www.memphis-milano.it>

-https://learn-eu-central-1-prod-fleet01-xythos.s3-eu-central-1.amazonaws.com/5e454d481f587/388266?response-content-disposition=inline%3B%20filename%2A%3DUTF-8%27%27Memphis.pdf&response-content-type=application%2Fpdf&X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Date=20200515T032943Z&X-Amz-SignedHeaders=host&X-Amz-Expires=21600&X-Amz-Credential=AKIAZH6WM4PLYI3L4QWN%2F20200515%2Feu-central-1%2Fs3%2Faws4_request&X-Amz-Signature=e21e136bb92dbb0d090bc5924aef7cde18f13e62e076215c9b60540671d04af7

-Burney, J., 1991. Ettore Sottsass "The Barbarians And Emperors Of Design", Trefoil Publications, London.

