

## Design now, design for tomorrow

### Key curriculum links

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#### AusVELS Design, Creativity and Technology

- Investigate everyday, familiar products and recognise the basic characteristics and materials/ ingredients from which they are made and how they are used
- Explore how materials can be recycled and reused to produce new products
- Explore the development of design briefs
- Explore ideas and concepts about design, materials/ingredients and systems
- Consider how social, cultural, economic and environmental factors influence the development of design ideas
- Develop an understanding of the creative problem-solving process and the imaginative and innovative strategies used to develop creative design options and plans for production
- Explore and assess the consequences of technology on society, culture and the environment

### Overview

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Within the *Melbourne Now* exhibition are a number of smaller exhibitions in which design, creativity and technology are the key features. *Melbourne Design Now* showcases industrial, product, furniture and object design from Melbourne designers and design studios with themes of the economy, social culture, sustainability, the human body and visual culture.

At The Ian Potter Centre: NGV Australia, the Design Wall, a giant wall installation 7 metres high and 15 metres wide, displays thirty design projects that represent design in everyday life, with interactive tablet displays that document aspects of design development and production. A display of innovative furniture and lighting explores how local designer/ makers push the boundaries of materials and form.

The originality and diversity of local independent fashion designers is highlighted in *Designer*

*Thinking*. Bespoke footwear is on display too, illustrating a renewed vision for an old craft. The variety of materials, concepts and approaches used by Melbourne's contemporary jewellers is shown in a selection of their work displayed in a specially designed case.

Thought regarding design and technology extends beyond the production of objects to the shape of our cities and the way in which we live. *Zoom* asks questions about how our city might evolve and makes visual the data – about population, energy and transport, for example – that ebbs and flows beneath the surface of the city.

Melbourne is a centre for vibrant architectural practice. *Sampling the City: Architecture in Melbourne* gives us the opportunity to see how architects shape our buildings and living spaces. For the duration of *Melbourne Now* NGV Studio at Federation Square is the working studio of ARM Architecture, and visitors can speak to the architects as they work.

Graphic designers are available to share their projects and practices with visitors in the high-tech Bolwell *EDGE* caravan in the Grollo Equiset Garden at NGV International. A geodesic dome formed from wastepaper bins, designed by young architect Rory Hyde, is an information hub and display space at NGV International.

Many of the artists and designers in *Melbourne Now* ask questions about consumerism, mass production and living sustainably: *Urban Commons foodscape* is an interactive garden installation that explores ways to grow food and use urban spaces; Lauren Berkowitz's *Physics garden* is an indoor garden containing medicinal and edible plants; and Slow Art Collective has produced *Malarky*, an environment created from re-claimed materials for an absent inhabitant. The award-winning animations and *Design Play Cards* of Leyla Acaroglu make us think about issues of sustainability in design and production.

## Starting points for discussion

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Visit the Design Wall and the design case studies at NGV Australia and choose an object of design.

- Identify how design elements – point, line, shape, form, tone, texture, colour and letterform – and design principles – figure-ground, balance, contrast, cropping, hierarchy, scale, proportion and pattern – are used.
- What are the characteristics of the object?
- How do the qualities of the materials used contribute to the function or appearance of the object?
- What do you think was included in the designer's brief?
- What can you find out about the production process for the object?
- In your opinion, how suitable is the object for its purpose?
- In what ways has the object improved on previous designs of the object?
- Think about the different stages of the object's life cycle. In what ways would the object impact on the environment?

Choose a work of wearable design, such as shoes, jewellery or fashion.

- What are the characteristics of the object?
- How are the design elements used?
- How do the qualities of the materials used contribute to the function and appearance of the object?
- Look at how the object is made and consider the kind of design *you* might produce for that object.

Visit the Preston Zly commission for kids – *Fables go Pop* – in which they have made shoes for fairytale characters. Watch the film that shows how shoes are made, make your own paper shoes and think about which famous fairytale character's shoes you would like to make.

## Suggested artists/projects

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Some artists and projects that have strong links to design, creativity and technology are listed below, but there are many more. You can use the *Melbourne Now* microsite or app to find more information about these artists as well as a map showing the location of their work.

You may also like the *Design, Architecture* and *Fashion* tours on the *Melbourne Now* app.

### NGV International

Bolwell *EDGE* caravan

*Contemporary Jewellery*

MaterialByProduct (Susan Dimasi)

*On Top of the World: Flags for Melbourne*

Preston Zly Design

Cameron Robbins

*Shoemakers*

Urban Commons

*Zoom*

### The Ian Potter Centre: NGV Australia

ARM Architecture

Lauren Berkowitz

*Designer Thinking*

Elizabeth Gower

*Melbourne Design Now* – case studies

*Melbourne Design Now* – Design Wall

*Sampling the City: Architecture in Melbourne*

### Offsite

*On Top of the World: Flags for Melbourne*