

**Contemporary Architecture and Design**  
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**Lecture - 38**  
**Phases of Post Modern Architecture – Pop Art**

Welcome students to the online NPTEL course Contemporary Architecture and Design, and we have already finished the architectural part of modernism and as well as the post modernism. So, we will discuss about the what happened in the design and we will also discuss few examples of architecture, architects work and design in the later.

And mostly we will discuss we have discussed that what happened in the post modern sorry in the modern design in totality. So, we will start discussing in the post modern part of a design and in design we will discuss the art and the interior design and the furniture design through industrial design examples.

So, we will start with the post modern phases of art and one of the most important post modern phases of art is the pop art culture that is there in the post modern art. And there are examples of furniture design and other examples other parts which is there in the which blends with the critical regionalist deconstructive style. We have already seen the deconstructive style of design through the art is an example we will see more examples. And also there are examples of interior design which blends with the has a similar concept of historic element. So, there is a combination of eclectic combination of historic element as well as the contemporary thing within the interior design which was there in the historicism of a architecture.

We will also discuss the post modern pop style of furniture design in the next class when we discuss the industrial design part and today we are mainly discussing the art of a post modernism and focusing on the pop art. But if we look at that architecture and art and design they go parallelly that is that is in a very generic concept, but sometimes few art movement which can come before the movement in the architecture and that then they can be followed up in the architecture because they are not exactly the byproduct of this art and architecture are not same.

So, paintings can be made in much quicker thing quickly and then the paintings does not have any functional generally it does not any functional aspect. So, if the painting and becomes the poster or a graphic design then it is has a function like it talks about the brand identity or of brand image or communicative device. So, it becomes a visual communication design in that thing. So, it connects with the mass media if it connects with the mass media, but if it does not connect with the mass media. So, that painting is just for visual perspective.

So, the paintings movement sometimes might not match with the architectural movement. So, it might come before it might come later. For example, if we look at the painting of Russian futurism and cubism they were modern movement and cubism flourished like it was a very dominant expression dominant phase of modern architecture a modern art, the cubist form and as well as the surrealism. But these cubist and surrealist form and style or the constructivism then the conceptual stage was in the modern era, but later in post modern style deconstructivism has a connection with the cubism and the constructivism style.

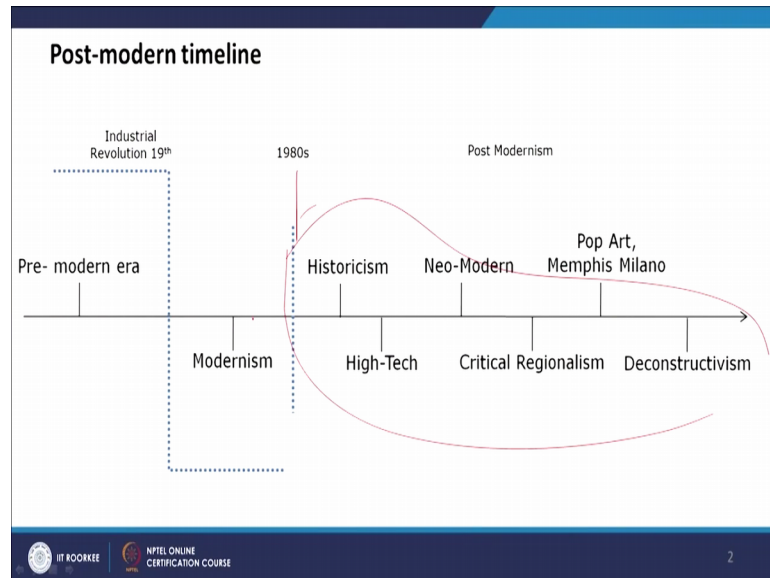
So, it totally go went into the different phase which is modernism in art and then the similarity with this particular art style are in the post modernism. Why I am telling this because in the pop star style of modern post modernism post modernism in art started before, the post modernism in architecture because when the World War II ended which is around 1945 to 47 and then just after that post modernism started in the fine arts.

So, it came quite before the post modernism in the similar concept started evolving in fine arts and design and other aspects in them are mass media, but in architecture mostly in the building level post modernism came in the 1980's also the style of building when it started making. So, it is a long process and the building stays for a time and that creates the cities style. So, when Kenneth Frampton is talking about the change of cities style it was quite late in the in the around 1980s.

So, that time in the cityscape architectural change was there because the modern buildings which was designed around this frame was also there in the city. So, that was also talking about the visual style or the image of the city. So, when the post modern building starts coming out. So, it takes a time to come from modernism to post modernism in architecture. So, we will discuss the pop art which is post modern, but the

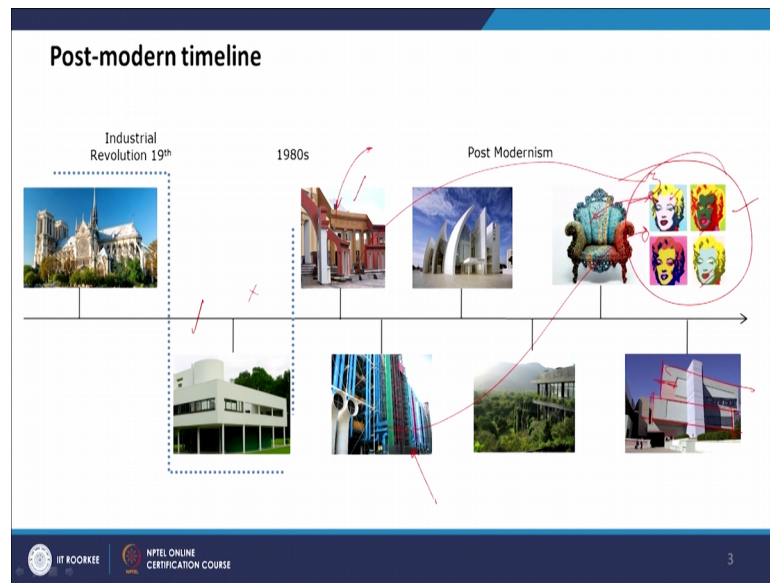
paintings time period will be quite before the architects architectural post moderns time period.

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So, we have kept post modernism in a 1980s for the architectural movement and Memphis Milano style was also there which is in design which is there in the post modern, but pop art is also post modern. But the time frame will be different it will come before the architecture because its painting and its very quick to change a painting and then advertisement is a very quicker revolution when the thought is coming in the painting. So, it will be very quick to express and also the when the architects thought is there, so it takes time to put it in the other peoples mind like client should accept it and then the building has to be made by that. So, many of the post modern architects building like Zaha Hadids building, the concepts in the initial stage it was all conceptual. So, it took time to create that kind of building. So, there was a difference between the timeline from the post modern architecture in post modern painting.

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So, this is one of the example of post modern painting we will discuss this is a design by Andy Warhol and you can see this is a print media. So, this created a silk tensile and then its printed this is of same thing is printed and its Marilyn Monroe's face and this is the repetition. And the color combination you can see it is a totally post modern and there is lot of relationship with the post modern style of building and the color combinations which is not modern.

In modern we have seen mostly the primary colors and the pure colors pure form, but here it is a there are different we will see different colors. And also the consumerist product and consumerism will be the theme of this pop art and the term pop art came from a popularist perspective of painting. So, it is not. So, it is not a high painting. So, it is like a it is not a very high level painting. So, its it takes the inspiration, it takes the inspiration from the consumerism and it also connects with the people and mostly in architecture as well you will there is tendency to connect people with the building.

So, if you look at the modernist building all this concept of modernism did not is not driven from the users perspective it is not there was a particular design style and that was the visual vocabulary was set by the architect. So, it has to be clean white lines and the pilotis and elevator antigravity thing none of this concepts were from the peoples perspective, but if you look at the critical regionalism. So, it will be coming from the people's behavior or the local context like Jawahar Kala Kendra has a local context,

when then people will connect with the what they have seen and then there is it its people driven.

And then when the historic, history season this kind of plazas are getting created by Charles Moore and then it has lot of attraction value. So, that it will attract the people and then there is a Italian plaza it will attract the Italianness of this people, and then this futurist take high tech buildings will has a lot of attraction value different colors and then people will get attracted with that and deconstructive style has again very attractiveness where people will be attracted and then the [vocalized-nosie] so it talks about peoples style. And so, it creates a different kind of inertia and sensation in peoples mind and that was there in the style and also in the Memphis Milano. So, it will be like lot of colors which will be there. So, that was again opposite to the modernist style. So, you will see that in the post modern painting as well.

And most of the post modern painting is again it is not just a painting. So, the meaning will be conveyed and many of the post modern paintings are shown as a advertisement and the pamphlet us and those things which is grabbing the which has a connection with the mass media and not just a painting which is like a very high painting and the target audience is very few who will understand the meaning of the painting. So, it is very communicative and so it is coming from a popular medium. So, it is popular than high painting. So, that is why the name pop came from as a came as a name.

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**Pop Art**

DESIGN FEATURES

- ✓ 1950s in Europe (Britain) and America.
- Based on popular culture. UK
- ✓ People centric fine arts
- ✓ Advertisement, Typography, Branding, Graphic design, Comic-strip, cinematography, Print-media

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So, its 1950s onwards just after the World War post modernism started. So, 1950s it is started in Europe and mainly the center was United Kingdom the UK was taking an active participation in the World War. So, it started in UK and as well as in an America in the other side.

So, it is based on the popular culture and that is why this name pop came. So, it is driven from a popular culture not an a high art which will, so pop art is not a very high level art, it is called a low art and it is also it is driven from the people. So, what people like it will be the popular pop art will give that to the people. So, its people centric fine arts and it will come into the mass media of other domain which is not just a painting like Picasso's Guernica or Mondrian's Broadway boogie woogie. So, it will be in the advertisement it is in typography branding and graphic design comic strip cinematography and printing media cinematography can be also from other kind of perspective. So, it is different, but its pop arts movement stretch is all there in the different mass media.

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**Pop Art**

**America**

- ✓ **We Can Do It!**  
Howard Miller
- ✓ **Drowning girl, (1963)**  
Roy Lichtenstein  
Lichtenstein borrows the language of graphic novels for his art work

**Europe (UK)**

- ✓ **Just what is it That Makes Today's Homes So Different, So Appealing?** (1956)  
Richard Hamilton  
Collage of everyday commodities
- ✓ **I was a rich man's plaything, (1947)**  
Eduardo Paolozzi

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Now, this is the style of American pop art and this is the style of European pop art and everything you can see it is talking about peoples way of living in that particular time just after the post world war situation and it here in the Europe which is mostly UK, all the painters like Richard Hamilton and Eduardo Paolozzi they are from Europe. So, you can see the first painting by Richard Hamilton is it its name is just what it takes that makes today's homes, so different, so appealing.

So, here you can see it is a collage of different posters it looks like a collage of everyday commodities. So, here like attractive things which is there which we will attract in that kind of this furniture human beings and whatever other elements there its there within the within the within the interior space is there. So, it is like synergies and the other products which they use the radios and the televisions and the comic strips and all these elements which is there in the day to day life and which attracts, which is just has high attractive value is there in the painting and that is also that is a juxtaposition and eclectic style of designing.

So, if you look at this human figures they are treated in a different way the comic strip is treated in a different way and this wall patch and all these furniture they are treated in a different way. So, this color is not if there is lot of colors in this. So, human figure should have different color, but it is not there. And the colors of other elements are also treated in a different way and then from the window the way the other things the outside of this building was shown that is also treated in a painted in a different way.

And also from outside you can see the popularist culture from the theatres and these things are visible from the window as well. So, that is what the popularist culture after world war. Now Eduardo Paolozzi is talking about this is the poster by Eduardo Paolozzi, this is the poster. So, these are the posters by Eduardo Paolozzi then this theme is World War and this war crafts are the theme and you can see this is this takes inspiration from a comic strip.

So, the style of comic strip which is especially the target audience is teenagers and kids that kind of style was taken into the art. So, the comic strip style was very communicative and everything its nothing the meaning of the comic strip the style of the comic strip is not as difficult to decipher as the modern art painting, which was there in the modernist style. So, this was a very easy to understand and then the typography is a very ornamental and different type phases are given in this design.

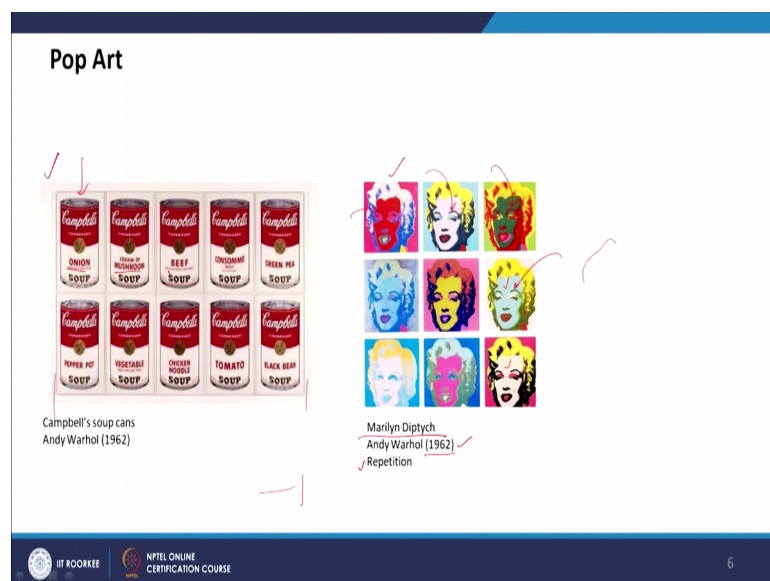
If you look at the title and the meaning of this painting it talk about I was a rich man's plaything and this about this painting. So, this girl is telling that she is a plaything of rich man and that is communicating the social structure and of that a post modern era and how woman are looked at in the in this structure. So, it is protesting that and as well as

and also if you look as, this a man is holding a bottle and which looks like a gun and she is he is shooting the girl. So, it is ah, but talking about the social stricture of that era.

And if you look at the America it is also the similar kind of concepts are also they are showing. So, here again the same social structure or the protest against it as a shown by the painters and this is again taking the inspiration from the comic strip by Howard Miller and he is talking about woman empowerment. So, we can do it as that kind of posters are there. And here also this is the drowning girl in a painted in 1963. So, here Roy Lichtenstein is taking the inspiration of graphic novel again, but there is there is there is difference of this style of graphic novel and this looks more digital and there is a flat tone and black border, but here it is more like hand painted graphic novel.

So, Roy Lichtenstein's most of the painting it has a similar kind of style and mostly it look looks similar a black lines and flat colors, so this drowning girl borrows visual language again from the graphic novel which is Roy Lichtenstein style.

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And then another famous painter is Andy Warhol we were showing this Marilyn Monroe of painting of Andy Warhol again Marilyn Monroe that time was famous actress and she became the subject of the painting. So, it is also a popularist culture which is brought into the painting. So, what people want to see amongs people whoever is the famous icon she he is be bringing that icon into the painting. So, earlier in the modern phases the theme of the painting will not be driven from the people's perspective. So, it is here in



the pop art. So, it is driven from the peoples perspective what they want to see and that will be the that that is the theme of the painting and so there is a connect between the mass popularist culture in the in the painting.

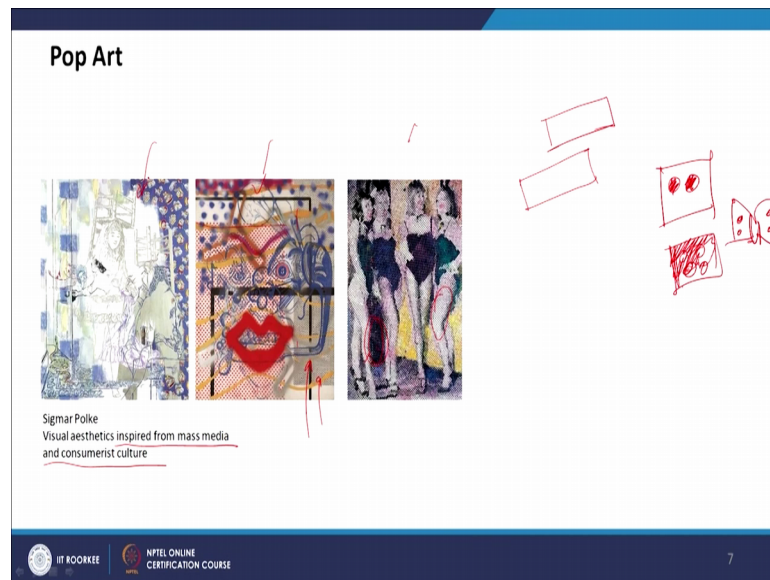
So, this is called Marilyn diptych. So, this is by Andy Warhol this is painted this is printing technique which is in 1962. So, it is talking about repetition of which is a style of and Andy Warhol's painting. So, he she he have used similar technique to print or in for other iconic figures. So, in this case he created a tensile on the silk stream and one flat color was added and so that becomes one layer and the same tensile can create different different colors in different different painting.

So, in the same tensile once it is red another time its pink another time it is blue or green. So, it is creating similar same faces of Merlyn Monroe in different different colors ah. And this painting or the print printed painting comes in different color as well. So, he have created different colors for this Marilyn diptych.

So, an another painting of this famous painter was Campbell's soup can. So, there is repetition of this same soup can he have painted and this is this is a there is also a longer version where there was many other soup cans were there. So, it talks about the consumerism again. So, soup can is again coming as a consumer product ah. So, this soup can the repetitive is when he is painting the soup can it talks about the repetition of daily life of people in the post modern era and only there is a, but it is not a exact repetition it is talking about a different flavor of the soup. So, it is like same day, but a minor difference is there one day it is one flavor and another is another flavor, but it is almost (Refer Time: 20:40) same repetitive daily life of people.

Now, another famous painter of this pop art style was Sigmar Polke, he uses this dots the polka dots in the painting.

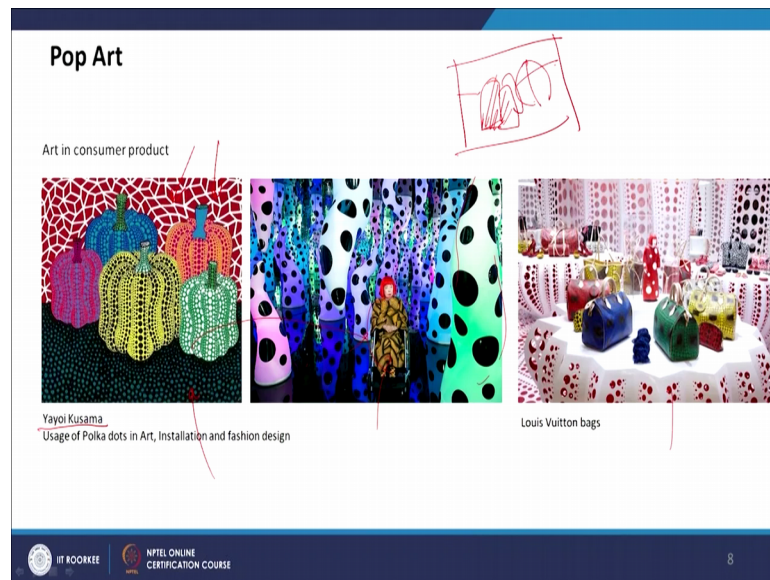
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So, sometime it is like a it will may look like a polka dot and sometime it may look like a newspaper print of that time. So, earlier phases you can see if you look at the old newspaper there will be there were the dot matrix printer the laser printer came quite late and initially it was a dot matrix printer. So, if you look at the dot matrix printers printed new papers. So, there will be series of dots when the this series of dots becomes dense that that part becomes darker when the series dot becomes light that part becomes lighter. So, using that technique it also connects with the dot matrix printers style. So, it is again mass media, which is a newspaper, newspaper style or the polka dot polka dot is also a post modern style.

So, you have seen this rate polka dots on white or white polka dots on red background which got very famous in the post modern style. And even in the comic strip like there was polka dots like it became famous when this Disney used this Mini mouse, Mickey and Mini mouse, Mini used to where this red polka dotted hair band. So, that and many other fashion design in the post modern era use the polka dots. So, Sigmar Polke was visual aesthetics got again inspired from the mass media and the consumerist culture of this post modern era and also you can look at the theme of this paintings are also talking about the consumerist culture of the people.

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Now another more contemporary post modernist pop painter are is Yayoi Kusama and she her painting are use she uses lot of polka dots in her painting and patterns. So, mostly it is polka dot, but there can be other patterns like this in the painting. And if you look at the other paintings of Kusama. So, it will be the all these areas will be divided in flat shapes and each and every shape will be will have different patterns. So, you can look at the paintings of Kusama's paintings, and also the installation she is setting in the installation and also her dress and the fashion and all these things were has the similar kind of color palette with the things and she uses lot of polka dots in the art fashion and as well as the in the installation. So, this is an installation this is the fashion design.

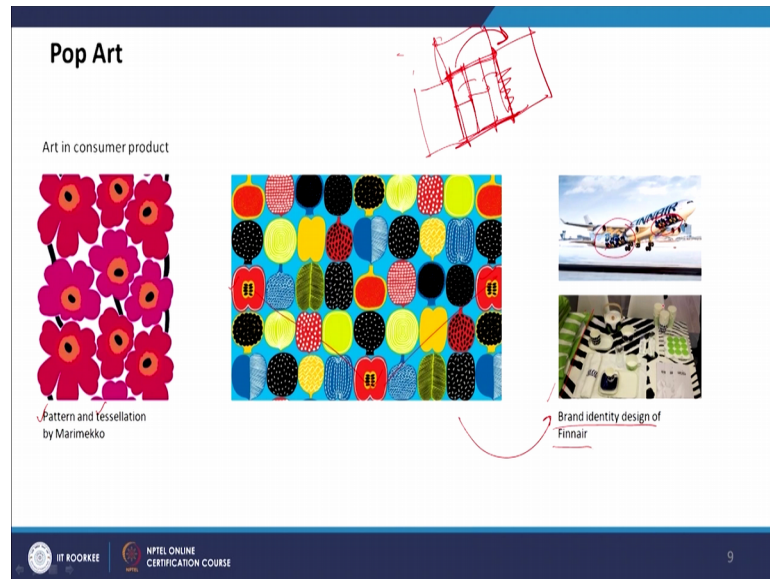
So, Louis Vuitton bags have a series by Yayoi Kusama and she have design these are all Louis Vuitton bags designed by Kusama that is the series by Louis Vuitton and Kusama statue is also there. So, there is lot of polka dots in this series of Louis Vuitton bags. So, this is showcased in the Kusama's installation which has lot of polka dots in the style.

So, Louis Vuitton bags are again when Yayoi Kusama is blending the design in the bags it is also consumerist approach of designing and the art she is an artist and this art is getting translated into the into a consumerist product which is Louis Vuitton bag which is a high fashion bag when she is designing and it is like blending the product which is coming from a consumerist perspective and with the art. So, there is this pop culture, pop style of art is also is a has a similar concept which has a which is not just an art which

comes and fuses with consumerist product and advertisement pamphlet and other mass medias.

So, another examples of a popular pop style or the this post modern art is the pattern and tessellation designed by Marimekko.

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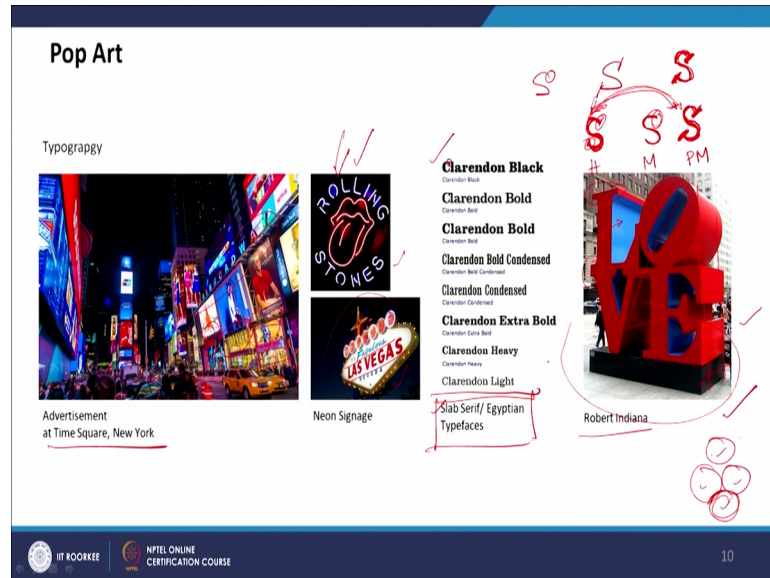


So, we have discussed what is tessellation in art deco and art and craft movement. So, when you repeat a particular pattern and different places and create seamless joint of pattern, so if you repeat this one module here. So, it will there will be a seamless joint you can cannot see the gap and you can start repeating. So, it will be tessellation or continuous pattern.

So, we can see there is a repetition of the same thing which is going in this direction and it will be also be repeated after a particular interval. So, this is Marimekko is they design the fabric, but this fabric got translated into the Finnair. So, this based from Finland and Finnair brand, brand identity also got designed by Marimekko. So, you can see the blend with the Finnaires branding with the Marimekko's design. So, all this prints are Marimekko print and even within the branding all this series and even the visiting cards and other elements of this aircrafts within the aircrafts everything is derived from the Marimekko style. So, there is again connection of the of a product the mass communication media or the consumers element with the art.

Now, because pop arts style got inspiration from the populist culture like comic strip and other advertisement. So, it got reflected in the city level in the in the communication and the branding and the advertisement.

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So, this is this is this is photograph of New York time square, but all this advertisement and elements which came up with the post modern era gives the vive of the pop style of a place. So, this place because of its human activity becomes place because of its identity. So, people easily identify the time square it has a particular style.

And, but whatever you see around this time square designs and this signage this mostly it is pop and this Coco Cola advertisement and this all Disney's logo and all this neon lights and the together the this all this colors, and the digital screens, digital facades around the buildings are creating the pop style of design because of its typography and other elements.

So, it is not just an art it blended in the typography selection of color advertisement and postal design. So, this is logo of rolling stones which is also a pop. So, if you look at the rolling stones logo which gives the pop style of painting and the communication way of communication its happening. So, this is not the original rolling stone logo. So, if you look at the rolling stones logo. So, it we also a pop style of design.

Now, this kind of neon lights in the places like hotels, bars and casinos even this Las Vegas this lights and this neon light and the type of signages this is all are has similarities with the pop style of design. So, there is a typefaces which came during this pop styles which is Clarendon and there are many other typefaces. So, this typefaces are called together this type style is slab serif. So, we will discussed the typefaces typographies evolution in the next classes when we discuss in totality the modernist typefaces and post modernist type faces.

So, if you want to this design something which in modern style or in post modern style understanding architecture as well as design art and as well as the typefaces are also important. So, what kind of typefaces will be will go with the particular style of building is also if you have understanding what type of typography was is coming up in modern style and what kind of typography is evolved during post modern style. So, we will connect this modern style and post modern style throughout this different paradigms of visual. So, this was the typefaces which is called slab serif which comes as a post modern typeface. So, this is also called Egyptian.

So, serif typefaces does not have the serif ends and serif typefaces had this serif ends and then this slab serif has a very thick serif end. So, this is the serif end will be very thick. So, first initially, the first phase of typefaces was serif typefaces this was the old style and then in modernism because of the minimalist style of design. So, they have eliminated this serif and this becomes minimal. Now, again in the post modern because we know the post modern style is not minimal. So, lot of ornamentation has to be there. So, they cannot stick to the serif. So, again they went back to the slab sorry they cannot stick, but to the slab serif. So, again they went back to the serif, but they again ornamental this serif ends. So, more and it becomes another visual style. So, here you can see this serif ends are there, which brought back to the history.

So, it is again like historicisms. So, it is in modern. So, this is modern, this is history and this post modern. So, they are going back to the history which was there in the serif we will discuss why this is history in part of the history in the serif because it started from the roman style of chiseling and this kind of font was there. So, that why this is this was driven from stone curving.

So, we will discuss when we talk about the history evolution of typography. So, it came back. So, that is why this is kind of similarities with the historicism and also in the post modernism style of interior design we will see a lot of juxtaposition of historic furnitures and designs which has a historical and absolutely modern. So, this is like duality and bringing history again and lot of complex design is there.

Now, this is installation by Robert Indiana who is an post modern and pop artist and sculptor. So, he has created many painting as well. So, it talks about the post modern concepts. So, they their paintings of the same thing of love, hope and other element which talks about peoples emotion of that era.

And there was also painting of America's desire or America's hope which looks like pokers four pokers and these pokers talks about what American people wants. So, it is one pokers says eat, and one pokers says yuke and all this contemporary things which American people does. So, that becomes the theme of this painting and sculpture.

So, if you look at this sculpture this is also a slab serif and these are designed combined together in has a very vibrant color. You can say this has primary color which is red and blue, but together it gives a post modern look because of this theme of this painting which is which is easily communicatable, easily communicates with the people and people connect that. So, this is not a very high art which is there in the modern style and this one who is tilted which gives a very interesting figure ground relationship with the element. And together this kind of sculpture in the plaza, in the in the place of a urban fabric gives a very vibrant looks. So, it does not in if it was modern it could have been little tone down and it could have been minimal. So, this design is not minimal and it is very vibrant in the urban fabric.

So, this though it is has a primary color, but primary colors are used to attract more attention value, but the way primary colors are used in the Bauhaus, De Stijl they are juxtapose and meltdown with white and enough space with white, black like in broad way boogie woogie there is lot of white gray and black. So, that meltdown the use of primary color.

Even in the Bauhaus building there was mostly it was white and gray and black, but there was few patches of red, yellow and blue, but it is totally in red and blue. So, it has more attraction value. So, this is Robert Indiana's sculpture. And in the next class we will

discuss more examples from the design which follows the movement which we have already discussed in architecture.