Anti-design movement’s trends in postmodernism era

Dr. Ibrahem Mohmed Ibrahem Ibid
Lecturer, Metal and steel construction Department, Faculty of Applied Arts, Helwan University.

Abstract:
The trend of post-modernity one of the most important historical stages in the sixties of the twentieth century, the owner of the movements of intellectual and artistic rebel group encompassed physical trends pragmatism prevailing in design in general. It is in this spirit that deals with the research design trends in the post-modernity, especially those relating to the movements of the radical design or what is known as the design movements anti-movements in Italy, with the aim of exploring these movements and the monitoring of the characteristics of the characteristics of the design goals these movements during that historic era in Europe. Thus the search came under the title: "design trends design movements countermeasures in post-modernity", which formed the starting point for ideological, philosophical groups radical design, motivated by intellectual research in response to the movements of public art Pop Arts, and contrary to the systems and trends, technical and cultural and intellectual prevailing in the stage of modern and classic since more than half a century, and experienced in their orientation on the functional theory of expediency and the attendant concepts of consumer tendencies in trade.

Regarding this point this research included three main axis, where the first is to study design trends in the post-modernity including features and objectives with a review of some of the design models, especially in the field of design furniture. While ensuring the second study design trends of the most important groups of radical design in Italy, as the movements of rejecting the methods and patterns in the design, the most important of which is the Superstudio and Archizoom. The third of the research design trends for each of the studio chemistry and Memphis, as one of the most important design movements countermeasures in the twentieth century with a review of some of the models and experiences in design of those movements, to discover the characteristics of the objectives and monitoring trends in design, represented in the refusal of the neglect of functional aspects in design, to maximize the strengthening of factors and aspects of sensitivity and emotions in design to maximize humanitarian aspect in design. Finally came the search results, with the review of the list of references that have been used in this research.

Paper received 15th May 2016, Accepted 29th June 2016, Published 1st of July 2016