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Design in Culture Context

Let's Rewind

Let's step away from that project you currently think as clean, and modern and dive deeper into what was predicted for our generation; a generation of creatives, the history of design. Creatives that can create anything that comes to mind, making a thought into a reality. However, we decide to hang on to every last word of a corporate/capitalist society that so blindly urges for a "modern," and "clean" look to design. What do they know to be modern or clean? When our past explores a variety of styles, that they have once fawned upon. Could our past relieve the reality that we are the ones who control society. Mentally we have become the living dead, working late nights at the hands of a corporate society that at the end of the day have no idea what they want. They want to be original and stand out but look around yourselves creatives, where is the originality in branding today. Logos seem to be created by robots, brainless to what is happening around them rather than looking into ways to revive the Rebellious Original Voices of the Past!

We live in a time that moves into a true state of happiness, we mostly help the world escape into freedom and creativity, not into simplicity. SIMPLICITY IS THE DEVIL IN DISGUISE!! We as designers are weapons of mass destruction, our minds dare to question what is right and wrong. We must not lose the thing that has our officials shaking in their offices. When we create and move our audience, we move the world.

If we continue down the path of modern design of solely geometric shapes with simple type, what will be next? Graphic designers paid to only design two letter acronyms that feed into this insane mentality of "clean." Look at the designer that refuse to follow the future, but embrace rebellious past that is filled with inspiration.

Logos had personality before capitalism consumed our minds. Logos were the embodiment of the client we were reflecting. Why would we now ignore the client and do what is best for the business? When did business come first before a genuine connection between the consumer and the owner. Uniting people together, rather than uniting a business to solely an influx greed in profit.

We all know that history repeats itself, so the future is bound to lead us down that path. Rather, let us remove this endless cycle and embrace the influences of the past now— developing humanity further in what was once explored. Let us not fall, like our country has recently fell, but rise above and influence the voices of change through design. Connect people with a sense of humanity, use our hands, and mixed media; to bring personality to a brand rather to take away it's humanity.

We will not allow our voices to be silenced by the computer, that have directed us in each project we turn to. We will do as the past designers and remove ourselves from the future, remove ourselves from computers in order to find our voices, and share them with the world. We will be known as the pastist, that reject the “modern” design of the future but look to the past. The past is there to pick apart so that we know the steps that need to be taken the future has no true direction unless we rewind!

I as a young female, I know that the youth is already calling for the past, crying through their individual styles. When diversity is calling, why do we run to the one style that is trying to rule us all? How are we as designers supposed to neglect their calls? We must rewind the hands of time, to a more personal and humanistic styles of design.

Comparison

I wrote my manifesto as a way to mock the futurist ideas, but found an aspect I may have overlooked. When comparing my ridiculous manifesto, to the ridiculous manifesto of the futurist by F.T. Marinetti, although irrational, I could see how Marinetti got to this point. At first, I read through the manifesto and found it painful to read through. The futurist believed that everything from the past was a waste to look at. During the industrial age, the futurist's expressed their love for the automobile and it's speed. Speaking mostly on how the car moves and the feeling of being in the car being able to “Lance ones spirit across the earth”. This manifesto is a great representation of the time period it was written in. Putting myself in that mind set, I could see the idea flourishing that now that we have machines like the car, we must only look to the future. However, how does that affect us humans and why the drastic change?

The Futurist's believed that the way to forget the past and move forward was to compare the speed of the car, to the speed in which we should move into the future. Fast! Although missed by Marinetti, in a reckless way, it is fascinating to hear the way he describes the car as a shark. Sharks that can be compared to vicious monsters but, he seems to only see the beauty in the car. Neglecting the angology being made that the car is the future. If the car is a shark and relates to the future their manifesto is unsure of itself. Unsure if it can truly tame the future, or if it will end up controlling them with it's sharp turns. It takes them on a fast ride and takes their breath away but it is reckless and almost uncontrollable.

When comparing this to my manifesto, "Let's Rewind," it is interesting that I gained a new perspective on the movement. It was a reaction to the time period around them, which my movement as well. I decided to look into this manifesto precisely because I wondered if they believed that the future could work without the past. Then could the past work without the future? Both answers are no. Without each other, I feel there is an over lining sense of hypocrisy. How can one work without the other when history is a non stopping factor? Each day new history is made and new futures are promised so where would that leave us? Erasing our existence for a new future, which might lead to speeding into a wall or crashing. Or destroying what is ahead of us without dissecting what is truly happening, rewinding until we don't dare to change and explore what can be done with modern design.

Technical aspects when comparing the two, Marinetti and I both choose to take a side in time. Marinetti explains the movement in somewhat of a radical way, which I emulate in my manifesto making claims that "SIMPLICITY IS THE DEVIL IN DISGUISE!!". By radical I mean he makes sure that his most important parts when calling to action have exclamation points to address the urge. "Take up your pickaxes, your axes and hammers and wreck, wreck the venerable cities, pitilessly!," although not in caps lock where I explore some humor in my statement, he demands a radical thought as well, to destroy a city of it's past. Another similar trait between the two is the idea of youth, and how it enhances the reason to why these movements are so prominent. They both in a way explain about actions that need to come about now to change the course of time and that the younger are better equipped. If time is a fleeting factor in both manifestos why is time focused on being erased rather than re examined.