

ARTX-C1001, 3 CR

# DESIGN AND MEDIA CULTURES

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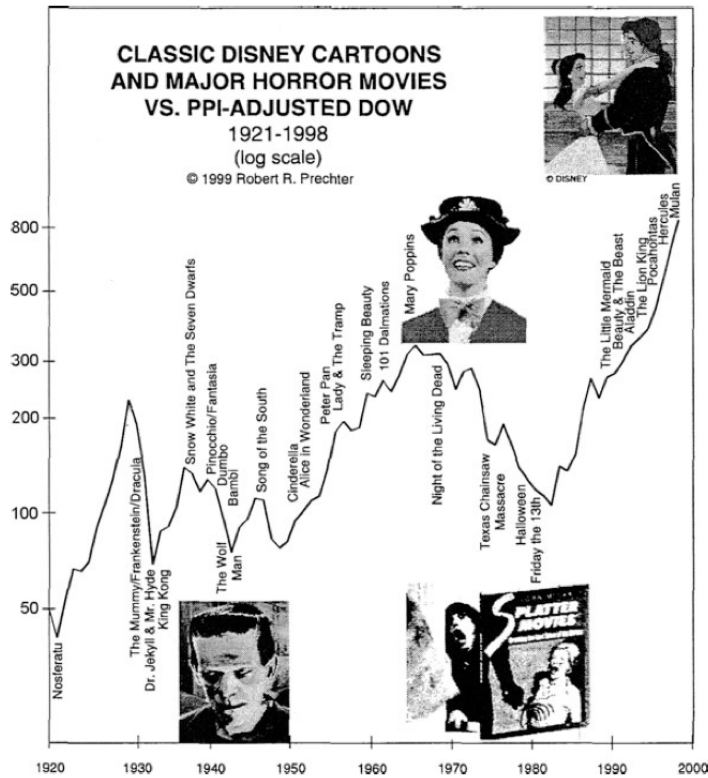
**DESIGN MEDIATING BAD VIBES**  
**DESIGN MEDIATES MOOD**  
**DESIGN GETS CONSUMED**  
**DESIGN'S NEW ADVENTURES**

# DESIGN MEDIATES MOOD

## How design reflects collective story

## SOCIAL MOOD > COLLECTIVE BEHAVIOUR

- **Social mood is rising:** Hope, family themes, good guy heroes, healthy hobbies, marriage, peace
- **Mood peak:** Hubris, upbeat, unrealistic designs
- **Social mood is declining:** Fear, anti-heroes, destructive actions, divorce, war
- **Mood bottom:** Despair, depression, dying, insecurity, loneliness, loss of confidence
  
- Casti is controversial figure, accused of bad academic behaviour. In Mood Matters he's open about focusing on just proving his point with evidence that favours his argumentation.



Casti, J.L., 2010. Mood Matters. From Rising Skirt Lengths to the Collapse of World Powers, Springer.

#### Top Trailers



Lore



Friend Request



Mark Felt: The Man  
Who Brought Down  
the White House

[Browse all trailers](#)

#### Trending Movies This Week



2000

2050

Top Trailers

Lore

Friend Request

Mark Felt: The Man Who Brought Down the White House

Browse all trailers

Trending Movies This Week

2025



# MIGHTY, MODERN NATIONS

1900-1929



Josef Hoffmann's Kubus



Josef Chochoł's armchair



Heinz & Bodo Rasch: Sitzgeist



Gerrit Rietveld's Red/Blue Chair



Josef Hoffmann's Sitzmaschine

Course work circa 2005

FURNITURE FROM  
DIFFERENT ERAS:

## MIGHTY, MODERN NATIONS

1900-1929

### HOW DESIGN RELATES TO STORIES?

Stories: One against another, contradictions, future orientation

Design: Contrary opinions on the future of design. Strong statements through design, both in form and written. For example, an essay called "Ornament and Crime" written by Adolf Loos was published in 1908.



Course work circa 2005

## TIMES OF SORROW

1930-1947



FURNITURE FROM  
DIFFERENT ERAS:

## TIMES OF SORROW

1930-1947

### HOW DESIGN RELATES TO STORIES?

Stories: Sorrow and  
escapism.

Design: Design of this era  
is functional and rational.  
Partly because of the lack  
of resources and materials,  
partly because it wasn't  
appropriate to be something  
else than rational. Glimpse  
of escapism can be seen  
in the names of cosy  
sofas.



Kaare Klint's Propeller Chair



Finn Juhl's Poeten



Marcel Breuer's S 285

Course work circa 2005

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Course work circa 2005

## BACK ON TRACK

1948-1960



Sori Yanagi's Butterfly stool



Arne Jacobsen's Egg



Harry Bertoia's Diamond Lounge Chair

FURNITURE FROM  
DIFFERENT ERAS:

## BACK ON TRACK

1948-1960

### HOW DESIGN RELATES TO STORIES?

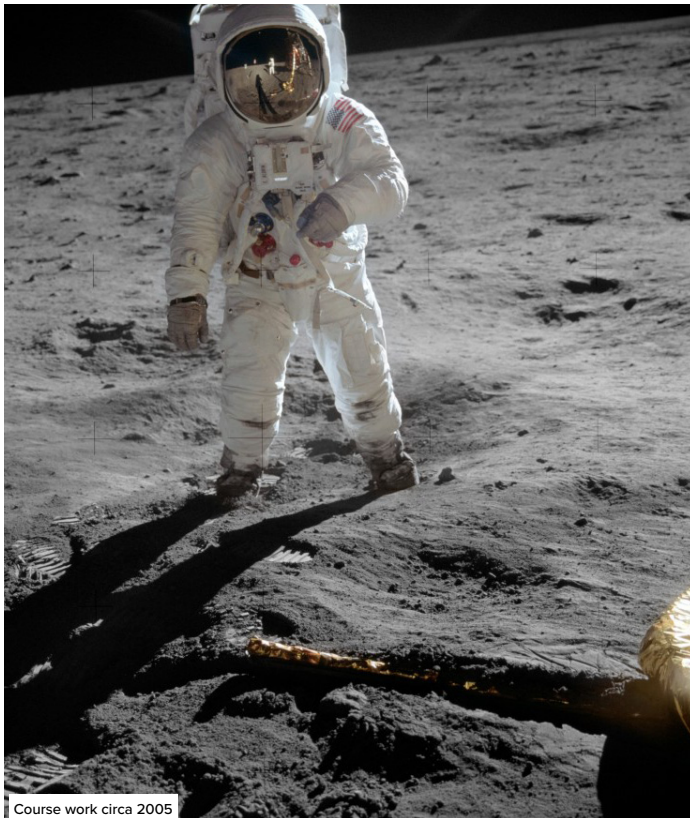
Stories: Finding comfort  
from routines and family.

Design: Furniture with  
names and shape  
reminding of familiar and  
beautiful things.



Eero Saarinen's Tulip chair

Course work circa 2005



Course work circa 2005

## RADICAL SPACE AGE

1961-1975

FURNITURE FROM  
DIFFERENT ERAS:

## RADICAL SPACE AGE

1961-1975

### HOW DESIGN RELATES TO STORIES?

Stories: Making new  
choices, being radical.  
Travelling to space.

Design: Designing  
something radically new  
and experimental, futuristic.



Gunnar Aagaard Andersen's Portrait of my Mother's Chesterfield Chair



Eero Aarnio's Ball



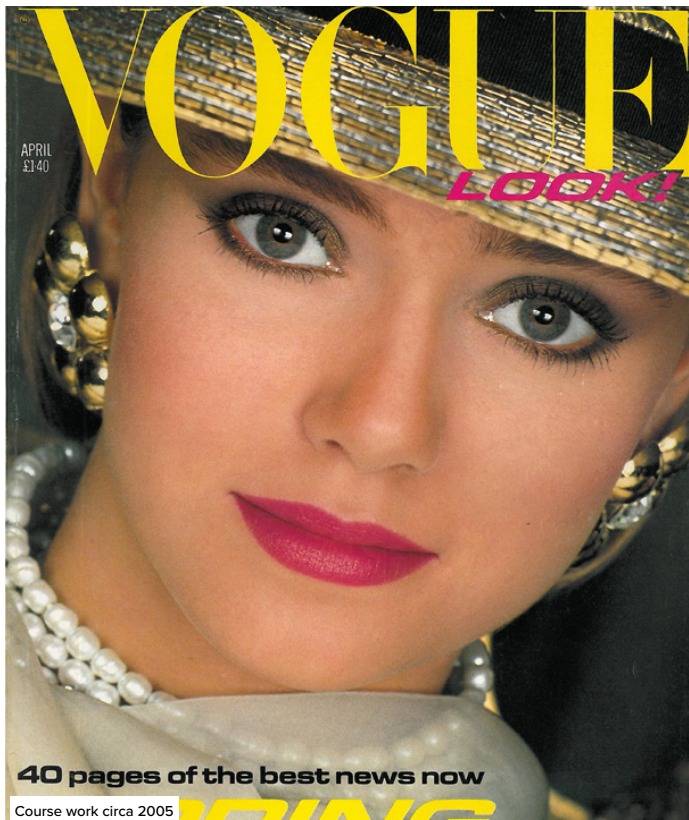
Gaetano Pesce's Serie Up 2000



Guido Drocco & Franco Mello:  
Cactus

Course work circa 2005

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## MONEY, MONEY, MONEY

1976-1988

Course work circa 2005





Alessandro Mendini's Proust



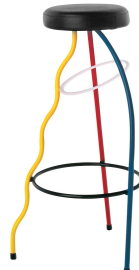
Andrea Branzi's Animali Domestici



Michele de Lucchi's First



Marco Zanini's Roma



Javier Mariscal's Duplez stool

Course work circa 2005

FURNITURE FROM  
DIFFERENT ERAS:

**MONEY,  
MONEY,  
MONEY**

1976-1988

**HOW DESIGN  
RELATES TO STORIES?**

Stories: Brave individual  
choices in life, following  
one's instincts. Not to  
think consequences.

Design: Brave designs  
with strong individual  
expression. Less attention  
to ergonomics, usability or  
sustainability.



Course work circa 2005

**ONE  
EUROPE**

1989-2002

FURNITURE FROM  
DIFFERENT ERAS:

## ONE EUROPE

1989-2002

### HOW DESIGN RELATES TO STORIES?

Stories: Getting back together, rediscovering what's important in life.

Design: Back to humble and functional design.



Don Chadwick & Bill Stumpf: Aeron



Matali Crasset's When Jim Comes to Paris  
(a guest bed)



Marco Zünd & Lukas Buol: Turtle (a bed that can be piled)



Rolf Sachs' 2 piece suit  
(sitting height adjustable)

Course work circa 2005

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Course work circa 2005

## BACK TO THE CHILDHOOD

2003-



Philippe Nigro's Cofluences  
"Ligne Roset has introduced a new collection of seating by designer Philippe Nigro. The range consists of brightly-coloured, upholstered lounge chairs that fit together, appearing to cuddle up to each other." [1]

Silvia Knüppel's Drückeberger  
This wardrobe is a solid block of foam. By making cuts, one can press in almost any objects.



**FURNITURE FROM DIFFERENT ERAS:  
BACK TO THE CHILDHOOD  
2003-**

**HOW DESIGN RELATES TO STORIES?**

Stories: Enjoy as long as you can. Memorize the wonderful past and try to put up with the present.

Design: Being a child again. Cuddling and playing allowed!



Course work circa 2005



Brit Leissle's Punch 'n Cuddle



Raw Edges & Shay Alkalay: Stack

Photography: Quowei Ying (Yinggw) | Copyright: Getty Images



# STORY OF 2020S?