

## **“Stripping Design: Getting to the Human Body”**

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## Stripping Design:

The exhibition design of the permanent collection will 'strip down' a variety of design objects in the Cooper Hewitt, National Design Museum's collection to illustrate the back story for each object as well as to emphasize the impact each object made on society.

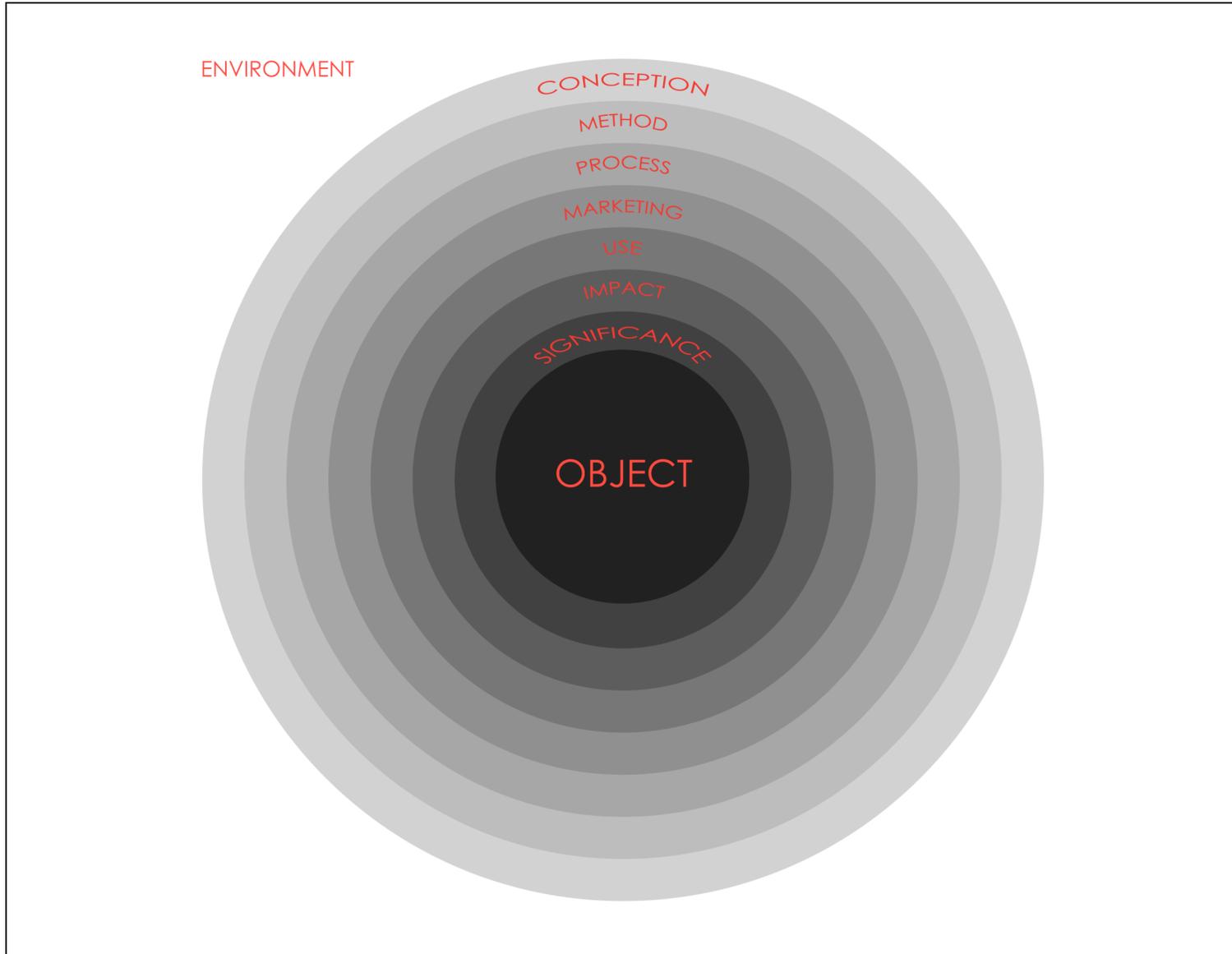
The mission of this exhibition is to provide an understanding of the entire design process by illustrating various phases and methods of various designers. It is a tool for viewers to fully understand the complexity and scope of design. The striping will uncover the process starting with conception and method , continuing with marketing and use and ending with impact and significance.

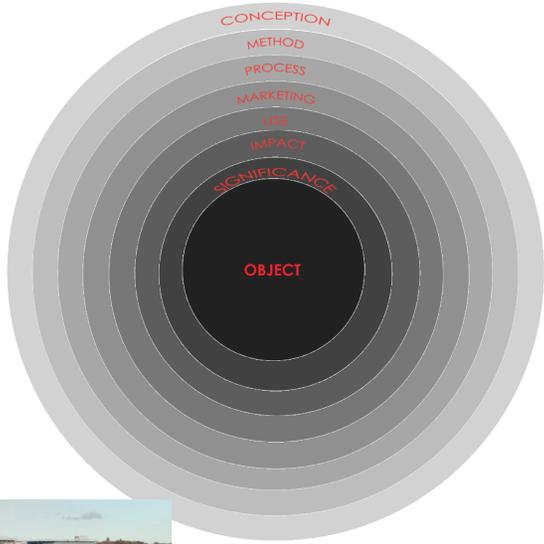


## Stripping Method - Analyze the layers

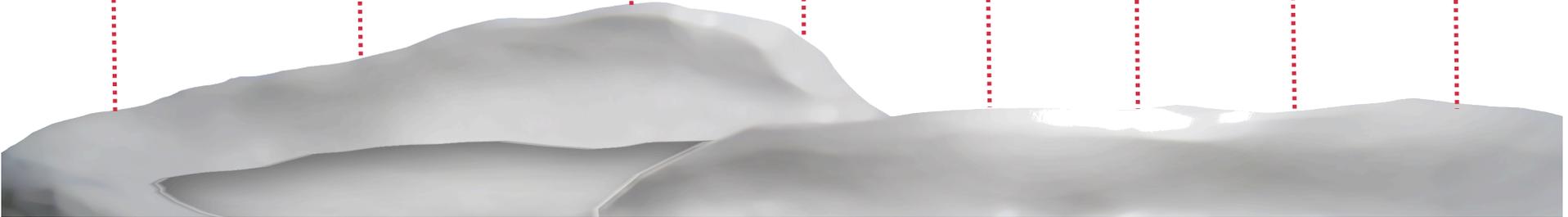
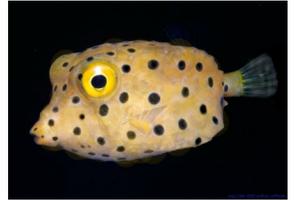
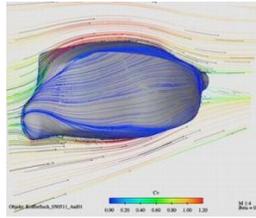
- **CONCEPTION:** How products are conceived
- **METHOD:** How designers work
- **PROCESS:** How products are made
- **MARKETING:** How products are brought to the market and advertised
- **USE:** How products are displayed and used
- **IMPACT:** How an object impacts the user
- **SIGNIFICANCE:** How an object is relevant in the history of design

**Stripping Method - Analyze the layers**





# FUTURE OF CARS



Four Objects - Exposing the process of Stripping Down Design



Russel Wright's *American Modern Dining Set*



*Radio Nurse*

(Design by Isamu Noguchi, Manufactured by Zenith Radio Corporation)

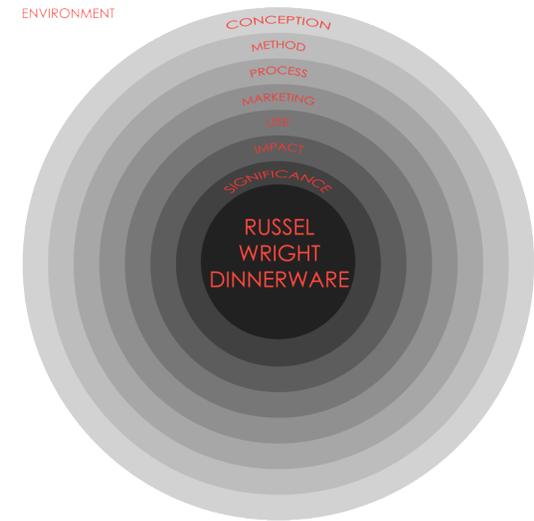


Tokujiin Yoshioka's *Honey-Pop Chair*

Paul Wunderlich's  
*Faltenwurf Wallcovering*



## Russel Wright's American Modern Dining Set



We will completely strip the Russel Wright American Modern Dining Set to provide the visitor with a tool with which to analyze any object, whether in a museum or in everyday life.

This system could be seen as the museum's methodology for future exhibitions or as a system to exhibiting any object of the museum's permanent collections.

# Russel Wright's American Modern Dining Set - Stripping Process

## CONCEPTION



*Inspirational Quotation:*  
Russel Wright's method of design came from the belief that the table was the center of the home.

## METHOD



## PROCESS

Russel Wright Marks on earthenware  
Russel Wright colors for American Modern  
A Short History on Clay  
Measurement of a hand in relation to width of plate



# Russel Wright's American Modern Dining Set - Stripping Process

## MARKETING



## USE AND IMPACT



## SIGNIFICANCE

Principles of Wright's Design to be used in the Design Timeline:  
"Good design is for everyone" Russel Wright

"His designs have lasted because they're classic and good, and all things of good design last." Ann Wright



## Radio Nurse

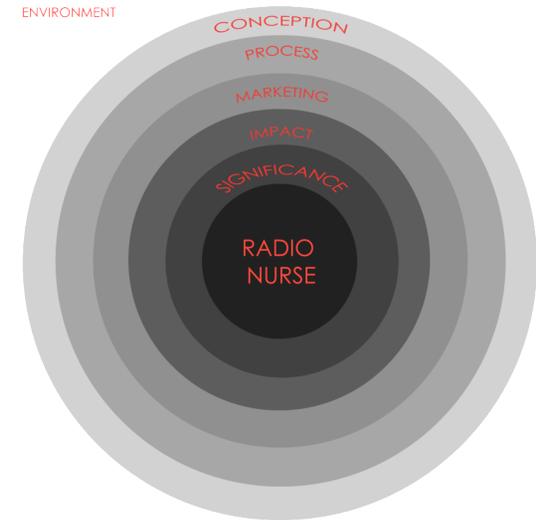
(Design by Isamu Noguchi, Manufactured by Zenith Radio Corporation)



Here is the "Guardian Ear" unit of Zenith's new wireless "Radio Nurse." Plugged into the nearest outlet, it reports everything to "voice" unit in another room.

### Radio nurse

With the introduction of its one-way communication device known as the "Radio Nurse" the Zenith company goes to town with the idea of safety and convenience in homes where children or invalids need a simple and dependable and portable connection with their keepers. The Nurse has assumed itself a series of dramatic sales points which will register effectively in many homes. In any domestic situation where it is important that persons in one room know what is going on in another room, a demonstration of the highly sensitive device will be appropriate. Engineered to meet a definite need, and priced within the reach of most prospects, the Nurse starts out on a promising career.



### Conception:

Device to listen children, shaped like a face for parents tranquility.

### Process:

Design of two pieces separately, not as a homogeneous set.

### Marketing:

Advertisements

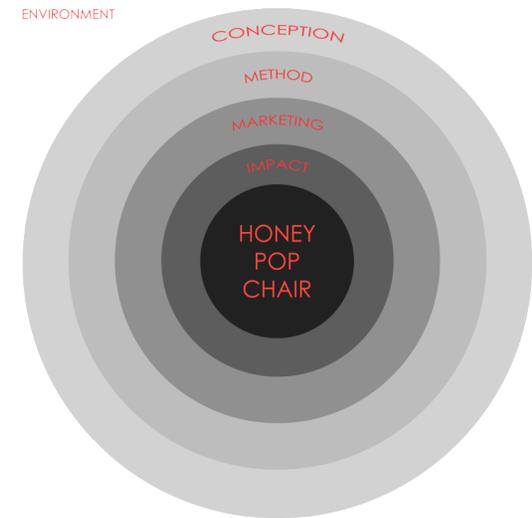
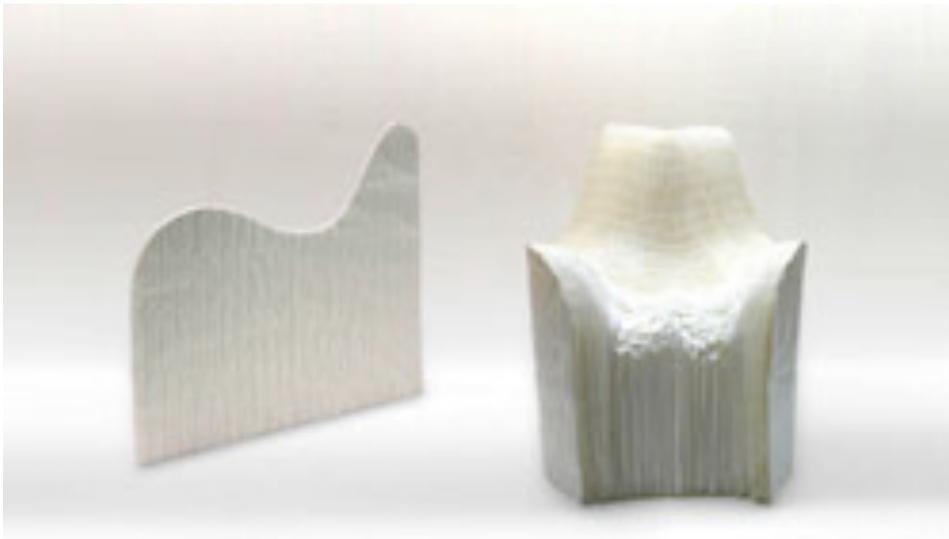
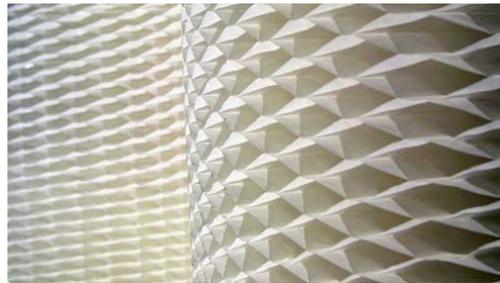
### Impact:

Made parenting easier.

### Significance:

Introduced safety as a essential to having children.

## Tokujin Yoshioka's *Honey-Pop Chair*



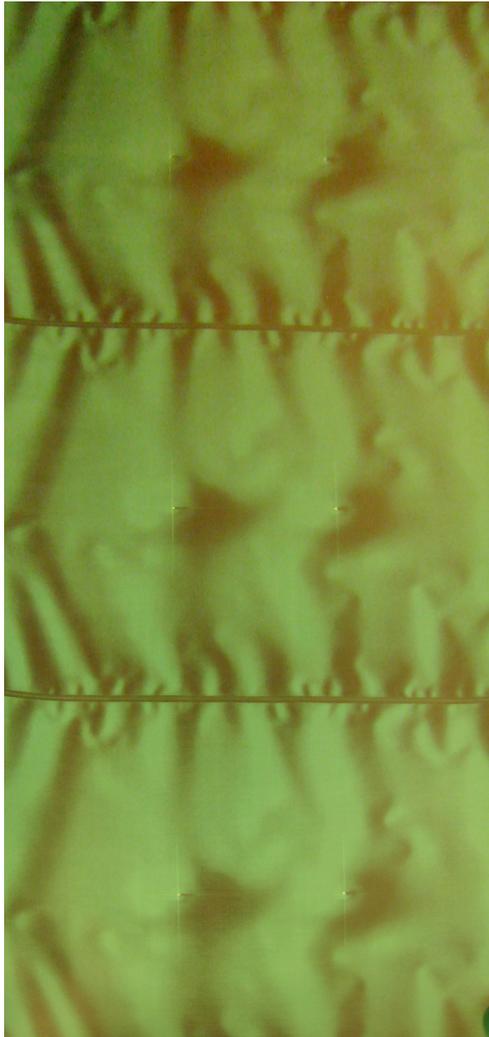
**Conception:**  
Chair that uses paper as structure to hold up.

**Method:**  
Uses a Chinese Lantern paper folding system

**Marketing:**  
Exhibited in design shows, so chair is in many museum's collections

**Impact:**  
Changes the way we think things can be made.

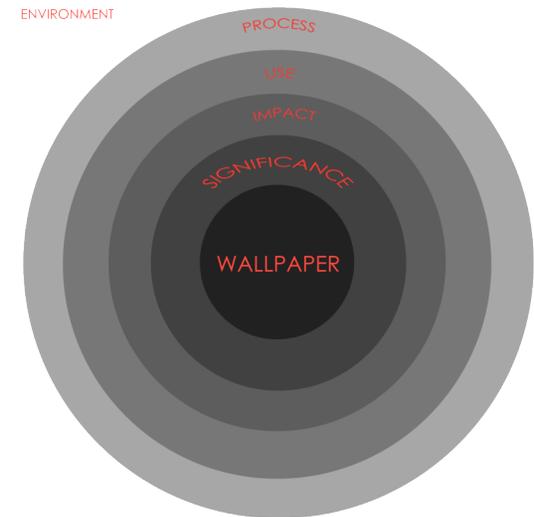
**Paul Wunderlich's Faltenwurf Wallcovering**



"Right Hand Lady" by Allen Jones, 1972



"Beauty" by Werner Berges, 1972



**Process:**

Innovation; Photography is used as a tool to create wallcoverings.

**Use:**

Light angles, and scale provide a particular atmosphere to the room.

**Impact:**

Design influences the way it should be displayed: foldings and shadows.

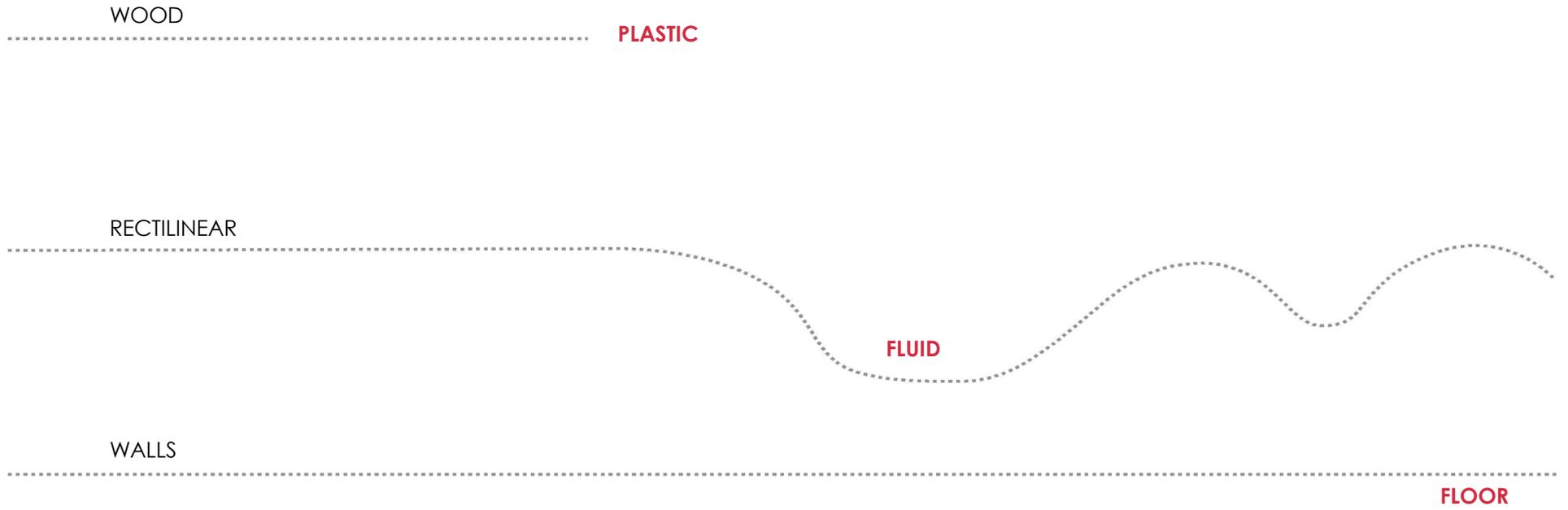
**Significance:**

Naked body exposed represents a cultural shift and a design trend.

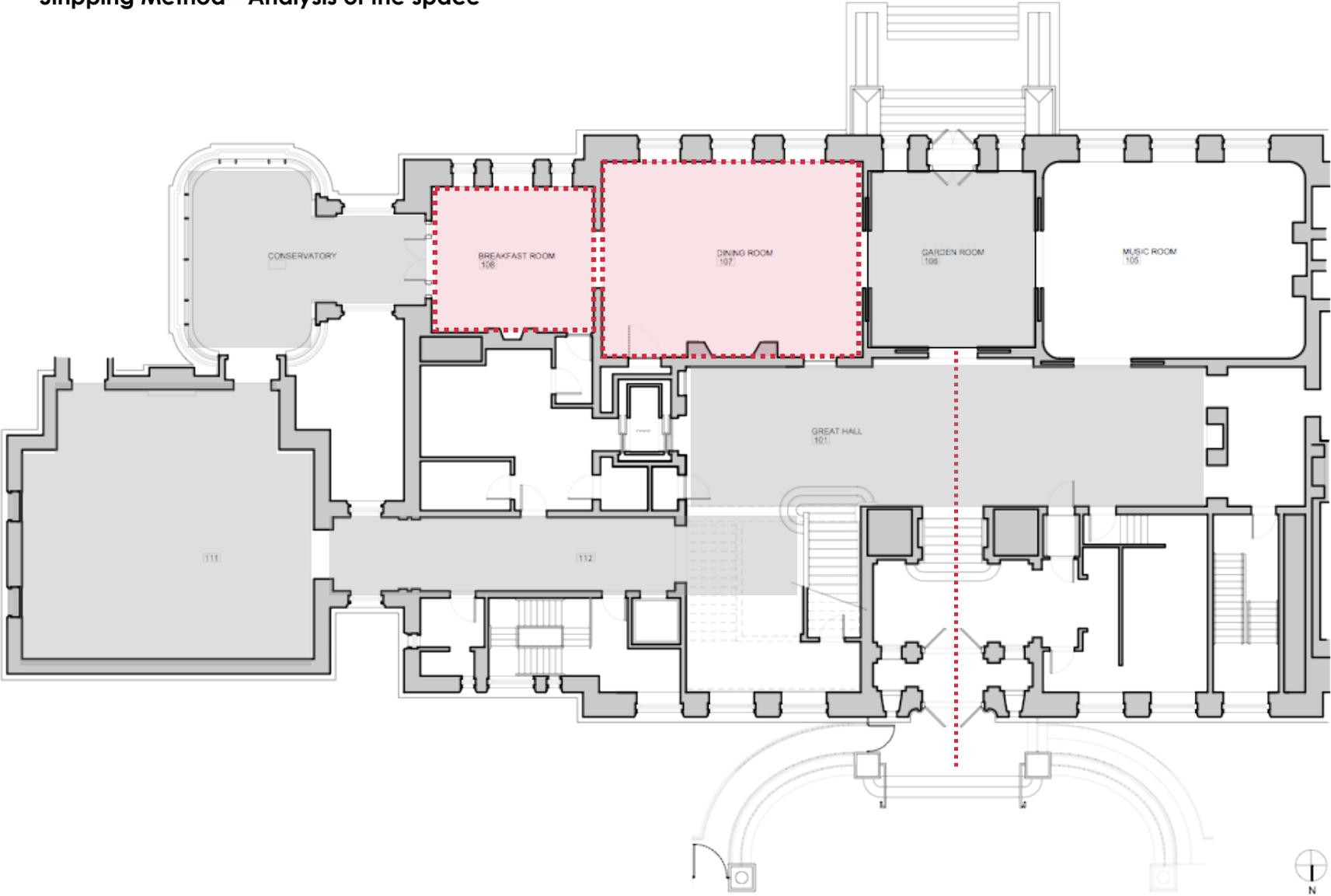
## The Flux of Modern Art Galleries



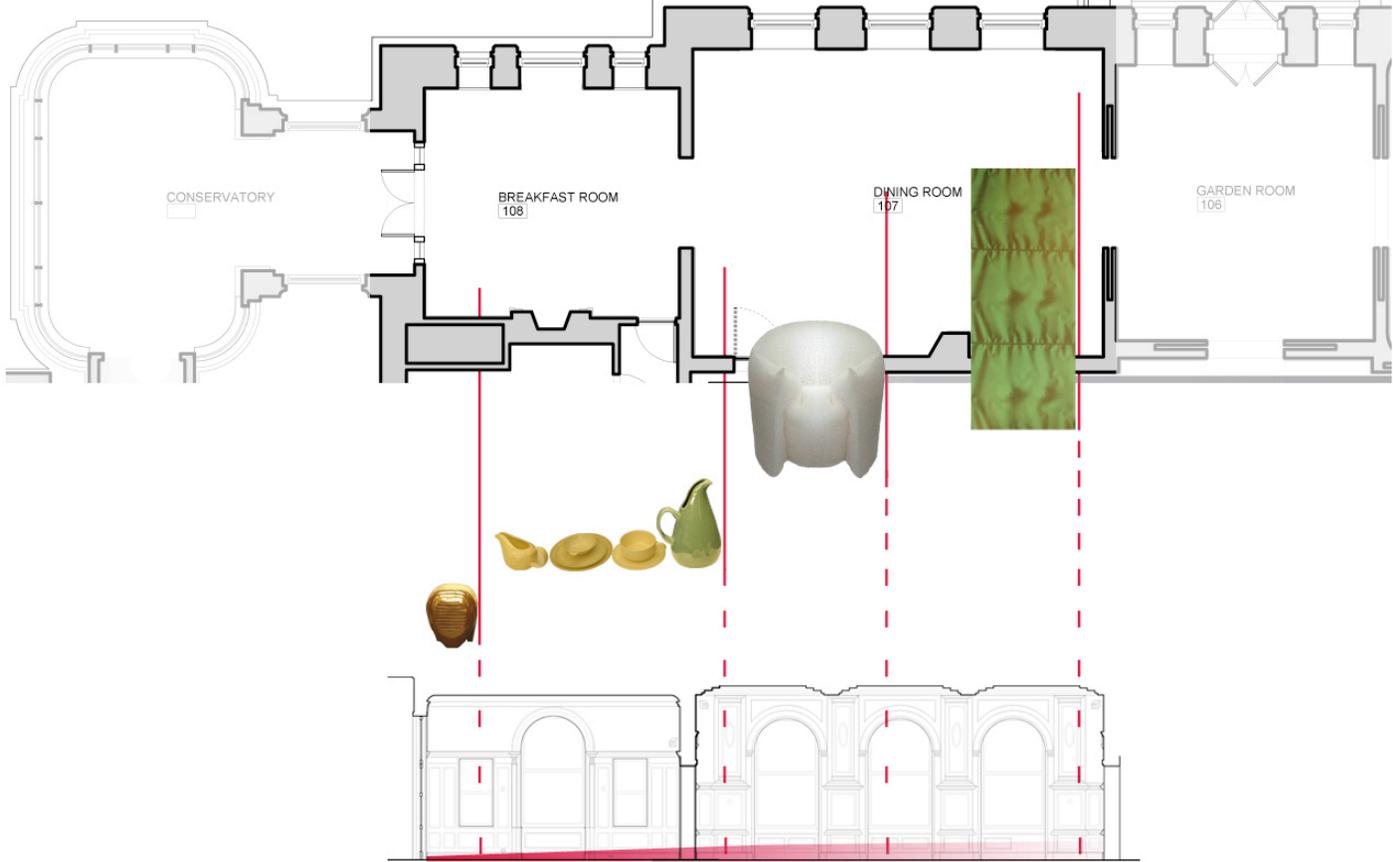
# Experiential Aspect - Entering Gallery 107



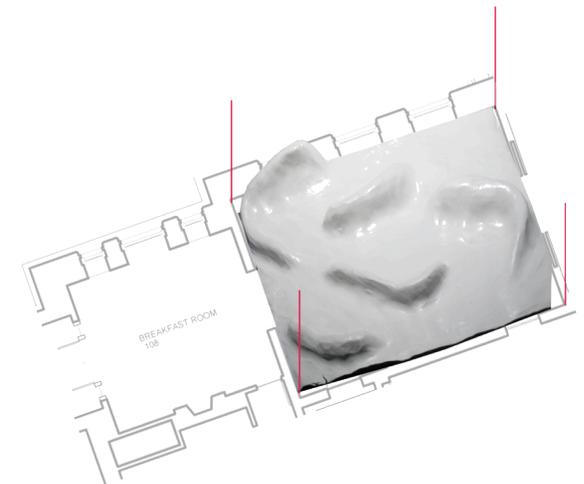
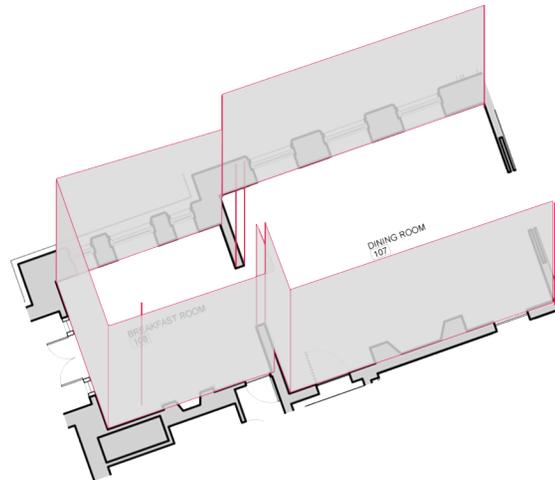
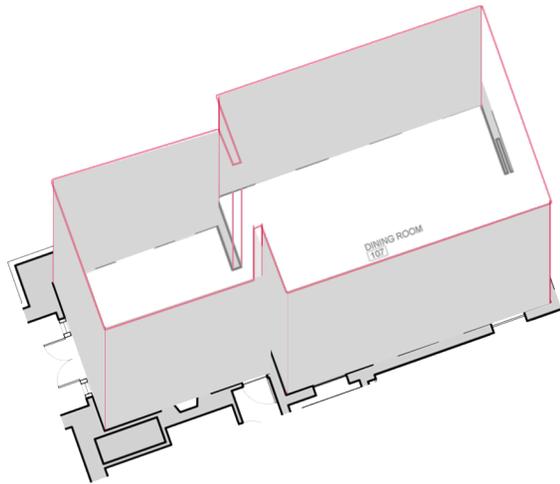
Stripping Method - Analysis of the space



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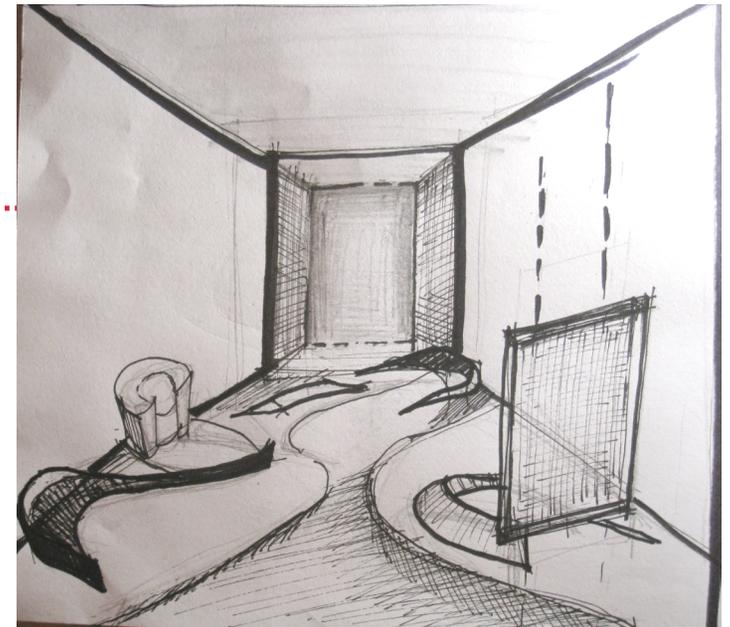
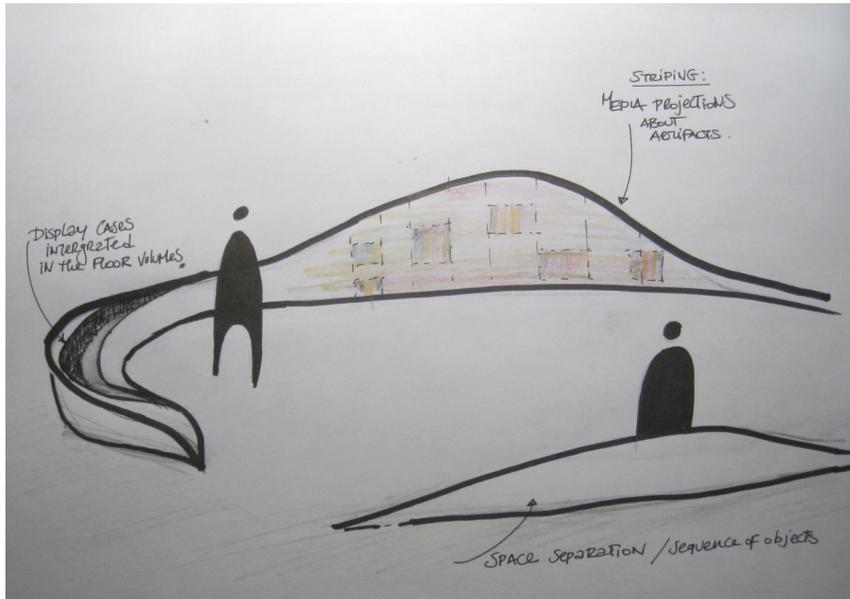
## Exhibition Design - Activating the floor space



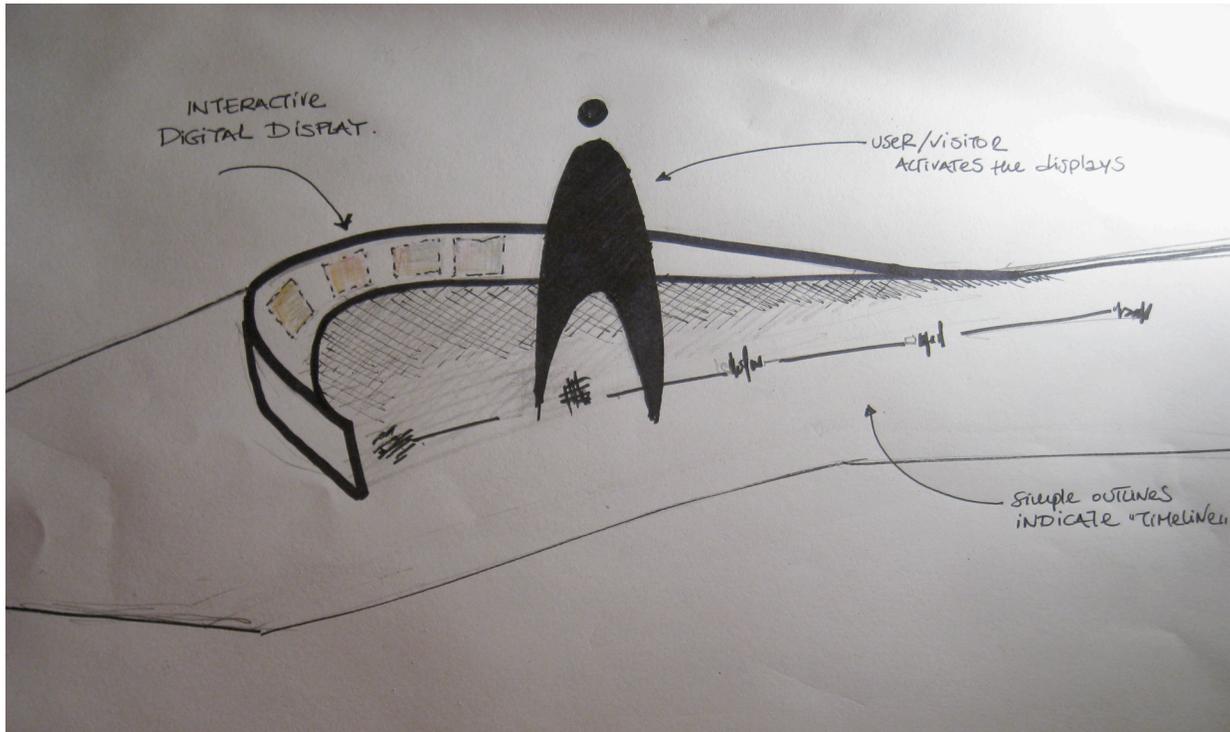
The overall design of the exhibition is based on one premise – activating the floor space of historic rooms of Andrew Carnegie, which are now the galleries of Cooper Hewitt, National Design Museum.

The intention of this scheme is to place the viewer in a historic moment when elaborate wood paneled walls decorated the home. Yet, the exhibition design of topographical structures in the center of the room focus the viewer's attention on the object in the exhibitions rather than the historic mansion.

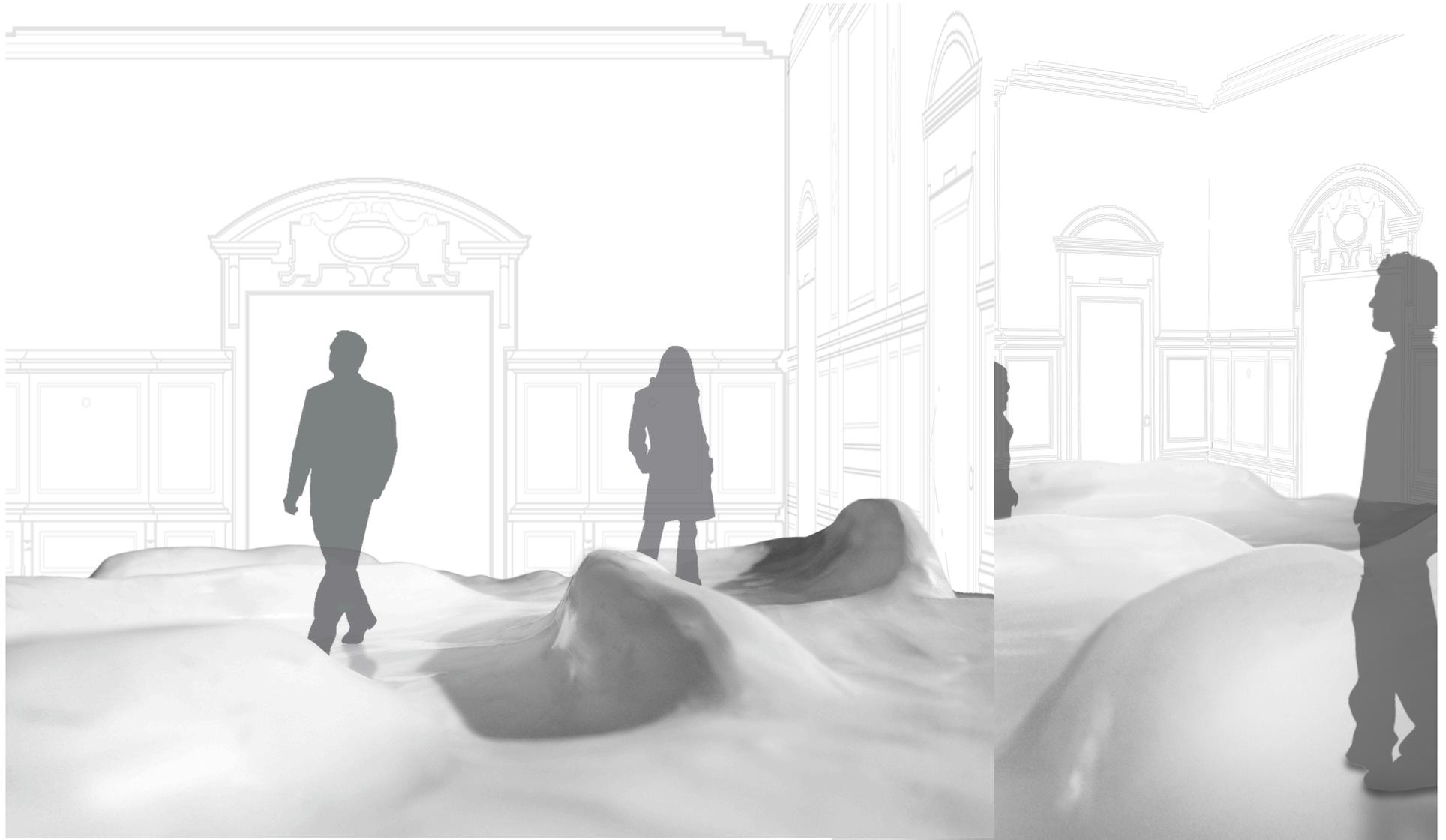
## Exhibition Design - Activating the floor space



## Exhibition Design - Activating the floor space



These topographical structures, composed of a white plastic-like material, will be placed throughout the room - these structure will not only hold and envelope the object, but also display, or be a screen for a projection for the auxiliary material for each object (Figure 1). One structure will be designated per object, thus Russel Wright's American Modern dinnerware will have one structure, the Honey-Comb chair, will have another. The placement of these structures will provide a narrative of a path through the exhibition space.





## Curatorial Competition for Stripping Down Design



The graduate students within the Cooper Hewitt's masters program will be invited to submit a research paper in which he or she strips down one object within the Cooper Hewitt's collection.

Each year one graduate student will be selected and recognized as a co-curator for Stripping Down Design.

