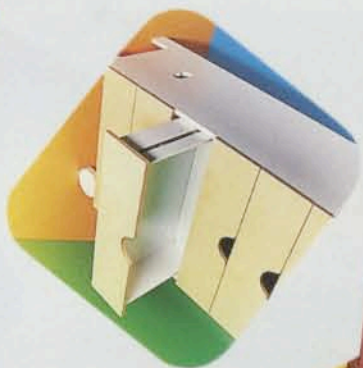


ROSSO DEL DESIGN DEMOCRATICO

DESIGN DIFFUSION NEWS - n. 34 - GIUGNO 95



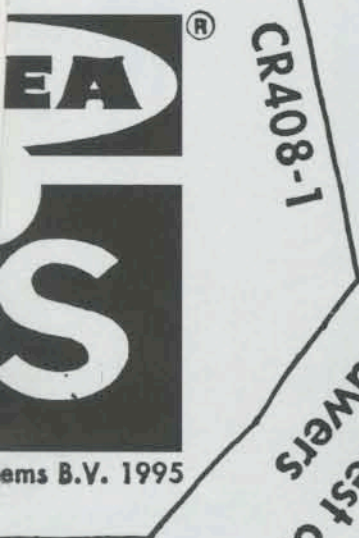
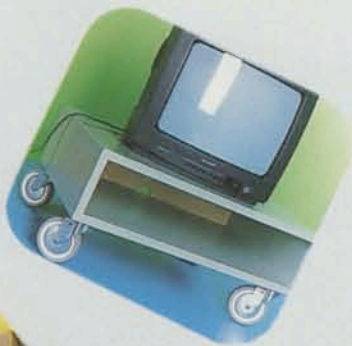
7
TV table



5
Chest of
drawers



6
Clock



ems B.V. 1995

standard catalogue, was an excellent idea. About forty products designed by 19 Swedish decorators were exhibited in the greenhouses at Palazzo Dugnani. They are a mix of national qualities, filtered through by well-known Ikea dimensions: that is, shape, purposes and price, according to both what the company founded by Ingvar Kamprad back in 1943 has been pointing out with didactic patience and the democratic design principles stated in Ikea's beautiful 'red booklet', printed in thousands and thousands of copies during the five Milanese days. The founder's idea to improve everyday life by offering beautiful, functional and accessible objects has been clearly successful, somehow turning Morris and the Bauhaus's utopia into an actual product. The third dimension - prices - played the lord and master in the greenhouses, being continually evoked, explained and justified, not only as an ideology, but as a working method substantiated by different arguments. The Swedish miracle crosses time and countries - Ikea is active in 26 countries, manufactures in 67 of them and has a turnover of four billion dollars - somehow getting into the near future. In the last chapter of the red booklet we learn that the three dimensions - four, if you consider quality - are to be joined by a fifth one, connected with environmental and ecological problems. Ikea has long been heading in this direction, which will have a major impact on the future shapes of things. "Because it will mean changing packaging, personnel training, developing working conditions. It will also be synonymous with a changed life cycle of the products... According to Victor Papanek of the Kansas Architecture and Design Faculty - Ikea's environmental policy will allow starch-based plastics and organic materials which can be easily reconstituted to be used on a larger scale. You can also fancy a 'buy-back' programme for manufacturing and building goods again, adequately recycling or distributing them free in emergencies or in the event of any calamity. There is still much to do to improve interior design and allow the disabled to easily use it. Simple problems, like designing an armchair which enables a woman at her last month's pregnancy to easily sit and stand up, are still to be reasonably solved... Ethically fair design must respect environmental and ecological principles. It must also be human and humanitarian, permeated with social responsibility. Both designers and design users seem to be waiting for a new style, a new way. However, the objects we are going to use will owe their shapes to real requirements, rather than to arbitrary stylistic inventions. Overall social considerations, environmental recycling needs, diversified design allowing longer product life, dismantling-oriented design and, most crucially, reduced consumption: these are the strengths the shapes of things will depend on in the future".

A centro pagina: diapositive della nuova collezione PS da vedere con un visore portatile. In alto a destra: pagine de *Il design democratico*, il libro sulle tre dimensioni del prodotto Ikea (forma, funzione e prezzo). Middle: slides of the new PS collection, to be seen by a portable viewer. Top right: pages of *Il design democratico*, a book about Ikea's three dimensions (shape, purpose and price).