

Organic (Nature) and Design between the Traditional and the Radical Trend

Prof. Ragab Helal Abdul-Jawad
Head of Industrial Design Dept.
Faculty of Applied Arts
Helwan University

Ass.Prof.Hani Mohamed El.Said
Industrial Design Dept.
Faculty of Applied Arts
Helwan University

Karim Ali El.Khafif
Free Designer

Abstract:

The relationship between nature and humans is considered to be one of the oldest relationships, as the human being had always associated with nature, and this bond was reflected and impacted his life and even his future on earth. This impact clearly appears in the usage of different tools and products, belonging to different fields of design, those products that reflected the forms and functions of the organisms, which is called the organic direction in design.

This trend is considered as the first design trend in the history of humanity, and through the study of its evolution, it appears that many stages of its development have contributed in some way or another, to the development of the designer's mind in special, and that of the humans in general.

One of the most important of these stages is switching from traditional to radical trends, which was initiated by the designer Luigi Colani (from 1953 till now)¹, as his designs and designing approach influenced many of the following designers to free their minds from traditional thinking, and to provide them greater opportunities for modern designs featured by organic and excellence.

This research will study this stage and its impact on the future of industrial design, and how it can be used in the preparation of an industrial designer.

Research Issue:

Despite the fact that the long history of nature and design, and its ability to supply the designer with renewed ideas and innovative, all the scientific studies and research, did not adequately show the historical development of the trend, in a manner that allows predicting the future and its impact on the industrial design, the attainment of the highest possible expeditions in any of the stages of preparing the industrial designer.

Research Aim:

The study of the impact of the evolution of the process of drawing inspiration from the nature on the future of design, personal industrial designer, and how to use it in the different stages of preparing the industrial designer.

Research Approach:

¹ https://www.facebook.com/LuigiColani/info/?tab=page_info.

The researcher will follow the descriptive, analytical approach as a fundamental approach in the research, by gathering information and data and analyzing them, and then use inductive reasoning in an attempt to reach a simple vision of the future of the organic and design.

Results:

- The nature will remain a perfect source of inspiration with its various elements and using them in the industrial design, as a part of radical organic design, which will develop rapidly with the intervention and evolution of different sciences and applications.
- Achieving the integration between the proper scientific principles in industrial design and the principles and norms of drawing inspiration from the nature and use of materials and modern techniques, will help in achieving the integration and distinctiveness of the industrial product.

Keywords:

Nature – Organic –Traditional Design -Radical Design - Luigi Colani.²

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² http://www.colani.org/luigi_colani_Product_design_museum/Introduction.html