



The 5th Baker & Whitehill
Contest

From: Donna Christy
Design Book Project
Ettore Sottsass:
Designs & Reader Projects







DEAR YOU,

It's your turn to design!
I hope I inspired you to let
your creativity shine & get
colorful!

My project notes are removable

FROM ME, ETTORE SOTTASS

PROJECTS

FURNITURE

GLASS

PRODUCT DESIGN

PAINTING

Project:
Design a 'glass' object for
your secret room. Cut shapes
from the plastic pieces in the
envelope, and glue them on this
page to create your object. What
happens when shapes overlap?

Project:
Draw your own personal robot.
What will it do for you?
Write some thoughts next
to it!

Project:
Design a 'glass' object for
your secret room. Cut shapes
from the plastic pieces in the
envelope, and glue them on this
page to create your object. What
happens when shapes overlap?

SCULPTURE

Project:
Use a Styrofoam base,
pipe cleaners, & color
cardstock paper to create
a sculpture
of it here

PAINTING

Project:
Grab some markers to make
A colorful abstract painting
On this page. Have fun!

Remember, always keep
creating & imagining like
me!

TO: YOU

FROM: E.S.



DEAR YOU,
Welcome to our design journey!
I became an architect in Italy in 1939
but my work includes other design projects
as you will see. To me, design is playful so
I want to inspire your playfulness about
design, & how it fits in your life. I have
creative projects for you on the back side
of this book. Ready to embark?

FROM ME, ETTORE SOTTASS
P.S. I designed this Italian Olivetti
typewriter in 1969. It's my fun
"anti-machine machine"!

INTERIOR DESIGN



Sottsass apartment
Milan, 1969



apartment, home, store, and other interiors.
Notice my use of color and form in these
examples. Integrating paintings,
screens, & other elements create different
surfaces, and visually unify the spaces at the
same time. I can't wait to show you my furniture
designs next!

gain' by Bob
rd skipped
ch to design.

The Esprit store on the previous
colorful, & graphic approach
with shapes and materials in
laminates; integrating tradi
patterned surfaces; and blen
elements you see in my work

MEMPHIS



architecture to everyday objects
the top of pop culture! However in
art my own practice: Sottsass

INTERIOR DESIGN



Scott
Miles
9
Memphis
Associati



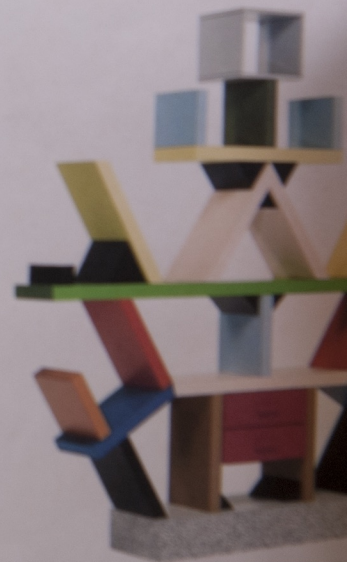
When you see a room and other elements
example, longboard pattern
pattern, and usually only the space of the
designer.

Over the last few years I have with the Memphis Blues Again' by Bob
played over & over as the record skipped
through a 1980s of music trends to discuss a new approach to design.
to make the new generation of Memphis'!

The
col
wit
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pat
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The Memphis way of imagining everything
was seen as playful and shocking. It was
the latter part of the 1980s, I left Memphis
Associati.

FURNITURE





To: Special Collections
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Ettore Sottsass:
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