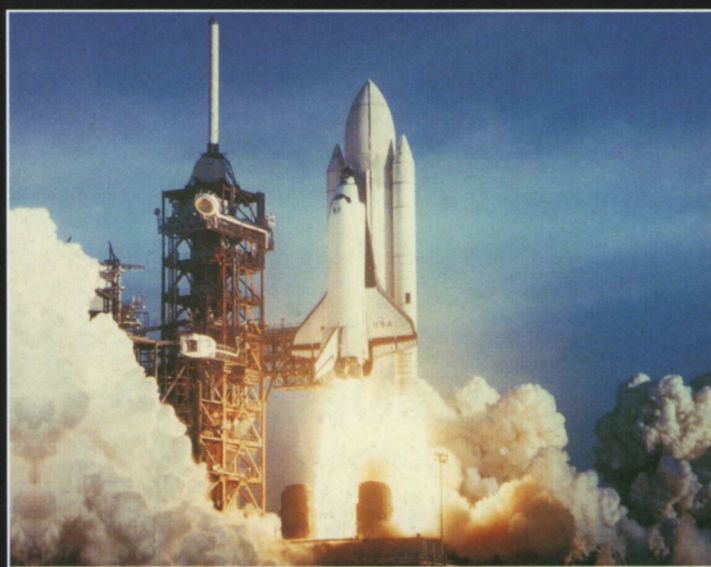


20<sup>TH</sup> CENTURY • DESIGN

# 70s and 80s

THE HIGH-TECH AGE



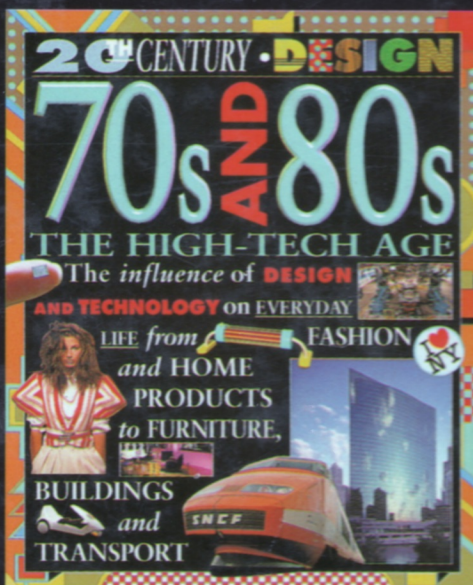
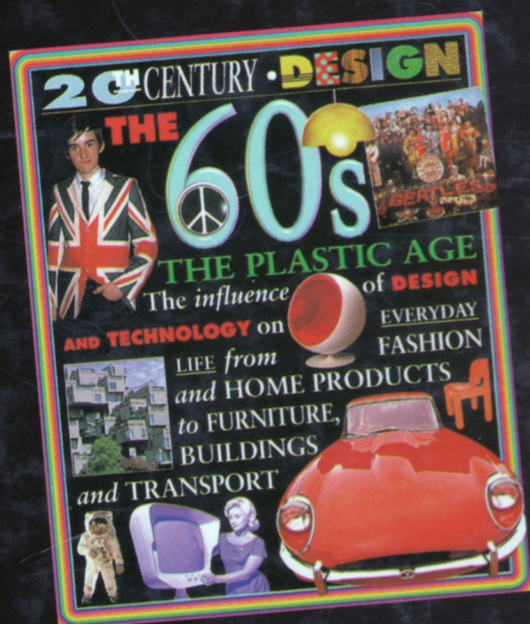
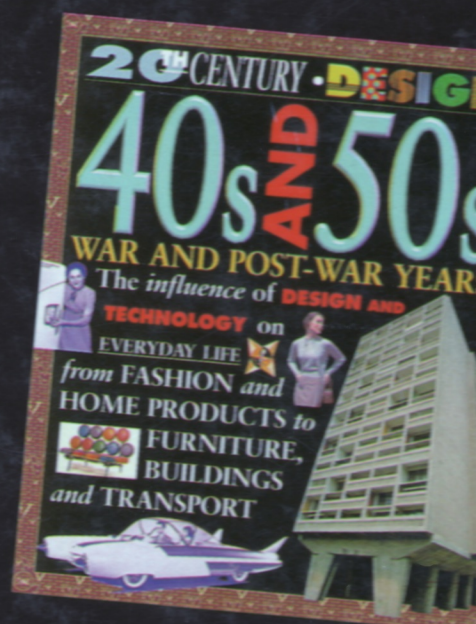
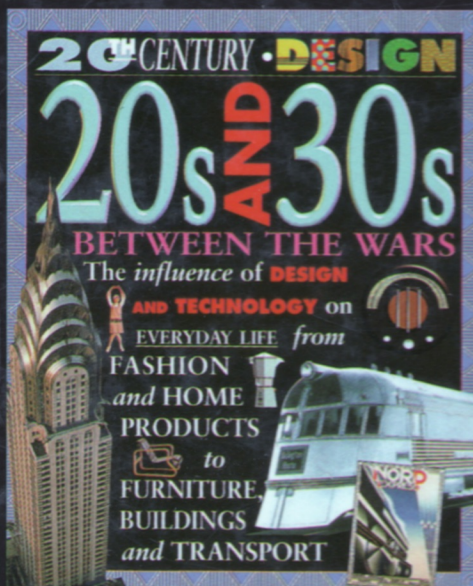
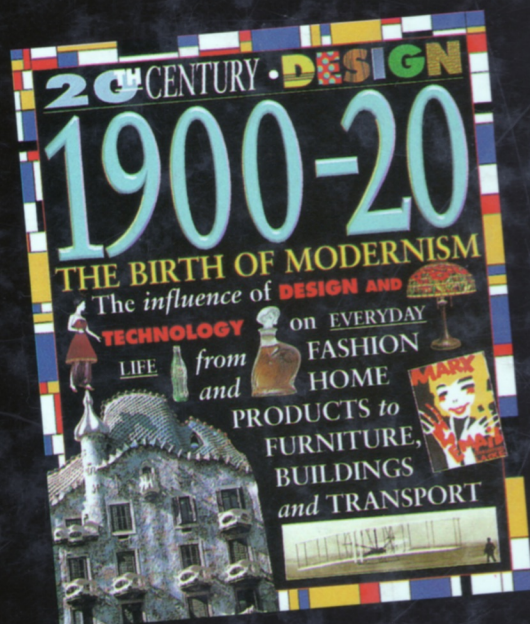
Jackie Gaff and John Tyrrell

Heinemann  
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**20<sup>TH</sup> CENTURY DESIGN** is an informative new series that explores the history of the century through design and technology. Along the way, it charts the explosive effects on design of art, everyday life, politics and new technologies of the time.

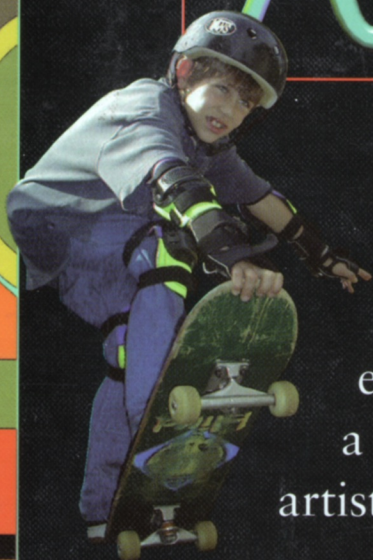
**1970s & 80s** charts the shift from modernist severity to post-modern wit, punk anarchy and high-tech innovation. It looks at design classics such as the Dyson vacuum cleaner and the Pompidou Centre; it highlights the designers of the day, from Neville Brody to the Memphis Group; and it explains new technologies such as the microprocessor.





## 20<sup>TH</sup> CENTURY DESIGN

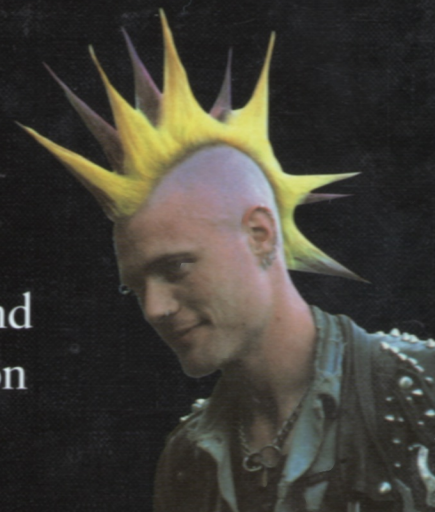
# 70s & 80s



20<sup>TH</sup> CENTURY DESIGN is a time capsule of design history for every decade from the 1900s through the 1990s. This exciting series presents invention, technology, and style as they relate to the world events, people, politics, and social changes of each era. Dynamic text and colorful images, along with a convenient time line, capture the brilliance and artistry of designers worldwide.

### THE HIGH-TECH AGE

Antiwar, antifashion, high-tech, and high-speed inspired the extremes of punk shock and postmodernist chic, tempered by retro and the new romantics, freeing form from function in an era of electronic evolution.



Titles in the 20<sup>TH</sup> CENTURY DESIGN series:

- 1900-20
- 20s & 30s
- 40s & 50s
- The 60s
- 70s & 80s
- The 90s



G A R E T H S T E V E N S



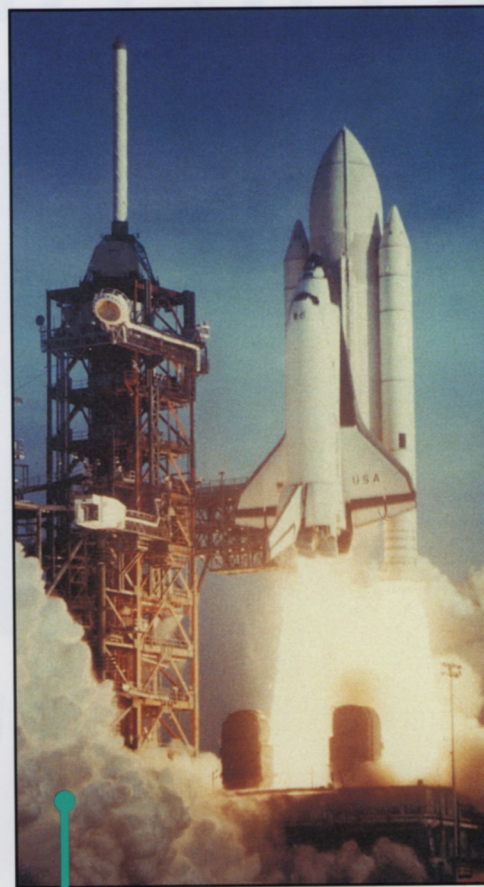
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*When it opened in 1977, the high-tech Pompidou Center in Paris turned architecture inside out. It was designed by Italy's Renzo Piano and Britain's Richard Rogers.*



*In 1981, the American space agency, NASA, launched the first-ever reusable spacecraft the Space Shuttle Columbia.*



# TURBULENT TIMES

The 1970s and 1980s were decades of rapid and, sometimes, violent changes. Wars in the Middle East, Vietnam, Afghanistan, and the Falklands; the Watergate scandal in the United States; assassinations of government leaders in India and Egypt; and IRA and PLO terrorist campaigns all contributed to a general climate of political unrest.

Unstable economies moved back and forth between boom and bust. Battling an oil crisis in the early 1970s, nations sank into recession, then recovered to enjoy renewed prosperity in the 1980s. That decade, however, ended with financial insecurity when the stock market collapsed on October 19, 1987 — Black Monday.

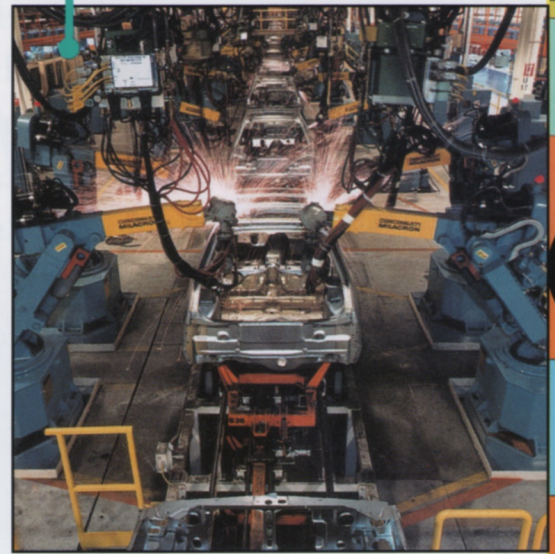
Meanwhile, an electronic revolution was heating up, with microprocessors transforming everything from washing machines to the space program. Design and architecture were changing, too. Postmodernist wit and punk anarchy turned the severe formality of modernism upside down.

*Punk style was meant to be shocking. It was an expression of the frustration*

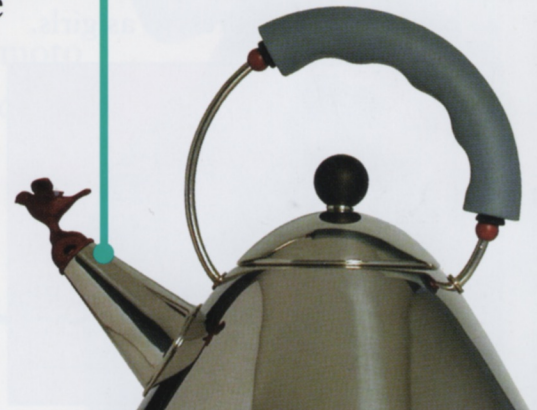


*"I love New York" is one of the most enduring symbols of the 1970s.*

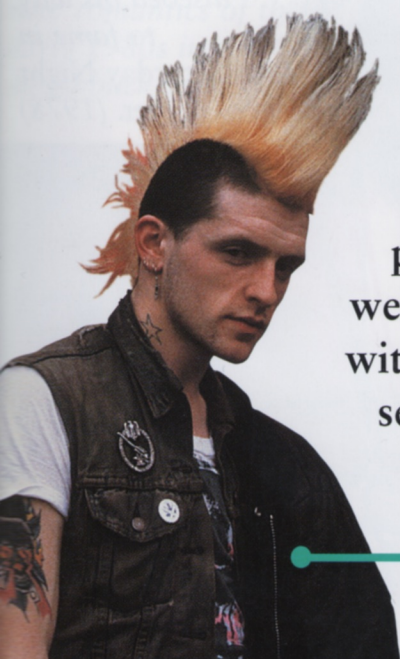
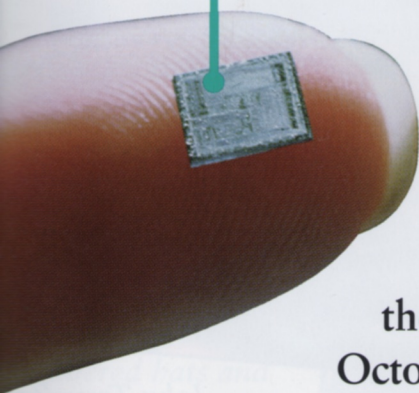
*Computer-controlled robots revolutionized industry in the 1970s and 1980s.*



*This "singing" kettle, designed by Michael Graves, is a famous example of postmodern playfulness.*



*Micro-processors first went on sale in 1971.*





# • T I M E L I N E •

DESIGN	WORLD EVENTS	TECHNOLOGY	FAMOUS PEOPLE	ART & MEDIA
1970 •Shiro Kuramata: irregular furniture	•U.S. troops sent into Cambodia		•The Beatles split •Janis Joplin and Jimi Hendrix die	•Germaine Greer: The Female Eunuch
1971 •Vivienne Westwood opens her first shop	•Uganda: Amin in power •Greenpeace founded	•First microprocessor •USSR: Salyut 1 space station	•Ali loses world heavyweight title to Frazier	•David Bowie: Starman •Kubrick: A Clockwork Orange
1972 •Richard Sapper: Tizio table lamp	•Direct rule in Ulster •U.S. troops leave Vietnam	•First video game •First pocket calculator	•Mark Spitz wins seven gold medals at Munich Olympics	•Francis Ford Coppola: The Godfather
1973 •Issey Miyake's first fashion show in Paris	•Yom Kippur War •OPEC raises oil prices	•U.S.: Skylab space station	•Salvador Allende assassinated	•Thomas Pynchon: Gravity's Rainbow
1974 •Des-in studio: Tire sofa	•Turkey invades Cyprus and occupies one-third	•Bar code scanners first used in supermarkets	•U.S. president Nixon resigns over Watergate	•Fellini: Amarcord •ABBA: Waterloo
1975 •Jamie Reid becomes art director for Sex Pistols	•Cambodia overrun by Pol Pot's Khmer Rouge	•First small home computer, the Altair	•Bill Gates and Paul Allen found Microsoft	•Steven Spielberg: Jaws •Queen: Bohemian Rhapsody
1976 •Kenneth Grange styles high-speed 125 train	•South Africa: Soweto uprising	•First fiber-optic trunk cable for telecommunications	•Steven Jobs and Steven Wozniak found Apple	•Christo: Running Fence environmental sculpture
1977 •Rogers and Piano: Pompidou Centre	•UN bans arms sales to South Africa	•First human-powered flight, in Gossamer Condor	•Steve Biko dies in South African police custody	•Sex Pistols: God Save the Queen banned by BBC
1978 •Philip Johnson begins AT&T skyscraper	•Egypt and Israel sign Camp David peace treaty		•First test-tube baby, Louise Brown, born	•John Travolta: Saturday Night Fever
1979 •Charles Moore: Piazza d'Italia	•Iran: Khomeini in power •USSR invades Afghanistan	•Sony Walkman invented	•Thatcher becomes Britain's first woman prime minister	•Woody Allen: Manhattan
1980 •Gae Aulenti: Table With Wheels	•Start of Iran-Iraq War •Poland: Solidarity	•First portable computer, the Sharp PC 1211	•John Lennon shot	•Anthony Burgess: Earthly Powers
1981 •Memphis design group founded	•Egypt: President Sadat assassinated	•U.S.: First Space Shuttle, Columbia, launched	•Prince Charles and Lady Diana marry	•Rushdie: Midnight's Children •The Face launched
1982 •Tadao Ando: Kidosaki House in Tokyo	•Falklands War: Britain defeats Argentina	•First artificial heart transplant	•Princess Grace of Monaco dies	•Ridley Scott: Blade Runner •Spielberg: E.T.
1983 •E. Sottsass: Bay lamp •Swatch watch	•U.S. and Caribbean troops invade Grenada	•CDs first go on sale •AIDS virus isolated	•Lech Walesa awarded Nobel Peace Prize	•Merce Cunningham: Quartets dance pieces
1984 •James Dyson: G Force bagless vacuum cleaner	•New Zealand declared a nuclear-free zone	•Apple Macintosh, styled by frogdesign	•Bob Geldof sets up Band Aid pop charity	•Madonna: Like a Virgin •Philip Glass: Akhnaten
1985 •Michael Graves: kettle with singing bird	•USSR: Gorbachev named Communist Party secretary	•Battery-powered Sinclair C5 •Ozone layer hole confirmed	•Orson Welles dies	•Lucien Freud: Self-Portrait •Arvo Pärt: Stabat Mater
1986 •Richard Rogers: Lloyds Building	•USSR: Chernobyl nuclear disaster	•Space Shuttle Challenger explodes	•Cory Aquino wins Philippines elections	•Jeff Koons: Rabbit
1987 •Tom Dixon: S chair	•Black Monday stock market crash	•First flight of fly-by-wire A320 plane	•Terry Waite taken hostage in Beirut	•Toni Morrison: Beloved
1988 •Philippe Starck: Royalton Hotel in New York	•End of Iran-Iraq War •Lockerbie air disaster	•Stephen Hawking: A Brief History of Time	•Pakistan: Bhutto named prime minister	•Iris Murdoch: The Book and the Brotherhood
1989 •Design Museum opens in London	•China: Tiananmen Square massacre	•Nintendo launches Game Boy	•Khomeini dies	•Helen Chadwick: Enfleshings



# GLOSSARY

**automatons:** machines or mechanical devices that are almost self-operating and often mimic the movements of living beings; robots.

**eclectic:** made up of a variety of styles, often drawn from diverse sources, that are considered "the best" of their type or class.

**haute couture:** high fashion; trend-setting fashions by well-known and exclusive designers.

**kitsch:** of poor taste or low quality, often crude or gaudy; having popular appeal to a mass market.

**laminates:** (n) materials made by compressing and bonding together many thin layers of one or more materials, especially wood or plastic.

**laser:** a mechanical device that directs light through a crystal to create a very narrow beam of intensified light radiation that is so strong it can cut or drill through materials as hard as diamonds.

**lurid:** having a shockingly vivid appearance that is sometimes unnatural, ghastly, or revolting.

**microprocessor:** the central processing unit (CPU) or brain of a computer, which contains one or more microchips and controls all of the computer's operating functions.

**payload:** objects or freight, such as passengers or instruments, carried in an aircraft or a spacecraft that are not necessary to the operation of the craft but are necessary to the purpose of the flight.

**prototype:** an original model of a product, which is subsequently copied to mass-produce the product.

**surreal:** having the feel or appearance of thought that is irrational, subconscious, or dreamlike.

**titanium:** a strong, lightweight, silver-gray metallic element that is often combined with other metals to make corrosion-resistant alloys and coatings.

## MORE BOOKS TO READ

*6 Chapters in Design.* Saul Bass, Ivan Chermayeff, Milton Glaser, Paul Rand, Ikko Tanaka, and Philip B. Meggs (Chronicle Books)

*The 70s: Punks, Glam Rockers, & New Romantics. 20th Century Fashion* (series). Sarah Gilmour (Gareth Stevens)

*The Computer Age. Modern Media* (series). (Barrons)

*Discovering the Universe. An Inside Look* (series). Stuart G. Clark (Gareth Stevens)

*High-Speed Trains. The World's Railroads* (series). Christopher Chant (Chelsea House)

*Lasers. 20th Century Inventions* (series). Nina Morgan (Raintree/Steck-Vaughn)

*Memphis: Research, Experiences, Failures and Successes of New Design.* Barbara Radice (Thames and Hudson)

*Mountain Biking. First Book* (series). Larry Dane Brimner and Abramowski Dwain (Franklin Watts)

*Philip Johnson: The Architect in His Own Words.* Philip Johnson, Hilary Lewis, and John T. O'Connor (Rizzoli Publications)

*Starck.* Conway Lloyd Morgan (Universe)

## WEB SITES

The Internet Webseum of Holography.  
[www.enter.net/~holostudio](http://www.enter.net/~holostudio)

Make a MagLev Train. [k12.magnet.fsu.edu/student/inter/maglev.html](http://k12.magnet.fsu.edu/student/inter/maglev.html)

Paul Hughes Fine Art: Shiro Kuramata.  
[www.paulhughes.co.uk/conthome/kuramata/shiro.html](http://www.paulhughes.co.uk/conthome/kuramata/shiro.html)

retromodern.com. [www.20thcenturydesign.com](http://www.20thcenturydesign.com)

Due to the dynamic nature of the Internet, some web sites stay current longer than others. To find additional web sites, use a reliable search engine with one or more of the following keywords: A320, disco fashion, holograms, Philip Johnson, lasers, liquid crystal, maglev, Memphis design, the 1970s, the 1980s, postmodernism, Jamie Reid, and space shuttle.