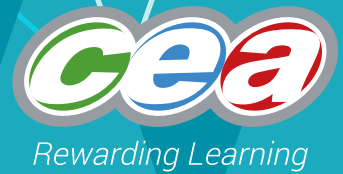


FACTFILE: GCSE Technology and Design

OPTION C: PRODUCT DESIGN



2.42 Designers

Learning Outcomes

You should be able to:

- analyse the work of the following designers:
 - Edward Barber and Jay Osgerby;
 - Philippe Starck; and
 - Bethan Gray.

Barber & Osgerby



© Barber & Osgerby

Edward Barber and Jay Osgerby

After graduating with Master's degrees in Architecture from The Royal College of Art in London, Edward Barber and Jay Osgerby founded their studio in 1996. From their London base their first piece to be widely acclaimed was the Loop Table, produced by Isokon in 1997. Much of their early work involved the folding and shaping of sheet material such as Perspex and plywood. As architects they had experience of folding card in the production of architectural models so this was a process they were familiar with. The development of the Pilot Table and Stencil Screen, employed the same materials and processes. They won the Jerwood Applied Arts Prize a few years later, an award that enhanced their reputation.



The Loop Table.

<http://barberosgerby.com>

They were commissioned to develop a table lamp for Flos, a project which saw the design return to a familiar folded form. The Tab Lamp was a simple design which could be used for a number of purposes. It could be a table lamp used for sketching or writing but can also be angled towards a wall to provide a softer reflected, ambient light.

Starting with a simple folded aluminium shade as the design developed a ceramic reflector was introduced underneath which prevented glare from the end of the shade and softened the intensity of the light. The simple short "tab" was added to the shade to allow a small amount of adjustment to the direction of the light.



© Barber & Osgerby

The Tab Lamp

Barber and Osgerby's work developed in a new

direction, using colour as the starting point for the work. Their first major commission in Italy for Murano glassmakers Venini, resulted in a series of unique, large glass vases, created in limited editions and shown in Milan, Porto Cervo and London. This work involved collaborating with the skilled Venetian glassblowers, developing an understanding of the unique properties and characteristics of blown glass and the production of bespoke items of glassware. This work was widely acclaimed.



© Barber & Osgerby

The Port Lamp



© Barber & Osgerby

Lanterne-Marine

Their work was being recognised by a number of manufacturers as ground breaking and their design input was in great demand.

In collaboration, this time with Vitra, they investigated school furniture and how dynamic movement in a chair can aid concentration in the classroom. This investigation resulted in the colourful forward-tilting Tip Ton chair launched in 2011.



© Barber & Osgerby

Tip Ton seats

In the same year their profile was enhanced as they were appointed to design the London 2012 Olympic Torch, a design which became instantly recognisable as it toured the country in the weeks prior to the London Olympic Games.



© Barber & Osgerby

The 2012 Olympic Torch

Barber and Osgerby's research-led practice has developed collections for:

- Vitra;
- B&B Italia;
- Venini;
- Cappellini;
- Magis;
- Swarovski; and
- Flos.

Both Honorary Doctors of Arts, Barber and Osgerby have lectured internationally and hosted workshops at Ecal, Switzerland, and the Vitra Design Museum.

The inaugural London Design Biennale – an independent production from the founders of the London Design Festival – will present newly commissioned contemporary design, design-led innovation, creativity and research by designers from countries across the world. Forecast – Barber and Osgerby's entry on behalf of the UK in conjunction with the Victoria & Albert Museum,

is a wind-powered installation that is set to be displayed at Somerset House throughout the course of the event. It is made up of a group of wind masts and rotating elements, inspired by weather measuring instruments.



© Barber & Osgerby

Wind Installation

However it was in the 1970s he made a reputation for himself by creating interiors for clients including the Paris nightclubs. It was his designs for the interiors of the Café Costas in Paris in 1984 which brought him worldwide fame. His designs, and in particular an elegant three legged chair, were acclaimed as unique leading to surge of commissions from around the globe.



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The Costes Chair

Philippe Starck



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Starck is a French designer known for his wide range of designs, including everything from interior design to household objects to super yachts and watches. The Paris born designer has also worked as an architect.

As a child he loved to take various objects, such as bicycles, apart to figure out how they worked. He was encouraged by his father, a railway engineer, and in later years he progressed to motorcycles.

Starck studied at the École Nissim de Camondo, Paris, but he dropped out after just two years of a five year course. He was impatient and wanted to make his mark upon the world of design. The young designer set up his first design company which created various inflatable objects, including chairs and other furniture items.

He accepted a commission from Kartell leading to the development of the La Marie chair, the world's first completely transparent polycarbonate chair. It combined shock-resistant robustness with a surprising lightness. Another Starck design for Kartell was the Louis Ghost dining chair, a design in the style of the classic Louis XVI armchair. Again made from clear injection-moulded polycarbonate, it has become the world's best-selling designer chair, having sold more than one and a half million units.



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The Louie Ghost chair

Image Phillippe Starck: © jikatu _ Creative Commons Attribution-ShareAlike License

Images: The Louie Ghost Chair and The Costes Chair: © Creative Commons Attribution-ShareAlike License

In 1980 Starck founded the industrial design company Starck Products to manufacture and sell his creations. In 1982 he was involved in the refurbishment of the private apartments of the French president, Francois Mitterand, at the Elysee Palace, on the recommendation of the Culture Minister, Jack Lang, an admirer of Starck's work. The results of the refurbishment launched Starck's international career.

Starck began to develop an international reputation on the basis of his work at Starck Products creating a wide range of industrial designs alongside his career as an interior designer. Some of the varied products he designed on commission included:

- mineral-water bottles for Glacier;
- kitchen appliances—notably the Juicy Salif juicer—for Alessi;
- toothbrushes for Fluocaril;
- luggage for Samsonite;
- “Urban Fittings” for Decaux;
- office furniture for Vitra;
- televisions for Thomson Multimedia;
- watches for Fossil;
- eyeglasses for Alain Mikli;
- and the Optical Mouse for Microsoft.

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The Optical Mouse

Starck's vision for design was best illustrated by such products which were often sold at affordable price points and through mass-market stores. Starck hoped that his work would improve people's lives. He had rejected design simply for the sake of beauty or as a symbol of wealth. In 1997 he received the Excellence in Design Award from the Harvard Graduate School of Design.

Starck also worked as an architect, with many commissions in Japan. The Asahi Beer Hall, one of the most recognisable modern structures in Tokyo, was designed by Starck and completed in 1989. The building's shape is that of a beer glass and

it is famous for the Asahi Flame, a huge golden structure on top of the building.



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The Asahi Beer Hall

In 2008 he received the honour of being appointed the artistic director for the duration of the French presidency of the European Union and a year later he became his country's Ambassador of Creativity and Innovation, a national honour and a prestigious position.

Starck was commissioned to design a super yacht for Steve Jobs, co-founder of Apple Inc. His design was stunning. Named “Venus”, the super yacht became the centre of a legal battle over missed payments after the death of Steve Jobs and was impounded whilst a settlement was arranged.



Steve Jobs Yacht - Venus

Starck's latest project is a luxury hotel in Metz. For the first time in his career he will be overseeing the entire project. With 90 rooms and 9 suites, a spa, gym and restaurants, completion is scheduled for 2018 and may well provide the crowning glory of his career.

passionate about and also increase and broaden her client base. She has designed best-selling collections and high-profile pieces for global retailers and brands, and her Private Collections can be seen in some of the world's most prestigious stores, including Lane Crawford, Liberty and Harrods. She and has exhibited in London, Milan, Paris and New York. Her work was recognised with the prestigious award of 'Best British Designer' in 2013/14.

Her partnerships with retail clients and collaborations with craftsmen have offered her the opportunity to develop collections and high profile pieces for sale and exhibition.

Partnerships

Harrods

A retail partnership that started as a six-month pop-up store to celebrate London Design Festival 2014.



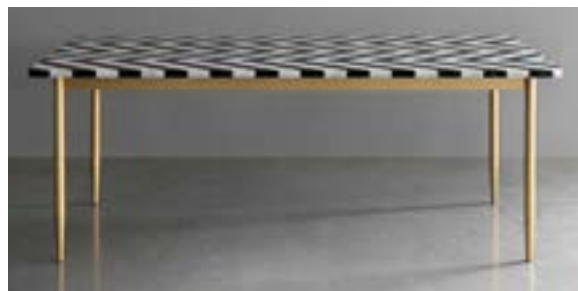
The Brogue table

The Ruby Tree Collection

The collection is the result of collaboration with Mitchell Abdul Karim Crites, a renowned Islamic arts scholar, focusing on his revival of traditional Islamic crafts was attracted to Gray's harmony and intricate patterns.

Lapicida

Gray's emphasis on using the highest-quality materials and Lapicida's commitment to world-class manufacturing created a perfect match in this collaboration.



WorkHouse Collection

Designed by Gray, the range is manufactured entirely in Great Britain and continues WorkHouse's commitment to supporting local craftsmen.



Workhouse Collection sofa

Gray has also worked in collaboration with Crate & Barrel in the USA, John Lewis and Hobbs in the UK, Maison & Objet and Salone del Mobile Milan in Europe.

Revision questions

Q1. Why have partnerships and collaborations been important to the designers?

Q2. Discuss how the designers have made use of a range of materials in their products.

Q3. Outline **five** facts associated with the design work of Barber and Osgerby.

Q4. Discuss the importance of retail collections in Bethan Gray's development as a designer.

Additional information sources

<http://barberosgerby.com>

<https://www.designweek.co.uk>

<http://www.magisdesign.com>

<https://www.britannica.com>

<http://www.architectureanddesign.com.au>

<https://kontenta.co.uk/designroom>

<https://www.bethangray.com>

