REMIX IKEA

OBJECTIVES
Students will focus their energies on producing a refined design in various scales that demonstrates an understanding of design in relation to collective objects designed and produced for the masses. Students will learn to contextualize the designs that have been standardized by IKEA. Although students’ processes will vary, a unifying theme of the class will be their identifying a particular craftwork and transporting it into contemporary design discourse as a reference point.

REQUIREMENTS
IKEA and Ron Arad explore new territory. Arad is a pioneer in design and IKEA a pioneer in marketing. IKEA has made design understandable and reachable for the masses. It has become the global high design made accessible to the lower market, and yet it has a conservative edge.
Ron Arad is an internationally known British designer whose designs are anything but conservative. Students will weave these extremes together by remixing an IKEA piece.

METHODOLOGY
The studio is about testing and evaluating. Moving from small scales up to a big build design involves a process of learning and discovery—learning by doing. The class is a laboratory for learning about design. The doing is the curriculum.

[Project a] SAMPLE IKEA
Students will select an existing piece of IKEA furniture—a product of a culture past or present that was manufactured with precision and simplicity—replicate it, and reinvent it with a question mark.

[Project b] REMIX IKEA
Using project [a] as a point of departure, students will produce three variations using the appropriated forms and patterns. Each variation will be reviewed in light of the aesthetic of the design as a contemporary design approach. Each object produced will be considered in relation to the ecological, cultural, and social demands from which it derives; its current context; and the tangents it suggests.