

risd museum

dynamic exhibition

Sarah Lee
Relational Design



Ettore Sottsass Jr.

"Valentine" Portable Typewriter ,1969

- made of plastic, rubber, metal
- extremely light weight
- designed more for aesthetics than for practicality
- design statement
- italian design
- inspired by **pop art**
- influenced by Sottsass's travel throughout India and the U.S
- a result of Italy's plastic revolution
(part of italy's industrial design in the 1960's)

"In this period, Italian design experienced a renaissance which gave birth to a whole new generation of products, many of which made the names of a number of designers and helped Italy come to be regarded as the hub of the new design movement. "

"was invented for use anyplace except in an office, so as not to remind anyone of monotonous working hours, but rather to keep amateur poets company on quiet Sundays in the country or to provide a highly colored object on a table in a studio apartment."

Pop Art movement

- Art movement that emerged in the mid-late 1950's
- includes imagery from popular culture (advertising, news, etc.)
- work can be **visually removed from its context** , isolated, or combined with unrelated material.
- reaction to the then-dominant ideas of abstract expressionism.



Verner Panton

Denmark, 20th century designer

"Heart Cone Chair"

- one of the most photographed and celebrated icons of the 20th century mid century design.
- designed in 1959
- because of the shape, the heart cone chair guarantees a bit of privacy in otherwise public spaces.
- unconventional design, making process, and color

"Most people spend their lives living in dreary, beige conformity, mortally afraid of using colors. The main purpose of my work is to provoke people into using their imagination and make their surroundings more exciting." -Verner Panton

RISD museum display



- displayed in a glass case
- not tangible
- viewer cannot experience the main characteristics (weight, texture, practicality, colors)
 - all of which are considered to be unconventional
- hard to see the details



- viewer cannot sit in the chair
- texture and color can easily be viewed
- comfort and privacy cannot be determined
- size of chair relative to person is unknown

Who is the audience?

- all/museum visitors
- **no** children
- teenagers/college students

Because of the pop- art feel, this exhibition might be popular among teens/students.

IDEA # 1

- create a space/room for the typewriter that does not reflect the vibrant, colorful aspects of the typewriter itself.

example : boring, monotone office space



- since the purpose of the Valentine is somewhat ironic, placing the typewriter in an ironic setting could highlight its qualities and characteristics.
- typewriter and chair could be placed within the same space, as long as they are not placed next to each other.
- if placed next to each other (like the risd musueum), some of their individual qualities are lost, because of the similar nature of the two pieces.



IDEA # 1

- **don't** display in glass case
- viewers should be able to:**
- touch and type on the typewriter
- pick up the typewriter, and appreciate its lightweight quality
- notice the subtle details (such as color) on the typewriter

by displaying the typewriter in a glass case,
some of its main characteristics (such as texture, color,
weight) are lost.



IDEA # 2

shared characteristics of

“Valentine” and “Heart Cone Chair”

- color
- purpose (based more on aesthetics rather than practicality)
- unconventional
- design statement
- pop art movement

The most notable characteristic about these two pieces are that they were made and built to look good, rather than focus on the practicality of a typewriter or lounge chair.

Valentine was advertised for its portable, light weight qualities, along with its vibrant design.

Heart Cone Chair was a result of Pantoni's desire to design a chair that does not follow the “rules”

- comfort was not a priority
- vibrant color
- designed to allow privacy



IDEA # 2

design a pop art style “room” or exhibition

design a room where most of the components are based on aesthetics

- help the type writer and chair blend in with the rest of the objects in the room
- incorporate some Olivetti Posters
- include (non functioning) props that help accentuate the visual qualities of the two pieces
- utilize **color**

- create a “room” like space or at least a partition
- make sure the audience can get a full 100% view of pieces

