

# DESIGN MUSEUM

## DESIGN FACTORY

### Design Museum Student Project 08/09

#### PART 1 - RESEARCH BRIEF

##### INTRODUCTION:

This brief is similar to several I was given on my degree which changed my understanding of the design process forever. It is simply an exercise in communicating ideas through objects which is, for me, is the fundamental practice of design.

Speaking from my own personal experience it wasn't until the last six months of my three year degree at BCUC, and after a foundation course at Chelsea that the penny began to drop. I started to understand what it was I was doing and where I was going wrong. For me I was always trying to cram in too many ideas and concepts, each fighting for space, creating an overcomplicated and excessively structured outcome. I realised the importance of the word 'sensitivity' and discovered I was drawn to things that had an innate lightness. I learnt to relate all the elements within the design to a core idea and to build relationships between this idea and all the subsequent design decisions in terms form + function, materials, manufacture, colour, name, display and presentation.

Finally I learnt that design is all about having fun and getting excited when your ideas start to fall into place. If you are not excited about the ideas and subsequent designs you generate, then why should anyone else be?

##### RESEARCH:

Pick one designer who features in the Design Museum's new exhibitions 'Design Cities' and 'Alan Aldridge – The Man with the Kaleidoscope Eye'. Research the motivation and inspiration behind the approach to their work in general. These could be a series of diverse yet fundamental beliefs and discoveries that serve to create a framework with which they used to generate ideas and solve problems. Were they responding to the economic and political backdrop of the day? Did they respond to the latest scientific research creating new structures only possible with the latest materials? Try to understand the personality of the designer, what were they like? How did this transpose into their physical work?

Write a two A4 page report on what you find - backed up with separate pages for supporting images.

##### RESPOND:

Design and make a sculpture with no functional attributes other than to simply express these motivations and beliefs found in your research. Do not just create something that looks or visually encapsulates the designer's work - this is not an exercise in copying a style! Try to express the core essence of the designer in found materials or purchases totalling less than £5. Students must show sketch work and/or models that adequately back up the thought process and journey which resulted in your final sculpture.

Present your sculpture to the entire class. Explain who your subject was and what they were about and how you embodied these ideas in your sculpture. Try your best to impart what you have learnt to the others in the class and seduce them with your brilliant sculptural ideas!

