

CAFÉ SLAVIA, PRAGUE

Discussing the unsatisfactory situation design seems to have got itself into, I agreed with Klaus that something should be done about it. It seems to us that a kind of international "graphic" style is spreading amongst designers as a common acceptable language of design, probably as a result of 2 & 3-d computer programs and the temptation they present to achieve an easy result without any amount of modelmaking or prototyping in the early stages of a design development.

This graphic style is also ideal for home interior magazines, providing them with eye-catching images, which they can use to fill out the magazine without the responsibility to ensure the product works or is even available.

The illusion of easily obtainable glamour which these images provide is persuading a lot of people to take up design as a career who probably should have done something else. And they in turn are providing the media with newer and shallower images of unusable objects.

The whole effect then mis-represents the purpose and benefits of design to a public who increasingly associate design with something for special occasions, a talking point amongst objects of the real world.

So when Klaus told me of his plans to design some real furniture, made to last, without any pretensions of glamour or style I appreciated that there could be a reactionary movement against this unpleasant trend, reactionary being the only sensible option in a world where "radical" & "avant-garde" have reached the high street. Let's see what the magazines make of it.

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