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HT1- SMALL STORAGE PROJECT

What is MEMPHIS ?

The Memphis design movement encapsulated post-modernist design in the 1980s, challenging perceptions of 'good design' through their gaudy ornamental and decorative products. The Memphis design group produced many memorable pieces of **colorful, bright, and innovative furniture, lighting, and textiles, and graphic styles.**

Where the Name Came from?

On December 11, 1980, Ettore Sottsass organized a meeting with designers, and in 1981 formed a design collaborative named Memphis. The name was taken after the Bob Dylan song "Stuck Inside of Mobile with the Memphis Blues Again" which had been played repeatedly throughout the evening's meeting.

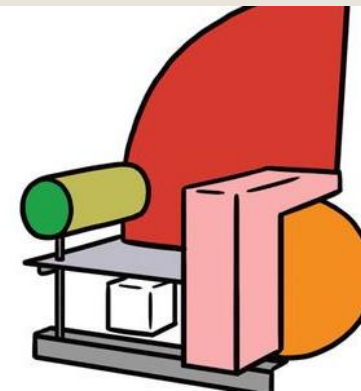
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- The Memphis design movement took its inspiration from pop art, Art Deco and 1950s kitsch. Many design-watchers of the time found the movement's product designs **tasteless**, but the items were also considered **groundbreaking**.
- All this would seem to suggest that the Memphis Group was very superficial but that was far from the truth. Their main aim was to **reinvigorate** the **Radical Design movement**. The group intended to develop a new creative approach to design.



MEMPHIS DESIGN MOVEMENT

- **Origin:** The Memphis design movement emerged in the early 1980s in Milan, Italy.
- **Founding Members:** Ettore Sottsass and a group of young designers, including Martine Bedin and Michele De Lucchi.
- **Bold Colours:** Memphis designs often feature vibrant and contrasting colours, such as primary and neon hues.
- **Asymmetry:** Rejecting traditional symmetry, Memphis designs embrace irregular and asymmetrical shapes.
- **Geometric Patterns:** Use of geometric shapes and patterns, including triangles, circles, and zigzags.
- **Clashing Styles:** Combines elements from various design styles, including Art Deco, Pop Art, and Kitsch.
- **Playfulness:** Incorporates a sense of humour and whimsy into design elements.
- **Unexpected Materials:** Utilizes unconventional materials like laminates, plastics, and metals.
- **Influence:** Memphis had a significant impact on interior design, furniture, fashion, and graphic design. It challenged the prevailing minimalist design ethos of the time.
- **Founder's Philosophy:** Ettore Sottsass, the movement's leader, aimed to break free from conventional design rules and encourage individuality and creativity.
- **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 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.
- **End of the Movement:** Memphis disbanded in 1988, but its impact on design history persists through its enduring influence.
- **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.



KEY WORDS

Design principles Memphis, Design movements ,research methods, innovative, small storage function, Aesthetics, product design , 2 perspective, orthographic drawings, 2D design, 3D design , Design strategies, iterative design, Sketching, modelling, testing, design fixation, final model