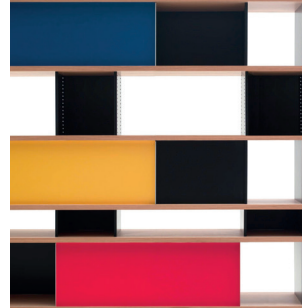


# Designers you should know about before you die.\*



\*A subjective but still pretty cool guide by a design student about inspiring designers

# Chamberlain Coffee

Coffee without the bland,  
the beige, the boring.



Chamberlain  
Coffee

Roasted with love  
In California, USA

Chamberlain  
Coffee



love  
USA

COUNTRIES OF ORIGIN:  
Guatemala  
Colombia

CAFFEINE STRENGTH:  
○○○○○



COFFEE





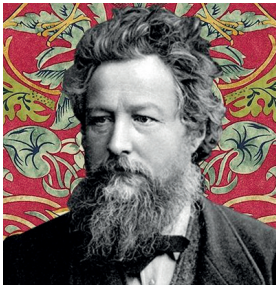
# Why these designers?

Some of the designers in this magazine have led entire design revolutions, others influenced design furniture and minimalism as we know it today during the 18th century without even realizing it. Many took their political and social ideas into their designs to speak out about different issues. These designers are all so different, however, they all share something in common, all in their own way have inspired hundreds, thousands or even millions of people. All of them have a distinctive style that brought something innovative to the design world and consequently, they improved the world by doing so. From different parts of the world, from different centuries, with different styles, values and beliefs, these designers stand out for their contributions and I think people can learn a thing or two from them if they are interested.

## The designers:

# Disclaimer: 100% subjective

Hello! I'm just one person and I edited this whole thing on my own. In a way you are seeing these designers thru my eyes in this magazine. Why? Well, as objective as I tried to be, I did a selection of what I considered important and informative. As much as I'd love to include everything, it's physically impossible, so maybe what I deemed as important here is not what you consider essential. For that reason, this is all subjective. I encourage you to go further into these artists and do your own research and develop your own way of seeing them. So why should you read this subjective magazine then? I don't know but sure I'm happy you are here. So let me not condition your way of seeing these designers further and introduce myself as just an industrial design student. No name, no description, just a stamp. Maybe you'll see this stamp somewhere else and we will meet again.



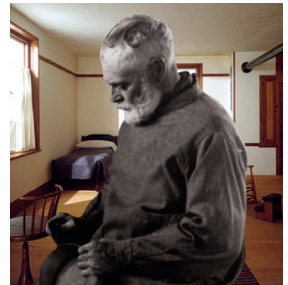
**William Morris**



**Che-Wei Wang &  
Taylor Levy**



**Anna Catelli  
Ferrieri**



**The Shake  
Community**



**Margarete  
Schütte-Lihotzky**



**Maija Isola**



**Charlotte  
Perriand**

# William Morris

## Who is he?

William Morris was a British textile designer, poet, artist,[1] novelist, architectural conservationist, printer, translator and utopic socialist activist associated with the British Arts and Crafts Movement. He opposed to the industrial revolution and was a major contributor to the revival of traditional British textile arts and methods of production.

## Style

Handmade ornamented products created using middle ages techniques, rejecting machines

“Have nothing in your houses that you do not know to be useful or believe to be beautiful.”





# Che-Wei Wang & Talor Levy

## Who are they?

The duo has a design studio in NYC. CW&T make real unique and conceptual products ranging from interactive software to human-scaled tools that enhance our relationships to work, life and time. From devices that alter our perception of time, an electronics curriculum for artists, an astrological compass for space travelers, to objects engineered to last generations.

## Style

Conceptual and highly engineered products made to last more than a lifetime.

“We make real the things we want to see in the world.”



# Anna Castelli Ferrari

**“It is not true that what is useful is beautiful. It is what is beautiful that is useful. Beauty can improve people’s way of life and thinking.”**

## **Who is she?**

Teacher, architect, founder of Kartell and designer of the iconic ‘Componibile’. Italian Anna Castelli Ferreri took plastic out of the industry to make it the king of design in the 1960s. Famous for her reinterpretation of ordinary elements she built a plastic empire of mass-produced, well-designed objects.

## **Style**

Elegant and functional designs out of plastic—a material that was rarely used for furniture during that time





# The Shaker Community

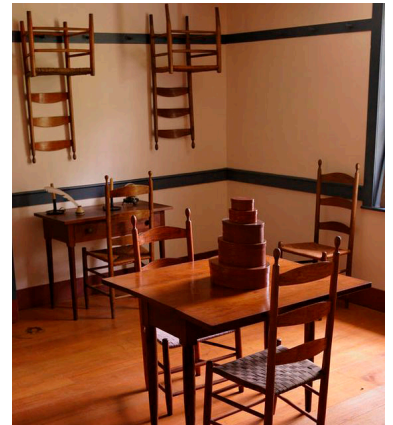
## Who are they?

A religious sect that arrived in North America in 1774 had guiding principles of simplicity, utility and honesty. Deeply dedicated to ideals of communal living, equality, life-long celibacy, and their lively worship, the Shakers designed and constructed well-made furniture of minimalist designs that reflected their beliefs and influenced simple design as we know it today.

## Style

Thoughtfully made, with functional form and proportion. With no ornamentation which was seen as deceitful. They mainly used wood.

“Don’t make something unless it is both necessary and useful; but if it is both necessary and useful, don’t hesitate to make it beautiful.”



# Margarete Schütte-Lihotzky

## Who is she?

Margarete was the first woman to study architecture in Vienna, who played an important role in designing efficient, economical and pleasant living environments for working women. Her best-known work is her Frankfurt Kitchen.

## Style

Socialist post 1st war rationalist, influenced by taylorism

“For me it has always been fundamentally important, [...] to contribute to creating a better world than the one that I was born into.”





Rome was not built in a day.  
But your **living room** can be.



Not everything great  
takes a lifetime.



# Charlotte Perriand

## Who is she?

French architect and designer, she developed the design of furniture for the modern home, which she no longer understood as autonomous objects to become functional artifacts linked to the domestic structure. Her work aimed to create functional living spaces in the belief that better design helps in creating a better society.

## Style

Modern aesthetic that mirrored the age of the machine.

“The extension of the art of dwelling is the art of living”





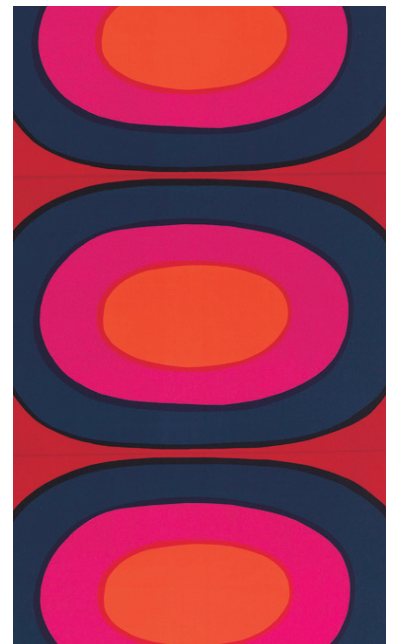
# Maija Isola

## Who is she?

Maija Isola was a Finnish designer of printed textiles, creating over 500 patterns including Unikko. Her bold colourful designs made the home furnishings and fashion company Marimekko famous in the 1960s.

## Style

inspiration from traditional folk art and modern visual art alike, from nature and her countless trips around the world.



# FOREVER CHUCK FOR EVERYBODY

CONVERSE 

