



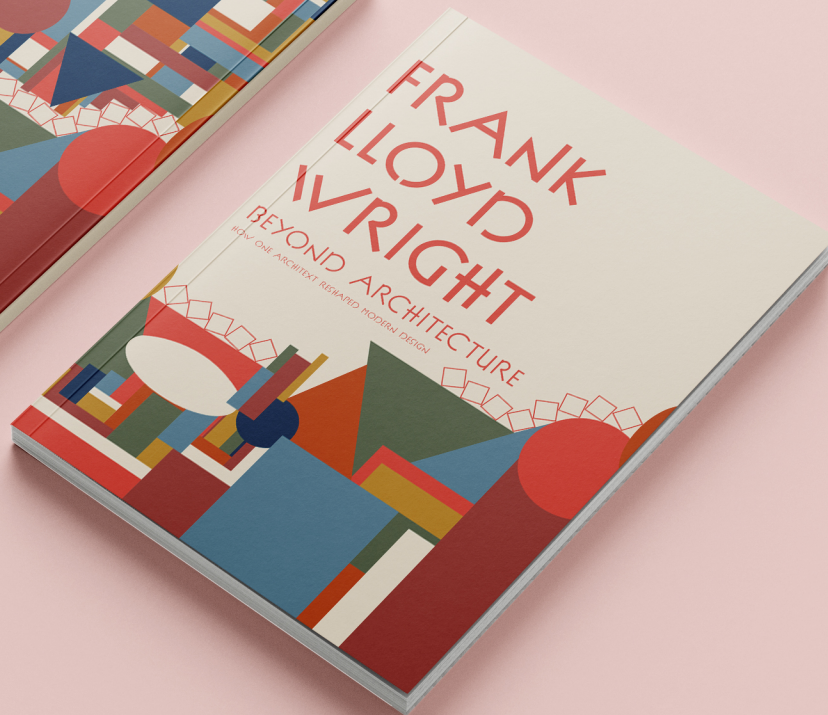


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INTRODUCTION

Coming up, Frank Lloyd Wright was one of my biggest inspirations. So much so that I wanted to be an architect, just like him. I loved to draw, draw plans and build miniature houses. That's how I spent my time. I was a kid, but I was serious. Then I learned that being an architect involves more than simply drawing floorplans. It involves math, physics, and lots of other subjects I wasn't ready for.

Now, I'm 20 years old and have no plans of being an architect. However, Frank Lloyd Wright is still one of my biggest inspirations. This time though, for different reasons. Wright was a well-rounded architect. From Lloyd Wright was a designer, one who continued to influence design 70 years after his death. As a graphic designer, one who continued to influence design 70 years after his death. As a public relations major and marketing and to how humans see the world. Design is how Lloyd Wright saw the world. So who is Frank Lloyd Wright and how did he influence design, beyond architecture?



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WRIGHT AS A GRAPHIC DESIGNER

Frank Lloyd Wright was an experimental graphic designer as much as he was a groundbreaking architect. He was unafraid to experiment with ideas that had not yet been developed in American society. These ideas endure in today's design culture.

Beyond architecture, Wright contributed to design with furniture, posters, brochures, typography, murals, and book and magazine covers.

Wright used geometry, abstraction, and the letter in design. These tactics present predictability in patterns.

As a kid, Wright used Froebel geometric blocks to explore the geometric shapes of the square, triangle, and circle as well as their three-dimensional variants as a geometric lexicon form with which to interpret nature. This became what he called the grammar of the building.

Wright also became interested in Japanese "flattened" compositions, or the Japanese woodblock print. The elements of these prints were treated as pure abstract form.

Finally, Wright used bold shapes and patterns, experimenting in his projects. He frequently used repetition and modular systems. He also preferred to have a more abstract than realistic perspective.

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Wright as a Graphic Designer

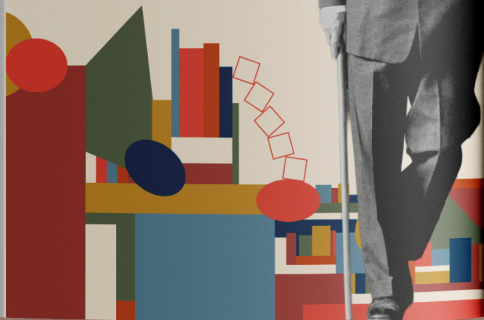


INFLUENCE ON MODERN DESIGN

Jonathan Adler:
Jonathan Adler is a potter, designer, and author who is heavily influenced by Wright's visuals—particularly the horizontal gestures and the idea of buildings as sculptural objects. Additionally, Adler was drawn to how Wright wasn't afraid to break the rules and create his own rulebook, paving the way for outside-the-box thinkers.



Reform Lamp
By Jonathan Adler



Michael Bierut

"No house should ever be on a hill or on anything. It should be of the hill. Belonging to it. Hill and house should live together each the happier for the other." - Frank Lloyd Wright

Michael Bierut, partner at Pentagram, graphic designer, design critic, and educator, whose work is in the permanent collections of museums, felt compelled by Wright's philosophy. He wanted to understand the nature of materials and use them honestly and respectfully, much like Wright did.

The interplay between materials and site resonated with Bierut and with his projects; he strives to find that moment of magic that every manmade thing has the potential to evoke. Bierut believes the power of design is not merely a piece of sculpture, but the fulfillment of a functional request. Someone wanted a house and Wright did it in a way that fills us today with awe. Bierut was also a driving force behind the film Helvetica.



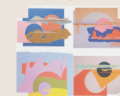
Inner City Infill By Michael Bierut



Rains of abstraction of the Bottlenose Bloom
by Aris Georges for a Frank Lloyd Wright
Foundation holiday greeting card



Frank Lloyd Wright Quarterly Magazine
designed by Neeta Patel



Artwork by Colette Vermeulen

