

**Contemporary Architecture and Design**  
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**Lecture – 30**  
**Phases of Post Modern Architecture Part II**

Welcome students to the online NPTEL course Contemporary Architecture and Design. In the previous class we talked about the movements the post modern movement which started around 1980s onwards which is after modernism. So, in the post modern movement we showed how it opposed the modernist architectural visual architectural vocabulary with the example of architectural examples.

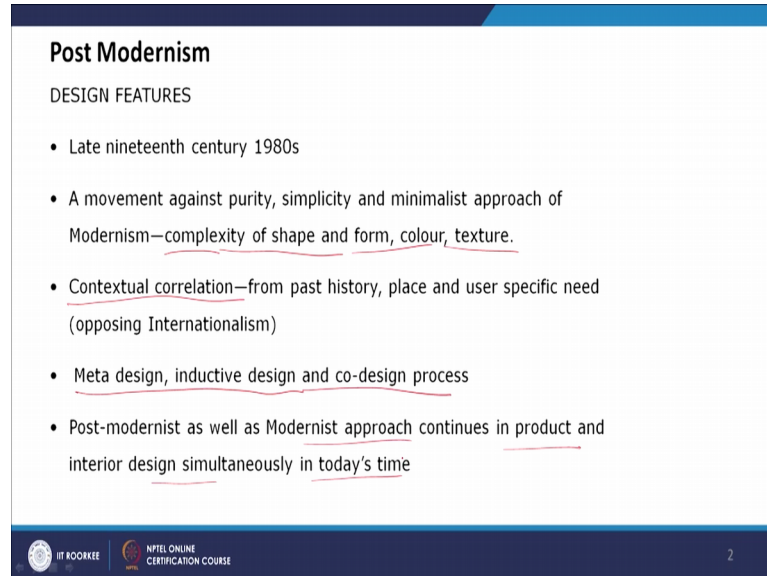
Now, we will also see that how post modernism the same concept of post modernism percolated in the other creative domain like industrial design and art. So, we will see the same principles which was opposing the modernist movement like minimalism and internationalist approach, how post modernist movement in design and art was also quite similar to architectural movement and that was opposing the thought of modernist principle.

So, the design features of post modern movement was definitely it was started in the later 19th century, 1980s onwards around. So, some of the examples where can also be a little before that and then mostly it is 1980s onwards the post modernist movement were there. And we also discussed the context why this post modernist movement was so different from the modernist movement though in totality modernist movement and post modernist movement together is the contemporary movement. There are lot of similarity, the similarities we discussed when we started discussing modernist movement which was like they were more abstract and the construction technique is different and they are very different from the kind of architectural design was there in the preindustrial revolution and we discussed that, but in totality this is contemporary movement, but post modern also is quite different from modernist movement.

Because of the social cultural context was different, in the modernist movement there was colonialization was started in the after 1920s just after industrial revolution and then there were two consecutive world war. So, social structure was different and during post modernist movement the social structure and economic structure was different. That is

why the architectural movement and the way the people looking at in towards architecture was quite different from modernist movement.

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**Post Modernism**

DESIGN FEATURES

- Late nineteenth century 1980s
- A movement against purity, simplicity and minimalist approach of Modernism—complexity of shape and form, colour, texture.
- Contextual correlation—from past history, place and user specific need (opposing Internationalism)
- Meta design, inductive design and co-design process
- Post-modernist as well as Modernist approach continues in product and interior design simultaneously in today's time

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So, other features are the movement against purity, simplicity and minimalist approach. So, we discuss that Mies van der Rohe say it in the internationalist movement that is less is more.

And that approach was towards the minimalist approach and in the internationalist movement we have seen the minimal form the basic pure form and with the minimal clean design it was there. But in post modern design post modernity we will see a lot of emphasis on the aesthetics and lot of different kind of elements will be there curvy linearity will be mixed with rectilinearity and different the color palette will be much more than just pure black, white and grey and the pure the primary colors. It is much more and they explode more color palette and they included more textures into the texture palette and it was not simplistic and we will see that in one of the post modernist architect. Robert Venturi said less is more which is absolutely opposite to the minimalist approach of less is more.

So, for him the lesser element is boring. So, that is why the post modernist architect and designer added more element into the design. So, the design the more elements where in the that was a genesis of the complexity of shape, form and the color and the texture. So,

all design all the elements of design was more complex in the into the one in design as well as in architecture.

So, contextual correlation we have seen that contextual correlation was not there in the internationalist movement. So, one kind of particular style has to be established in each and every context and that can be they that can be amalgamated within the any context. So, that was there in Farnsworth house that was there in the Johnson house we have seen in internationalist movement though the in organic movement the approach was different, but organic movement was a phase one movement of modernist movement. And phase I they were diversity and different approach was there, but when we were going towards the phase II and phase III if we see from internationalist movement and then monolithic style and other styles which did not talk about the context.

So, in post modern we will see that many of the design and architect they started talking about the context then there were critical regionalist approach which we will discuss and which emerged from the visions and the architecture was imbibed into, the regions elements were imbibed into the design.

We have seen some examples in brutalist movement and some of the late modern movement was also there which a started imbibing the concept of depicting the contextual element into the architecture, but that was in the later phase of modernism again and that time it translated into the post modern, but the high modern the actual modern this internationalist movement did not talk about the context.

Now, meta design, inductive design approach and co design process are the process which we talked about it in industrial design when George Nelson was talking about in incorporating voice of customer and incorporating users opinion into the design. But that did not happen in architecture and mostly it was architects on vision and principle and that was there in the final design and in post modern we design we will see that a voice of customer peoples opinion was more important and modularity was more and more emphasized. We have seen the starting of modularity in metabolism, but that was at the end and that continuity in the post modern era.

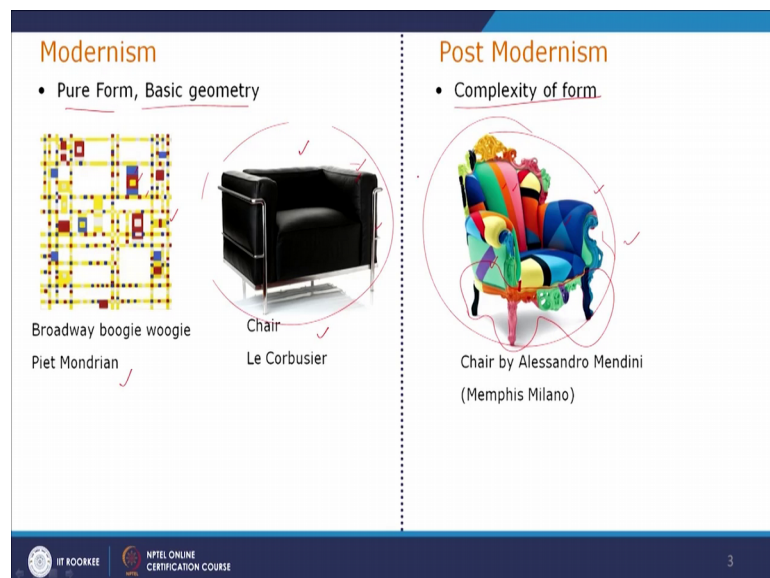
And also the place making and involving thinking about the peoples activity in space which translate this space into a place and identifiable space that is also there in the that is also very much emphasized in into the post modern concept.

So, post modernist as well as the modernist approach continued in product and interior design simultaneously in today's time because when right now we are in post, after 1980s the post modernist movement started and, but the thoughts which was generated in the modernist approach was also there and many of the architect also follow the modernist approach today in the today's time. So, these modernist approach was started from the 1920s did not die completely and all these movements which emerged from the modernism was also there. So, post modernism there is new movement started emerging in the post modern era, but modernist movements we also see modernist architectural examples around the around us in today's time as well.

So, it is not just a complete cut off of the modernist movement and an absolute revolution against the modernity came it is not like that. So, modernism also continued and then the new era new thought process of post modernism also evolved. So, we see a mixture of modernism and post modern approach in today's time.

Now, with the example of design and industrial design and architecture and art we will see the same concepts which we have discussed in the previous class with example of architecture, we will see how that was also there in the industrial design and art.

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So, we have discussed about the pure form and pure geometry with example of in these internationalist architecture style and complexity with the examples of wall house two of John Hejduk and the Bilbao Guggenheim museum by Frank Gehry.

Now, if we look at this we you remember that we discussed Broadway boogie woogie by Piet Mondrian which was a De Stijl movement and Le Corbusier's chair which is absolute of rectangle pure material and the color the achromatically black was used. And here you can see the primary colors which is red blue and yellow is used and absolutely rectangular design and only squares and rectangles are there in the composition.

Now, if we look at this composition, so this is a modernist chair and this is the post modernist chair. So, if we look at the chair this chair if you look at this modernist chair this does not have any historical context it is absolute geometric and very less color is there and pure material was exposed and then the color of this is black. Now, if you look at there are many colors which is not prime the primary colors, secondary, tertiary every color is there. So, this is orange is the secondary color then this many many different colors are there in one particular design.



Now, if you look at this material the material is also colored in different way, so it is not you will not see the materials own texture and different kind of a colors were used on the material as well, so material is also hidden. So, true texture of the material is not shown this is wood carving, this is wood carving and but if you look at also the form the form is not non geometric at absolutely and it also has a historical notation.

So, if you look at this chair this looks like classical chair, but if you look at the color it the color is very jazzy which is related to the contemporary post modern pop movement which we will discuss later. But the color is different which is contemporary and the shape is inspired from classical which is not exactly classical which is inspired from classical. So, there is a historical depiction is there, the complexity of color is there the true material is not shown and different kind of color which is, which is not just primary color is used.

Now, this chair is designed by Alessandro Mendini and he is a his part of Memphis Milano design movement group which we will discuss when we discuss this particular design movement. And, but you can understand the difference between the modernist chair and modernist design versus the post modernist chair.

Now, again with the another example of posted design we have discussed about the Bauhaus poster by Herbert Bayer.

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Modernism	Post Modernism
<ul style="list-style-type: none"><li>Minimalist</li></ul>  <p>Bauhaus poster Herbert Bayer</p>	<ul style="list-style-type: none"><li>Complexity in design</li></ul>  <p>Graphic novel By Roy Lichtenstein (Pop art)</p>

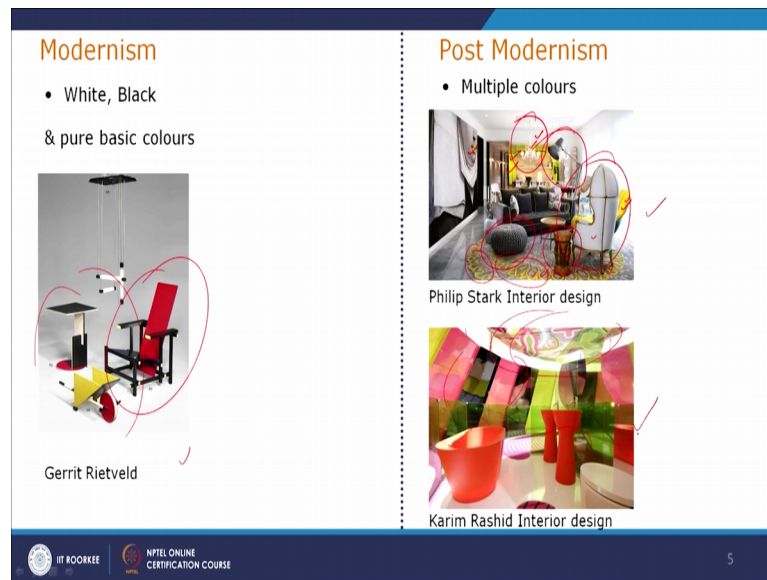
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So, this is the Bauhaus color which depicts the Bauhaus design concept and the pure shapes which are there and the pure colors are there and if you look at the font this is also blend and this is this came from pure geometric shapes.

And if you look at this in this side the Roy Lichtenstein's graphic novel and you can see this kinds of graphic novels are there in different kind of comic books like marvel comics and other kind of books. So, this has a black border and different kind of curvilinear lines and different colors are there which a secondary colors and if you look at the fonts these are tilted and then looks like a sketchy fonts like it scribbled using a pen.

And also the color this is the part of the pop art movement again. So, we will discuss the pop art movement and, but you can see the differences between the color selection and the line quality. So, if you look at the lines, lines are also varying in their width and the different kind of curvilinear lines are there and this is the complex kind of posters in which comes within the pop art movement.

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Now, if we look at again with the examples of different colors. So, Gerrit Rietveld, so this is the Rietveld chair we have discussed in De Stijl movement again with the just different kind of different cuboids are creating this these all these furnitures. But if you look at these side their Philip start interior design and Karim Rashid interior design lot of different colors and different type of furnitures and eclectic mixture of different furnitures. So, if you look at this furniture which has a historic depiction but definitely not purely historic and if you look at this, this is again kind of geometric and then there are lot of different kind of ornamentation again a wood work.

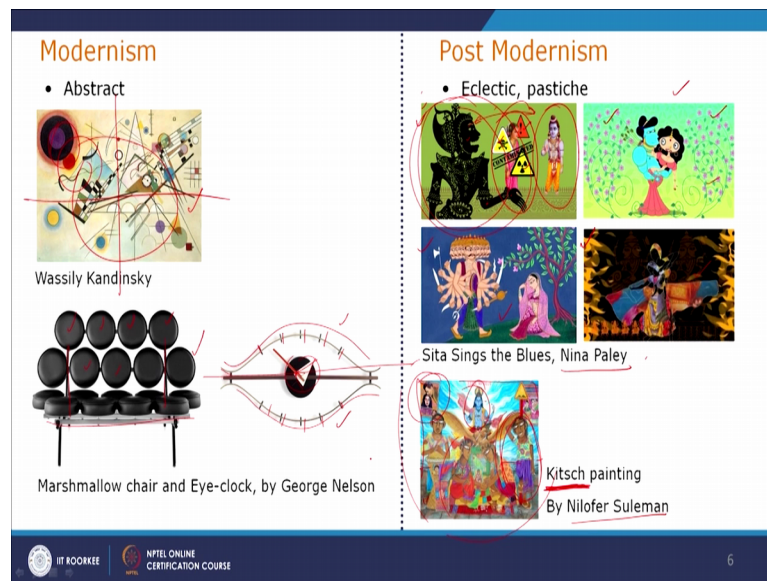
So, it is a juxtaposition of different kind of elements. And if you look at this chandeliers it is inspired from history, but this focus light looks contemporary. So, this is the eclecticism is also there which we were talking about in the in the previous class. So, taking inspiration from different kind of visual style, and mixing them and making a collage of different sort of the design idea and together, but together if you look at the design it looks holistically complete because of the color palette which is yellow and achromatic color is dominating, but the shapes are very different.

So, if you look at this grey and this tint, and yellow and this gold is all over in this design. So, this chair might be absolutely different than these chairs, but and this curtains and this kind of design of the chandelier, but the and also in the poster you can see the yellow color is also there. So, that is treating the harmony, but other otherwise there is lot

of different elements are creating this interior space which was not there in modernist movement.

So, as in a Karim Rashid's design this is lot of curvilinear lines are coming in the floor, on the wall, on the wall, on the roof and even in the furniture and the if you look at the color palettes lot of different colors which is creating the interior spaces.

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And again the eclecticism also was shown in this design and also with the example of contemporary art we will see the eclecticism and how the abstraction and eclecticism the different concept in modernism and post modernism are there.

So, this is the Kandinsky's painting which where we have seen there is no the painting does not convey any meaning, so it is just the eye movements. So, we discuss the Gutenberg's principle and how the eye are getting captured in the first quadrant and then it revolves in the composition and that is just, this is just a composition with pure shapes and different colors and does not convey any particular meaning.

And so as in the marshmallow chair this is one just one chair or the sofa is translated into a abstract geometric form. So, the sofa form which earlier in the pre modern era was suppose to have a armrest and the backrest and then all the elements these all elements are translated into a pure geometric elements which are just combination of circles and then the backrest and everything is just steel rod.



This is the eye clock by George Nelson, and we have discussed George Nelson's impact in the internationalist and late modern movement in furniture design. So, if you look at this eye, this eye is also this gives abstract form of an eye. So, the human eye is just translating into the two bilaterally symmetrical lines and then a pure circle and one of this hand of this clock is triangle and another is just rectangle with which is the composition of pure geometry.

And the eyelash are the this lines are giving the metaphorical representation of eyelash and that is it that is how the eye clock is constructed. But and this is taking example and in the mood board, in the design board there is one only one thing which is eye this is just depicting human eye in a geometric abstraction.

But in the other way other side if you look at some work of post modern artist and visual communication designer. So, this is animation series animation by a Nina Paley which is called Sita Sings the Blues. So, this is different approach of showing Ramayana in a contemporary world.

So, I will not talk about the contents, content of this story which is also quite different this is the Ramayana from Sita's point of view but if you look at the visual designs. So, these all are the screenshot from a single animated film. So, if you look at. So, in the first screenshot you can see the Chaya Nataka from Andhra, the Southern part of India. So, there is a shadow puppet tree is the was the inspiration of this particular character design.

So, this shadow puppets of Andhra is designed from the leather and 2D leather puppets and which has joints over here and this is a puppet show which happens behind the curtain. So, you see the shadow of black blackish color is there. So, that kind of color is used and the similar kind of shadow puppet tree is used and the movement of this character is like a shadow puppet tree. So, you can see this from the YouTube which is available.

And also behind this you can see the calendar art which is post modern pop art of this Indian god and goddesses are there. So, this is just taken as a calendar word and these two this is a contemporary, this is a post modern calendar art which is very realistic and another is a vernacular art which is in the same frame.

And then we can see all these icons were also in just a pose with the same kind of visual. So, the visual emphasist visual the mood in the mood board in the visual in the visual inspiration is taken from different different, different visual style one is vernacular, one is pop calendar art and another another is icons. So, everything is taken together. But this is also it is not just only one and this is the another kind of another visual style which is there in the same animated movie which is very contemporary and digital art is there. So, flat color and everything is there.

Now, another style is also used in the same animated movie which is the, which is inspired from the Rajasthanian, Mughal miniature painting and another visual style which also very contemporary. So, together this becomes a Kitsch style of design. So, this is also a Kitsch style of painting by Nilofer Suleman. So, if you look at this painting. So, again the calendar art will be seen and then these kind of realistic characters. So, this calendar art is actually the poster which is behind they, behind this human figure, but if you look at the human figure they also look very different from this calendar art.

And then there is another poster which is also very different and this is more figurative than the actual human being. So, these kind of the same painting has a different different style and this is called kitsch painting and we will discuss the kitsch style when we talk about the post modern art movement in this course.

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Modernism	Post Modernism
<ul style="list-style-type: none"><li>• International</li></ul>	<ul style="list-style-type: none"><li>✓ • Contextual (Critical regionalism)</li></ul>
	
Barcelona chair by Ludwig Mies Van Der Rohe	Bed by <u>Kenneth Cobonpue</u>

Now, in the internationalist comp approach where particular design can be fit for any context. So, this is Barcelona chair by Ludwig Mies van der Rohe and this does not have any particular contextual depiction of a particular region. So, it is not a regions specific design is a design which can be which, which is international which can be which can be there in the any across the boundary.

And here this is the contextual design which is part of critical regionalism, what is critical regionalism will talk about that in detail, but that takes inspiration from the surrounding of the local context and that local context will be imbibed in the design.

So, if you look at this bed design by Kenneth Cobonpue who is the designer from Philippines. So, he have taken the inspiration of Philippines local and vernacular architecture and design and have designed this bed and which communicates the visual language of Philippines own vernacular design. So, if you look at the material it is cane and if you look at on top of the head rest of this bed this element which gives the sense of a pagoda which is the Buddhist pagoda or the Buddhist monastery which also depicts the far eastern Philippines architecture and design.

And if you look at this chandelier which is inspired from this red chandelier which we see in the far eastern far eastern countries, but this shape of this chandeliers are changed its not that what we see in the this kind of chandelier. So, this has a different shape, but this has a different shape, but this color is a similar, but and also the series of chandeliers are there and which is also placed as a with the bed. And also within the bed and all these structure gives the sensation of the Philippines on a vernacular design. So, there is a contrast between the modernist approach of furniture design and the post modernist approach of furniture design.

Now, in the next class we will start discussing each and every post modernist movement from architecture as well as from the design in details.