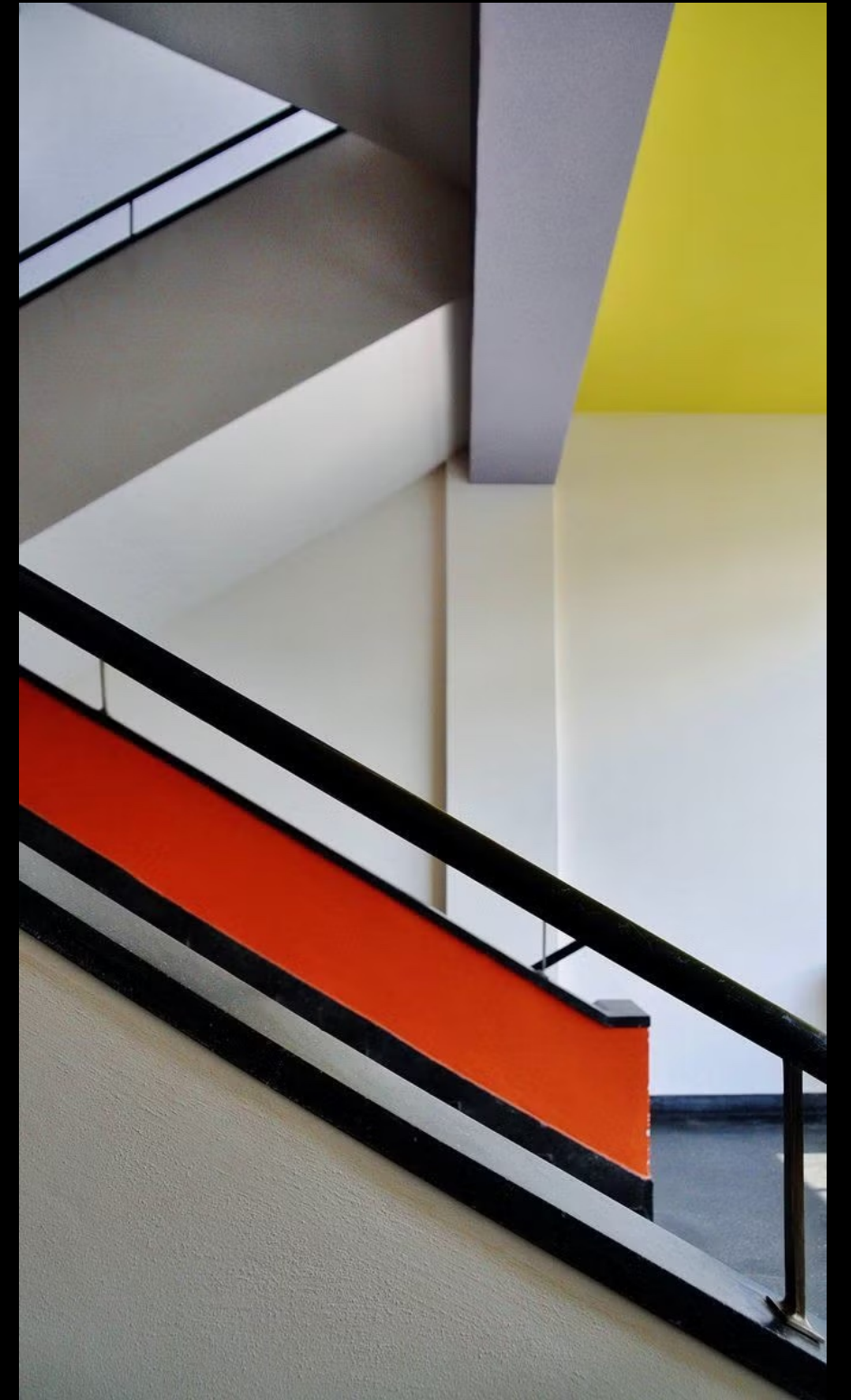


# DESIGN FOR IMPACT

## LESSONS FROM THE BAUHAUS AND BEYOND

DEVIN NGUYEN

AUG 2024





Customize

My desk

Build

Bauhaus desk

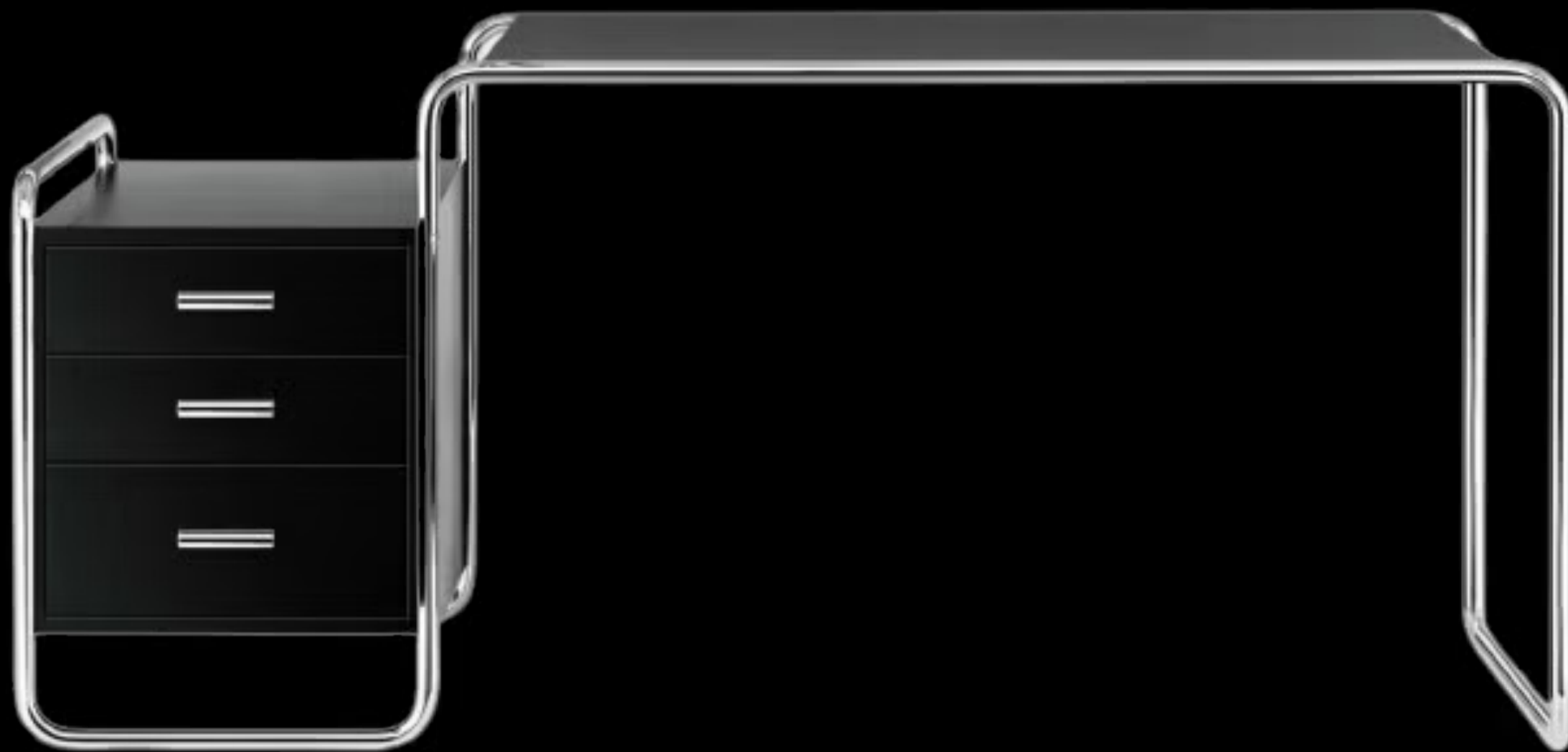
Desk

Chair

Computer

Rug

×



MARCEL BREUER

## **Writing Desk S 285**

1935

# THE EQUITABLE BUILDING

1915



*“... poor business propositions,  
destructive of adjacent land  
values, unwholesome  
obstructions to light and  
ventilation, and undesirable  
edifices generally.”*

GEORGE B. FORD OF THE NEW YORK COMMITTEE ON CITY PLAN  
1915



# 1916 ZONING RESOLUTION

Introduced height and volume restrictions on buildings  
leading to the distinctive "setbacks" that made buildings start to look like wedding cakes

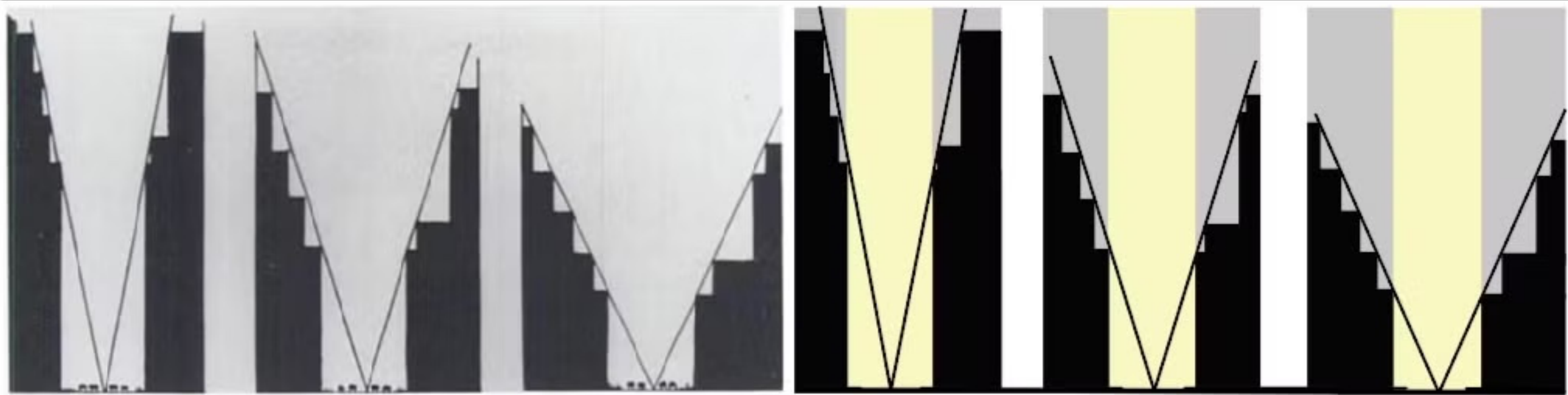


Fig. 75 Zoning diagrams, three height districts.





# THE SEAGRAM BUILDING

1958



# THE SEAGRAM BUILDING

1958



# 1961 ZONING RESOLUTION

Responding to the changing economy and a growing population, it introduced the concept of incentive zoning to encourage projects to incorporate public plazas.



# INTERNATIONAL STYLE

# LUDWIG MIES VAN DER ROHE





# German Art School

WEIMAR, GERMANY

1914 - 1918

World War 1

→ 1919 - 1933



Bauhaus

→ 1939 - 1945

World War 2

1914 - 1918

World War 1

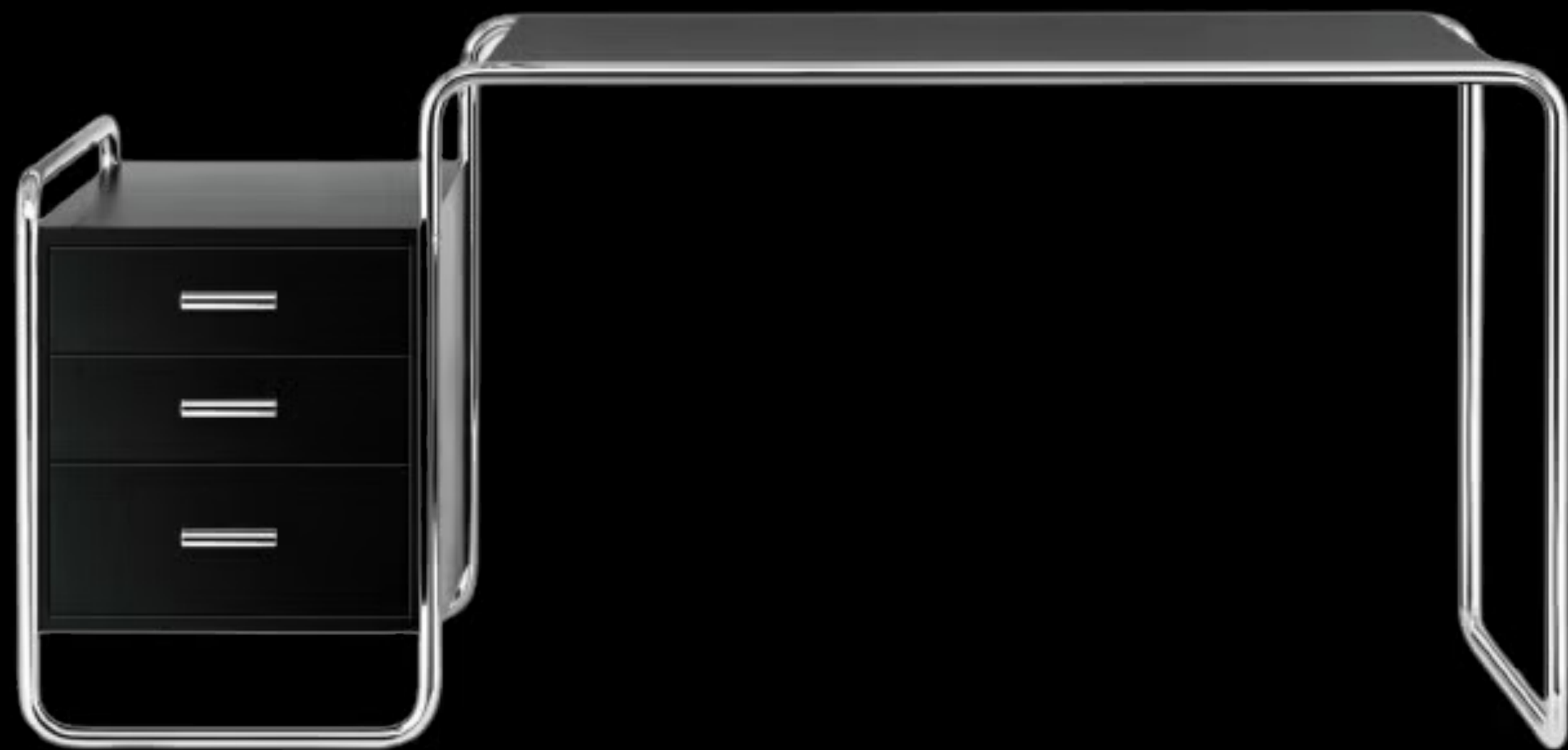
→ **1919 - 1933**



Bauhaus

→ 1939 - 1945

World War 2





Le Corbusier



Le Corbusier



Unité d'Habitation (La Cité Radieuse)  
MARSEILLE, FRANCE



Le Corbusier



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**WHY IS THIS RELEVANT?**



# AMERICAN MODERNISM



Provide cues  
for interaction

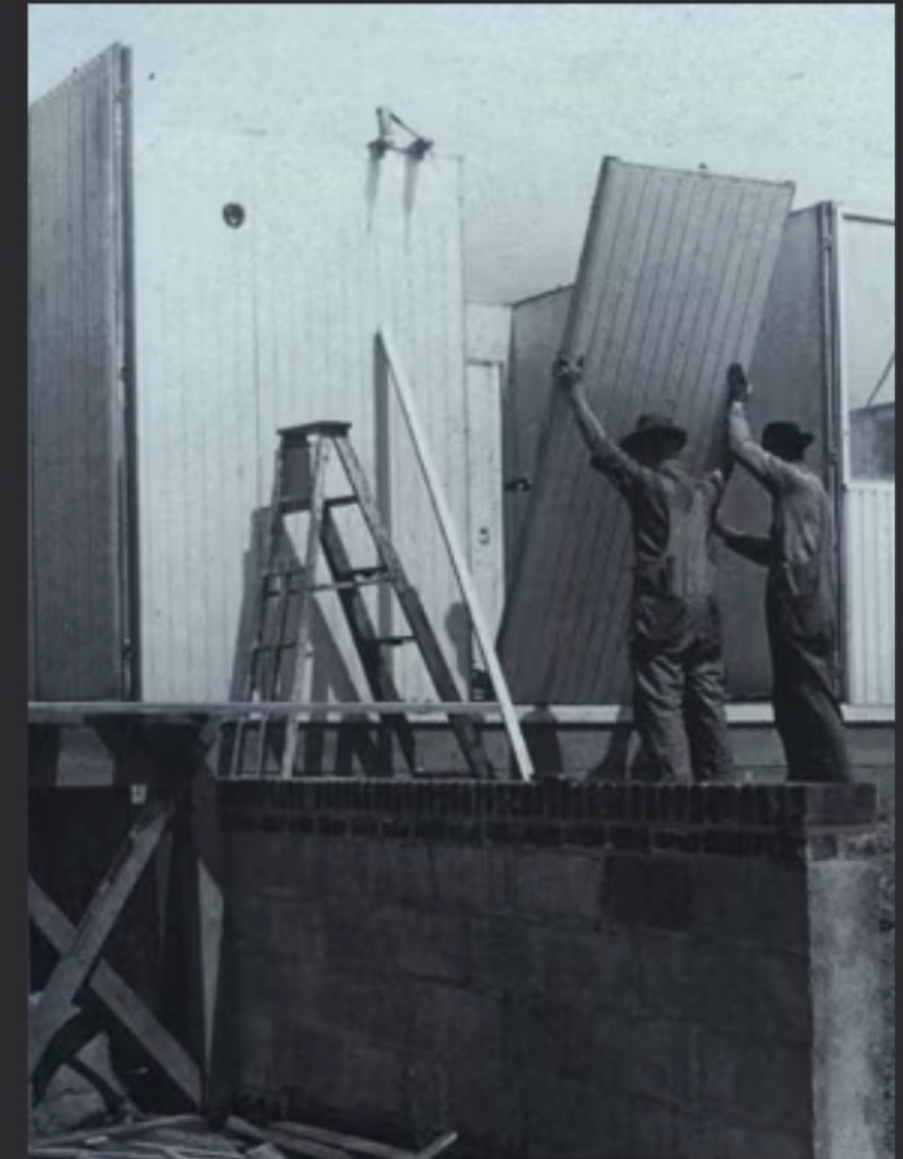


Clarify  
intentions



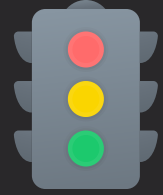
Ensure familiarity  
without loss of  
character

**Prefabricated components  
used everywhere**



## Mass housing production in post-war environments





Provide cues  
for interaction

TECH / APPLE / TL;DR

## Apple employees can't stop walking into the beautiful glass doors at new Apple Park campus

By [Natt Garun](#)

Feb 16, 2018, 11:43 AM EST



Lauren Goode / The Verge

old-fashioned

# neoclassicism

ornamentation

simplicity

rationalism

minimalism

functionality

# SKEUOMORPHISM



iOS Calculator



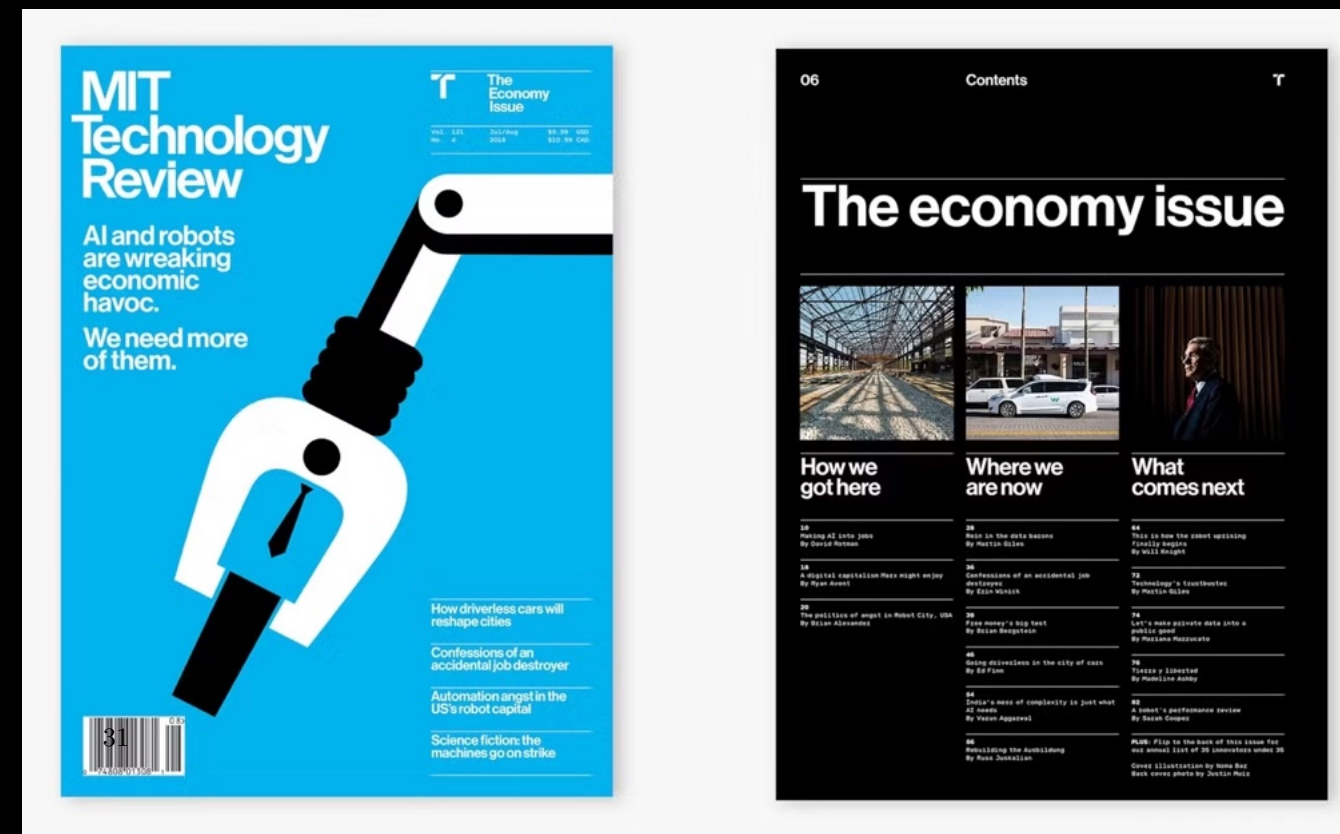
Braun Calculator

# INTERNATIONAL STYLE

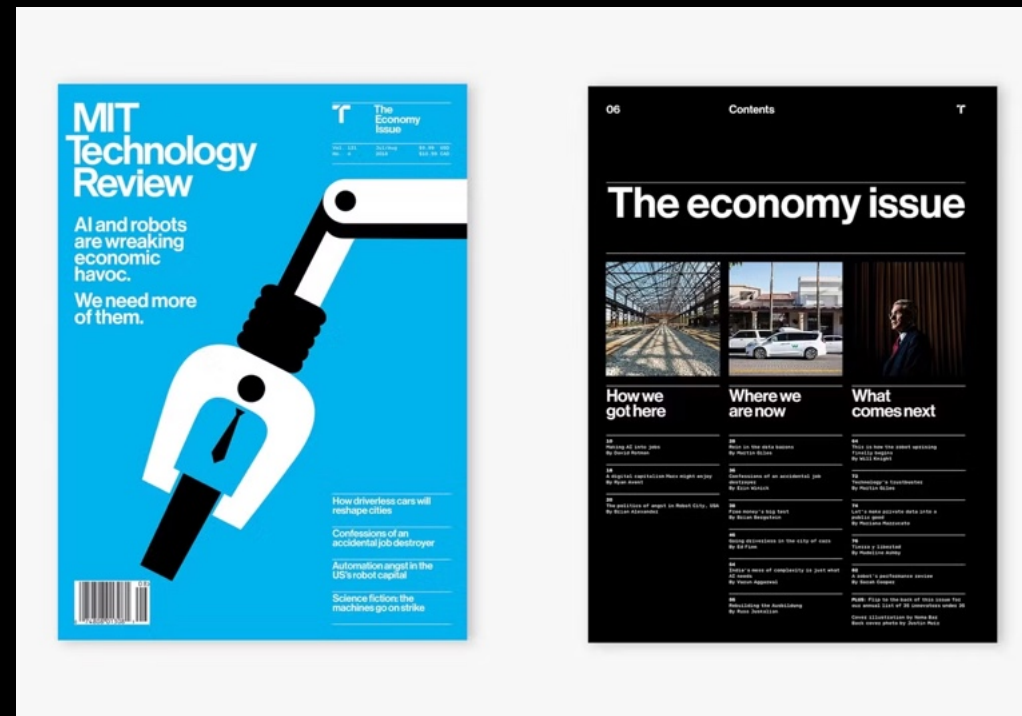
Reduce structures to their most basic elements



Switzerland  
1959



USA  
2018



## INTERNATIONAL STYLE

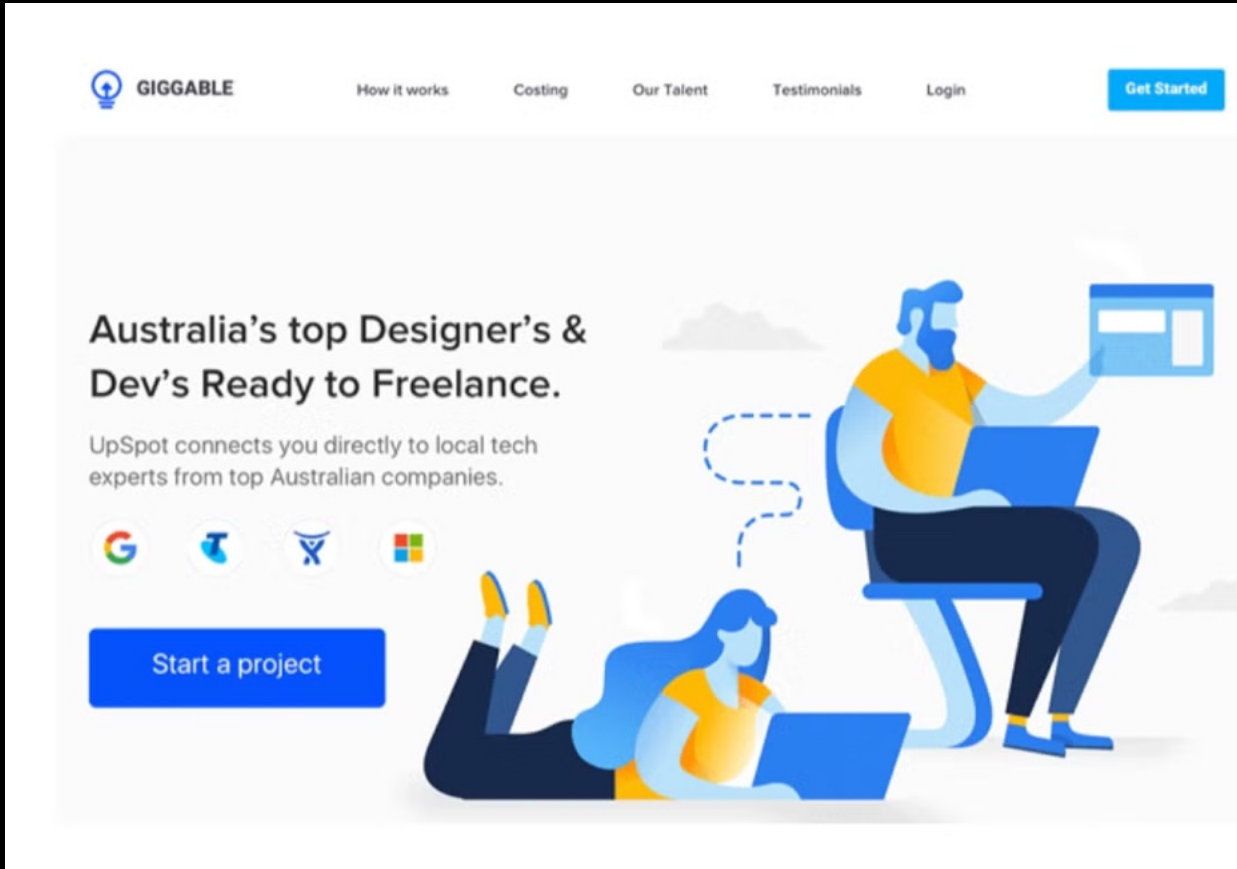
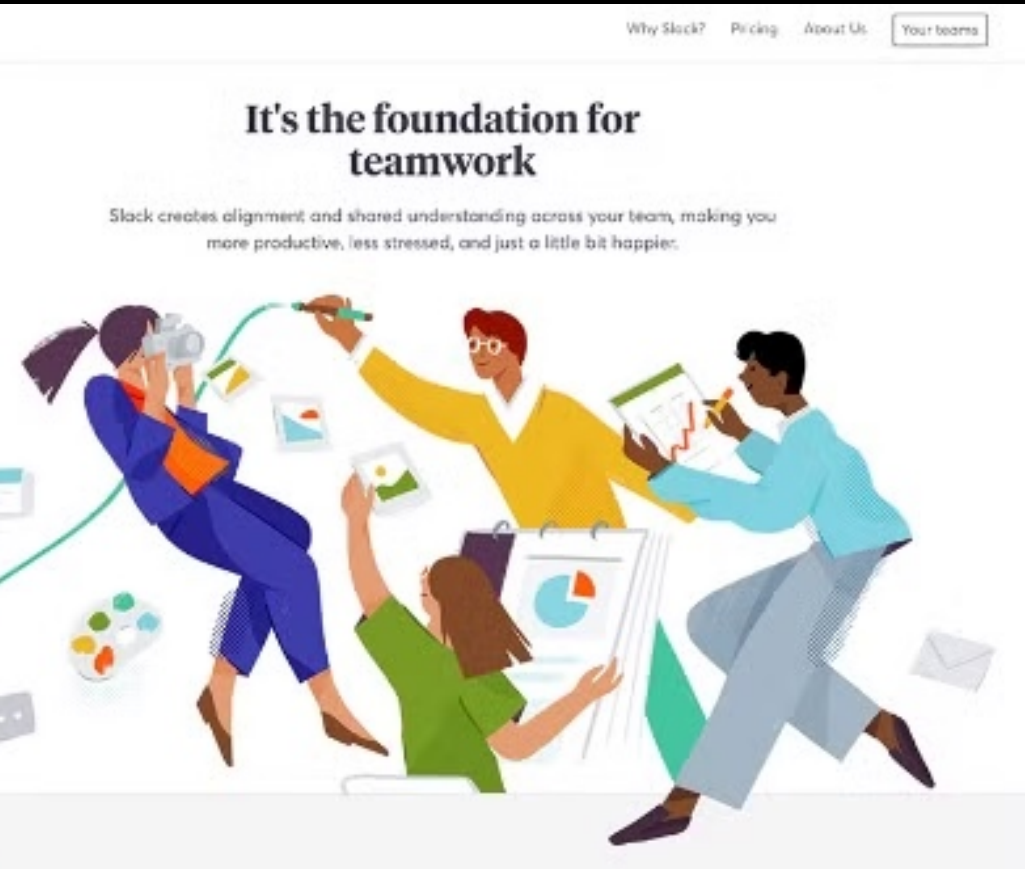
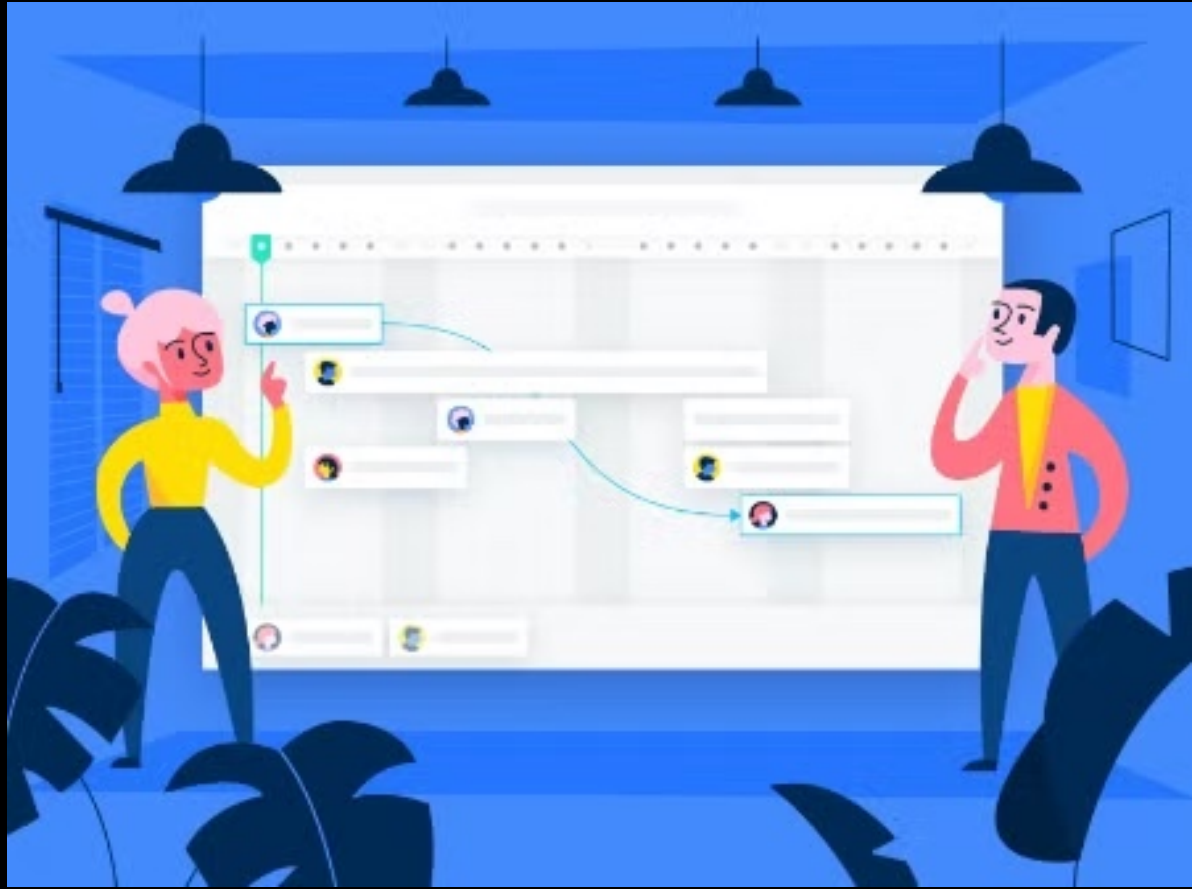
Reduce structures to their most basic elements



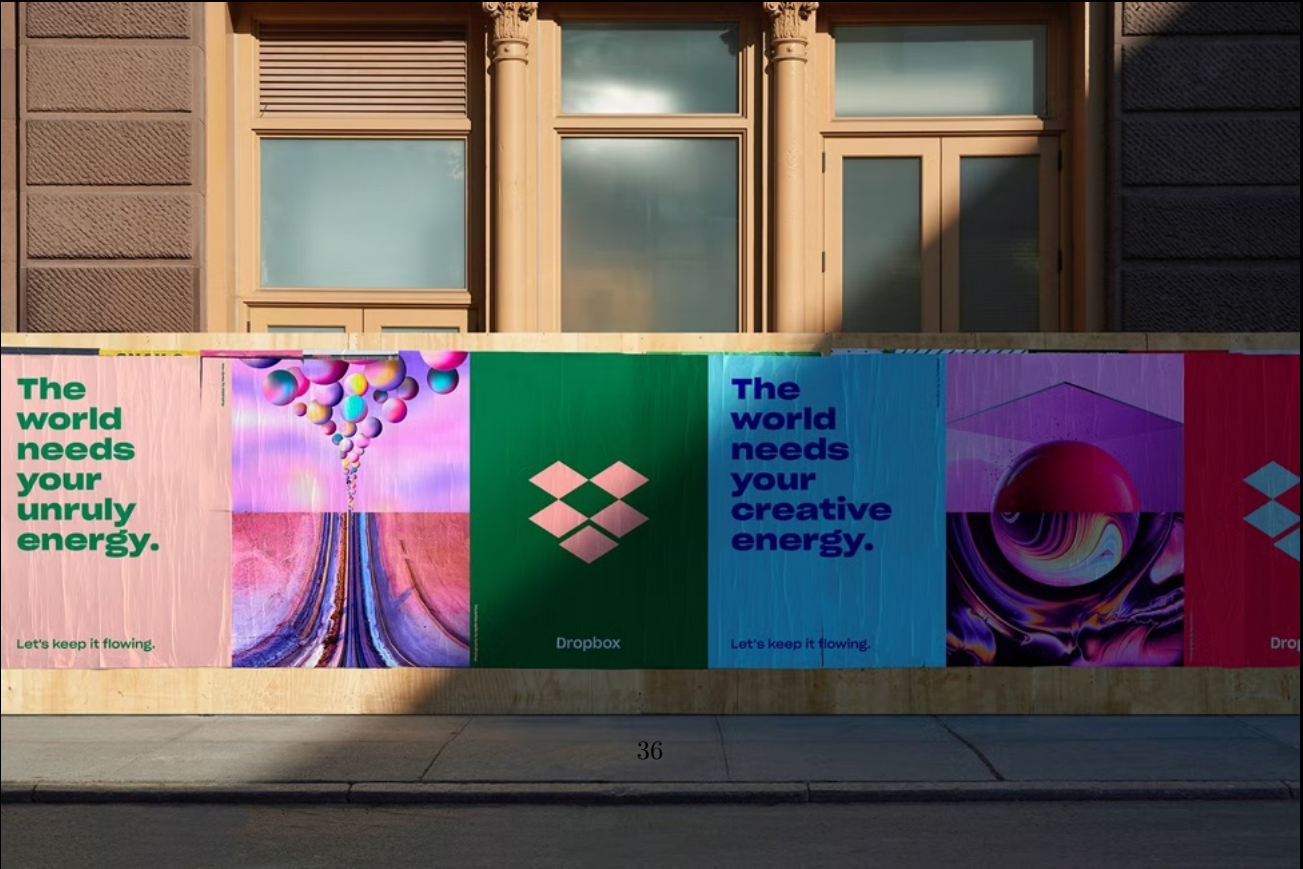
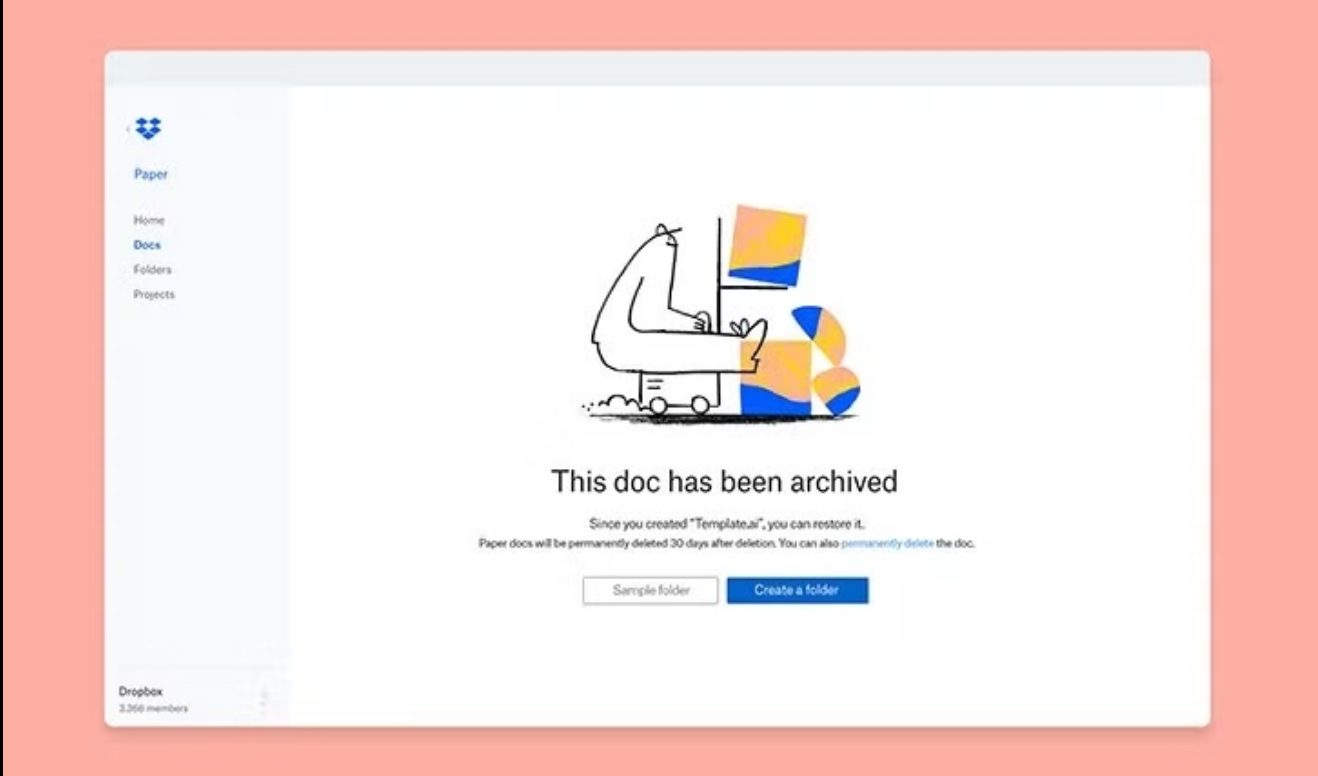
## WIREFRAMING & PROTOTYPING

Without applying *visual clutter*,  
does your app design still make sense?









# PRODUCT DESIGN TODAY

Bauhaus, Swiss Grid, Dieter Rams, Massimo Vignelli, Marcel Breuer, etc.

are the progenitors of modern ideas around "good design"

**WHAT CAN WE TAKE AWAY FROM THIS?**

01

## THOUGHTFUL DESIGN

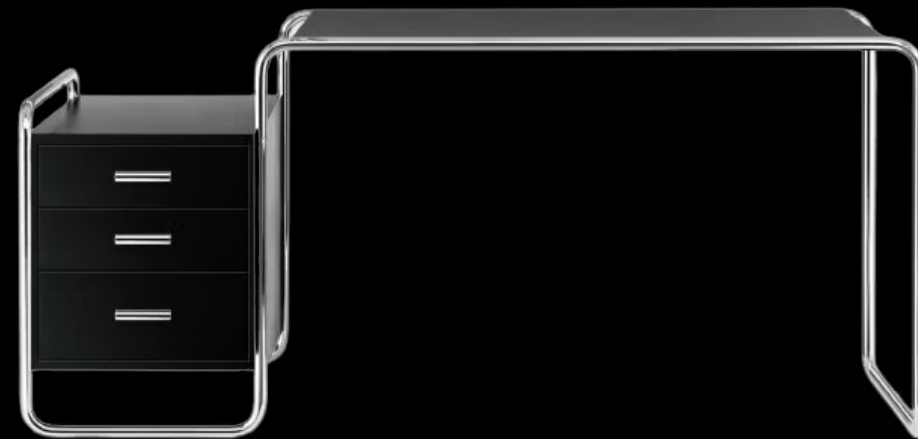
carefully considers the purpose and  
intended use of a product



02

## MODERN DESIGN

should embrace new technology and processes with an emphasis on craftsmanship and accessibility to the general public



03

## SIMPLE DESIGN

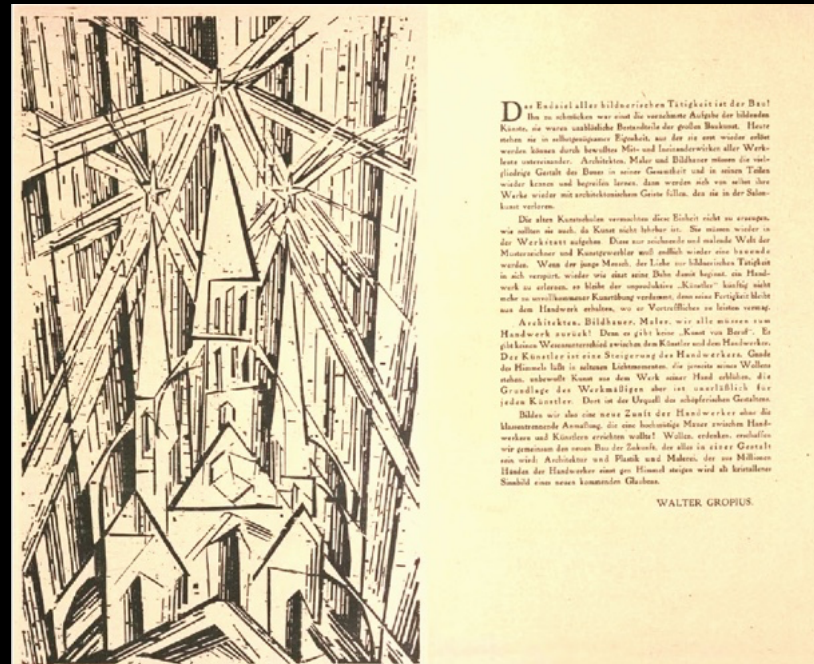
avoids ornamentation in the pursuit of  
distilling ideas down to the purest and  
most meaningful form



04

# ROBUST DESIGN

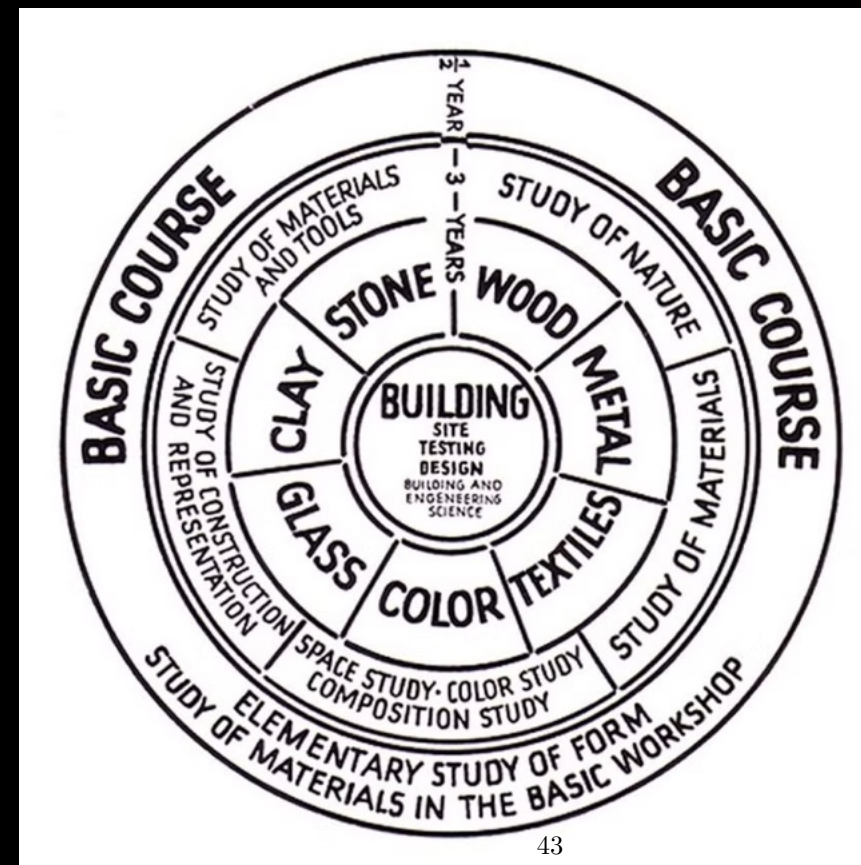
is cross-functional and comes from shared goals



05

## INNOVATIVE DESIGN

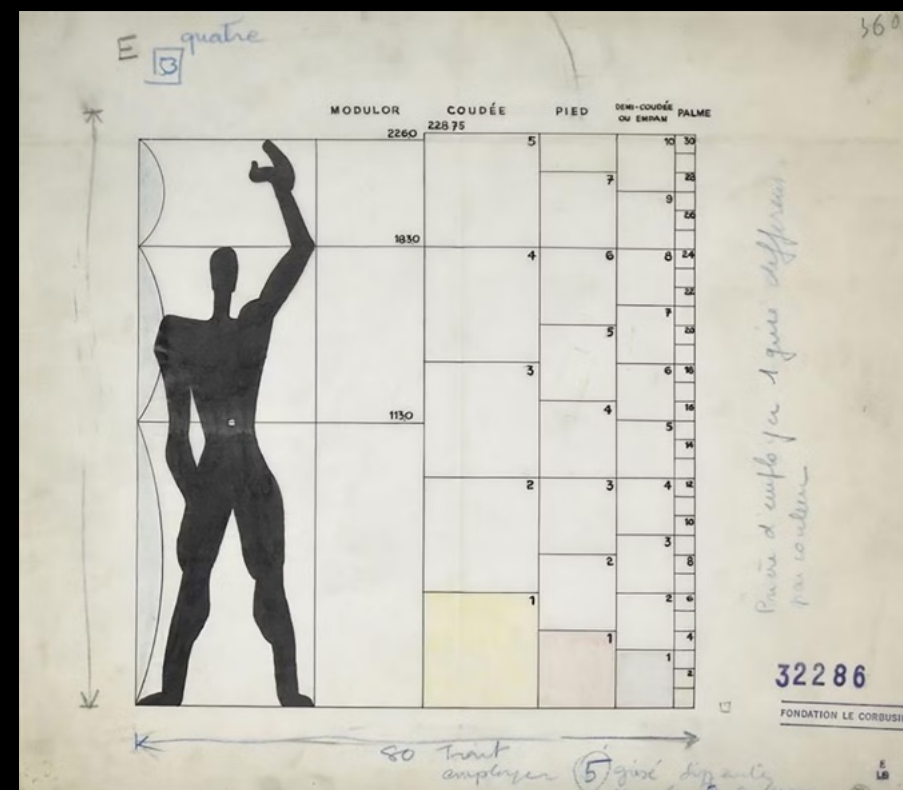
is the product of collaborative environments and projects



06

## INTENTIONAL DESIGN

informs a design language which  
drives efficiency and innovation





How might we use design to have a positive impact to society  
and democratize access to well-designed spaces and services?



How might we further influence policy change in government through demonstrated success?



What is broken in society today that needs to be rebuilt?

