

GRAPHIC DESIGN Memphis Design – Nathalie Du Pasquier

Aim: To develop your knowledge and understanding of the Memphis Design movement. To study the artist's style and technique to help you further explore the use of surface pattern, texture, collage, layout and composition. To develop your CAD skills.

Task: Exploring Memphis Design and designer NATHALIE DU PASQUIER



Selection of designs by Nathalie Du Pasquier 1981-1988.

Task 1. RESEARCH – TRACING PAPER FLAP

Research the Memphis Design movement and the work by artist Nathalie Du Pasquier. Include: written research (approx. 250 words), include origins of Memphis Design movement, biography about Memphis founding member Nathalie Du Pasquier + analysis of one of her artworks; use 10pt Futura typeface; print onto tracing paper and trim to small size, attach to side 1 of homework. **Remember: side flaps of text should not cover all of your artwork.** Visit 'Guide to writing about designs' <https://online.godolming.ac.uk/mod/resource/view.php?id=70171>

Useful websites to help with research: <https://designmuseum.org/memphis#memphis-today>

Task 2. Side 1 (top half of A3) – you are to create 4x copies of Nathalie Du Pasquier's designs.

Go to 'Introduction to Memphis Design' folder to see reference images. Or... Here is a [Dropbox link](https://www.dropbox.com/sh/wfedfjzdz49jpc/AACbmNB4Zx-Ut0Ro3P46tQBia?dl=0) that contains a selection of her patterned designs: <https://www.dropbox.com/sh/wfedfjzdz49jpc/AACbmNB4Zx-Ut0Ro3P46tQBia?dl=0> - choose 4 artworks from this selection. The dimensions for each copy is approx. 13cm x 9cm (landscape). Include annotation (typed and printed onto tracing paper), attach as strips of paper underneath each copy. Neat presentation when mounting your work into your sketchbook, use glue stick, do not use PVA glue. For your copies, please follow these instructions:

Copy no.1 – monochrome – a neat black fine liner drawing copy on white cartridge paper.

Copy no.2 – coloured pencils + water colours on white cartridge paper.

Copy no.3 – acrylic paint + mixed media collage on cartridge paper.

Copy no.4 – digital copy using Adobe Illustrator – use the pen tool (P), brush tool (B), rectangle tool (M), eclipse tool (L), make use of copy, paste, rotate.

Create a black fine liner tracing of Copy no.4 on tracing paper. Attach on top of the digital copy using paper clip/strip of glue/double sided tape.

Below are instructions on how to structure your analysis.

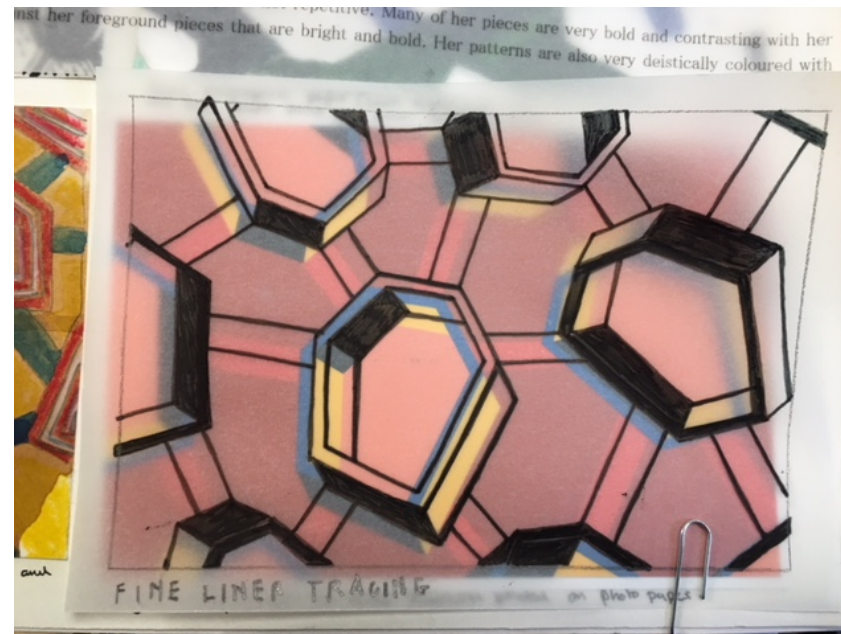
Analysis Tips

- Analyse the characteristics of the shapes and colours, for example; the bold, striking, dynamic...
- Discuss the moods and emotions this evokes...
- Ask yourself how you feel about the work, and what do you think the artist wants you to think/feel?
- Include quotes from the artist.

Phrases starting points

- I think the artist evokes a sense/ of... (energy/space) through the use of (bright/rhythmic/colours/shapes).
- For me, the key to this work is the....
- The use of strong bold colours of the shapes emphasises the...

Examples of Task 2



Task 3. Side 1 (bottom half of A3) and side 2 (top half of A3)

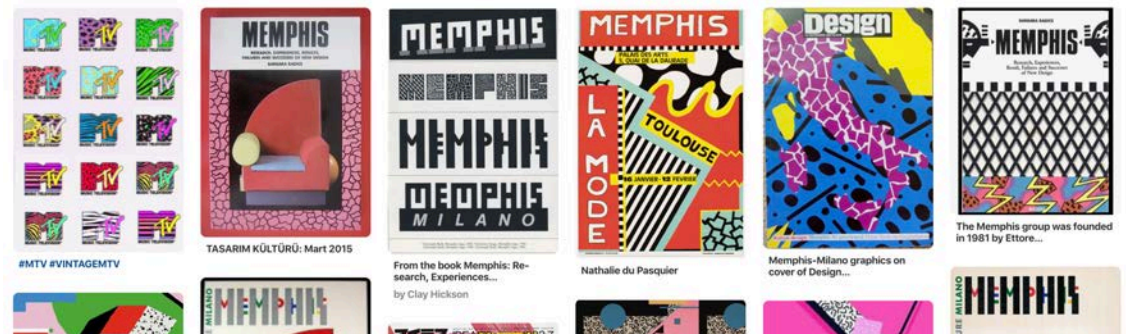
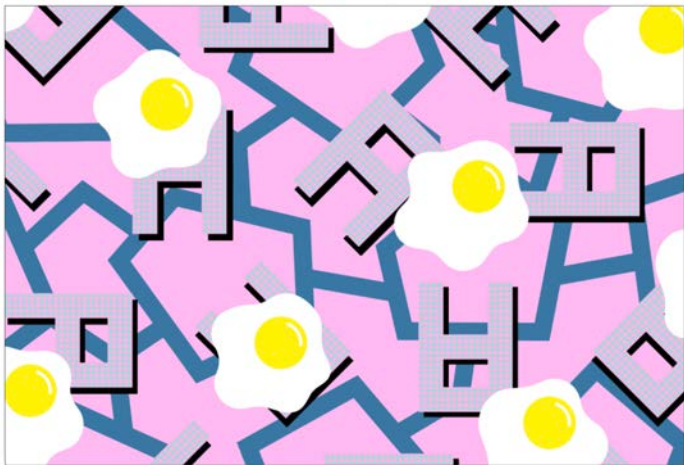
You are to create 8x your own digital designs (each design landscape, dimensions 13cm x 9cm) in the style of Nathalie Du Pasquier.

All 8 of your designs are to be created digitally using Adobe Illustrator. Have fun with these and practise your CAD skills. Create interesting geometric shapes; layering of digital patterns and mark making; varied stroke thickness; copy and paste marks and shapes to create your own patterns; take inspiration from Nathalie's work. What colour palettes will you use? Print your 8 designs onto cartridge or photo paper (available in the department) using the 'college spock' laser printer, trim each design using the trimmer/guillotine. **Present 4 of your designs on bottom half of A3 side 1, and the other 4 designs on the top half of A3 side 2. See end of this doc to see 3 different examples of presentation for Memphis Design project**

Websites for inspiration:

- Nathalie Du Pasquier website <http://www.nathaliedupasquier.com/design.html> & <https://theredlist.com/wiki-2-343-918-346-view-pattern-profile-du-pasquier-nathalie.html>
- Pinterest boards <https://www.pinterest.co.uk/armandcordero/nathalie-du-pasquier/> and <https://www.pinterest.co.uk/armandcordero/memphis/>
- Pinterest – 'Memphis Design' search <https://www.pinterest.co.uk/explore/memphis-design/?lp=true>
- Alecia Nicole – Memphis Inspired Vector Patterns - <https://www.behance.net/gallery/15382179/Memphis-Inspired-Vector-Patterns>
- Benjamin Rawson Memphis inspired primary colour work <https://www.itsnicethat.com/articles/benjamin-rawson-illustrator-310516>

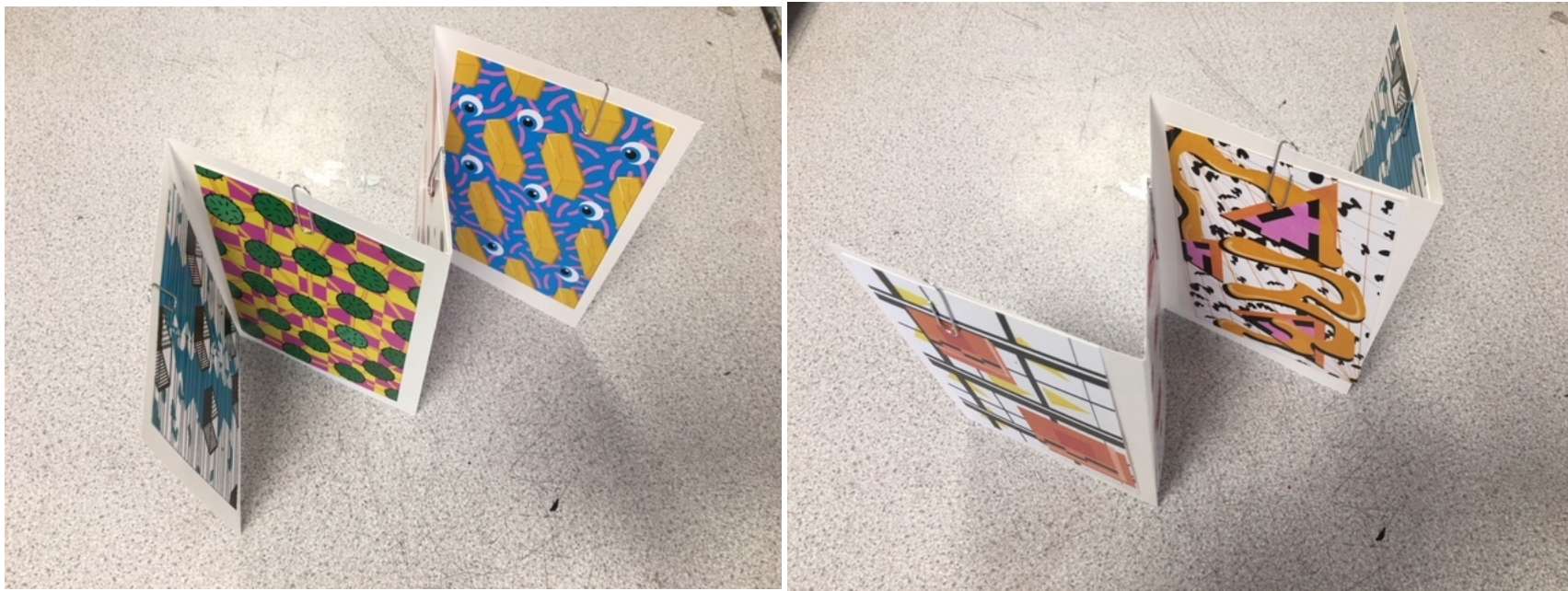
Consider incorporating typography into some of your designs e.g.



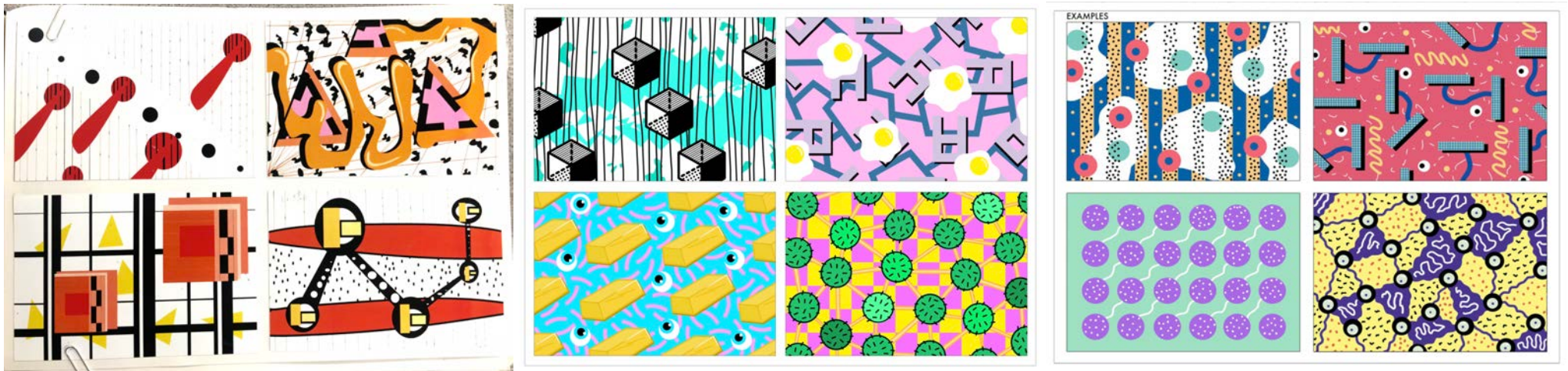
The typography needs to be in the style of Memphis Design, I recommend san serif block typefaces. Visit Pinterest board for inspiration (see above)

<https://www.pinterest.co.uk/armandcordero/memphis/>

Example of task 3 - you don't need to present them on a concertina, present your designs: 4 designs on bottom half of side 1 A3 and 4 designs on top half of side 2:



Range of examples of task 3:



Task 4. Side 2 (bottom half of A3)

Select two of your digital designs from Task 3 and create 2 A5 off-screen mixed media versions of them.

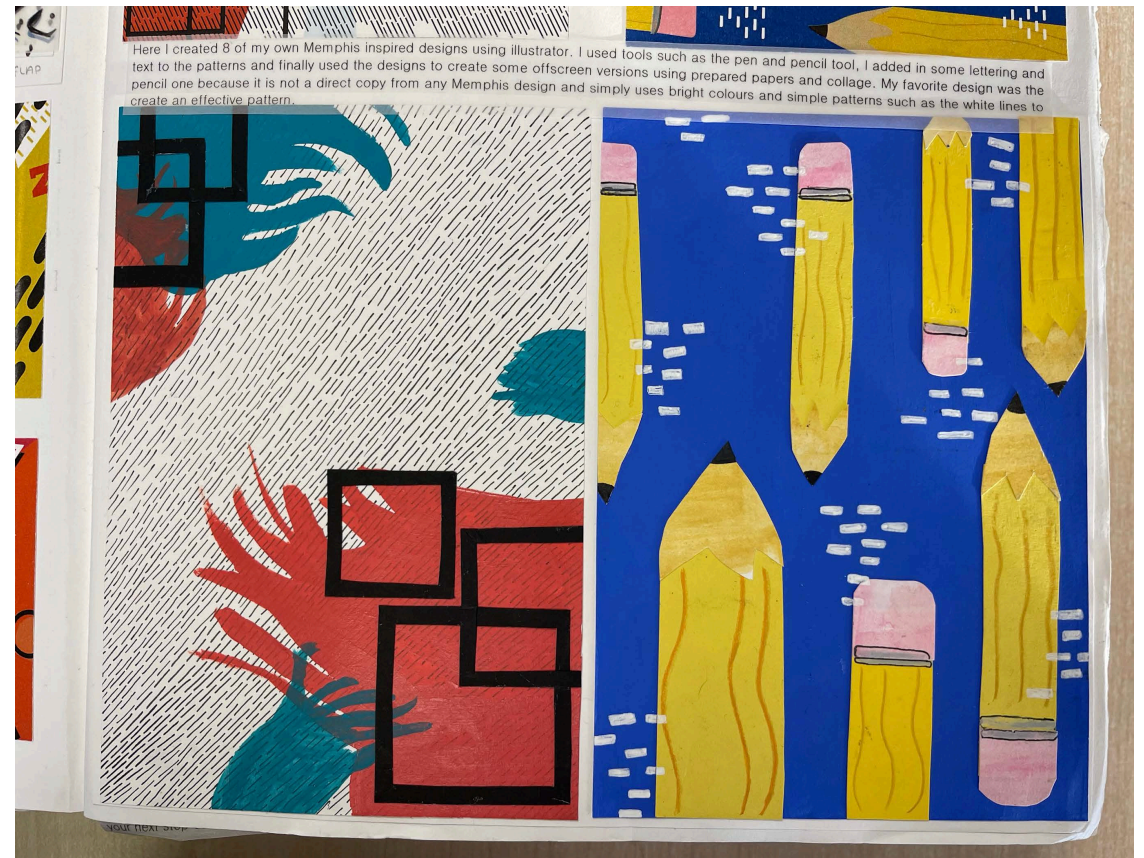
For this task you could use;

- Collage with coloured card
- Collage with colourful post-it notes
- Acrylic paint
- Fineliner
- Posca paint pens

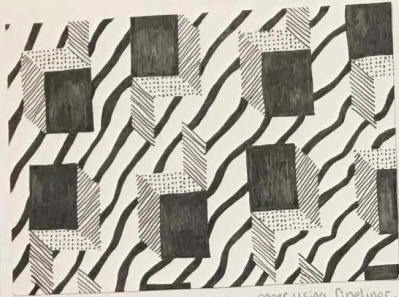
Example of Task 4

Below left shows examples of 2 selected digital designs from Task 3

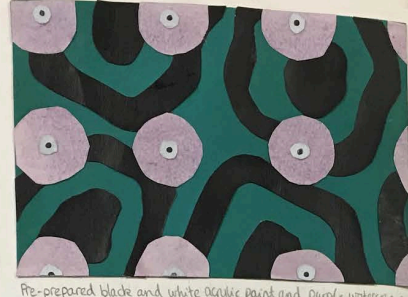
Below right shows examples of off-screen versions



Here are 3 different examples of completed Tasks 1-4 Memphis Design



A monochrome copy on cartridge paper using fineliner.



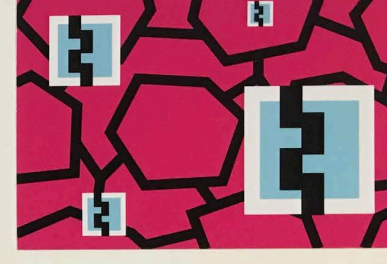
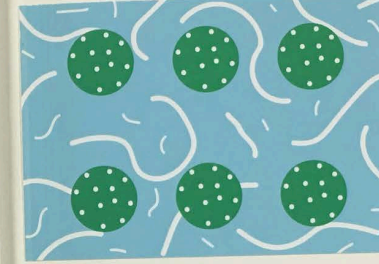
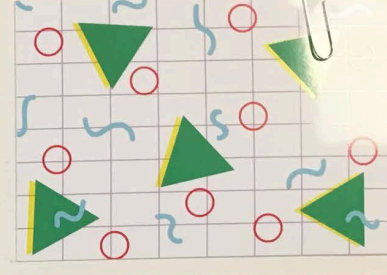
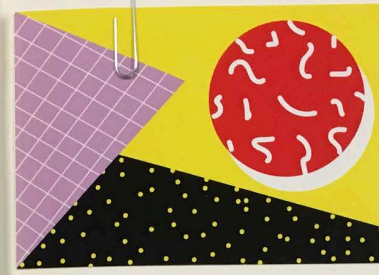
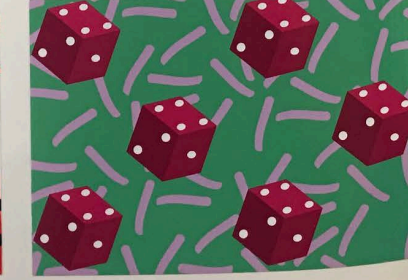
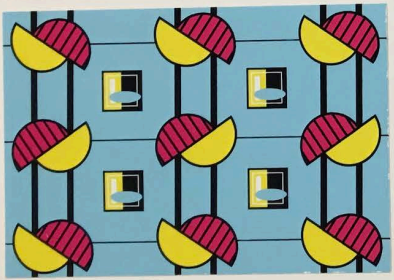
Pre-prepared black and white acrylic paint and purple watercolour pink paper and fineliner collaged on pre-prepared green acrylic paint paper.

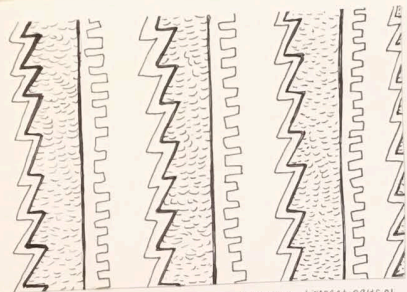


Coloured pencils and water colours on pre-prepared tea stained cartridge paper.

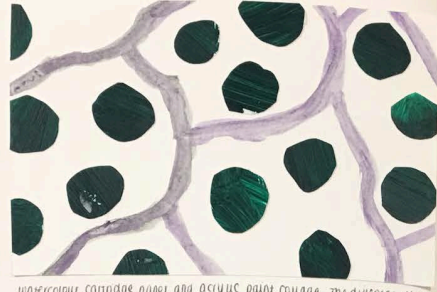


A digital copy using Adobe Illustrator and a fineliner tracing.





A monochrome line-draw copy. Thick thin lines emphasise different parts of the design (the diagonal lines emphasise the zigzag and the asymmetry etc)



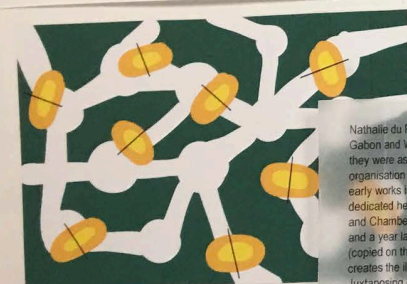
Watercolour, cartridge paper and acrylic paint collage. The different textures emphasises the variations adding depth.



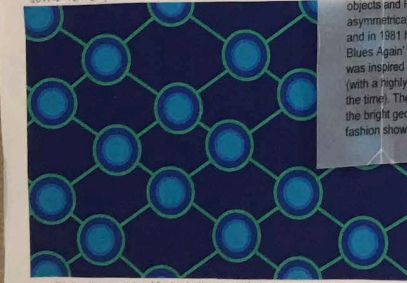
Uses colouring pencils and watercolours on top of tea stained cartridge paper. The smudged effect gives the design an abstract look.



Original copy made by graphic illustrator. The mixture of 2D and 3D objects adds the illusion of depth.



Bright colours against dark green, design perhaps would improve the design by making the design some variety to the shapes/lines used



Bright vibrant shades of blue against darker hue



Nathalie du Pasquier was born in Bordeaux, France, 1957. From ages eighteen to nineteen she travelled through Gabon and West Africa, and two years later she moved to Milan. In 1981 she met George Sowden there, and they were asked by architect and designer Ettore Sottsass to join the Memphis Group (more about this organisation and the design movement below). She was a founding member of the Memphis Group, and her early works included such varieties as textiles, clothing, furniture and more. However, since 1987 she had dedicated herself to painting. She had exhibitions of her paintings in galleries worldwide, including Exile in Berlin and Chamber in New York. American Apparel produced clothes that contains textiles Pasquier designed in 2014, and a year later her textiles were used on blankets and bedding with George Sowden. One of her designs (copied on the bottom right of this page) incorporates both 3D shapes and a 2D flat background. This contrast creates the illusion of layering and depth without actually piling different materials on top of one another. Juxtaposing elements weren't only present in this design however – a lot of her work, and work by the Memphis Group, used garish and conflicting colour and shape combinations.

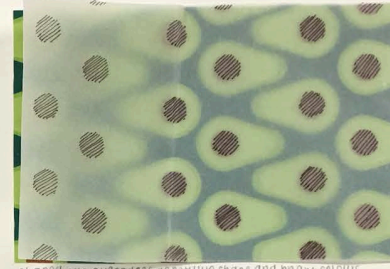
The Memphis Group was founded by architect Ettore Sottsass. The group designed fabrics, ceramics, metal objects and Postmodern furniture that often incorporated bright, colourful, abstract decoration along with asymmetrical shapes. Ettore Sottsass organised a meeting on the 11th of December 1980, with some designers and in 1981 he formed a collaboration called Memphis (named after the Bob Dylan song 'Stuck Inside of Mobile Blues Again' – it was playing repeatedly throughout the meeting that evening). A lot of the work they produced was inspired by movements like Pop Art and Art Deco. This work was exhibited annually from 1981 until 1988 (with a highly acclaimed debut at the Salons del Mobile of Milan – the world's most prestigious furniture fair at the time). The colourful furniture the group produced has been described as 'misunderstood' and 'bizarre' due to the bright geometric style. Memphis designs inspired the Fall/Winter Christian Dior haute couture collection fashion show in 2011-2012. The musician David Bowie was a great collector of Memphis pieces.



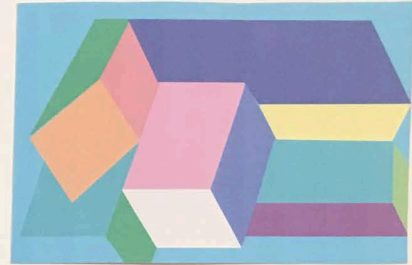
Geometric shape - could have used white/dark/black to distinguish the colours more



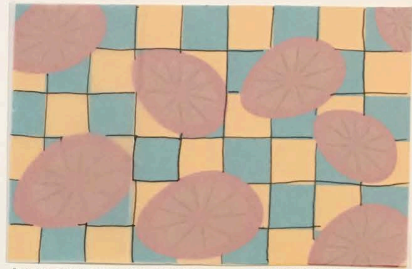
Warm colours, rigid arrangement, sporadic use Pasquier's palette.



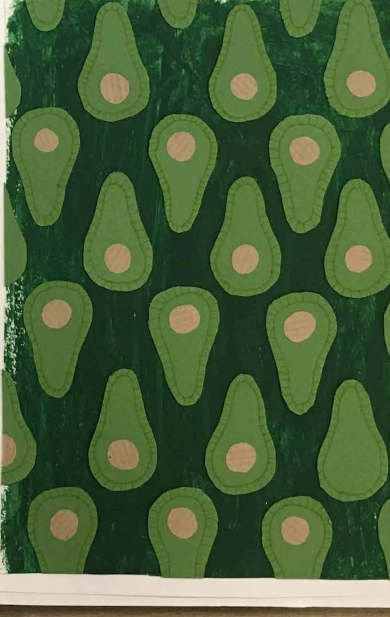
Shapes like avocados, repetitive shape and bright colours evocative of Memphis

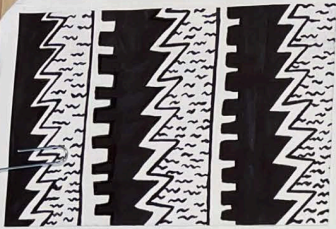


Pastel colours on 3D shapes, the colours could be more alternate



Orange slices, made into a collage below, mixed colours - the oranges could be brighter to be more eye-catching





FINELINED STUDY



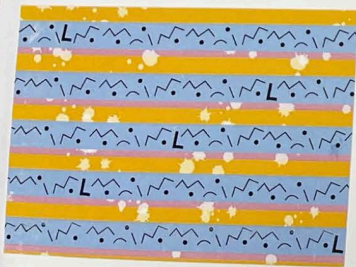
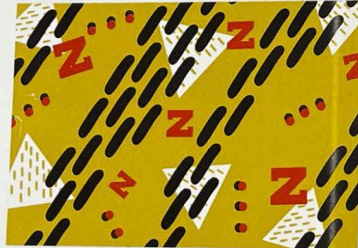
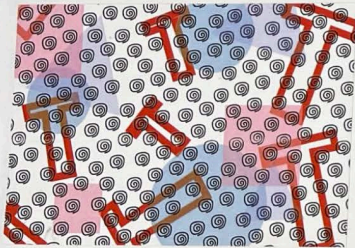
WATERCOLOUR PENCILS ON TEA STAINED PAPER



COLOURED CARD COLLAGE



GRAPHIC STUDY AND TRACING PAPER FLAP



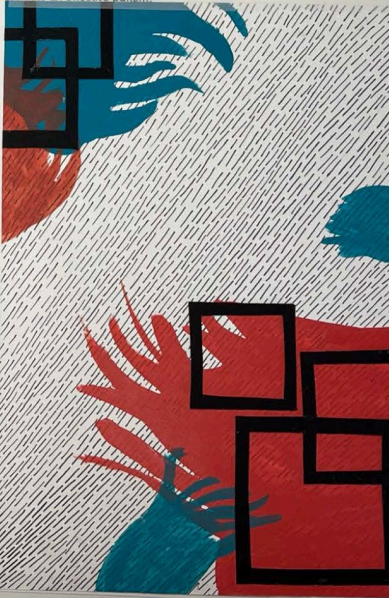
Memphis Design and Nathalie Du Pasquier

The Memphis Design Movement was a huge part of design in the 1980s. Using bright colors and bold geometric shapes, the designers who formed the Memphis collaborative which produced Pop Art inspired projects. The designers were inspired by the previous Pop art movement of the 1960s and 1970s. Critics thought the work was "bizarre, long finished" as it became more popular in the 1990s. One famous Memphis piece was a chair designed by Ettore Sottsass in 1971. It was widely accepted as a masterpiece of modern design. One famous Memphis piece was a chair designed by Ettore Sottsass in 1971. It was widely accepted as a masterpiece of modern design.

One of the founders was Nathalie Du Pasquier, a French painter and designer who was born in 1951. She has worked as a design consultant and has produced many textiles, lighting designs and jewellery. Personally, I really enjoy her work. The clean geometric shapes in combination with intricate smaller patterns with overall connections between monochrome and bright colours. One of the things I like about her work is that she is not afraid to use colours which may first be seen to clash. The colours do in fact complement each other. As with the layers of triangles it seemed only right to create a copy of a coloured card because of the bright, flat colours which have been layered. I also thought she has patterns which she hand draws so have a different quality to them. Each piece of the pattern is unique and therefore doesn't look mass produced. Nathalie Du Pasquier is now 61 and works with brands such as American Apparel. She has dedicated her own work to painting and has written four books.



Here I created 8 of my own Memphis inspired designs using Illustrator. I used tools such as the pen and pencil tool, I added in some lettering and pencil one because it is not a direct copy from any Memphis design and simply uses bright colours and simple patterns such as the white lines to create an effective pattern.



REMINDERS / RECAP OF ADOBE ILLUSTRATOR:

Top menu bar > View > Rulers > Show Rulers. Remember to click on rulers and drag to create guidelines to help you with layout and composition.

Top menu bar > View > Show Grid

Make sure your Smart Guides is on: Top menu bar > View > Smart Guides should have a tick next to it. Also show grid, which is quite useful: Top menu bar > View > Show Grid.

Top menu bar > Window > Layers. Use layers to keep your document organised. Double click on 'Layer...' to rename it.

To create a new layer, on the layers window, bottom right corner next to the bin symbol, click on the post it note symbol to create a new layer.

Familiarise yourself with the tools panel (tools panel guide provided in this HW brief).

If you hover mouse over each tool, it will reveal the name of tool and shortcut will display in brackets e.g. Selection Tool (V).

At the bottom of the tools panel, remember the double arrow above the FILL and STROKE colour boxes; you can click on the double arrow to swap the FILL and STROKE colours.

Use the pen tool (P), brush tool (B), rectangle tool (M) and eclipse tool (L).

If you want to mask a pattern into an object (e.g. shape), firstly the pattern must be grouped together; the object (e.g. shape) must be on top of the pattern. You must select both the object (e.g. shape) and pattern, right click and select 'make clipping mask'.

To convert a typed letter/word into outlines > select *Type Tool* and type the letter/word. Choose the *Selection Tool* (black arrow at top of tools panel) and click on your letter/word, now right click and select 'create outlines'. You have now converted the letter/word into outlines, but the letter/word is currently grouped. To ungroup, click on the 'letter/word' and then right click and select 'ungroup'.

TOOLS PANEL GUIDE

