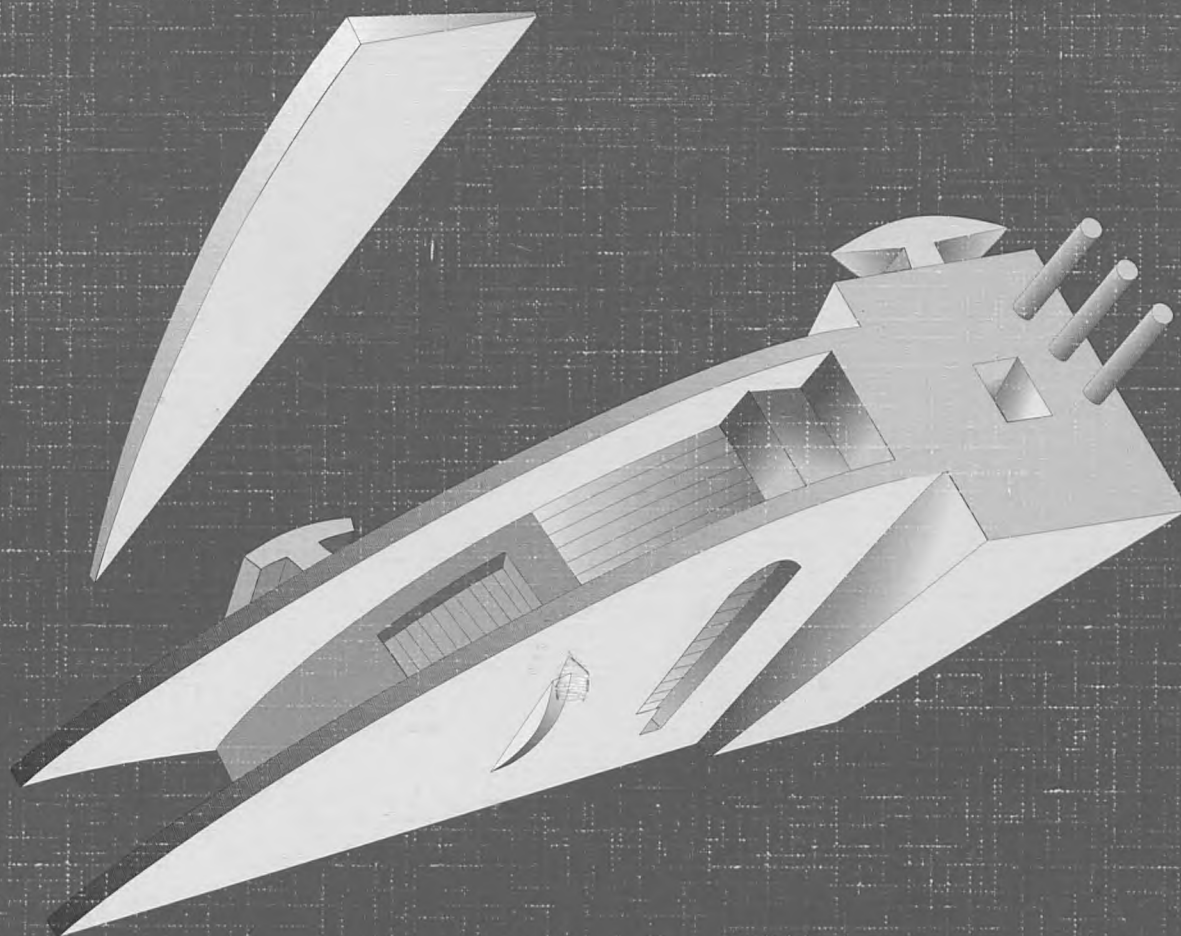


NEW AGE DESIGN



MAKIS WARLAMIS

NEW YORK 1993

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

GR 16R 01312

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

BOOKS
PAGE DESIGN

In memoriam Paul Van Oorlé
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

The book accompanying the exhibition
"TO LIVE" - Contemporary Austrian Design
"the new age living room"

created and designed by Heide and Makis Warlamis,
I.DE.A. International Designcenter Austria,
realized in cooperation with the
Austrian Federal Economic Chamber and the
Austrian Federal Ministry of Economic Affairs

I.DE.A. International Designcenter,
Mühlgasse 7, A-3943 Schrems, Austria, phone: (43) 02853/6394, 7104, fax: (43) 02853/6031

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

NEW AGE DESIGN

MAKIS WARLAMIS

NEW YORK 1993

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

THE ICONOGRAPHIE OF NEW DESIGN-ECONOMICS

It is the facts which compel us to undertake a radical change in the conveyance of visual images and information. Cryptic or psycho-avant-garde imagery are passé. Every child knows that our images can only be successful if they follow the simplest rules of communication. This communication presupposes that people not only comprehend the imagery, the symbolism, but that there must be a complete identification with it. There does exist an ABC of communication.

Communication is most successful when people, not educated or intellectual, perceive these images. The new age uses a sign language not dependent on the reglementation of formal knowledge, but on the anthropological suppositions which enable every individual to invest his perceptive faculties limitlessly in the social process. This process requires a careful unlearning of the stratified structures of state-moulded imagery. This imagery contains strata with complex information, which as a rule does not hold true to its promises. Simply put, this means that most artificial images are ideologized, are therefore anachronistic. Imagery appears in this ideology as substitute imagery of the cached doctrine of hidden manipulation. Thus ideologies are out.

Discovering and using economy as a cultural mechanism is an age-old principle of democracy, as visualized in the example of the agora. The economy provides real impulses for the active individual. It does not require an imagery leading to an abstract avant-garde observation. Therefore it does not construct a theoretical distance of the individual to the community, but furthers a dynamic forming of a community. Together, as one.

The historic differentiations in the imagery of an oligarchy are anachronistic. Of course, this should not lead to abolishing the avant-garde, the experiment, but using the imagery to support the integration process. The avant-garde struggling for its own isolated survival, that is an anachronism. A new avant-garde of the avant-garde leads undeniably to this process of

"together". Thereby it can liberate itself from the constant pressure by its own elitism.

A renaissance of the norm begins slowly, by all means, whereby the norm should not be mistaken for the mediocre, because the premisses of together reminds us directly of the living perception of man. Some time will still be necessary to achieve a total inwinding of the poetry of the norm, because the discovery of the universal language of perceiving man requires great knowledge, empiric collecting and a constant dialogue.

The concept of a multicultural society necessitates an imagery which is not based on culturally ideologized idioms, but is orientated towards that universality in which man is a living being. It may be that this culture-mix contains ideologized remains, but I believe, however, that the everlasting dialogue between the cultures will aid us in discovering and utilizing the essential, the vital.

THE OUTLINES OF A POPULAR ARCHITECTURE

The language of architecture is not a privilege of architects, but an instrument of the urban community of all of man. I prefer the architecture of the collage with a clear synthesis of various image categories over a monocultural, stylistic architect's language.

I advocate the abolition of the hierarchy of elitist images. I love to employ an adjacency of images. Folkloric, historic, personal-stylistic, artistic, kitsch.

My ideal architecture is universal, imagery, like the "Musée Imaginaire" of André Malraux, with visible links to all cultures, all ages, to every single human achievement, to any imagery-achievement of heterogeneous levels-between imagery of Nature, the Universe, the material and spiritual micro-and macrostructures. Its images therefore remain organic, natural, sensual, emotional, without losing its poetry and the spiritual. It is infinite and adheres to the understanding of my reknown teacher, the builder of the architecture of the "Endless House", Frederick Kiesler.

THE FORMULA OF NEW AGE DESIGN

New Age Design is cosmic and natural.
It contains chance structures.
Its imagery needs no artificial forms bound by style.
The recognition of its imagery is universal.
Its imagery is emotional,
allows sentiments,
activates the senses.
Its imagery is common knowledge.
New Age Design contains anthropologically based patterns like warm-cold, bright-dark, soft-hard.
It does justice to mankind and is of common value.
It gets on without heroic avant-garde attributes.
Its imagery is susceptible to cheerfulness.
Its poetry is a self-evident assumption.

Health Design

A series of products has been created, which depend on the active operation by their users. Designer objects for reflex zone massage, surfaces for children to walk and play on, which in their accidental unevenness are modelled on nature.
This series is not meant only to emphasize the optical effect, but also to arouse and activate the other, deeper human senses of the body and the skin, the sense of touch. Creating these products we gratefully follow the knowledge and philosophy of Frederick Kiesler, who was one of the first introducing the idea of incorporating nature in the tectonic and creative process. Kiesler's 'Endless House', whose model is exhibited in the Modern Art Museum in New York, is the leitmotiv serving the basic idea for this conceptual expansion.

A chair for Bill Clinton

"My spontaneous reaction to the inauguration of the American President is an *EC-chair for Bill Clinton*. I've chosen a simple design for a simple chair, full of charm. A symbol of the awakening of a strong dynamic force, meant as the opposite of President Kennedy's comfortable rocking chair." This elementary reduction of form, material and expression marks a striking turn of trends. "Reduction helps us to apply a universal sign language," explains Makis Warlamis, the austrian-greek top designer. A chair for Bill Clinton, typical of a new age, is a plain and colourful chair, nevertheless generous and original.

The Mozarteum • New Age Living

Was Mozart an Indian? Of course he was not in his physical existence, but in his spirit he may well have been an original American or even a Panamerican.

The Mozarteum is an environment for music, meditation and esoteric concentration. The Mozarteum is an esoteric design conception, it is space within space. Its installation creates autonomy, creates an empty and free space. A pure space creating peace and freedom in the maze of living. Like a cave it protects you against outer influences and disturbances, and it offers you the chance to develop your own self. It can be recommended to children of all ages.

"Hommage to Frederick Kiesler" • The carpet

The carpet "Hommage to Frederick Kiesler" both commemorates the great architect and conveys a pictorial message. Like a pictorial message of Frederick Kiesler, which reminds us to measure the limits of our intellectual achievements against the reality of nature. Our artificial products should never turn away from the example of nature.

A metaphysic carpet attending and enriching everyday living.

CHILDREN'S MUSEUM PROGRAMME

Children's Furniture

Children's **M**useum **P**rogramme - a pedagogical furniture program for children.

"**W**e must give back to children, in some form, what we take away from them. Everyone - parents, teachers, architects, planners, designers - is duty-bound to react with alternatives against this threat. For me alternative and innovative ideas are important and necessary - new alternative learning methods, teaching/instructing programs which help children to adjust themselves to this cramped world, without losing their individuality, their creativity and their personality."

Are these the words of a psychologist? In fact this demand is defined by the multi-awarded greek architect and designer E. Warlamis. With his children's furniture and carpets he tries to restore the small world of a child's room transforming it to an intact space. He developed many of his ideas together with the young inhabitants. Each piece of his furniture being versatile gives free space for the most honest and natural creativity, the creativity of children.

A cupboard doubles as a playhouse. Decorated with wings it might be regarded as a rocket ready for take-off. The back of a chair can be a strawberry or a tree crown serving as a symbol for the relationship with nature. This world allows to create dreams and stories, fairytales to believe in. "I'd much rather be a magician who awakens this fairytale world for children", Warlamis says.

SECOND GENERATION • Eurokids

"Ringo" and "Daisy" perfectly represent this successful attempt to simplify and abstract complicated pictures. It is the gentle abstraction that spreads a touch of facility and spontaneity over the chairs.

The table "Studio" is another manifestation of the spirit behind this new generation of children's furniture. A plain table need not necessarily be boring. Like two original, funny and fantastic beings, two "Ringos" carry the tabletop.

ART CLUB FOR CHILDREN • Neverending plays

These figures are meant to open poetic dimensions to children, to encourage and promote children's abilities to stage ideas and to combine pictures and dialogues.

Art Club for Children enables children to learn to deal with art in a playful way.

In this Club the game is art - an art game for children - a child's play.

CONCEPTION • SUMMARY

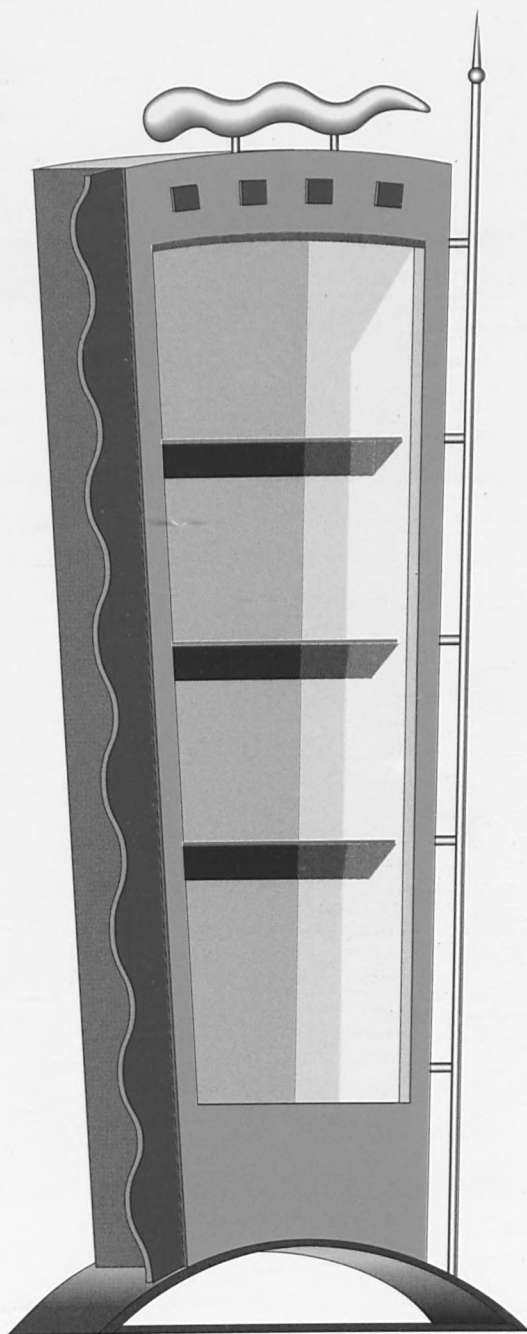
All these objects and aspects reflect our integral conception.

No longer do we need purely functional designer objects and aesthetic and stylistic modernisms. What we need are devices, that attend and enrich the development of our personalities with a cultural spirit.

A good sense of humour is more important than a kind of superficial, stylistic and aggressive modernism.

Makis Warlamis

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

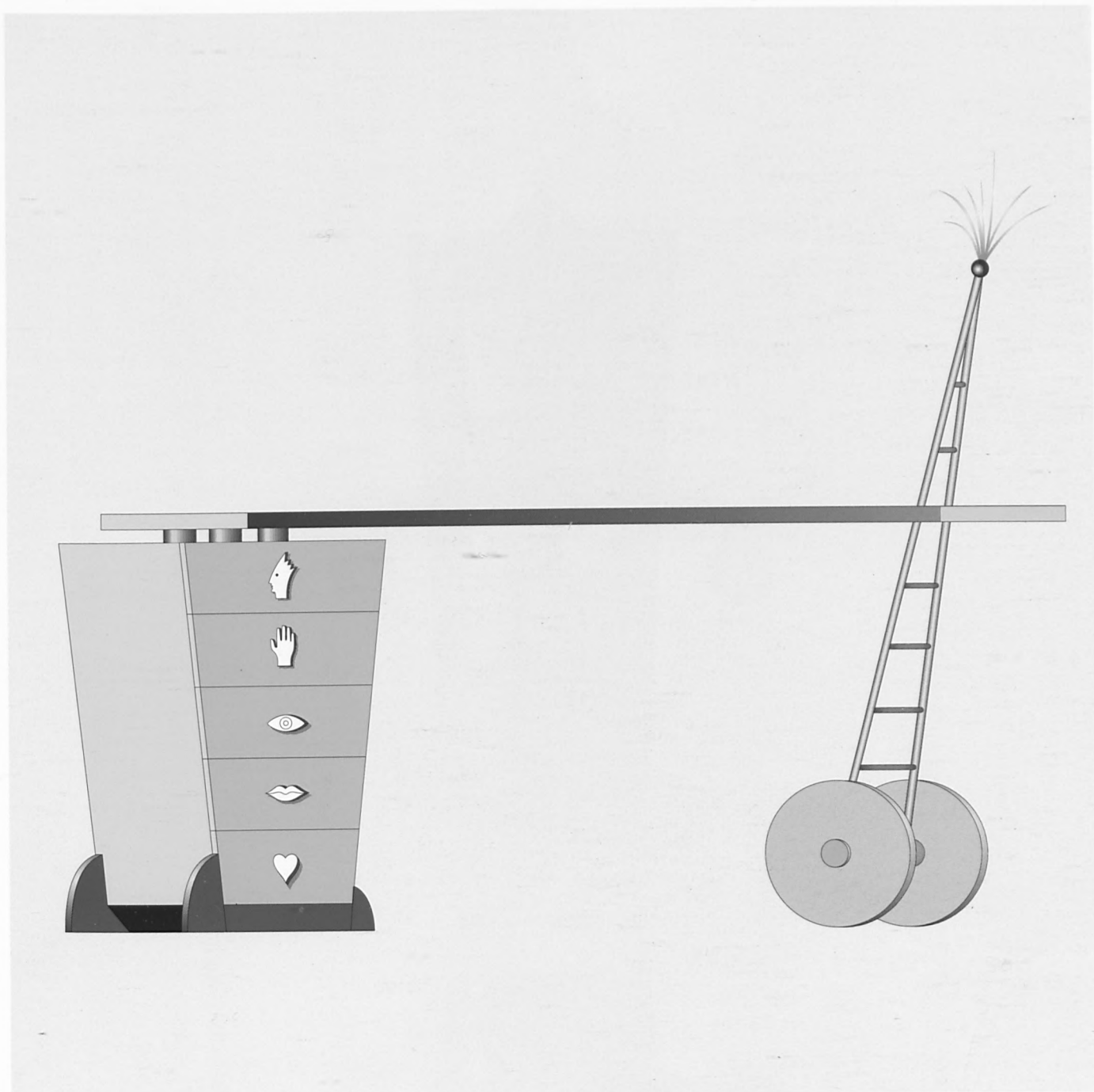


BIEDERMEIER - glass case, *maple/steel*

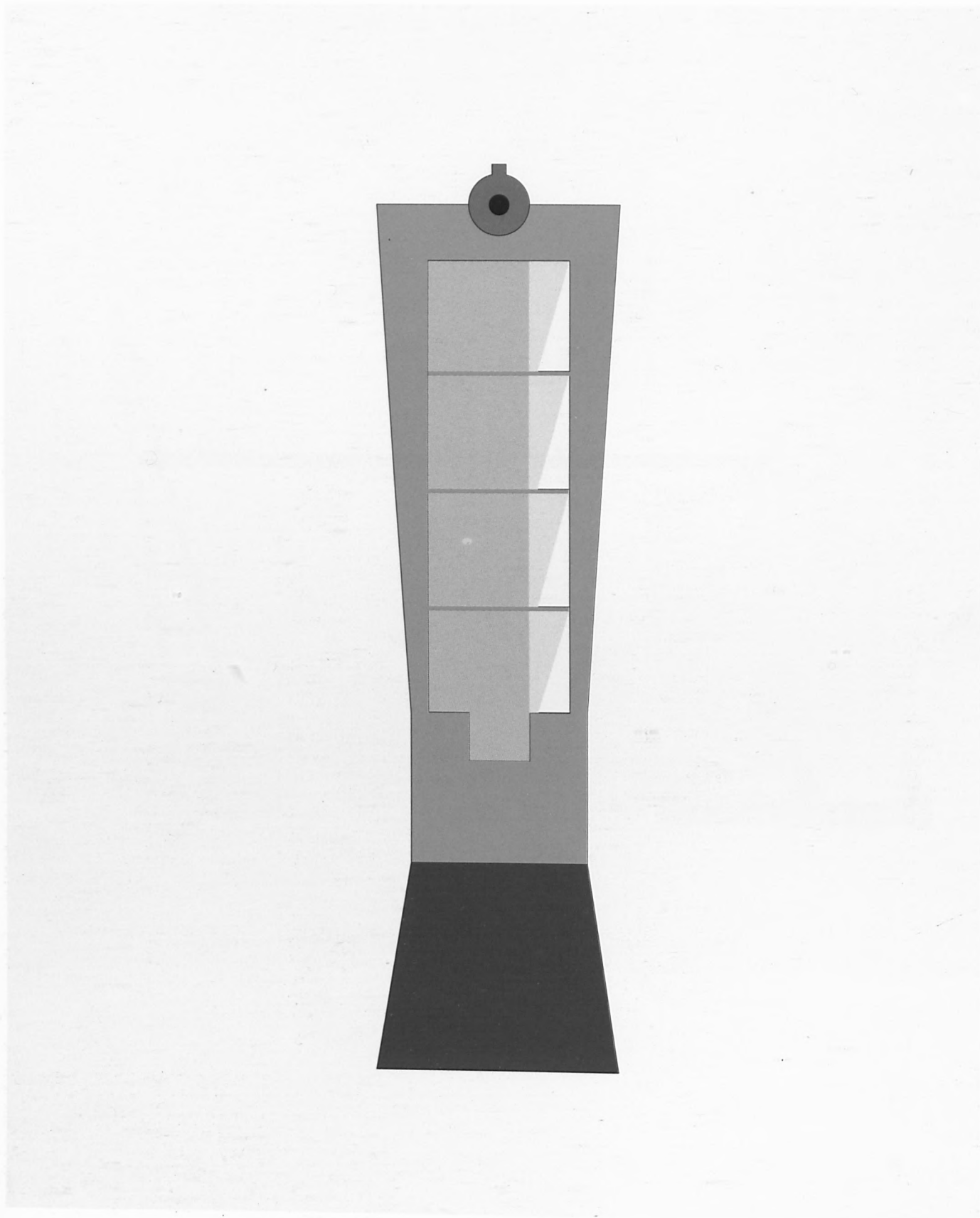
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



AMADEUS - small table, *beech*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

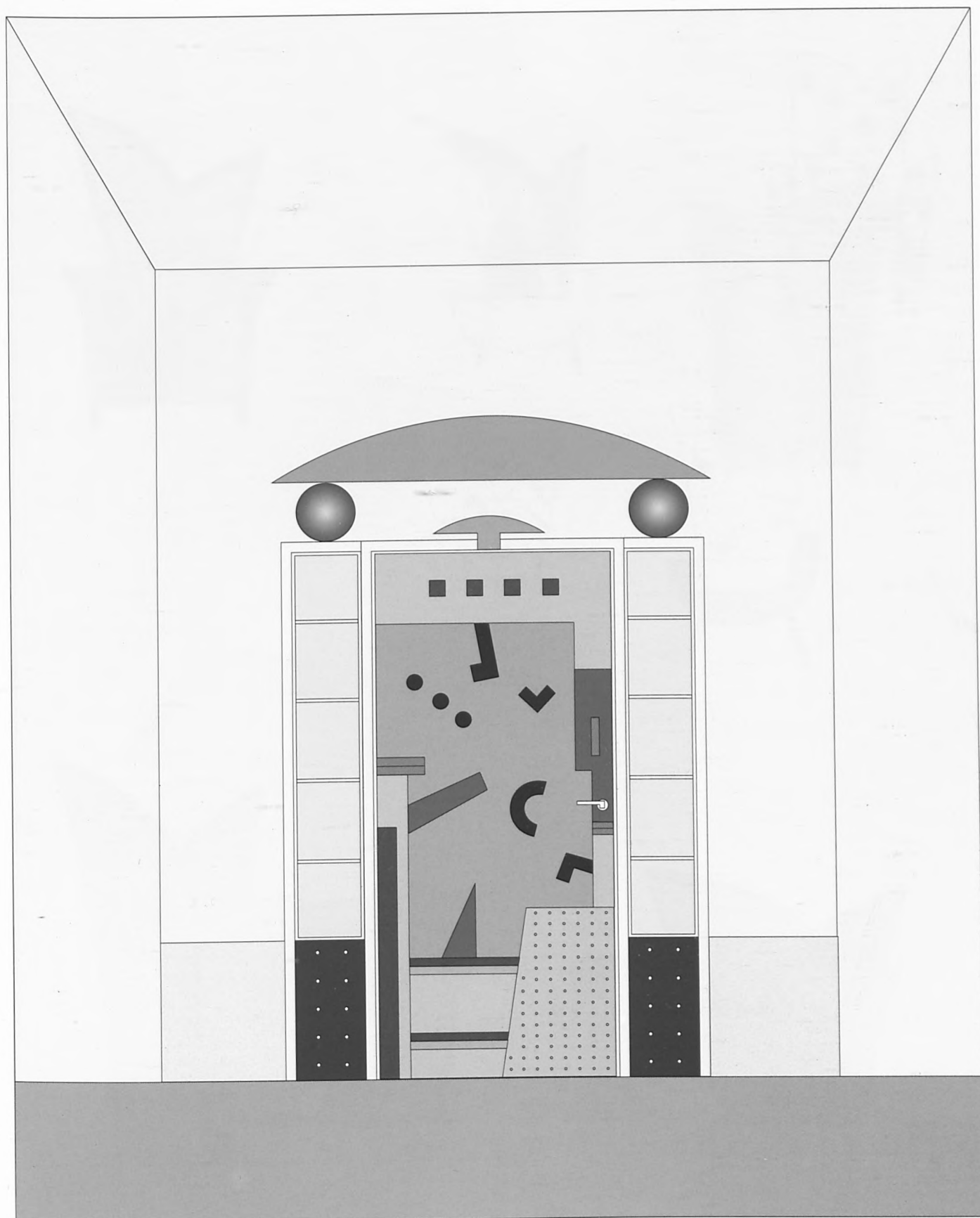


SISSY - lady table, *beech/steel*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

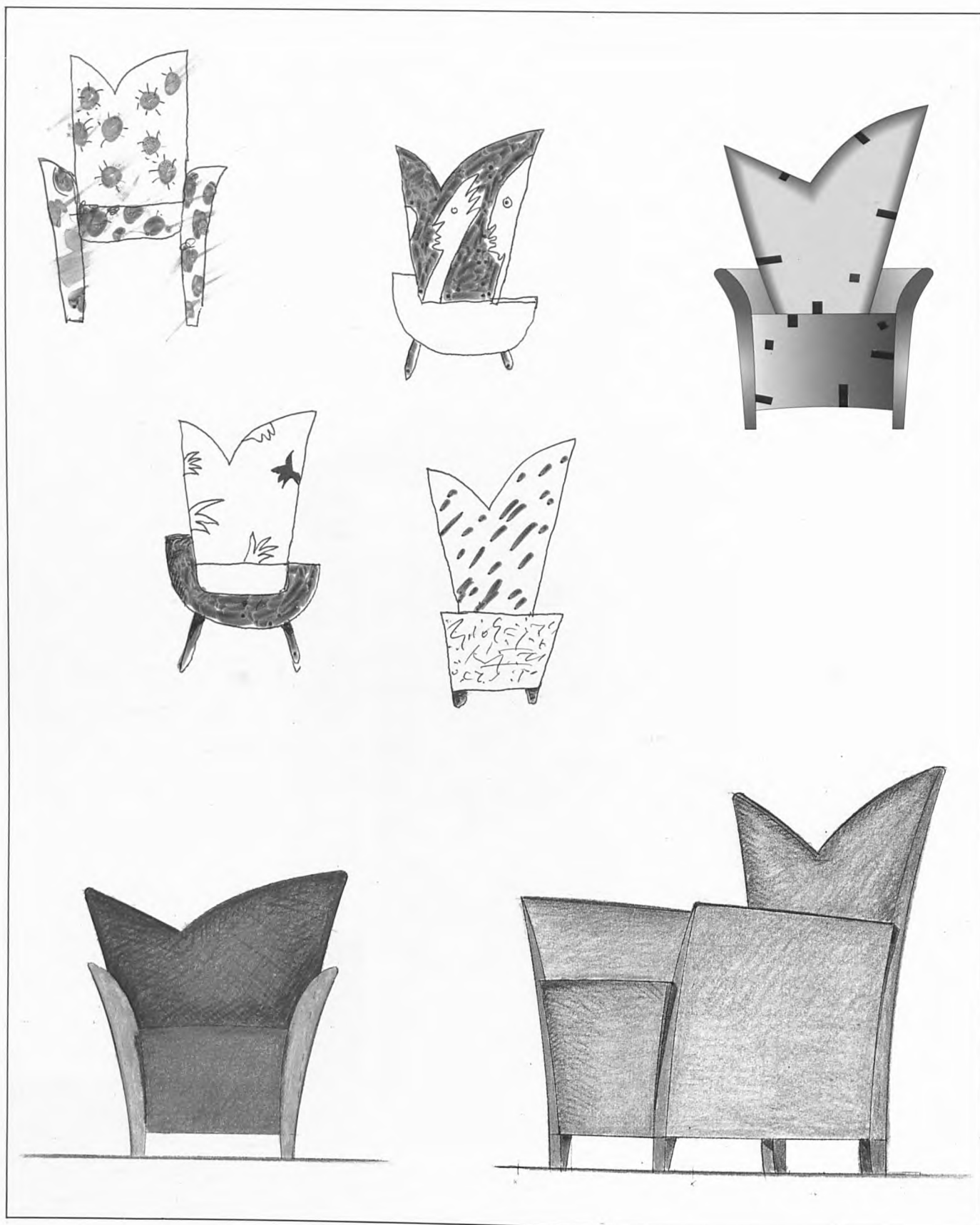


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

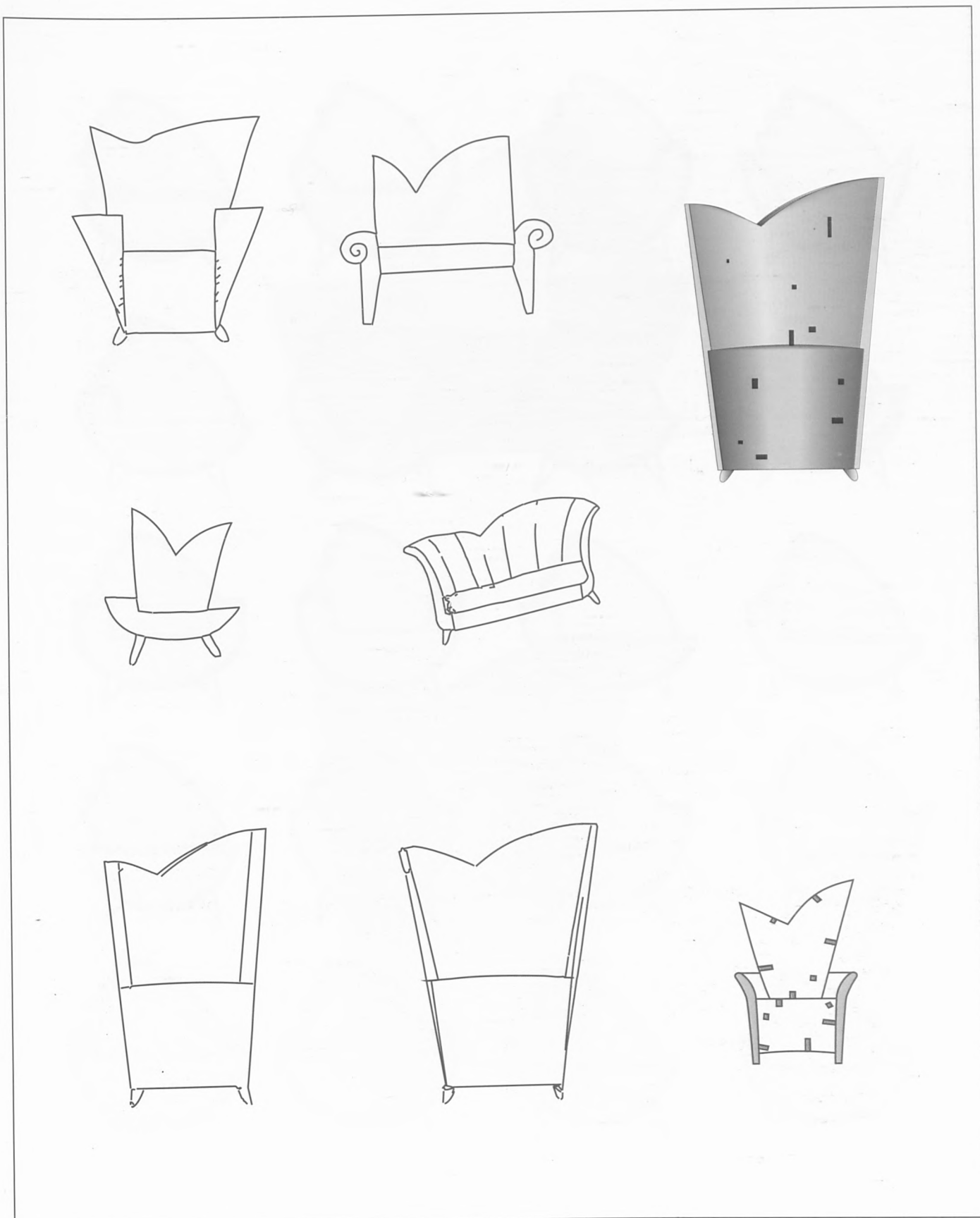
LOOS - glass case, beech



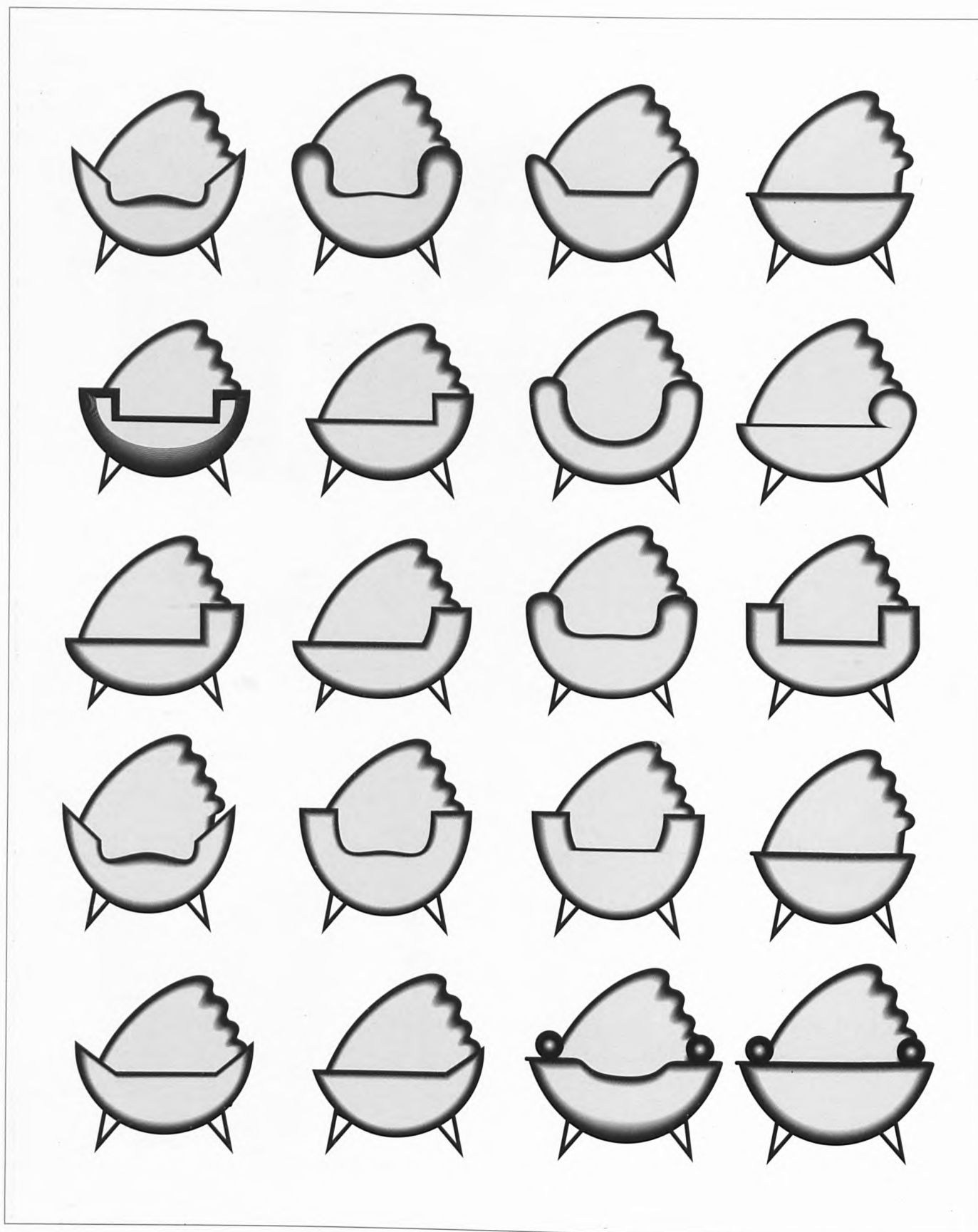
KÄRNTNERTOR - door, *various woods for inlaying*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

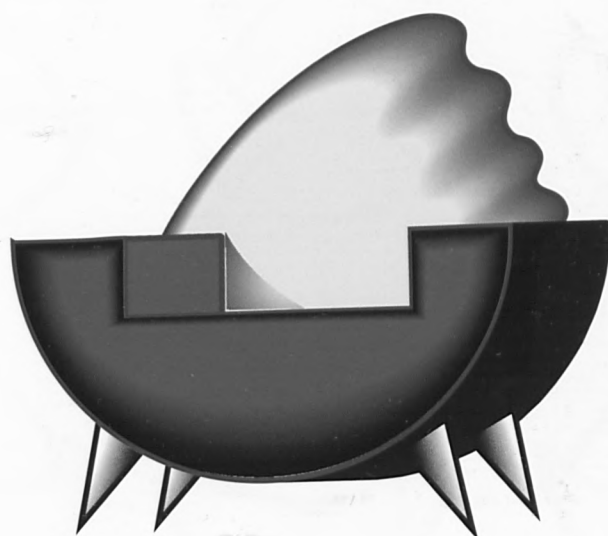


WIENER MELANGE - sketches on armchairs
 Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

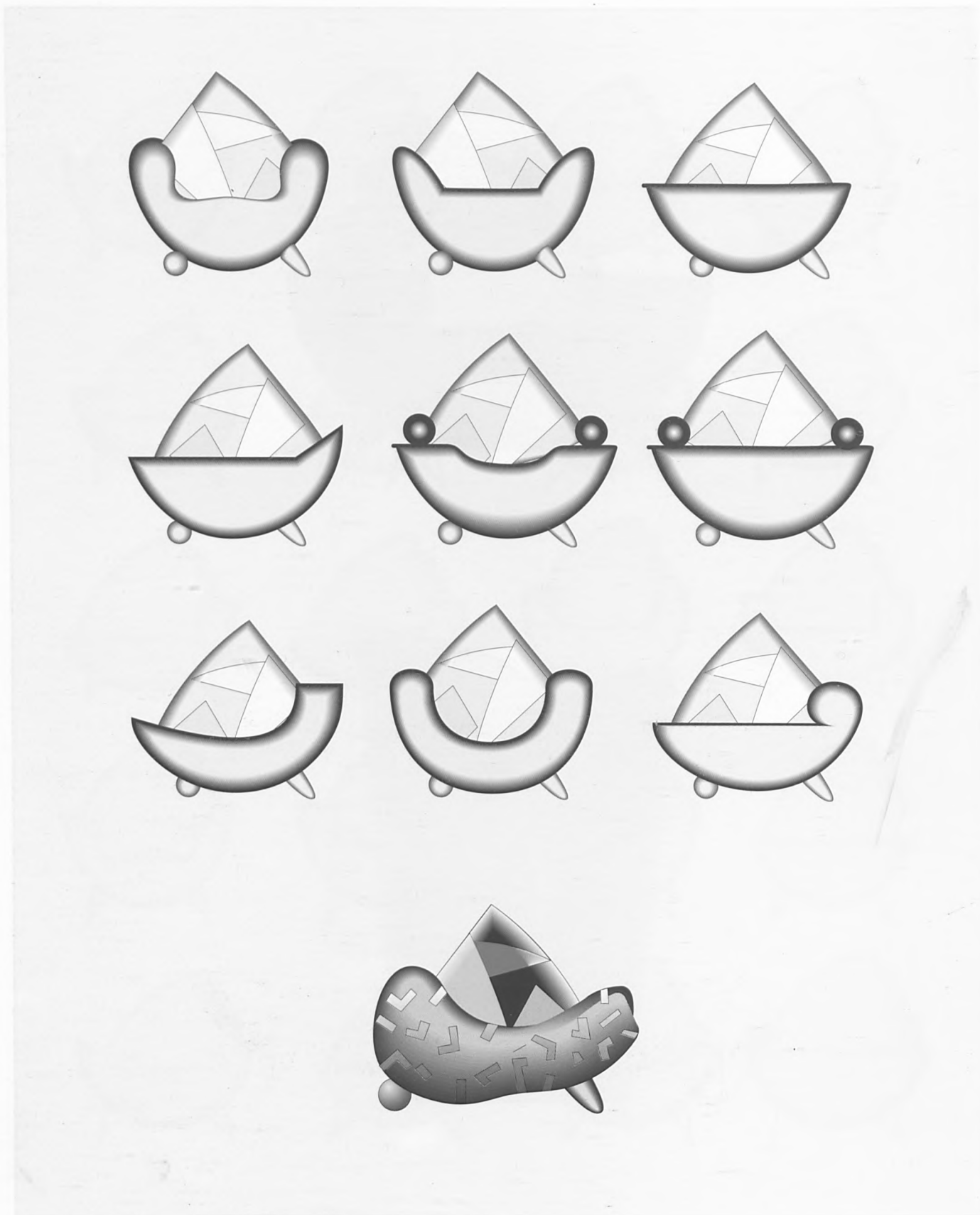


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



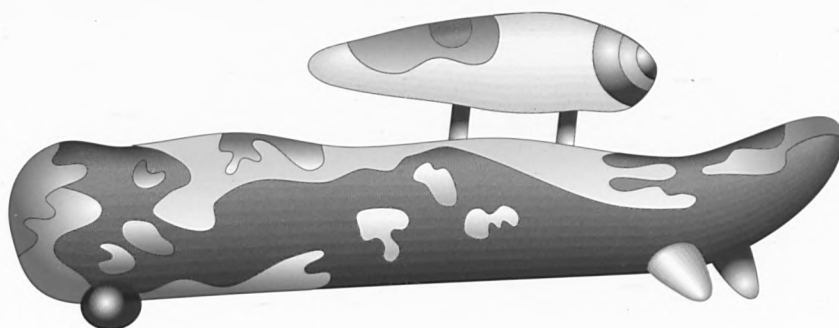
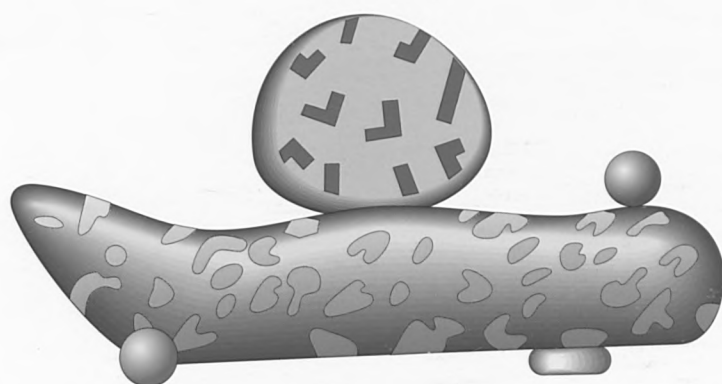
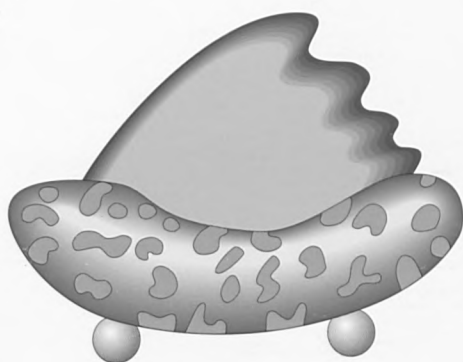


JUGENDSTIL - WIENER MELANGE
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

KAHLENBERG armchair

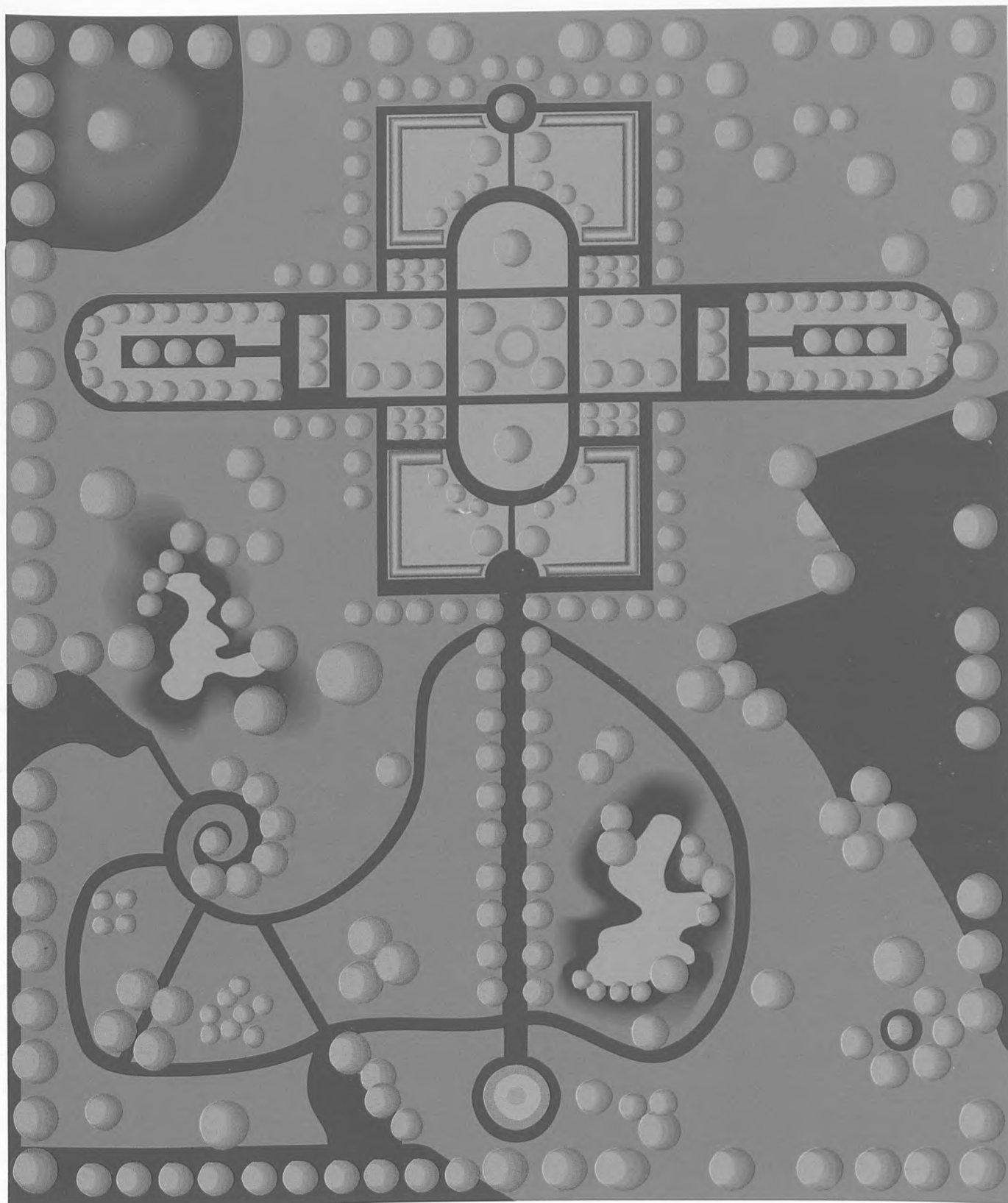


ENDLESS CHAIRS
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



HOMMAGE TO FREDERICK KIESLER - carpet, *handknotted/Nepal*

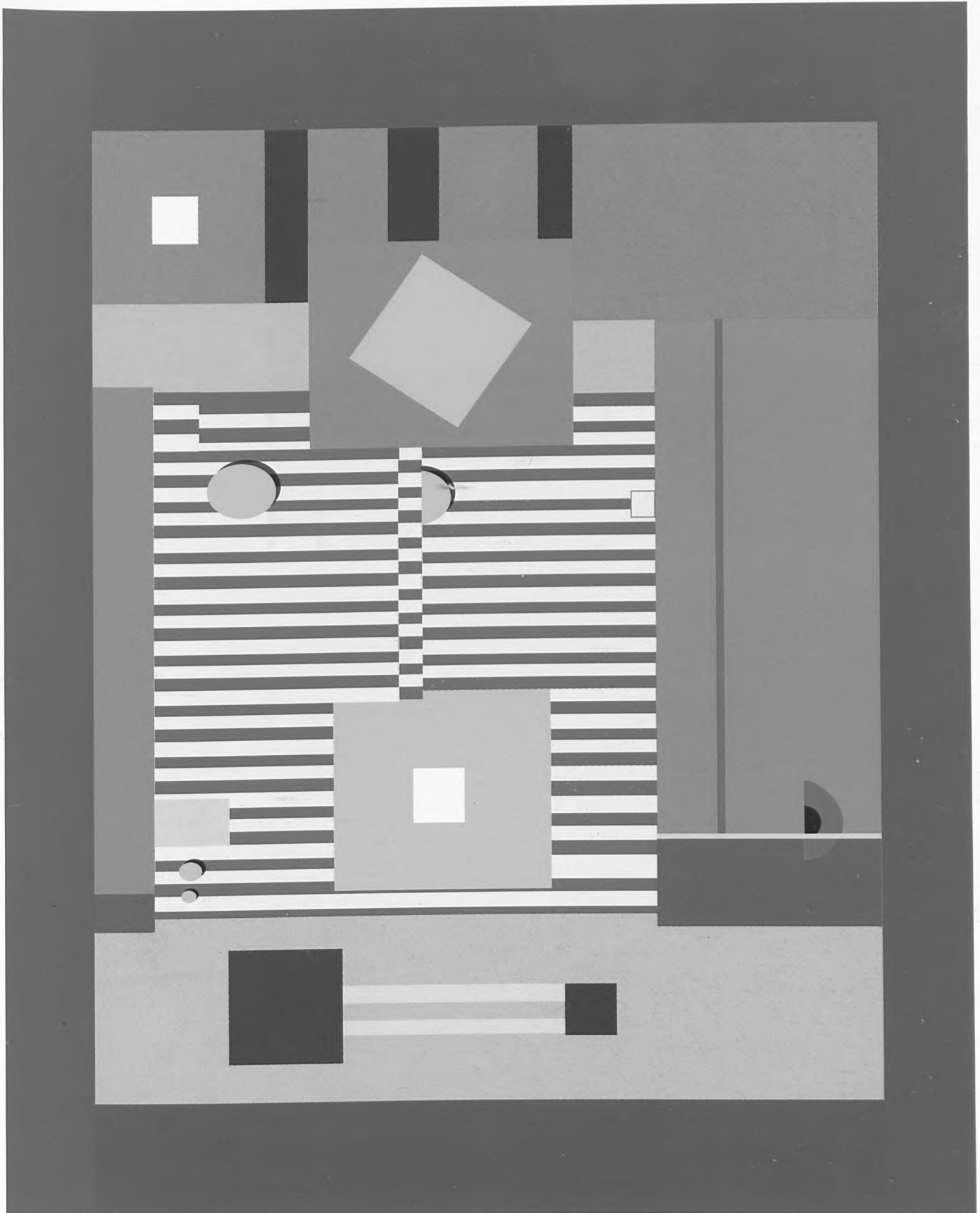
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



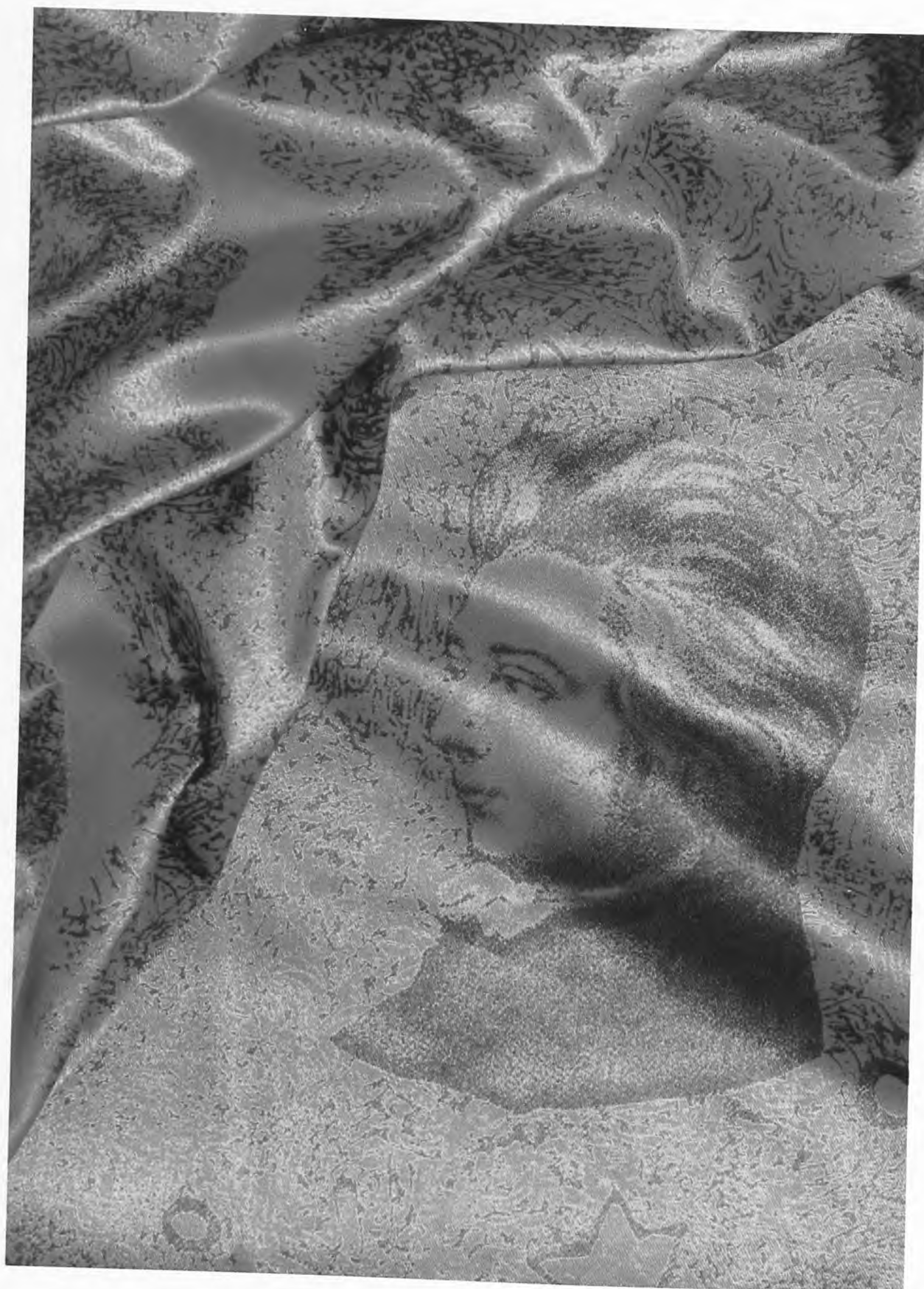
SCHÖNBRUNN - carpet, *handknotted/Nepal*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



NASCHMARKT - carpet, *handknotted/Nepal*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

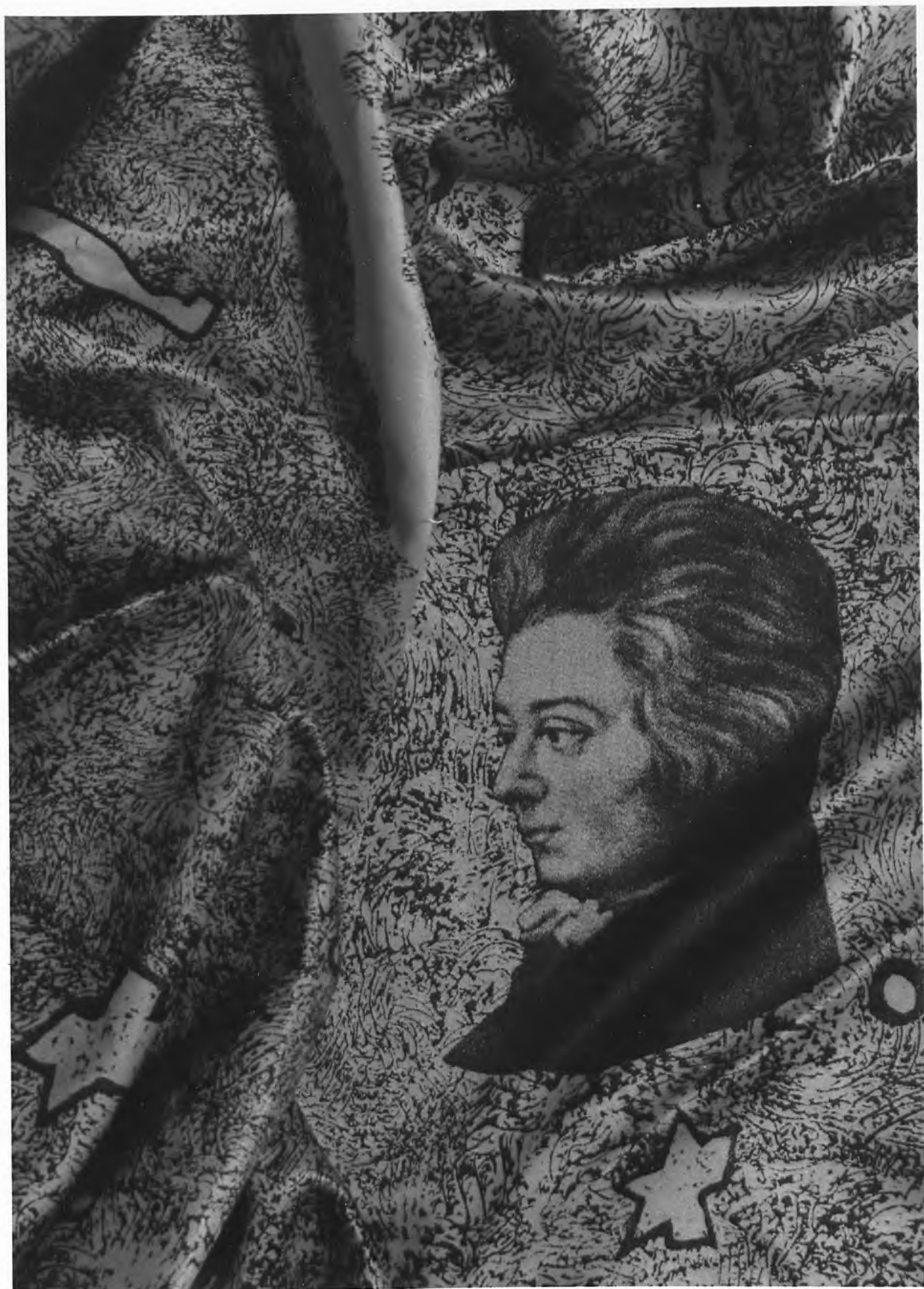


GRABEN - carpet, *handknotted/Nepal*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

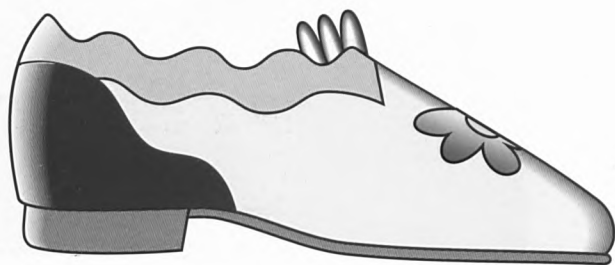
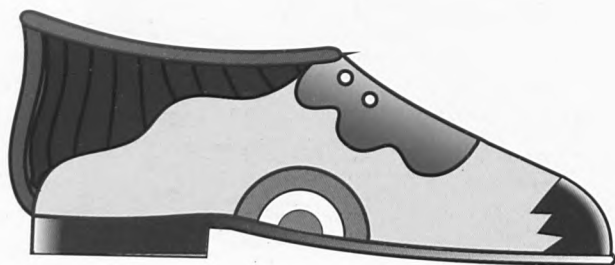
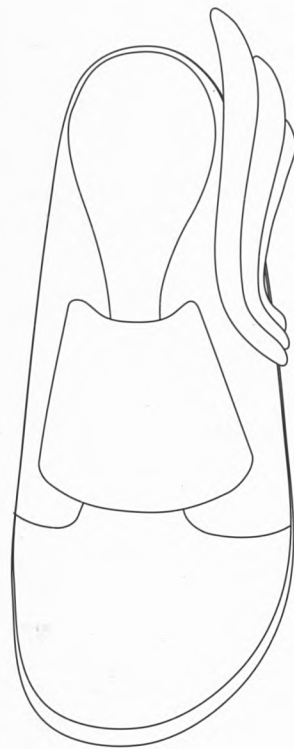


Vienna's curtains - MOZART

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



MOZART
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



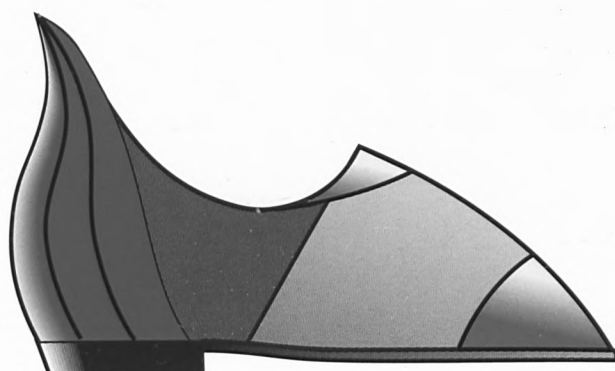
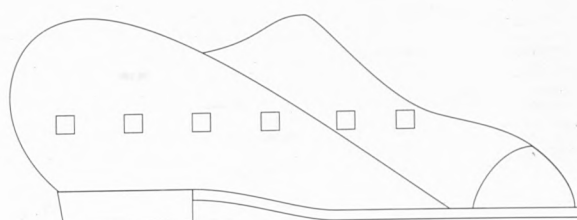
NESTROY

GIRARDI

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

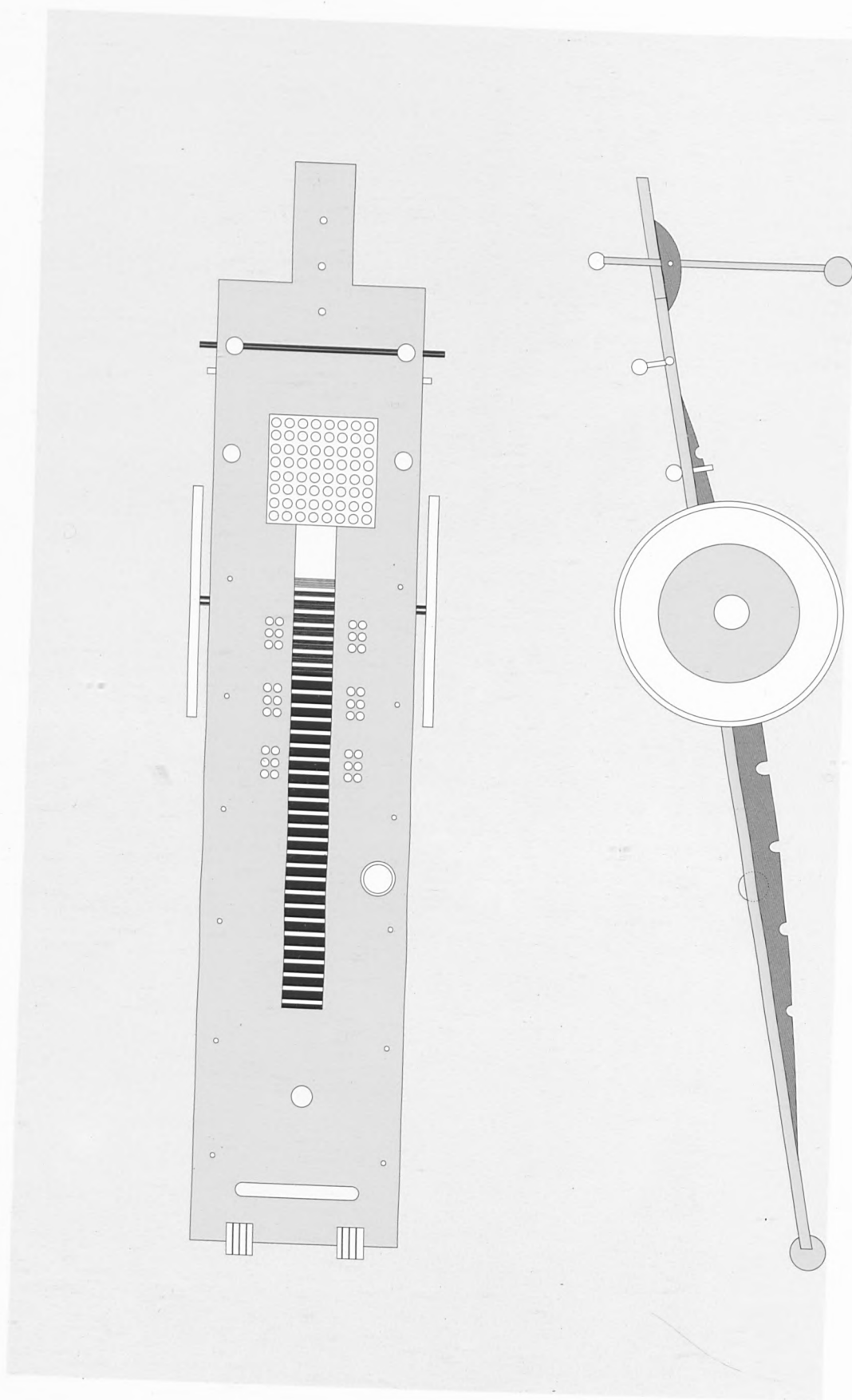


HERMES



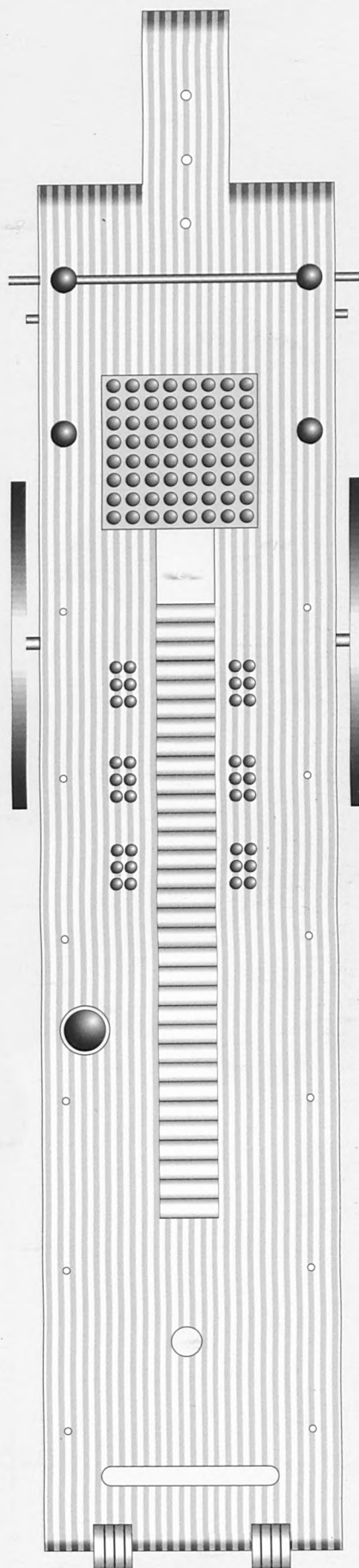
KALAFATI

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

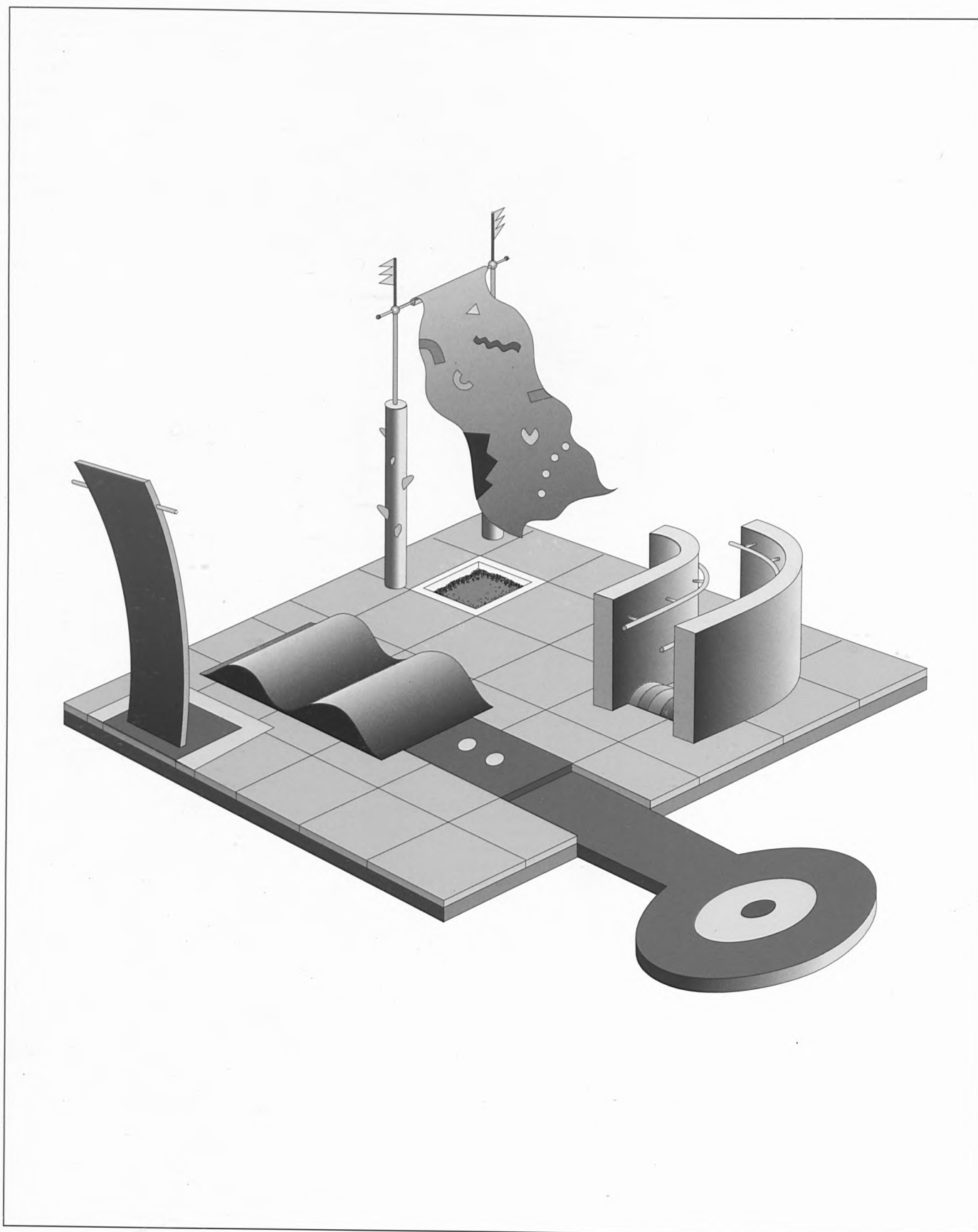


ARENA - body-massage plank-bed, *beech*

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

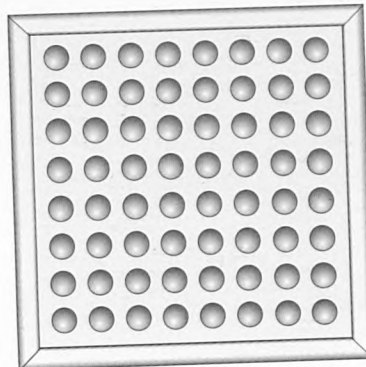
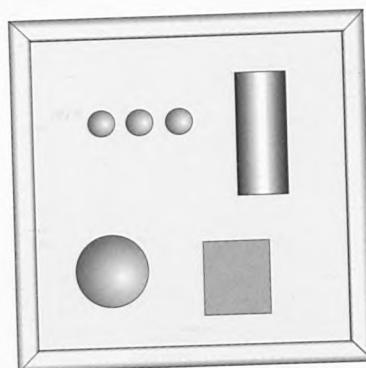
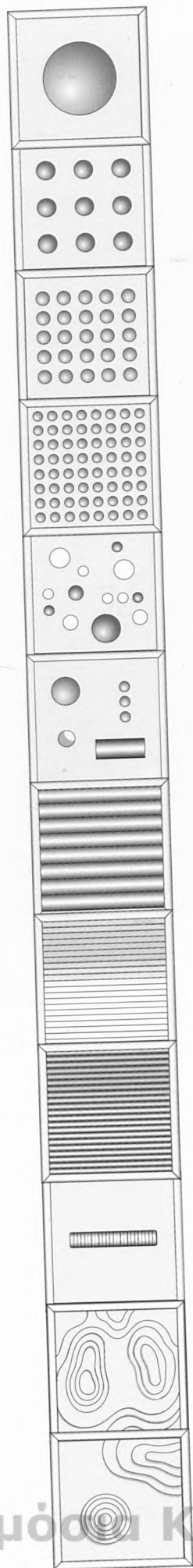


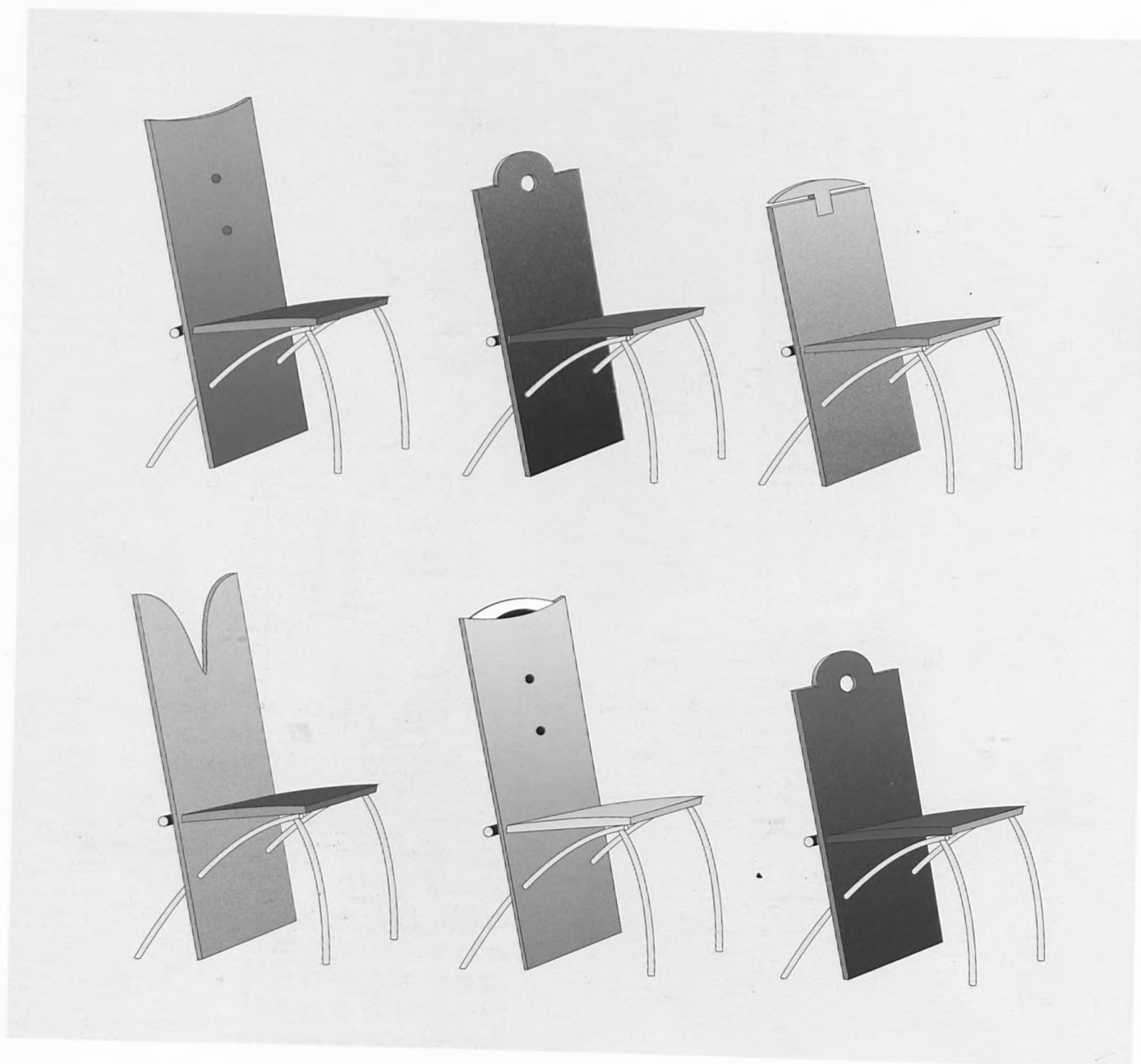
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



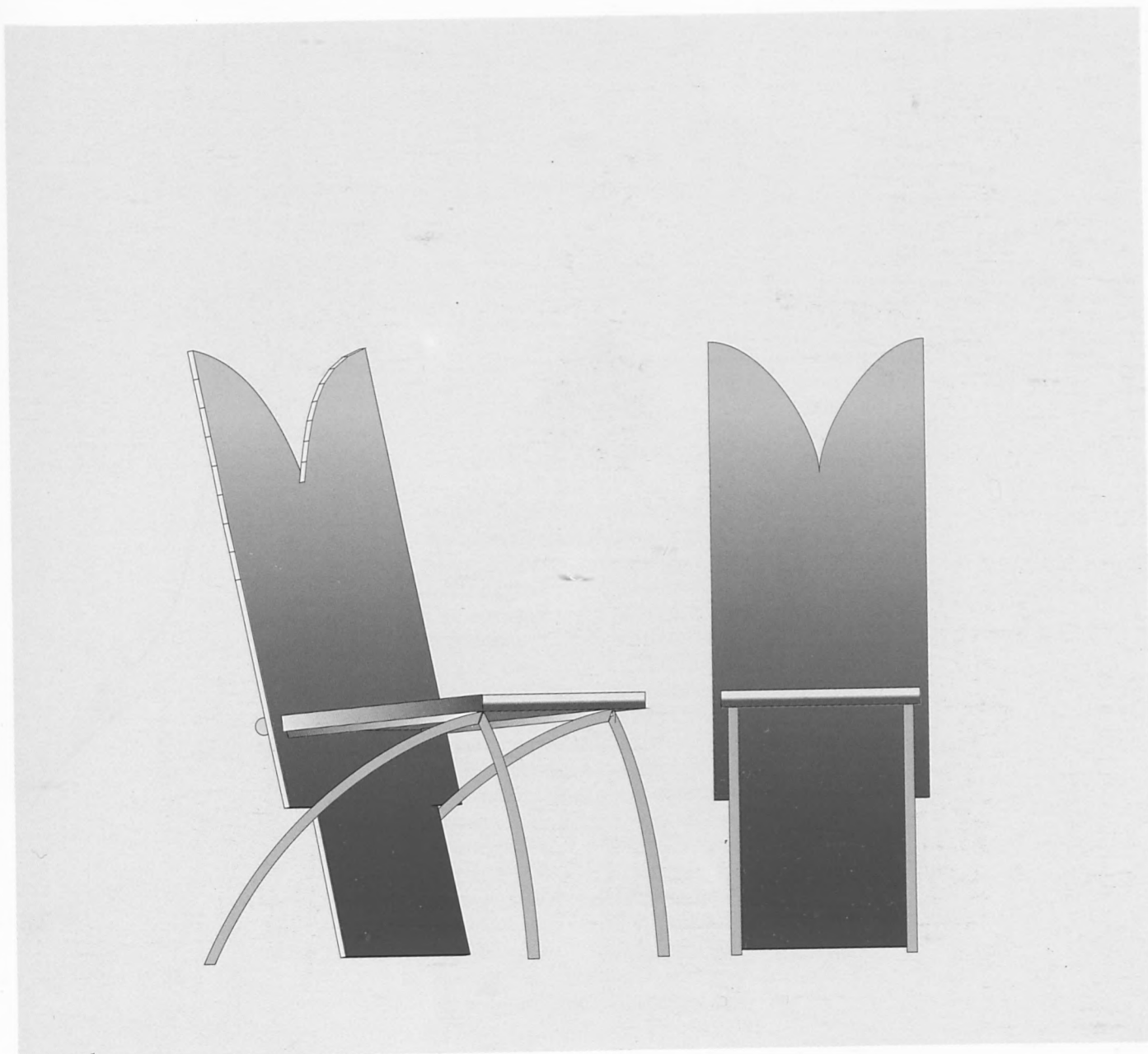
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

HEALTH STAGE

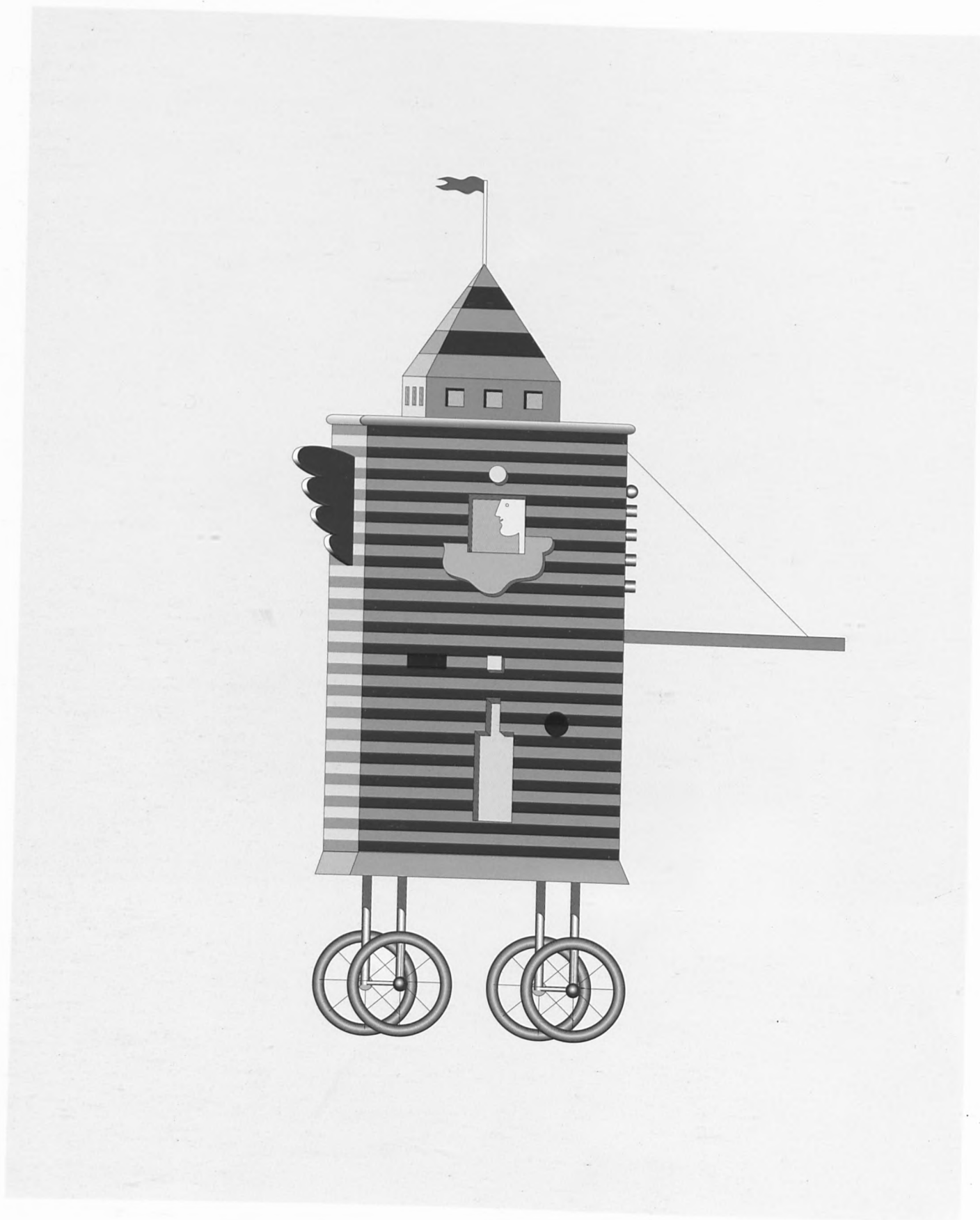




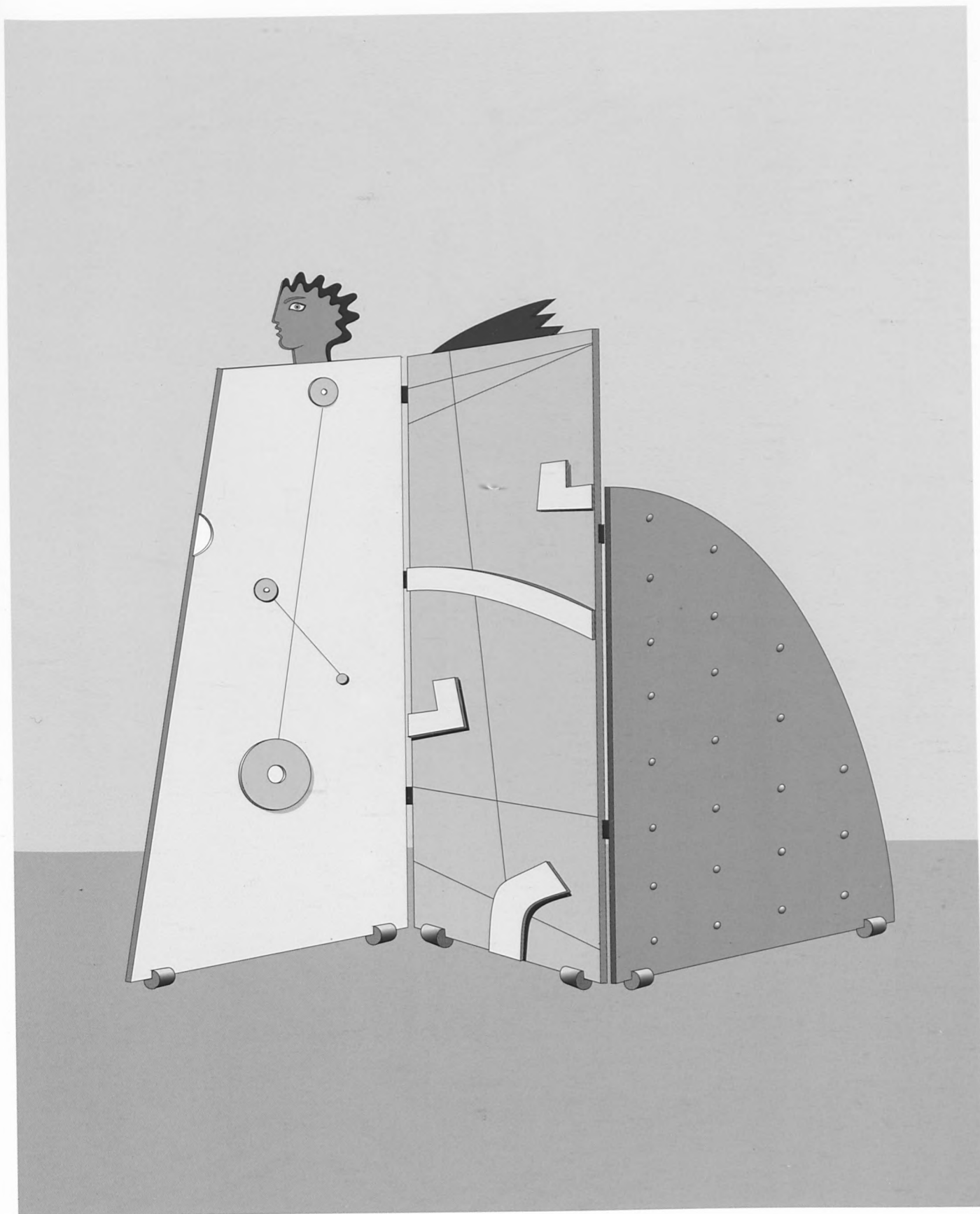
chair collection "EC" - BRUSSELS, TOKYO - plywood/metal/textiles
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



A CHAIR FOR BILL CLINTON, *plywood/metal/textiles*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



LUSTHAUS - cocktail-cabinet, *beech/metal*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

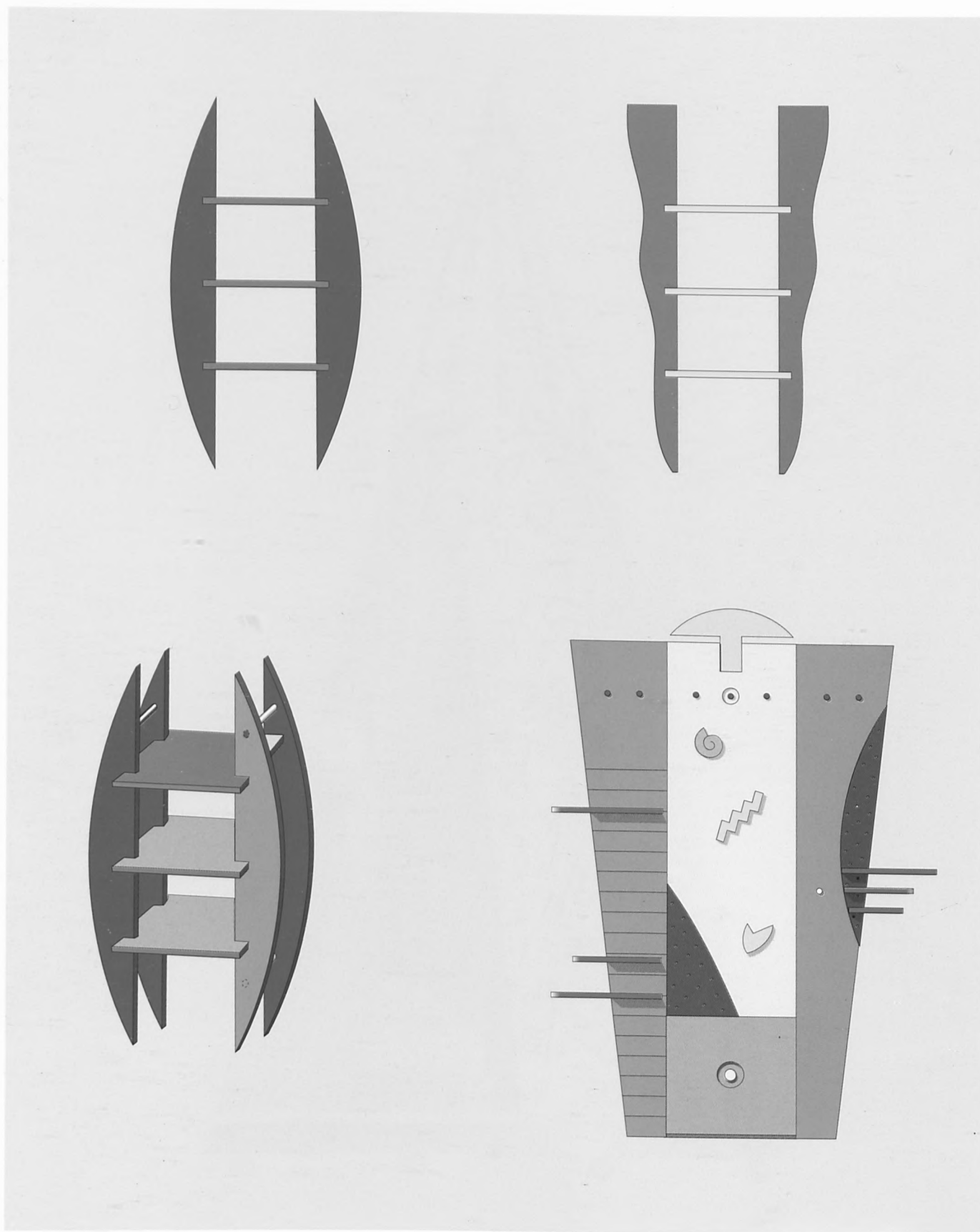
SCHÖNBERG - screen, ash/beechnut



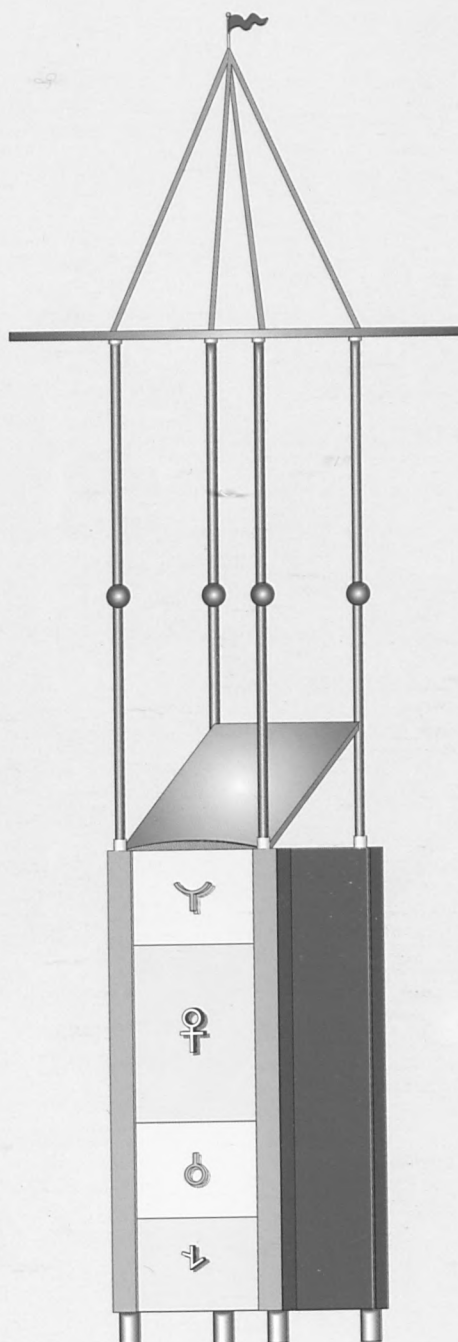
living room with **MOZARTEUM**



MOZARTEUM - new age space, wood/metal/textiles
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

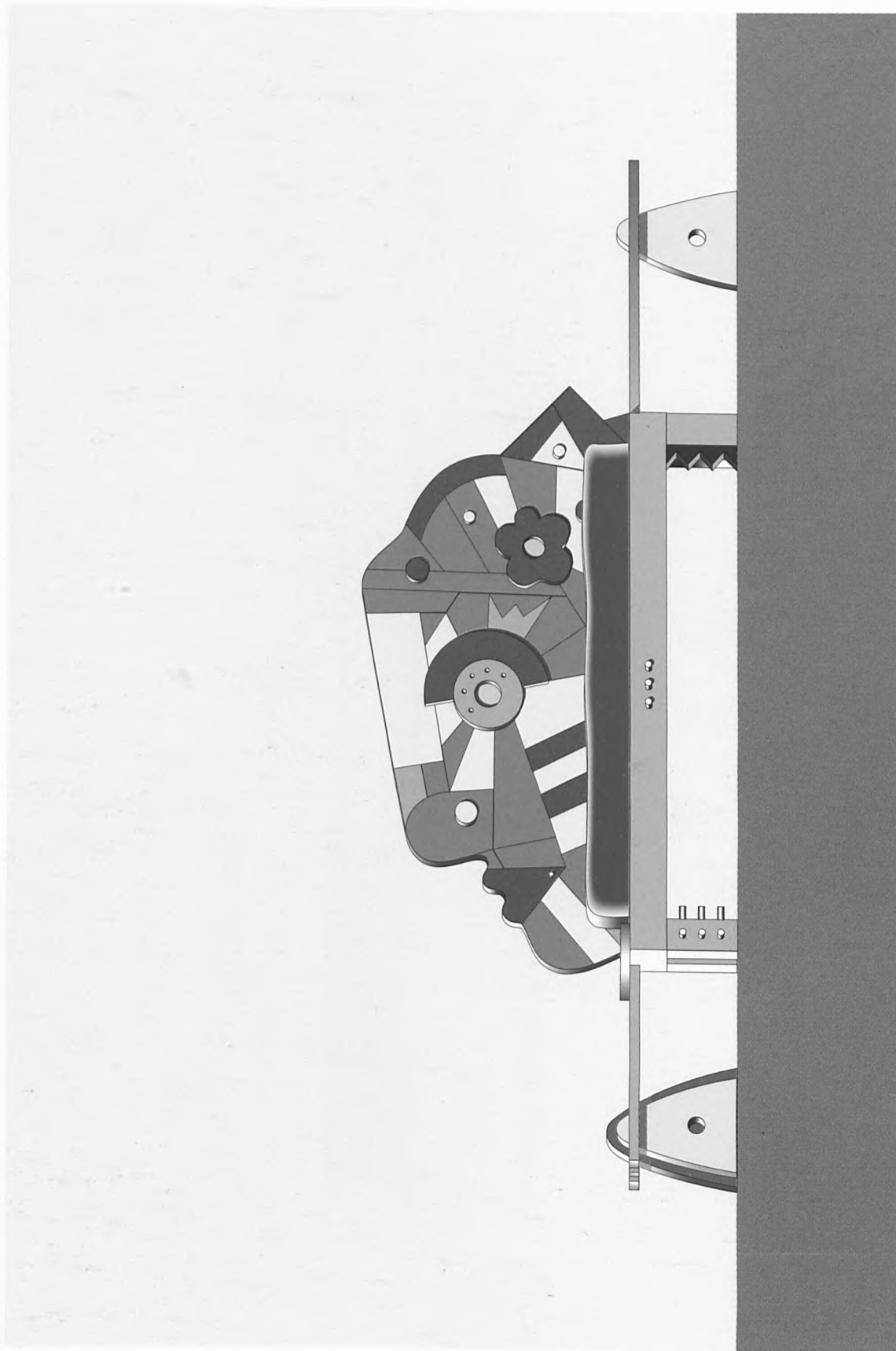


CITY - variations on shelves
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



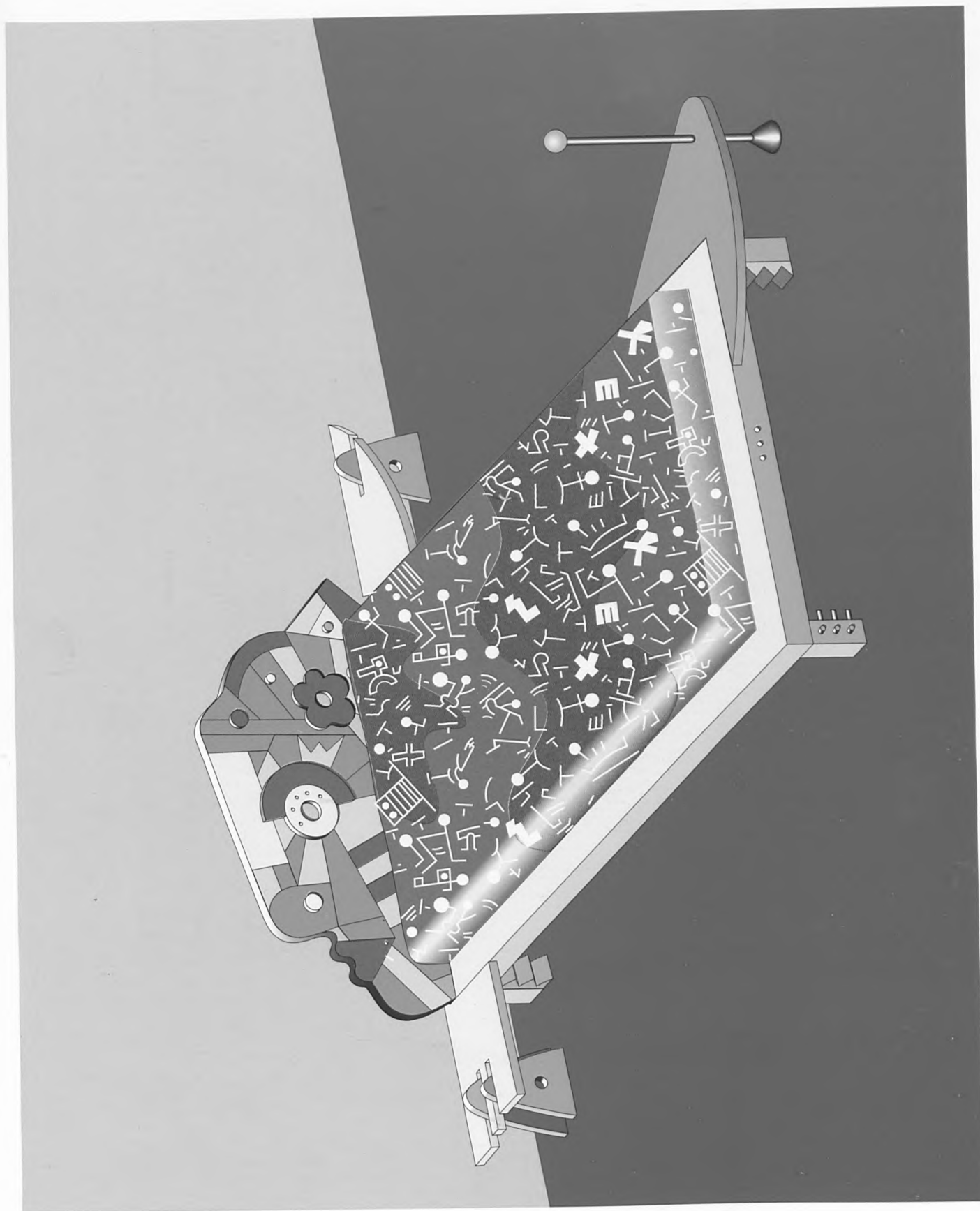
ALBERTINA - reading-tower, wood/metal/glass

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

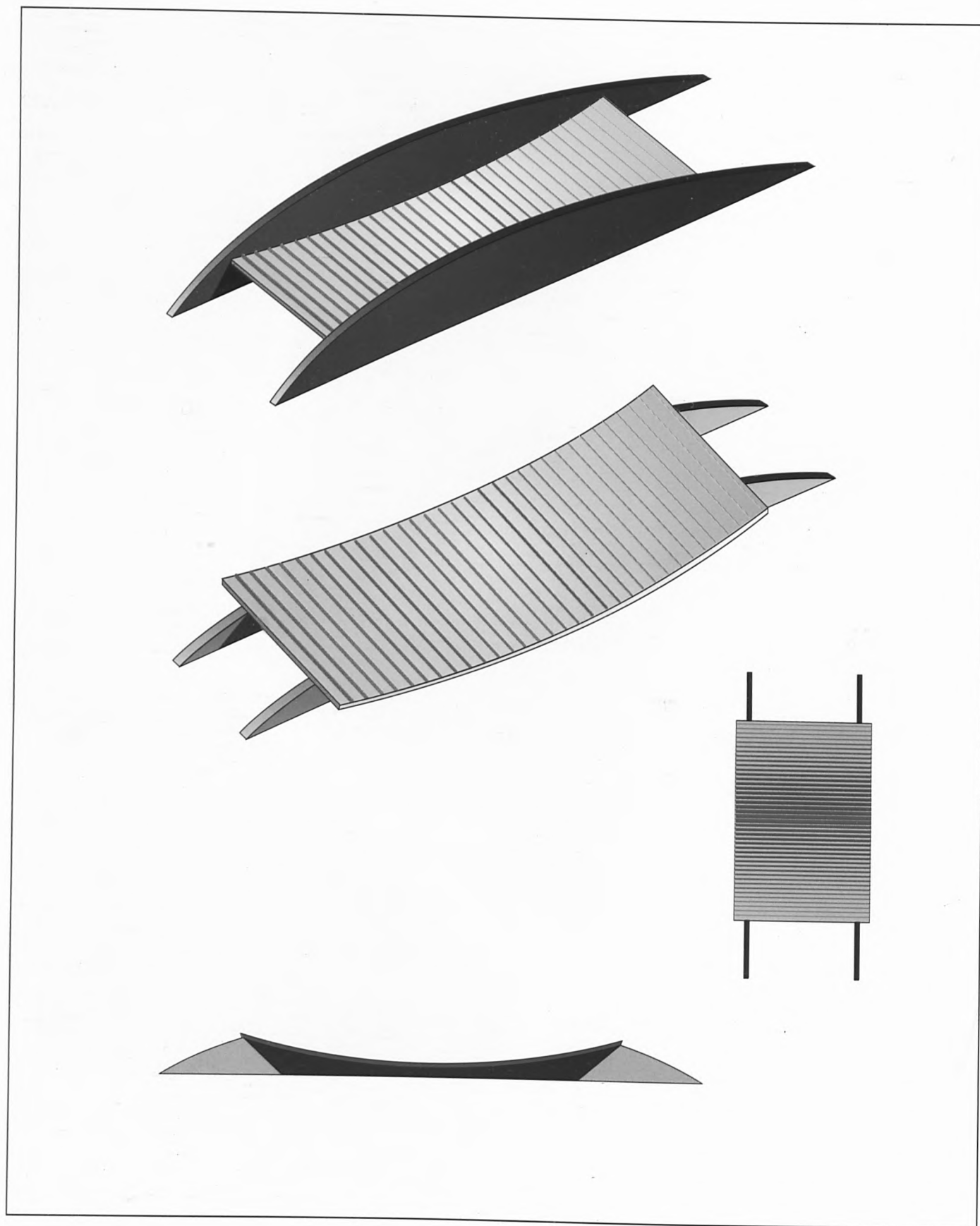


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

HYPNOS - divinity of sleep



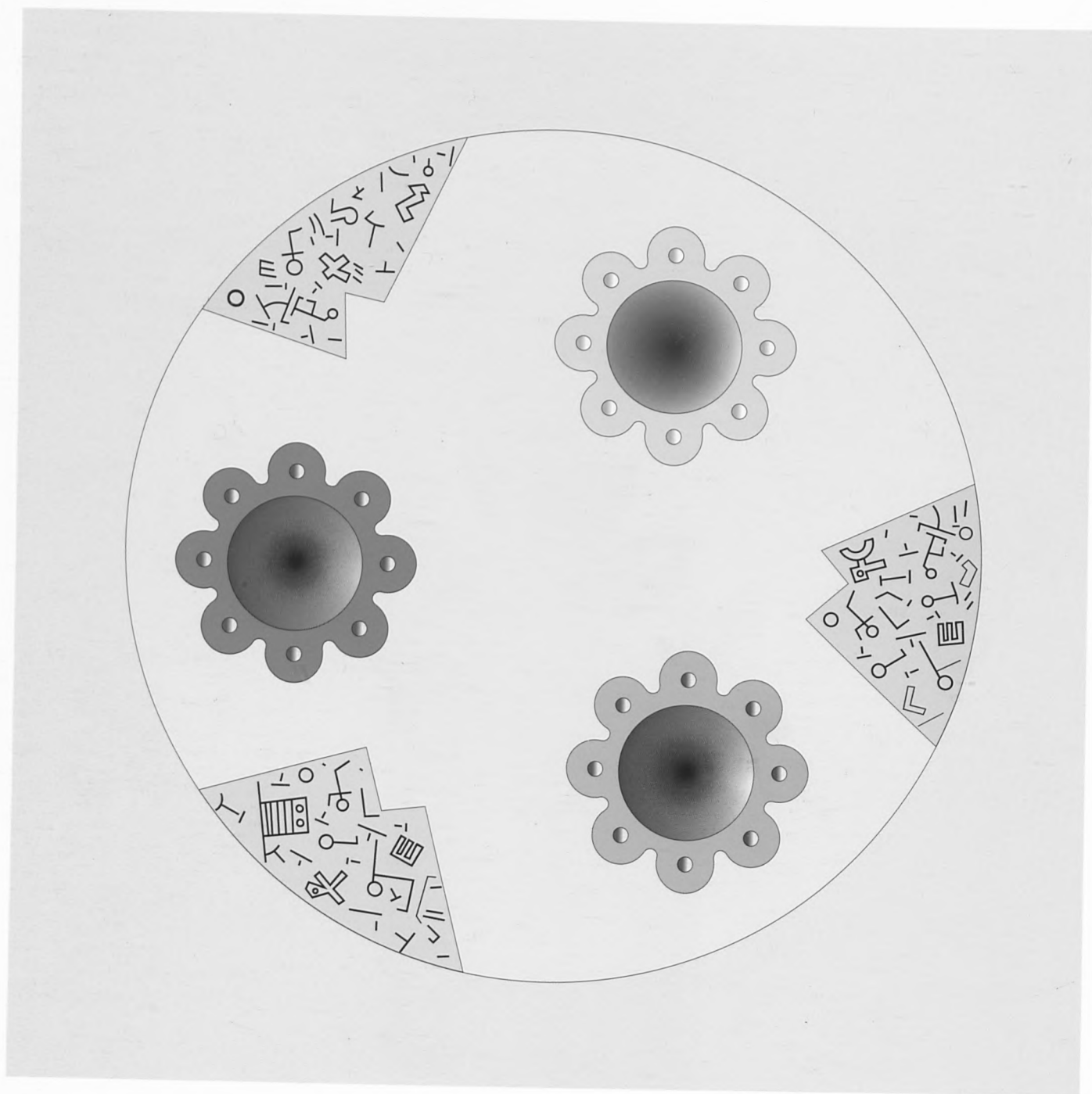
HYPNOS - bed, beech/ash/nut, health-matrrass
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



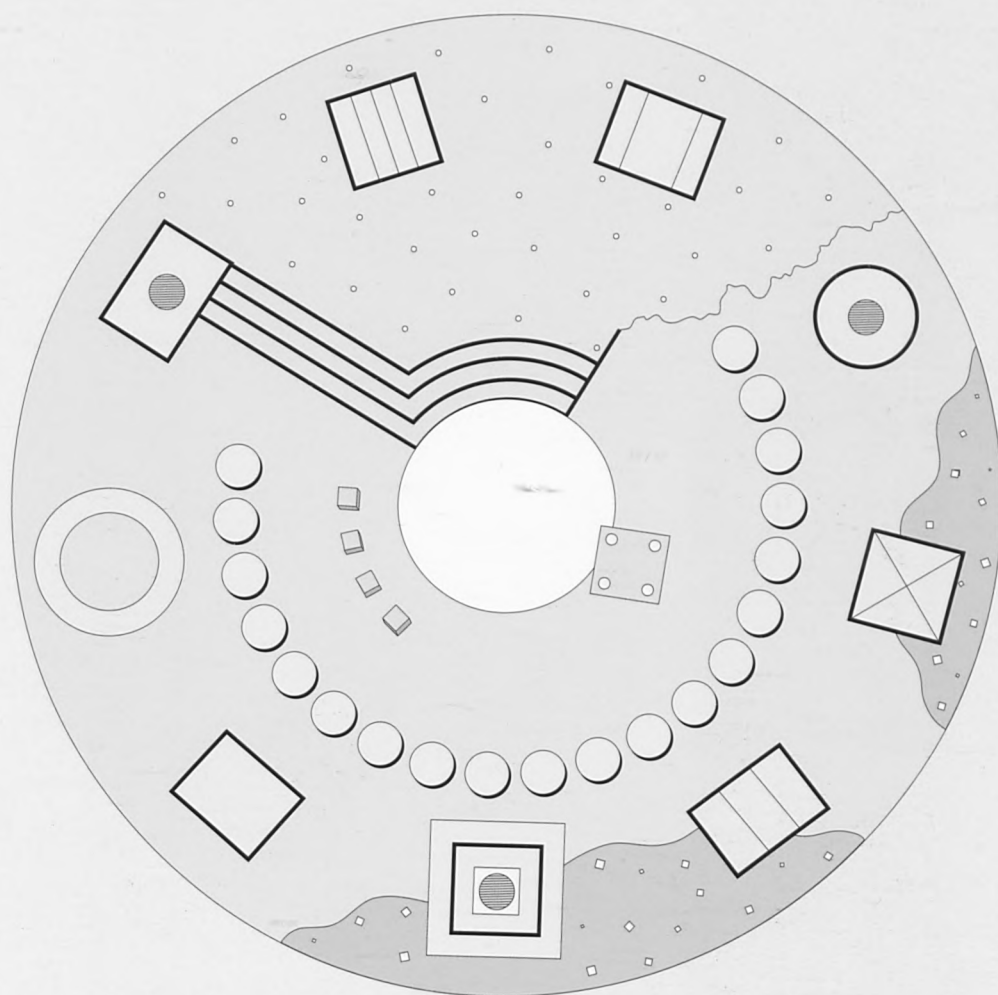
FLORIDSDORF - pencil-tray, wood
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



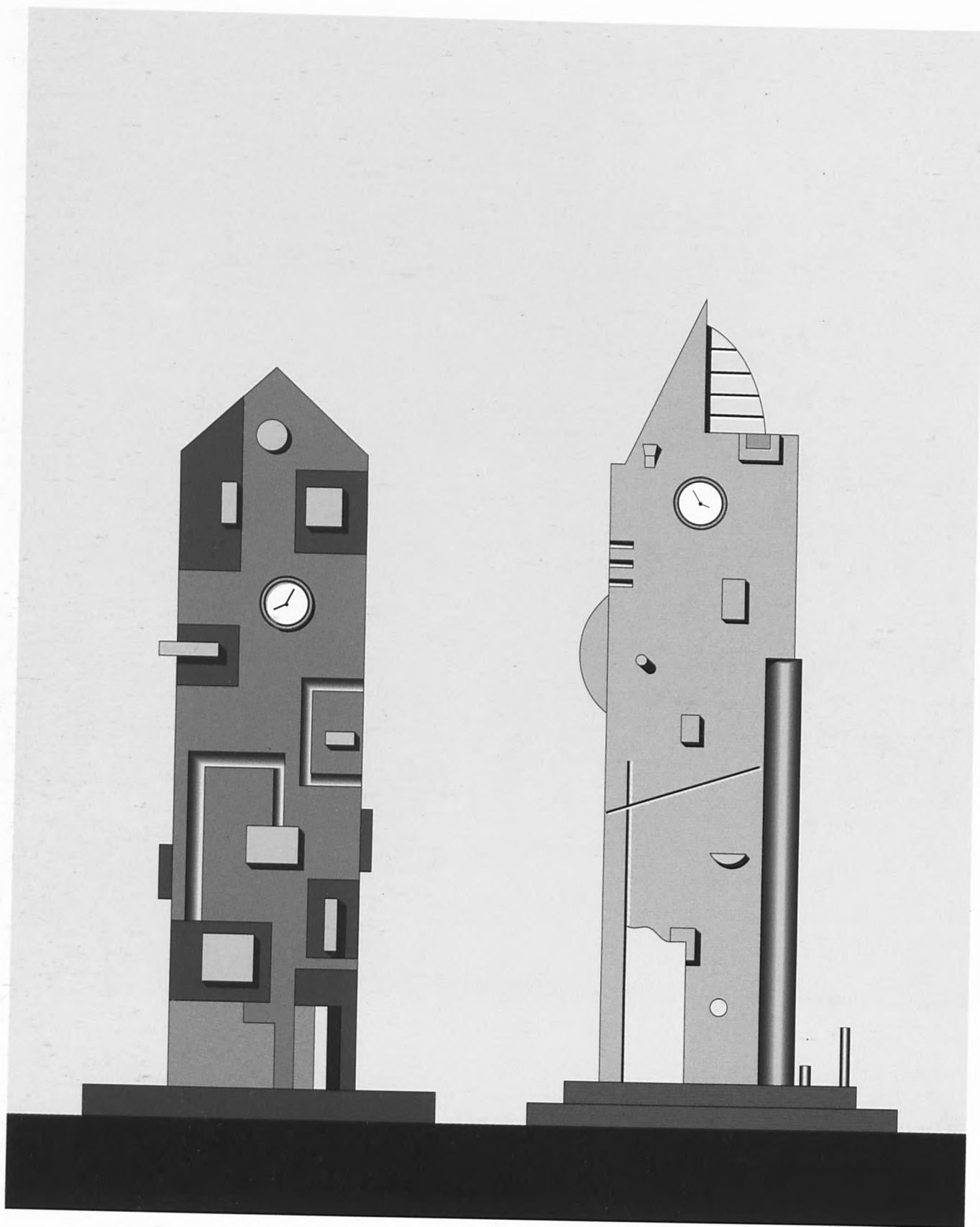
PAVILLION - box, wood
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



BURGGARTEN - vases, porcelain/glass
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

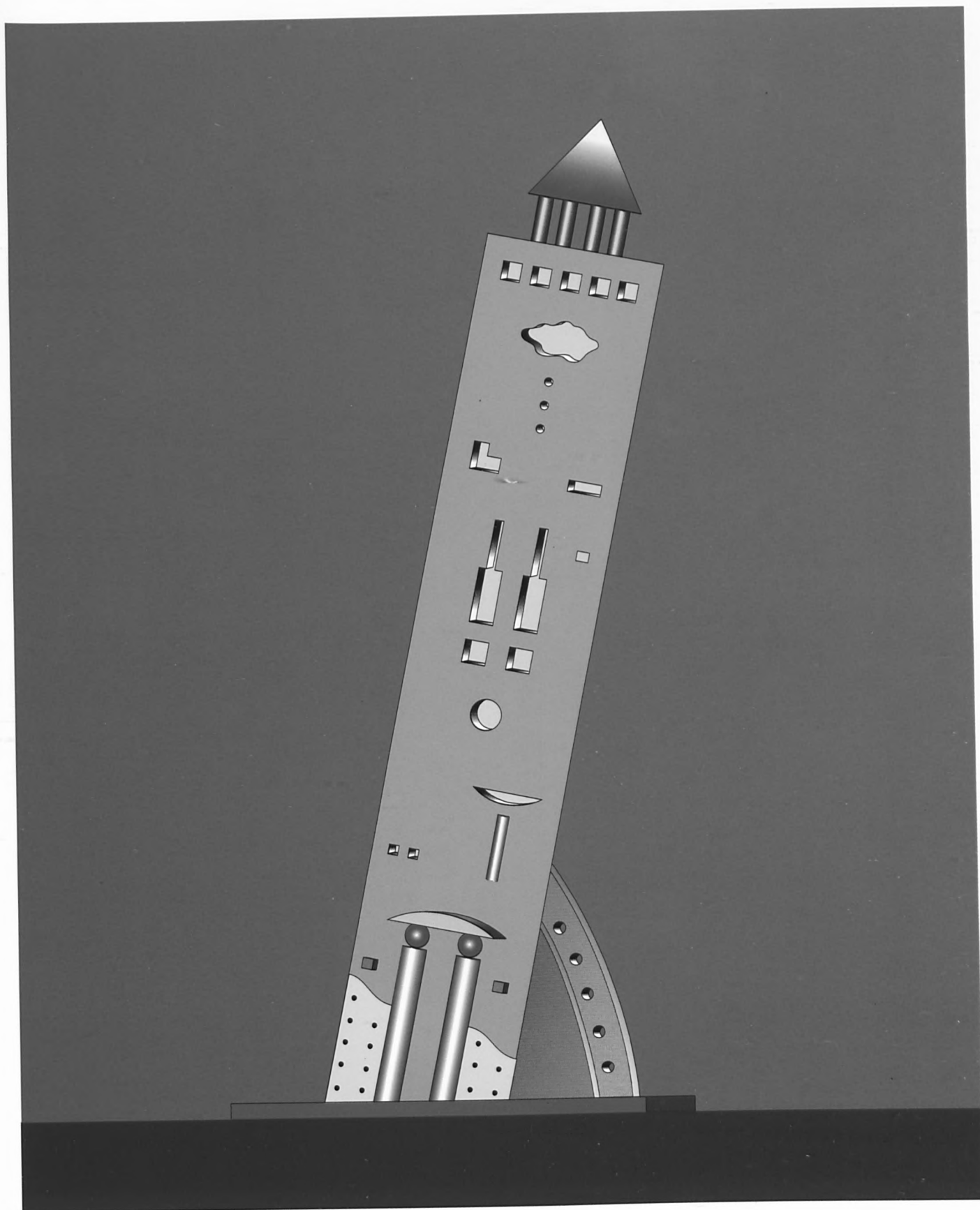


HIETZING - fruit bowl, *porcelain/glass*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



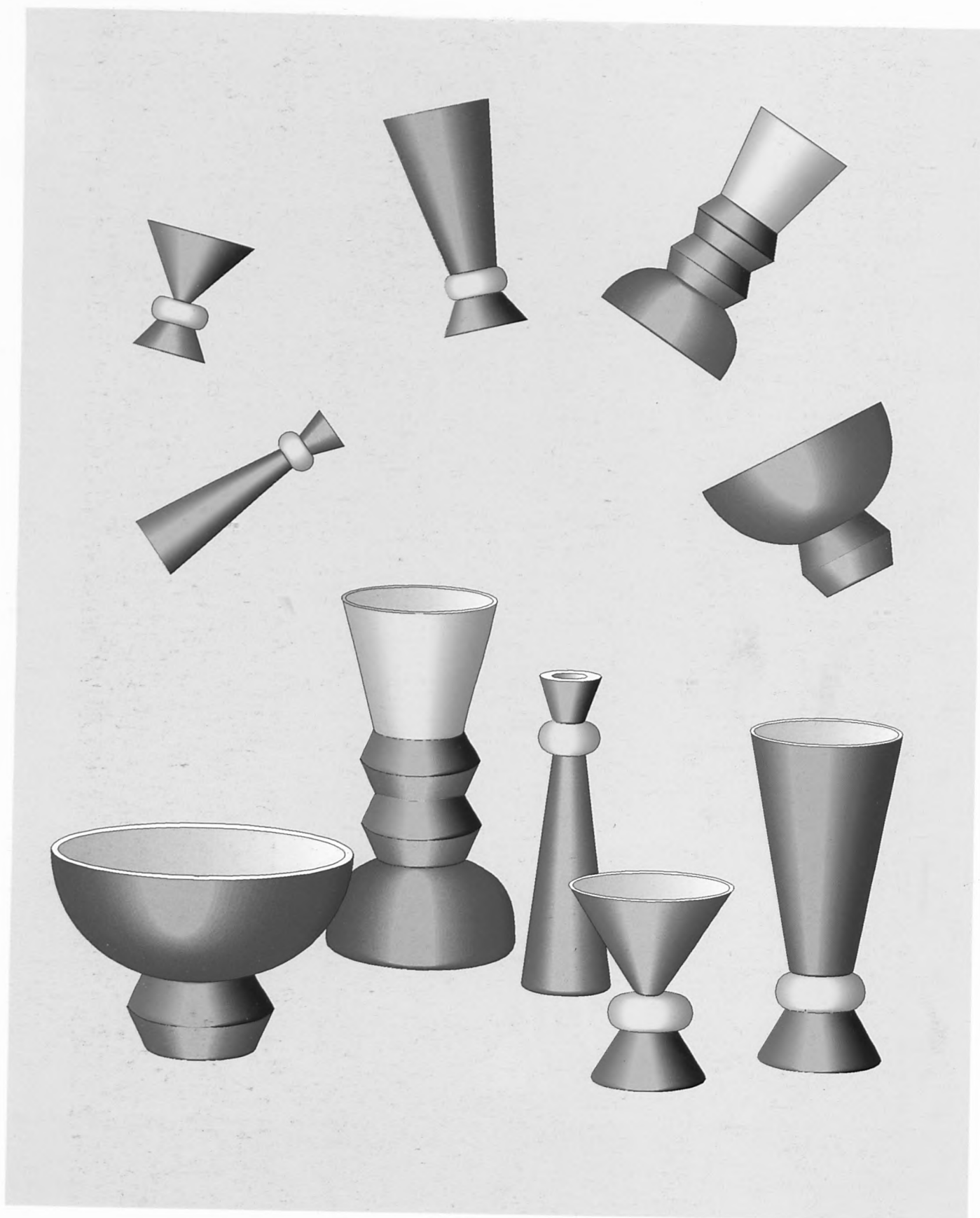
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

WATCHTOWER, *granite*

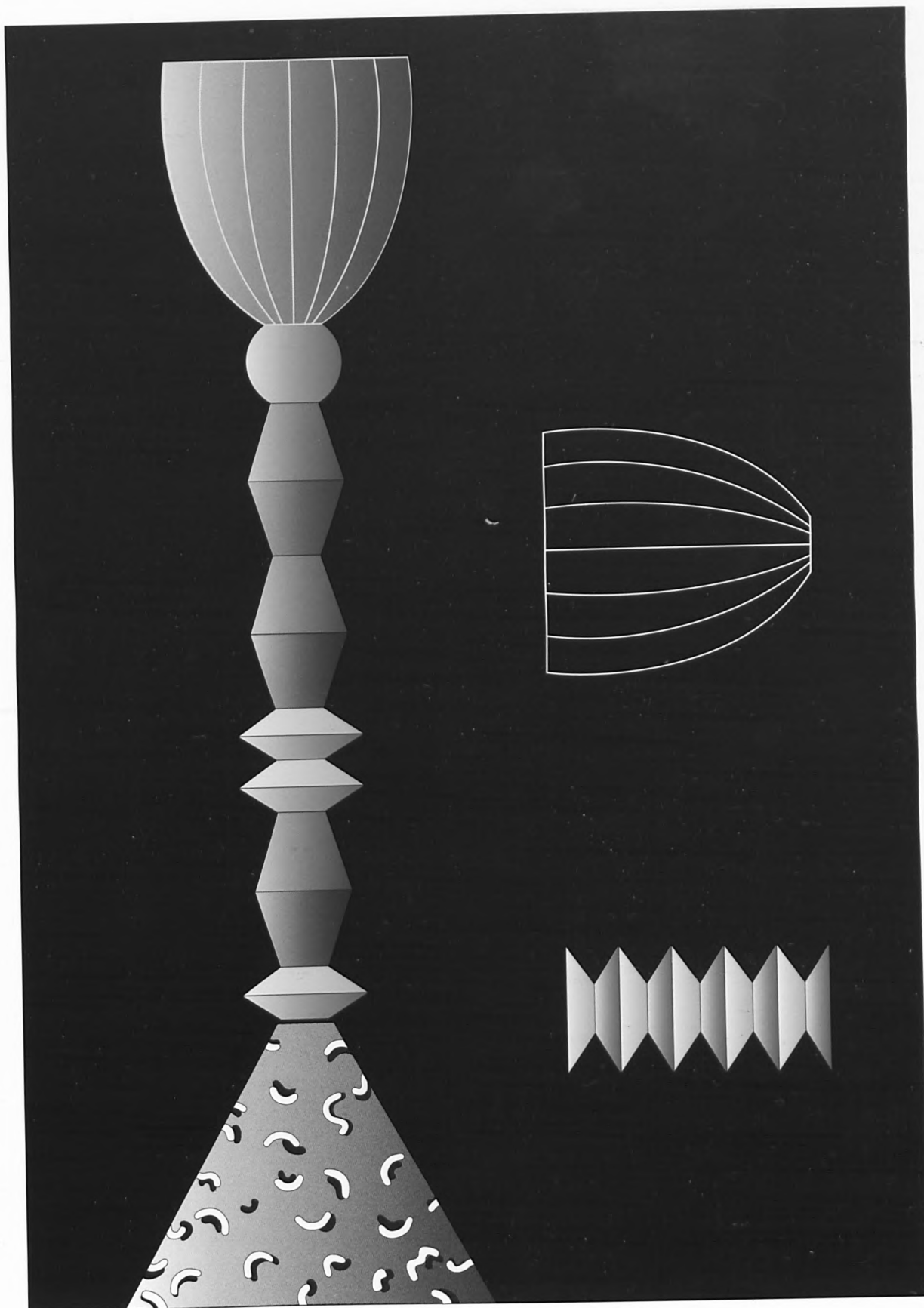


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

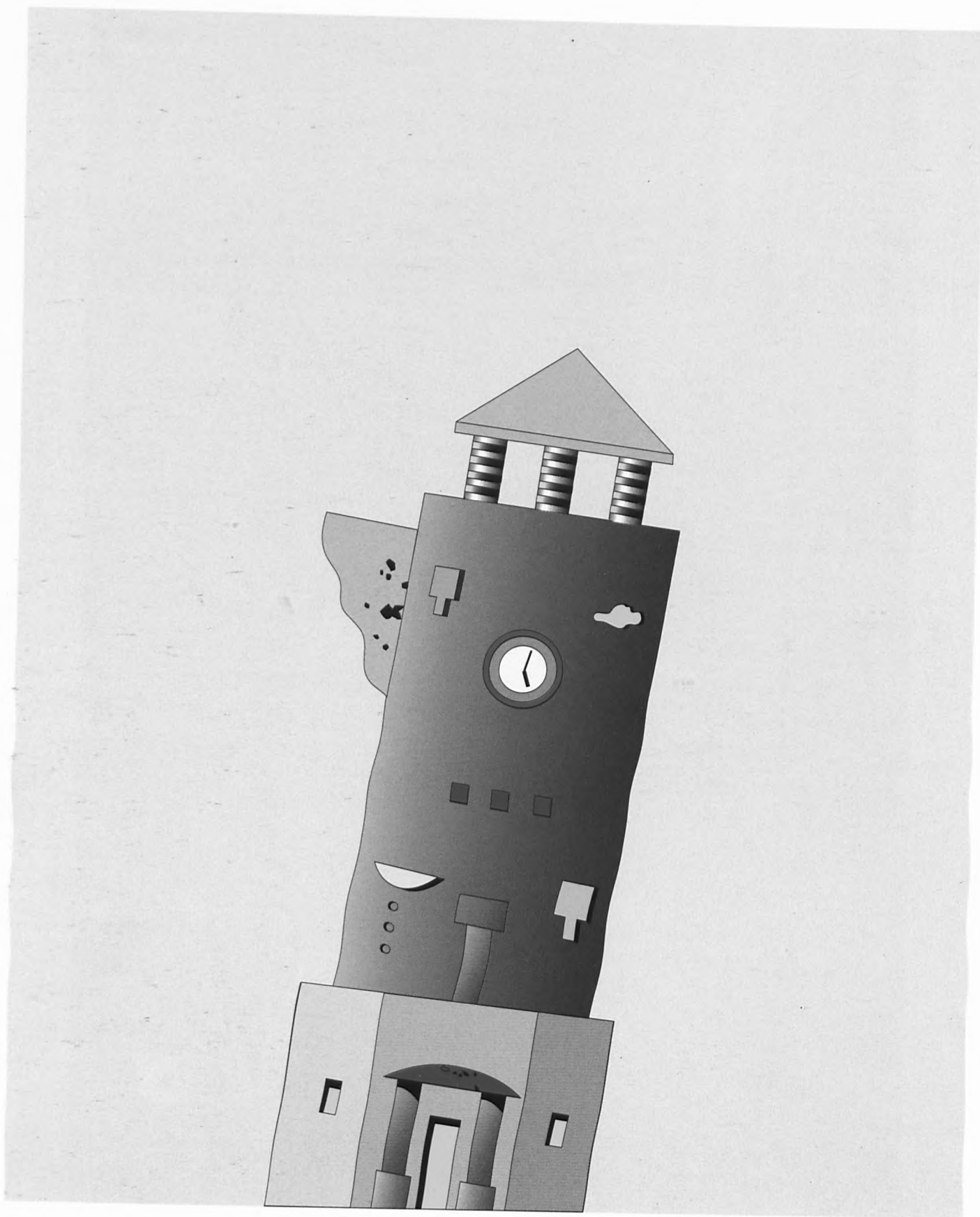
PISA - light object, beech/metal



COLOUR COLLECTION - series of porcelain objects
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

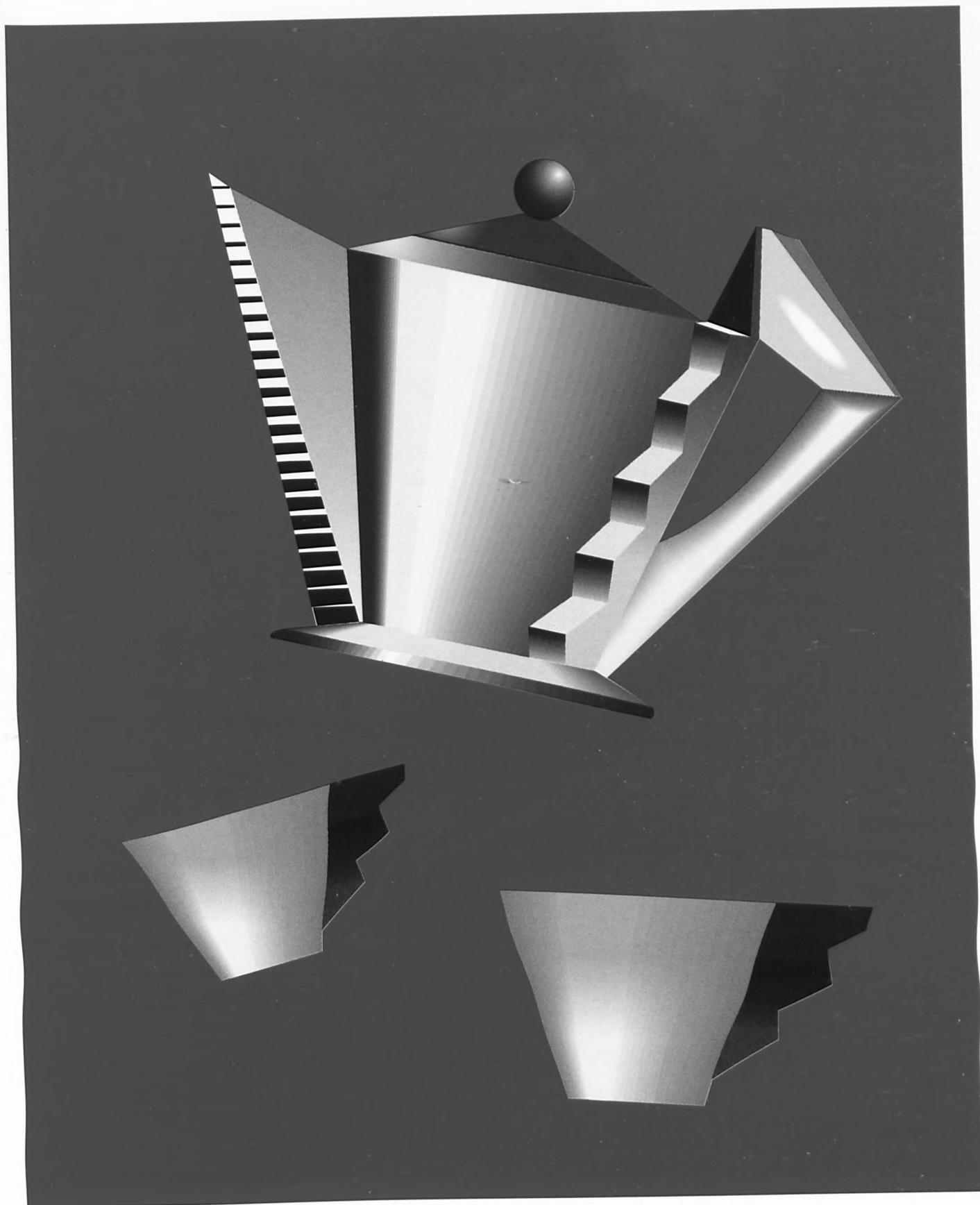


PAPAGENA - lightobject, *porcelain*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



PISA - table clock, *porcelain*

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

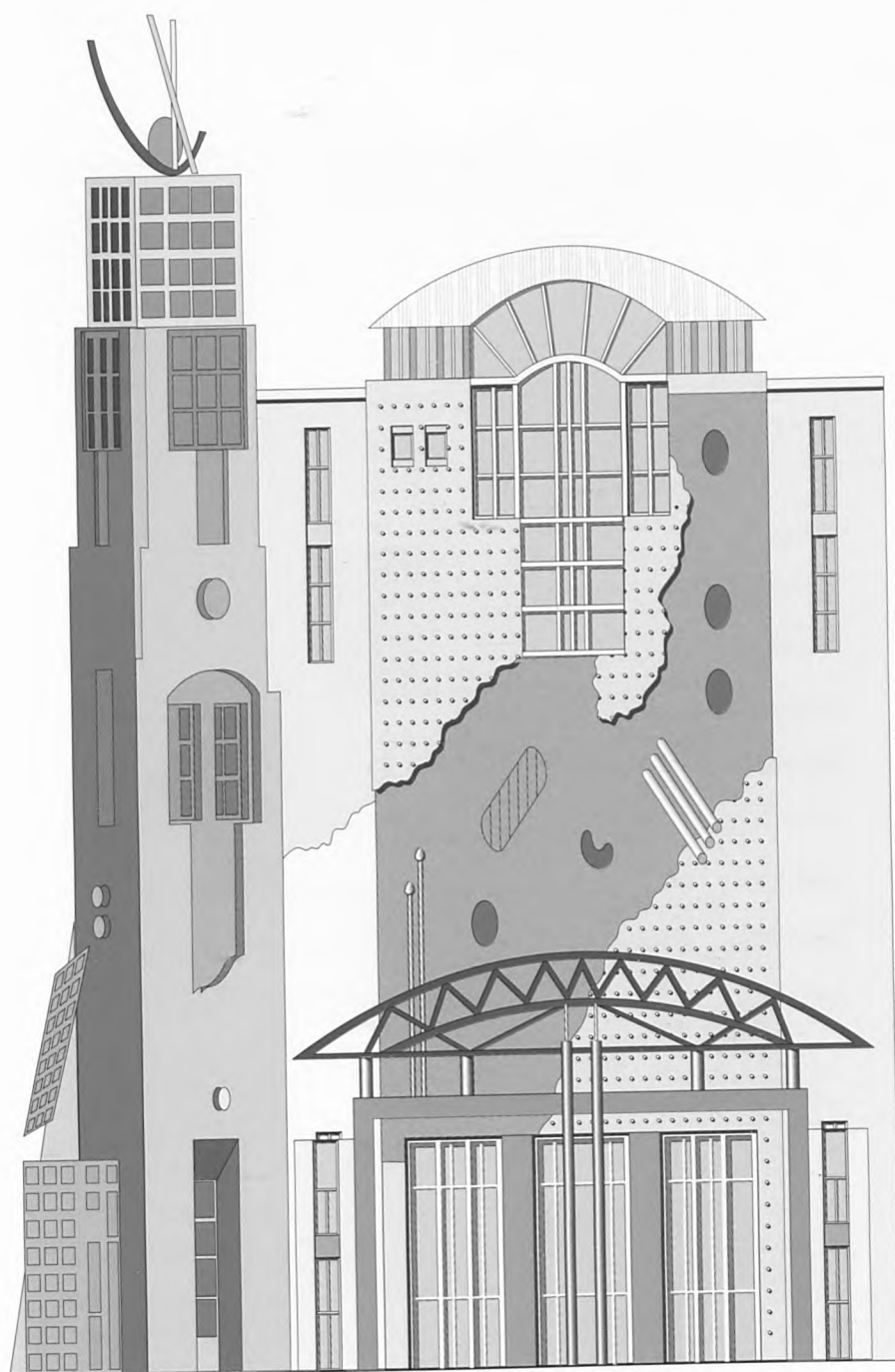


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

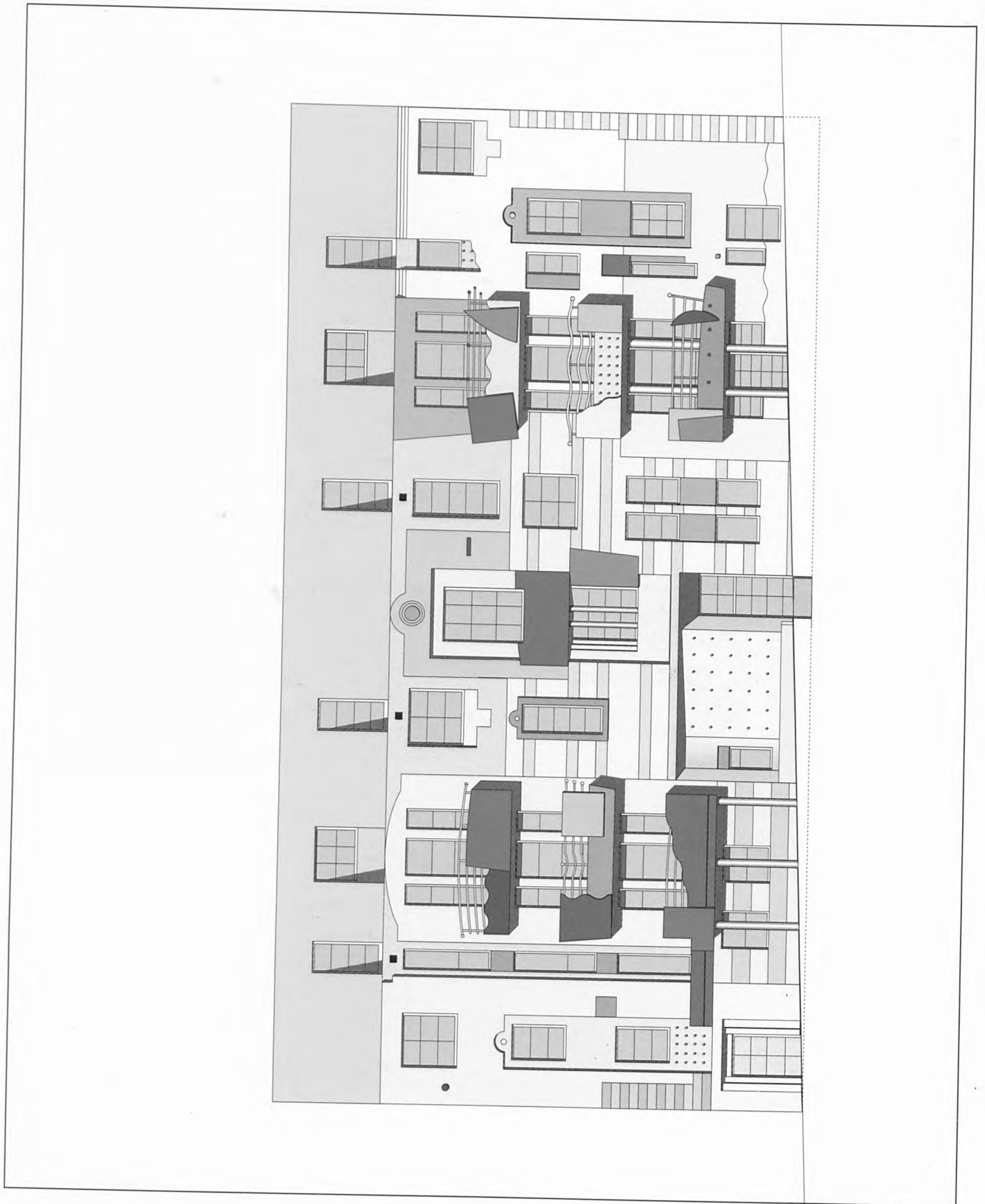
VIENNA - service, *porcelain*

POPULAR ARCHITECTURE

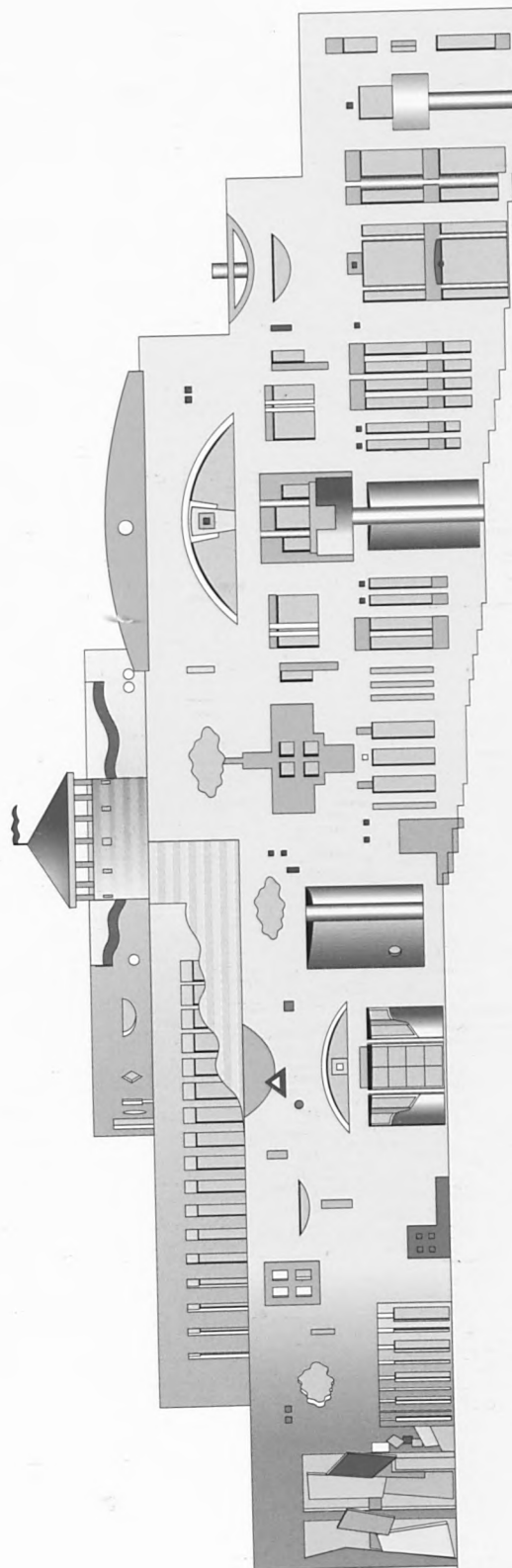
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



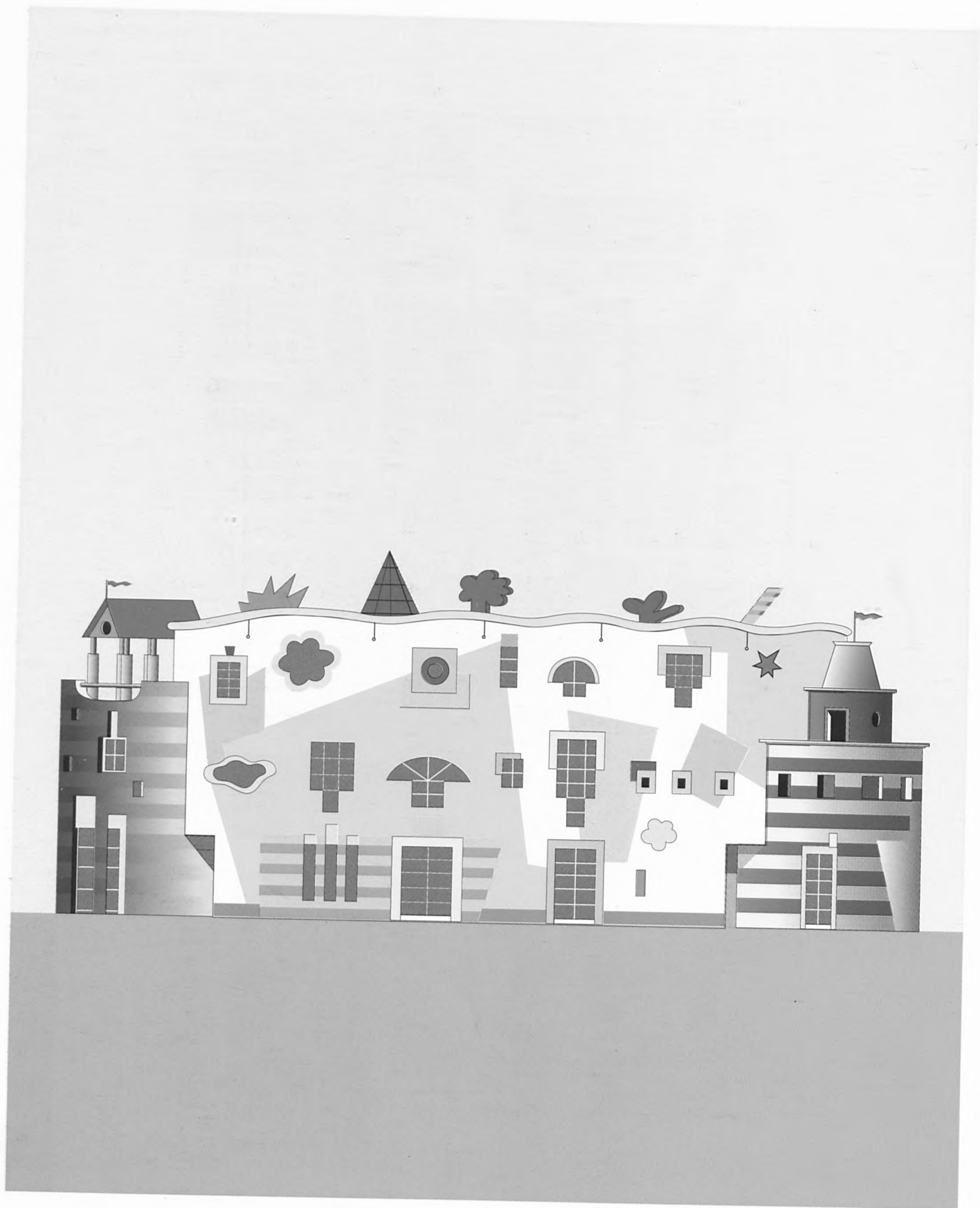
RONACHER THEATRE Vienna - planning for a competition
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



POPULAR HOUSE FOR VIENNA
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



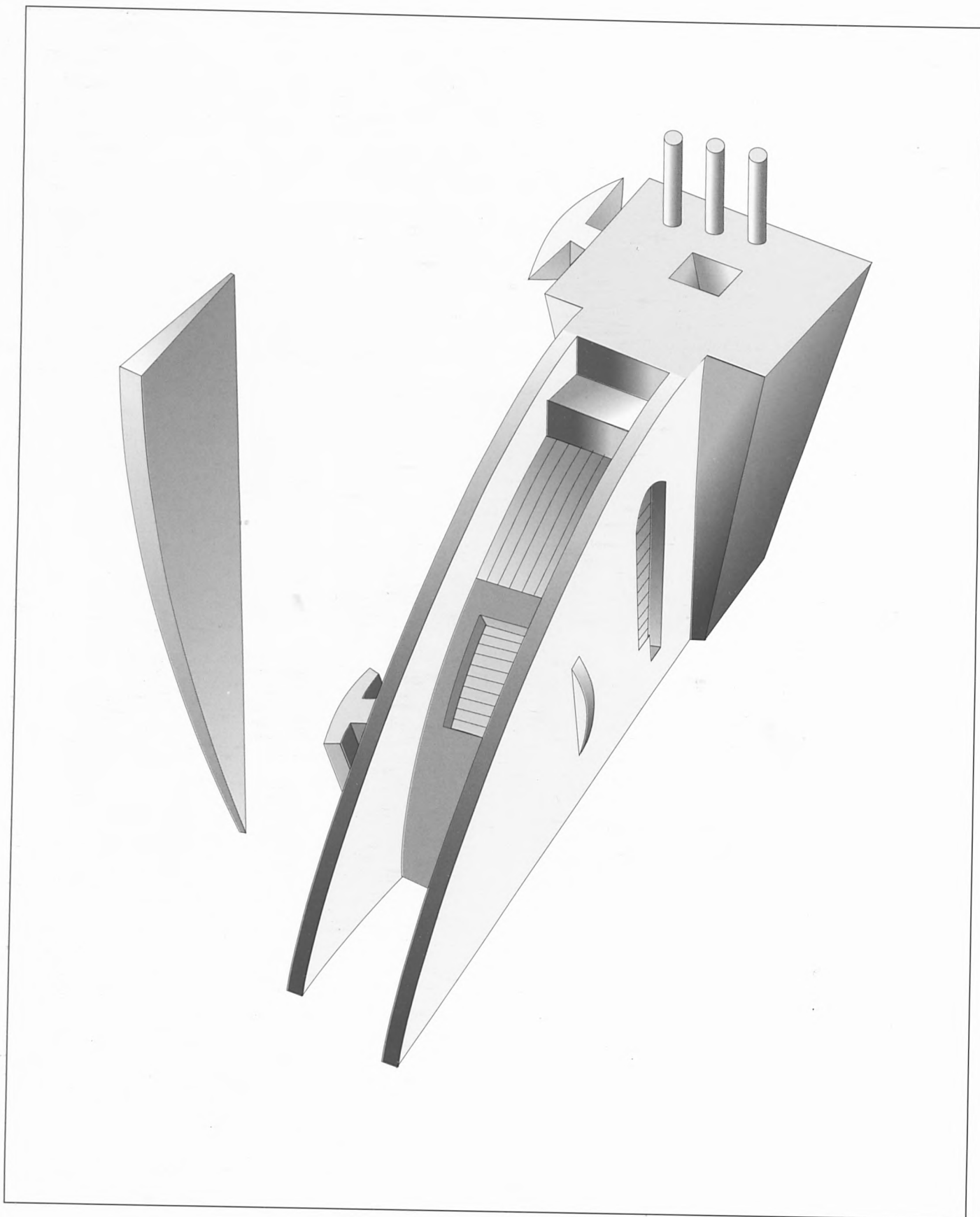
NEOSET BUILDING, Athens - *under construction*
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



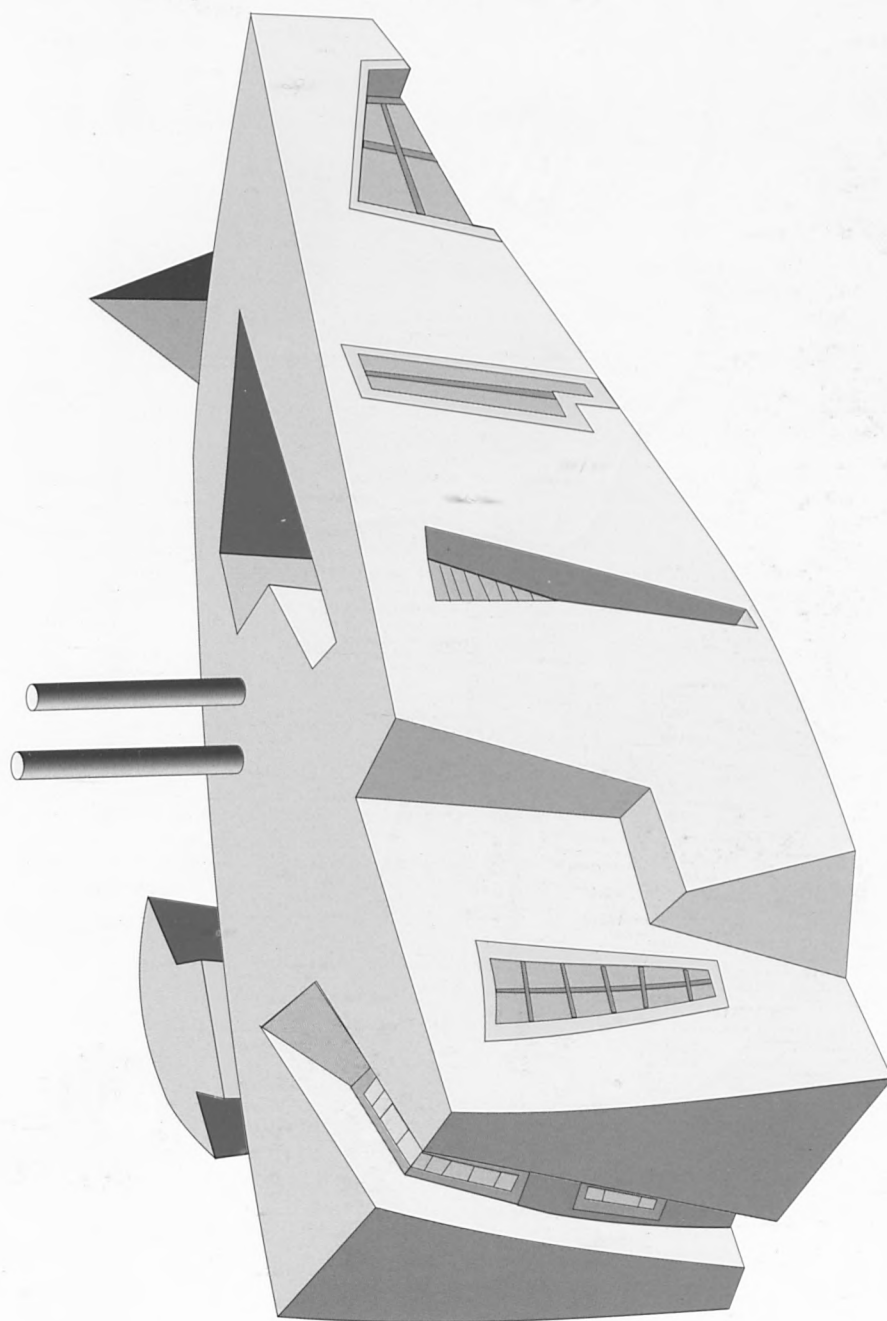
VERGINA HOUSE - Designcenter of Vergina, Greece
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



A HAPPY HOUSE FOR VIENNA - Fasangartengasse, Hietzing
Δημοσία Κεντρική Βιβλιοθήκη Βέροιας

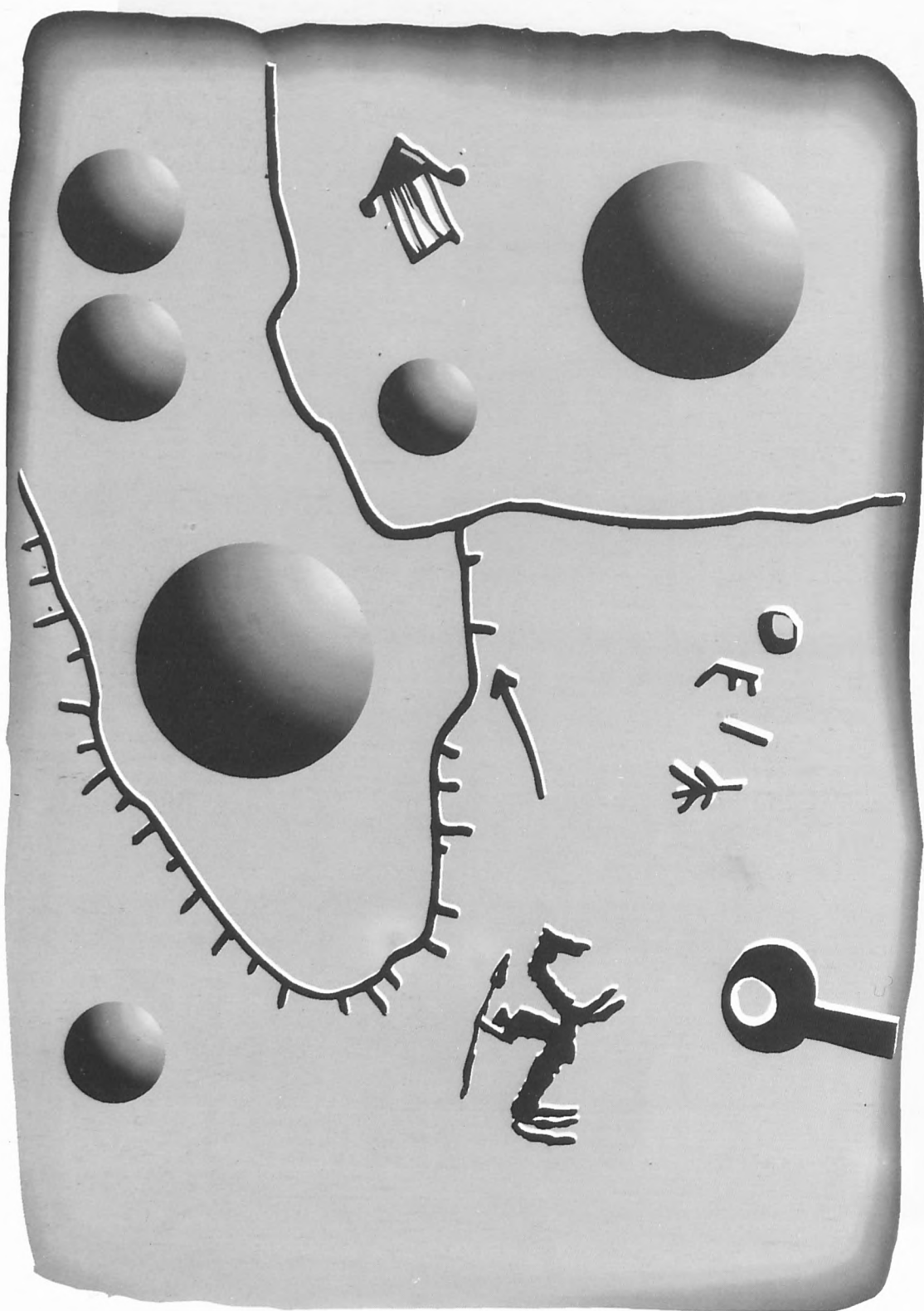


SELFMADE HOUSE
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

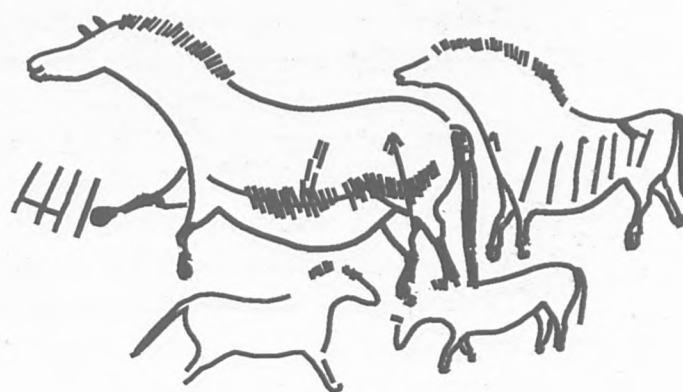
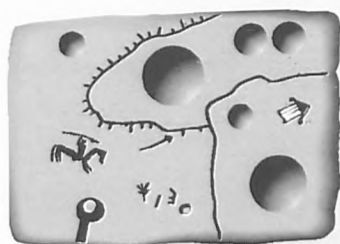


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

SELFMADE HOUSE



STONEOBJECT
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



CHILDREN'S CITY

Makis Warlamis, father of the Children's City idea, represents the idea of a children-friendly and hospitable environment in all of his work, as well as in all of his playgrounds. Playgrounds like none before, like a small city - towers, archways, ramps, columns, houses with and without roofs, niches, hiding-places, walls - a paradise for children.

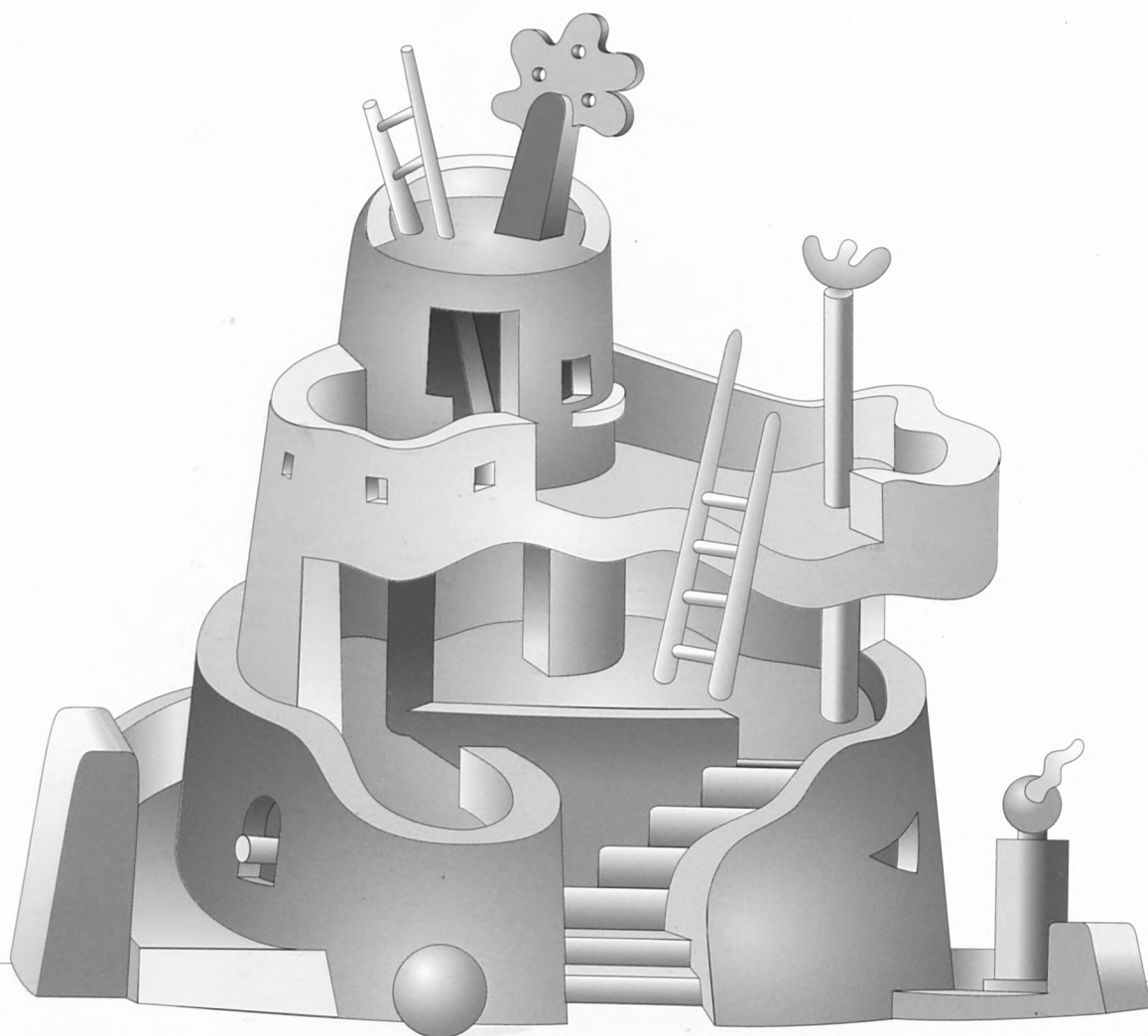
Children like colours and need movement and space for their dreams. In a child's imagination a simple little wood block becomes the entrance to a fairytale castle. When children can play, the world regains its sense for them. In play they take control of their environment, their imagination transforms objects and rooms.

Every conception, every building for children, every toy, is only suitable for children when it is developed with love and care and serves the invisible range of childhood space. The "Children's City" as adventure world creates a living space tailored for children in which they can live out their ideas, their dreams, their fantasies.



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

CHILDREN'S PLAY-HOUSE

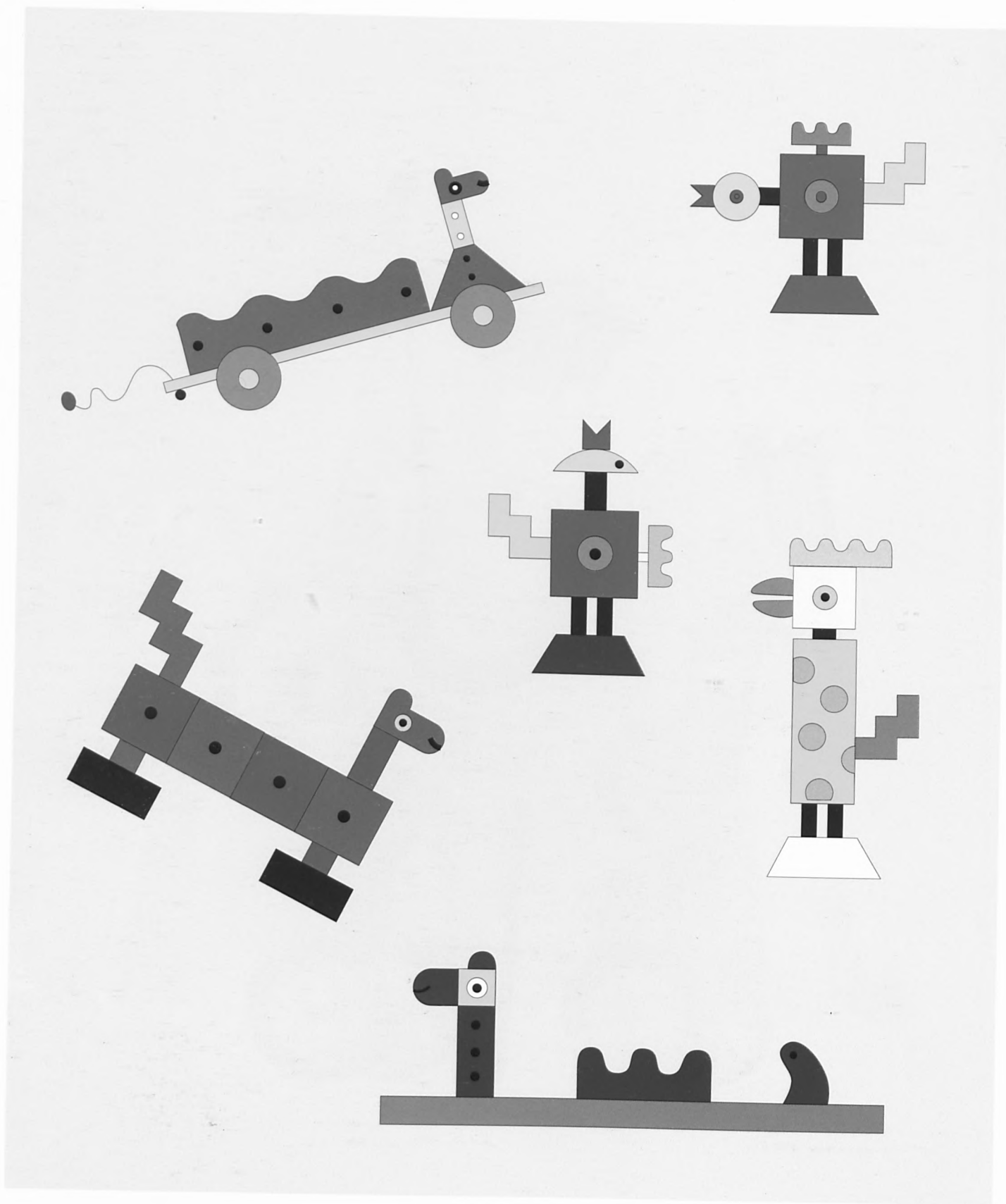


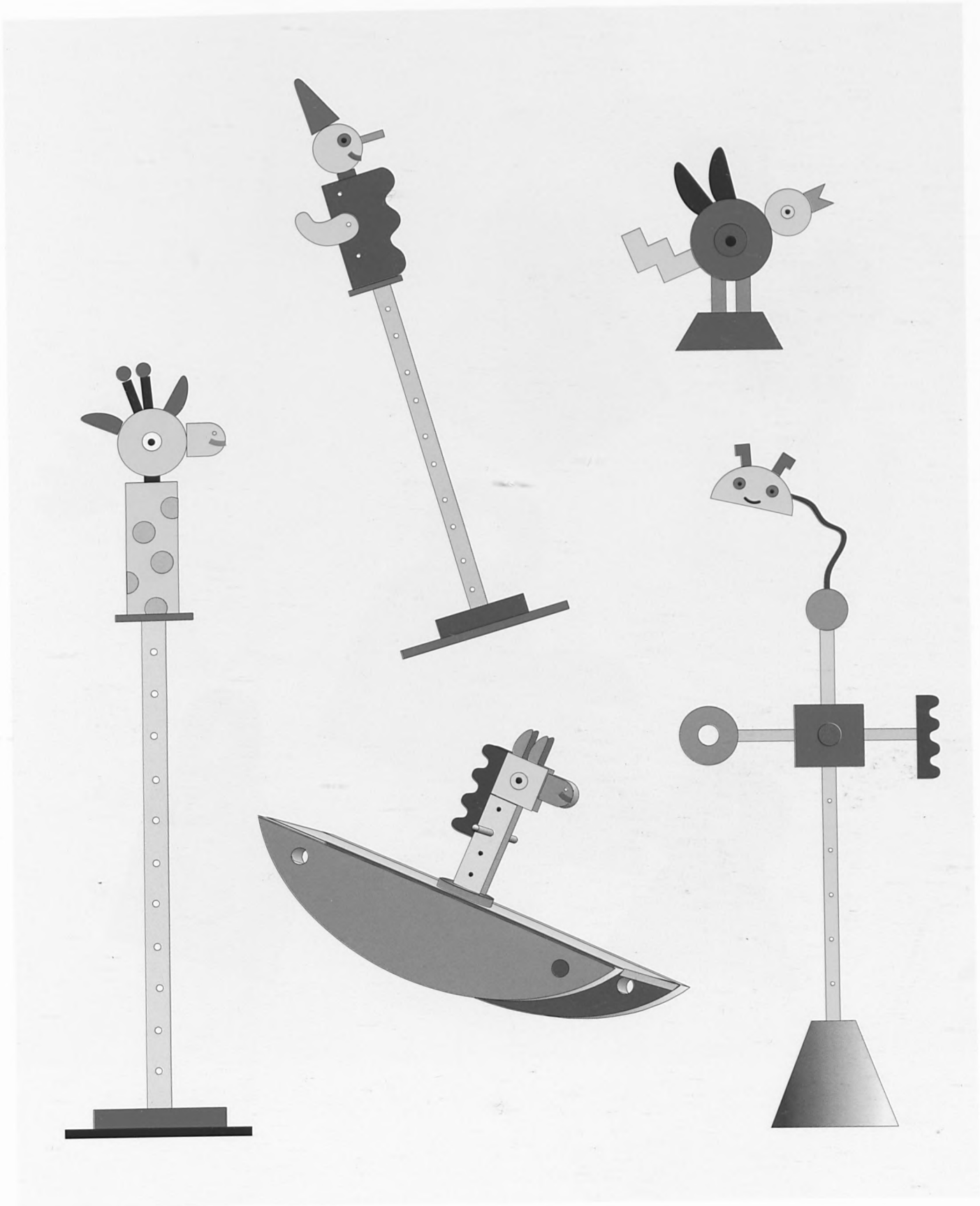
CLIMB-HOUSE
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

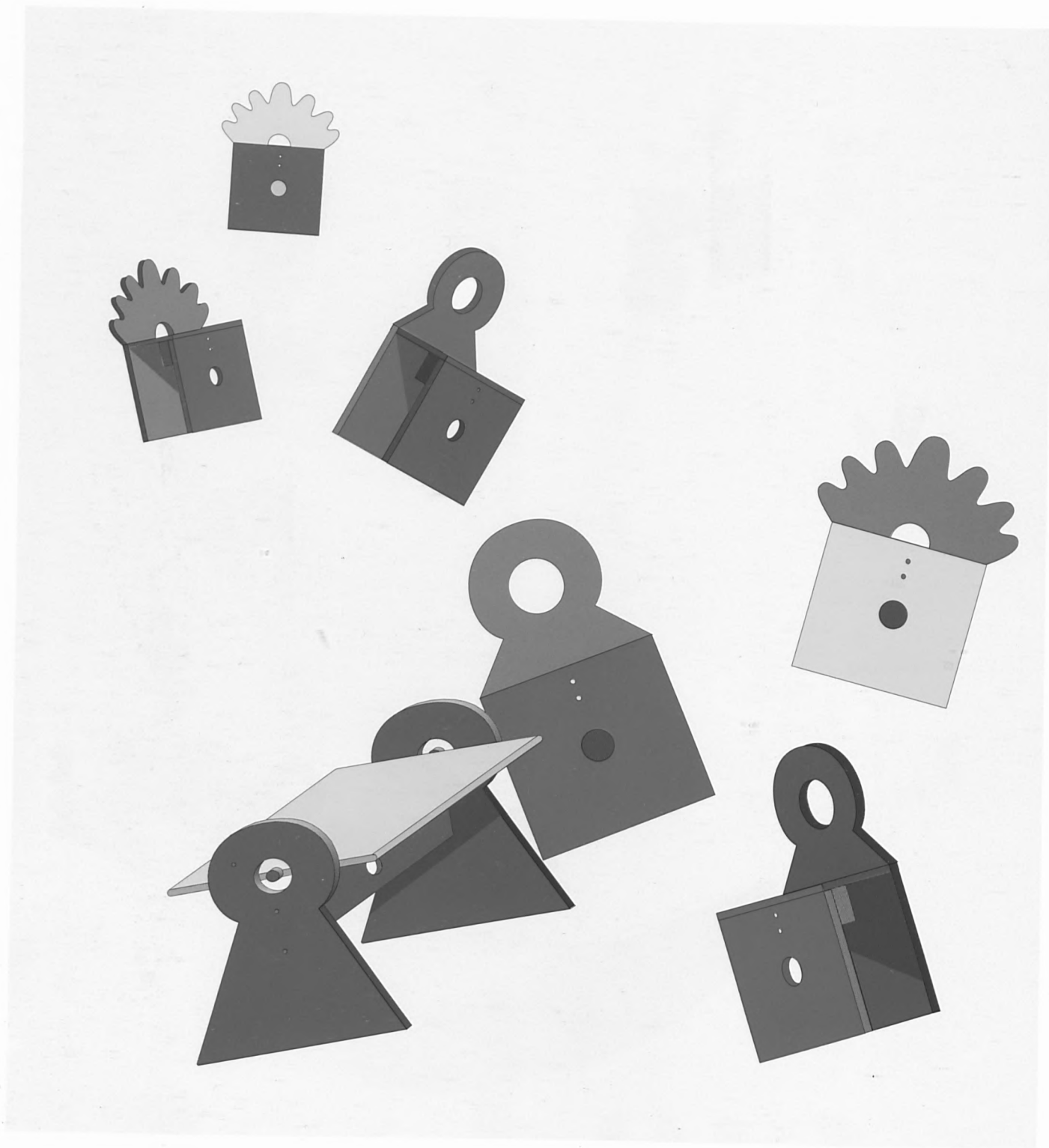


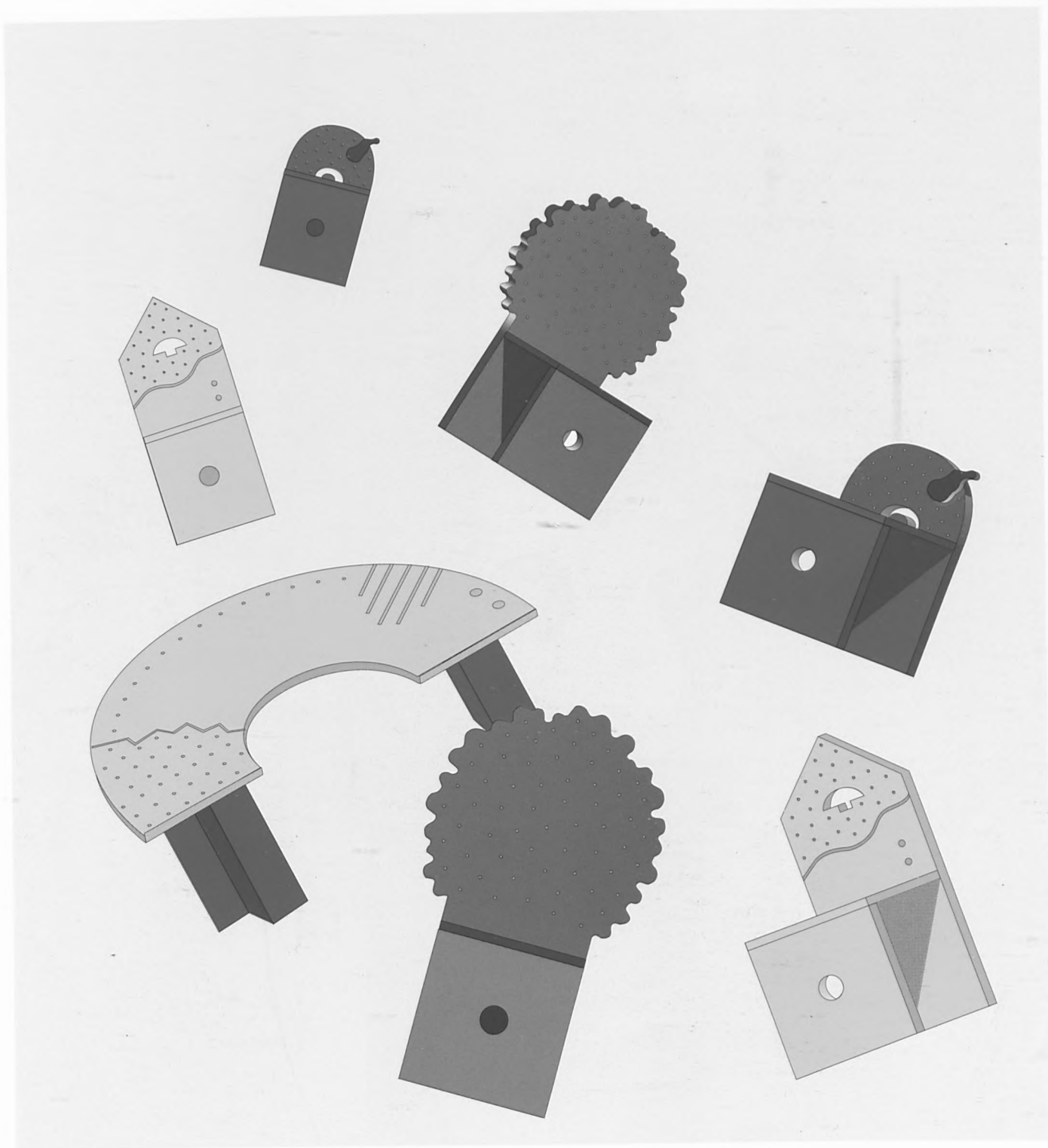
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

TROJAN HORSE for children



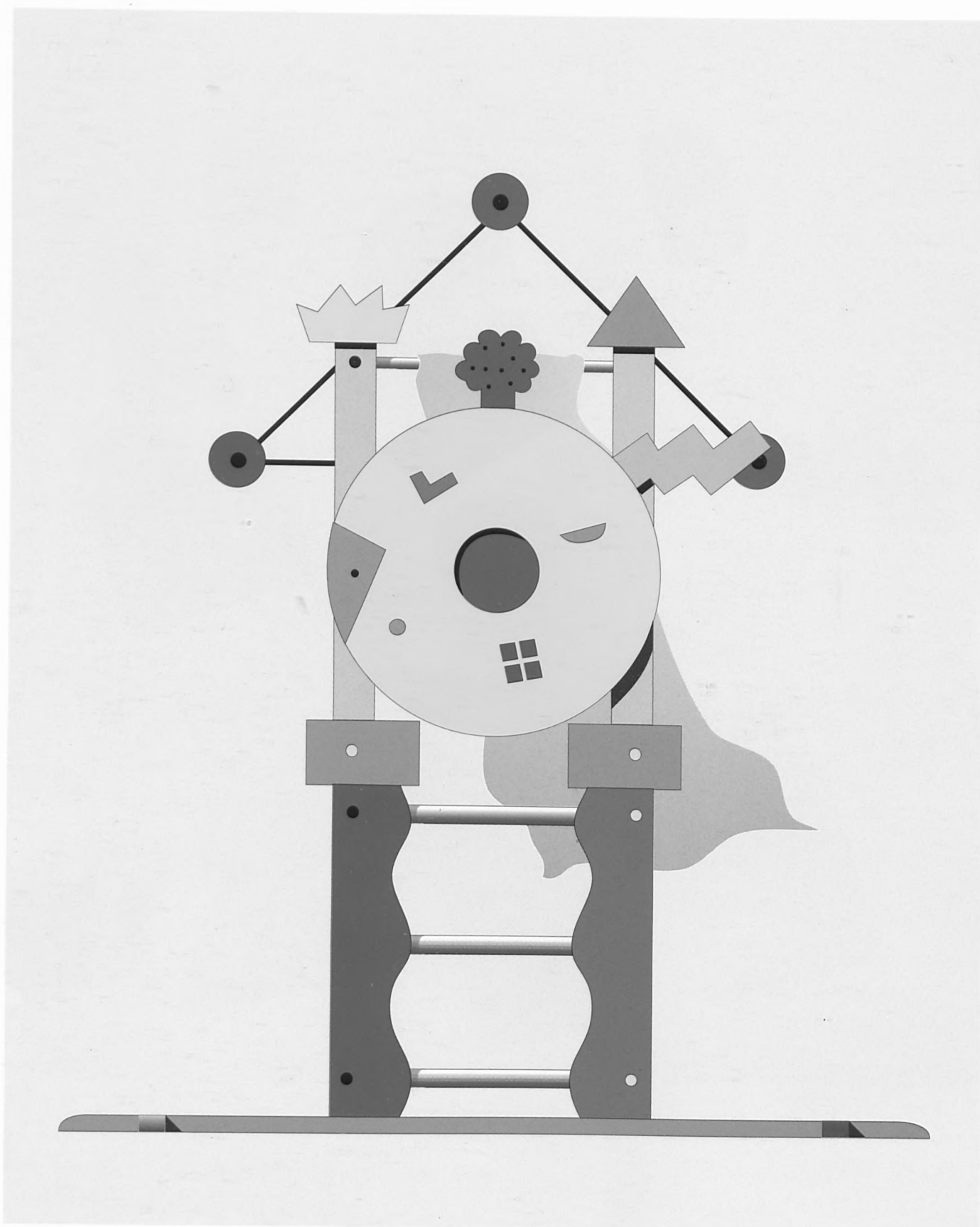






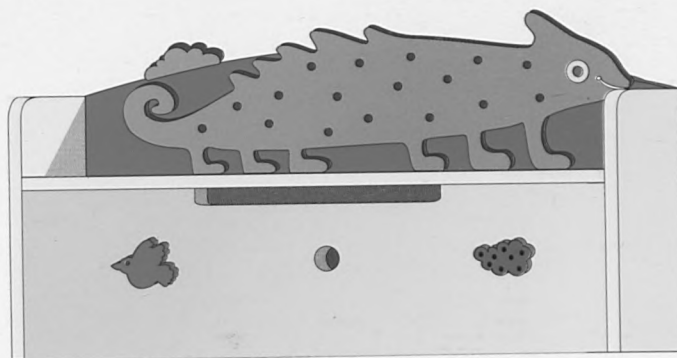
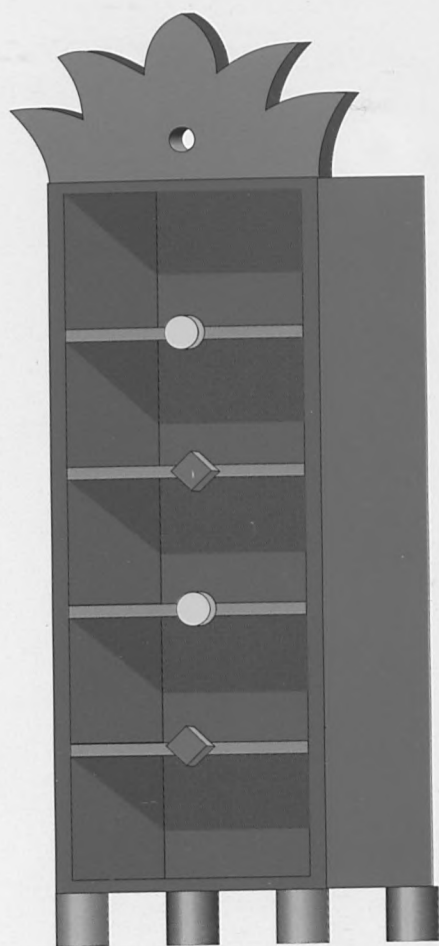
CHILDREN'S MUSEUM PROGRAMME - table, tree chair, house chair, hillock chair

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

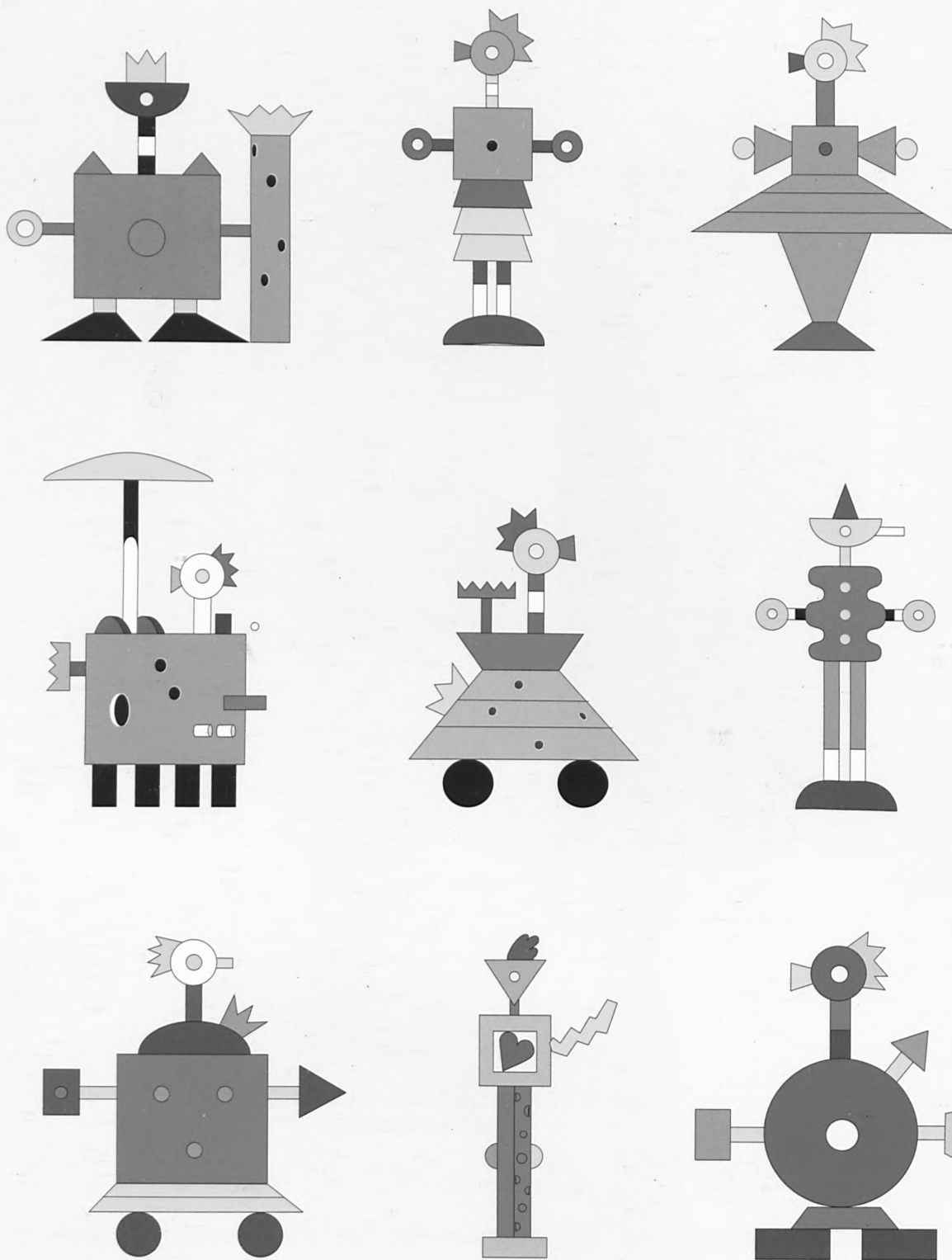


Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

CHILDREN'S PLAY-HOUSE

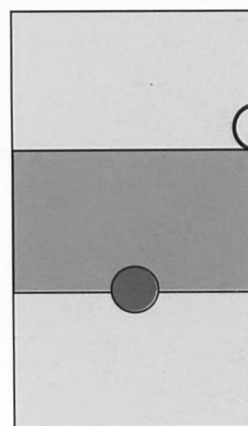
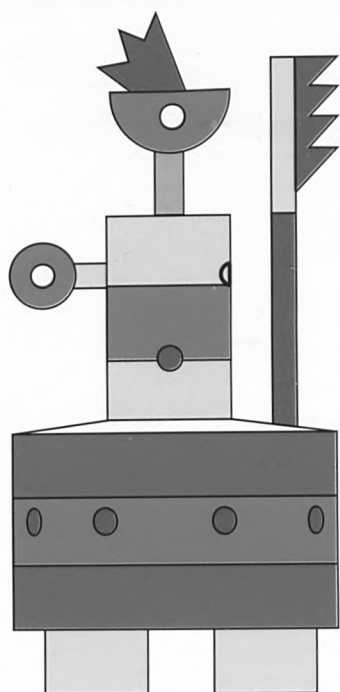
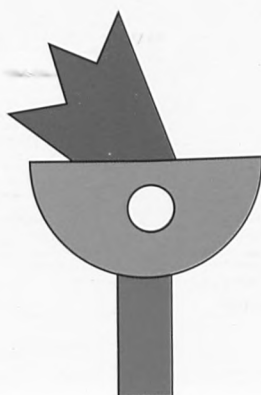
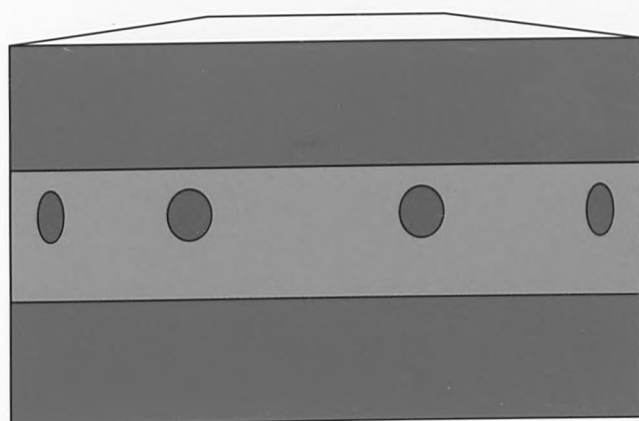


CHILDREN'S MUSEUM PROGRAMME - palm-shelf, house-cupboard, gecko-bench



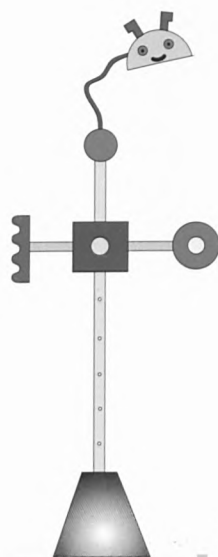
MAKIS ART BOOK FOR CHILDREN

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας





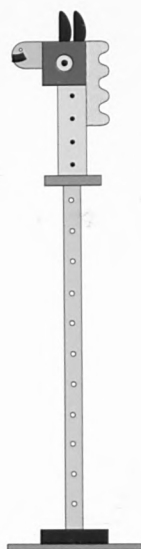
CHILDREN'S TOWN - poster for children



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



PLAYING-SCHOOL IN THE CHILDREN'S CITY - poster for children



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



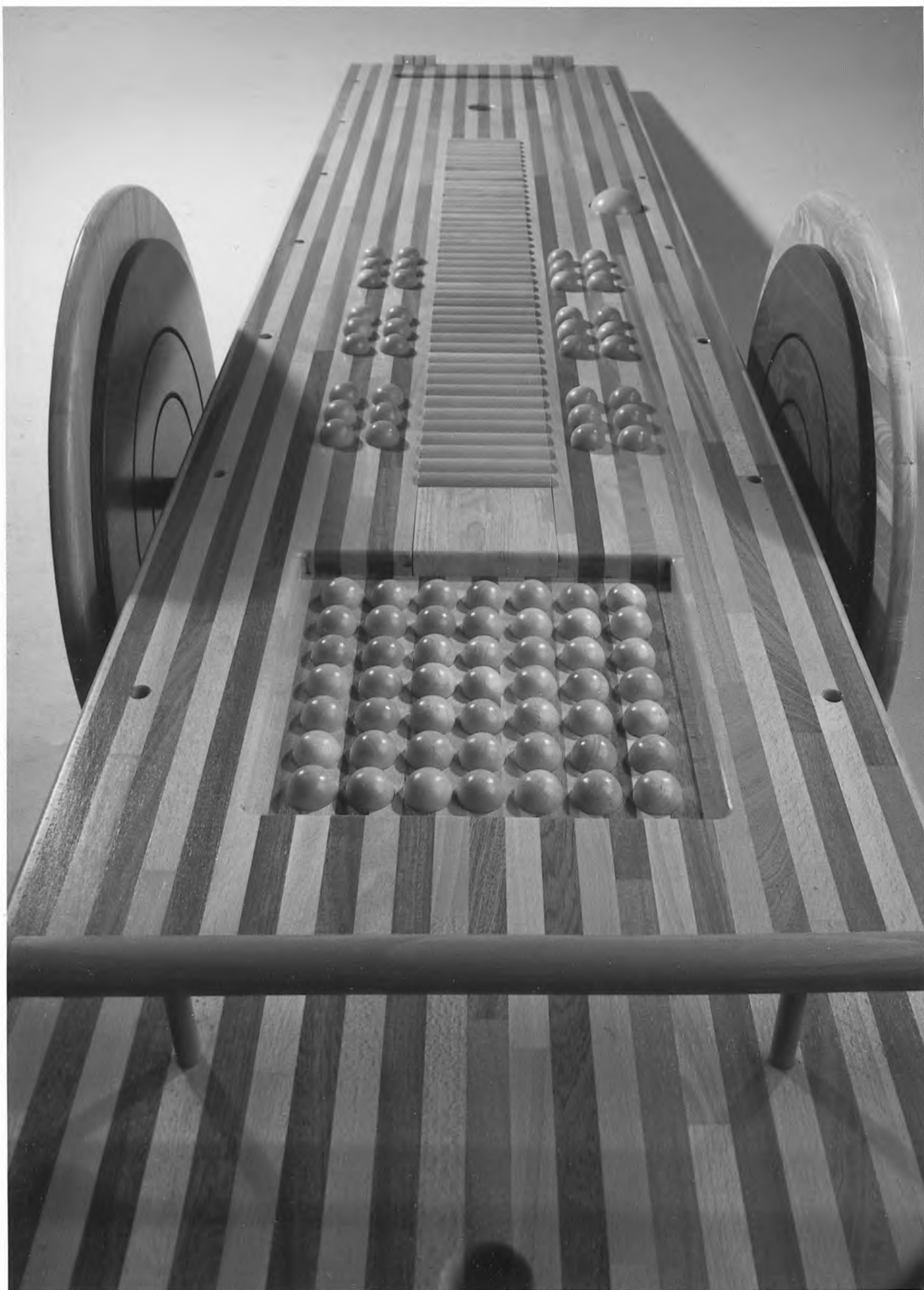
Chair

produced by Platurm GmbH, Wr. Neudorf

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

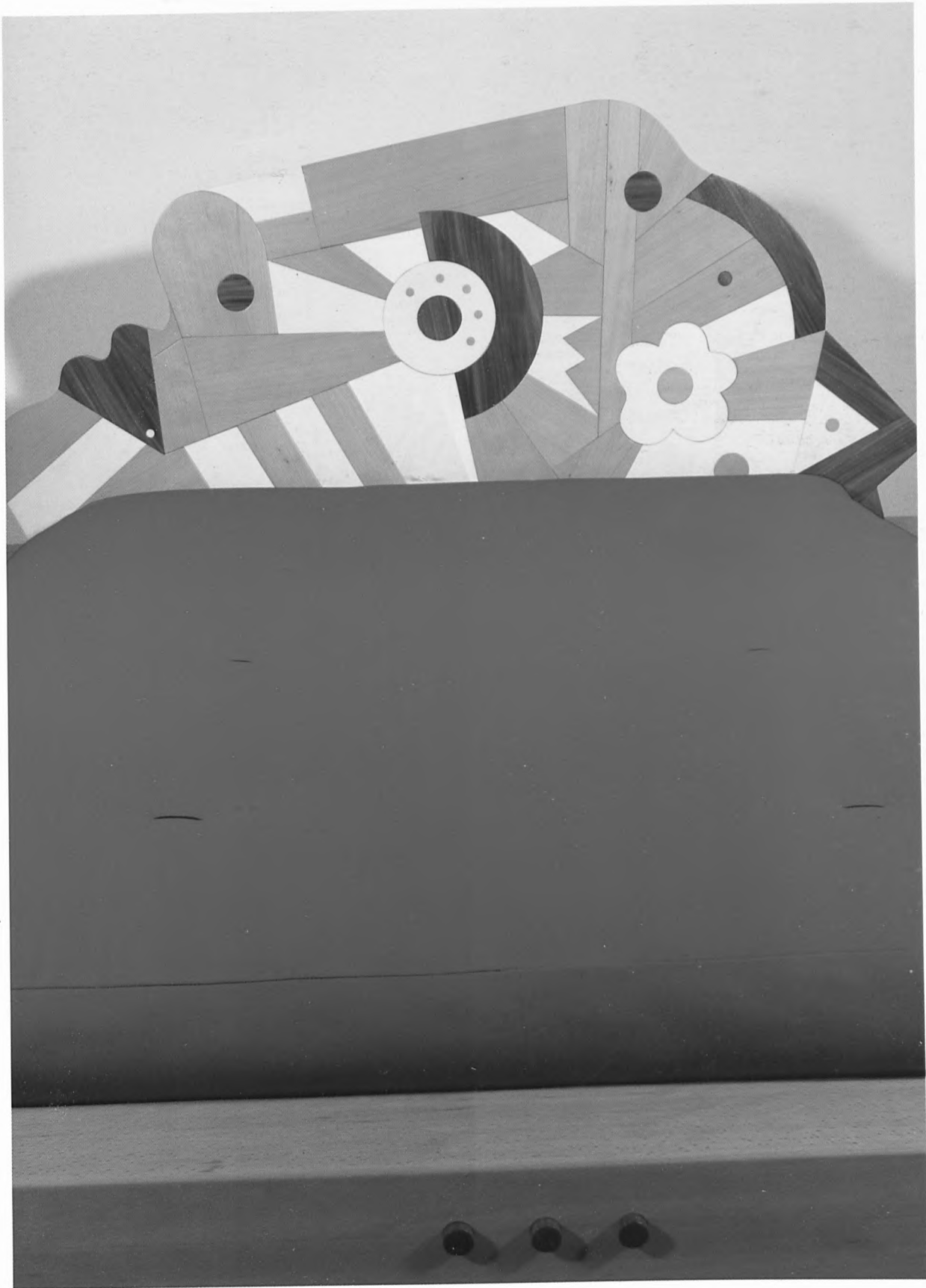


Interior space object
woodworks by E. Stanek, Schrems; fabrics by Brüder Baumann GmbH, Gmünd; mattresses by GEA, Gmünd



Plank-bed for body-massage
made by O. Wunsch, Rieggiers

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Bed

made by J.Kases, Ruders

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Glass case

woodworks by F. Schrenk, Vitis; metalwork by E. Macho, Brand

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Lady table

woodwork by F. Hartl, Laxenburg; metalwork by E. Macho, Brand

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Cocktail-cabinet

made by E. Stanek, Schrems

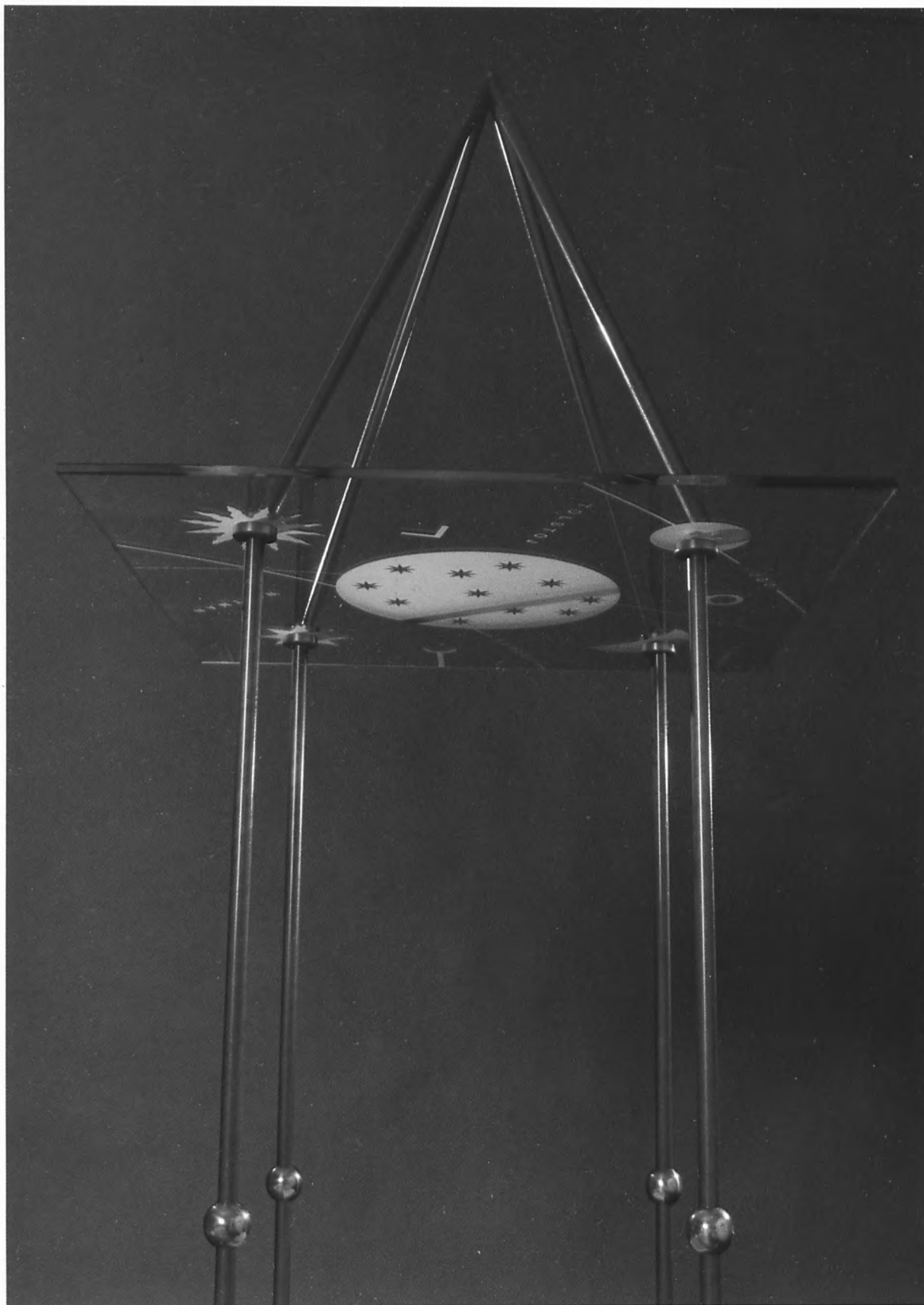
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Screen

made by H.Schulner, Kirchberg

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Reading-tower
made by J.Kases, Ruders

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



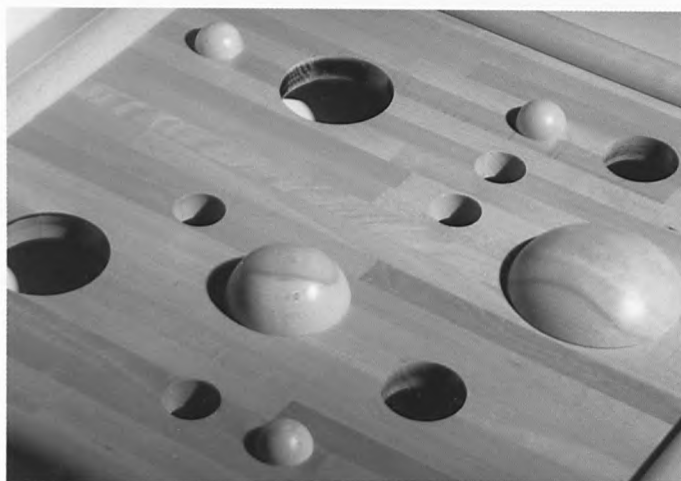
Armchair

made by E.Löffler, Schrems

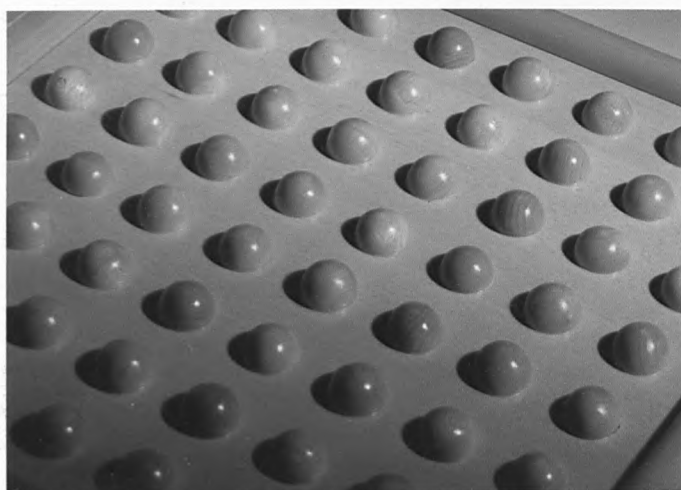
Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



1



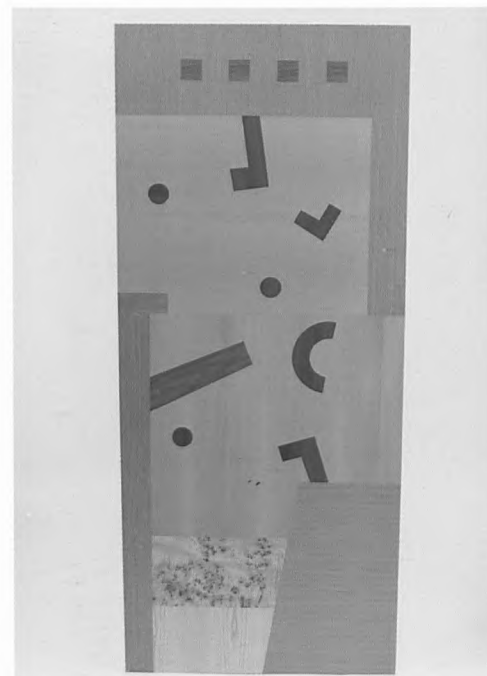
2



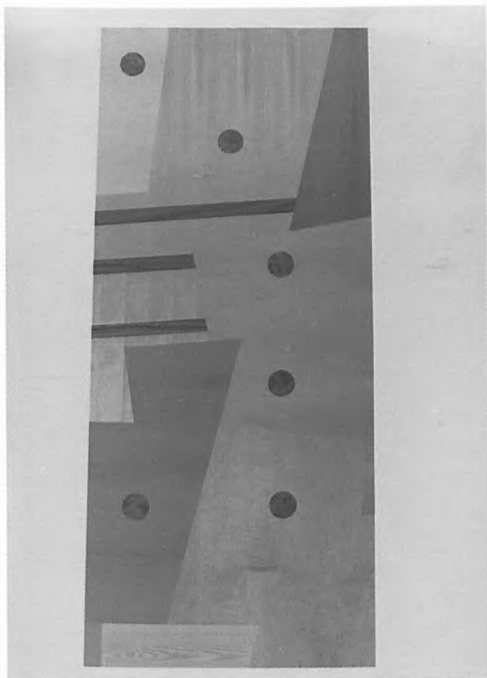
3



4



5



6

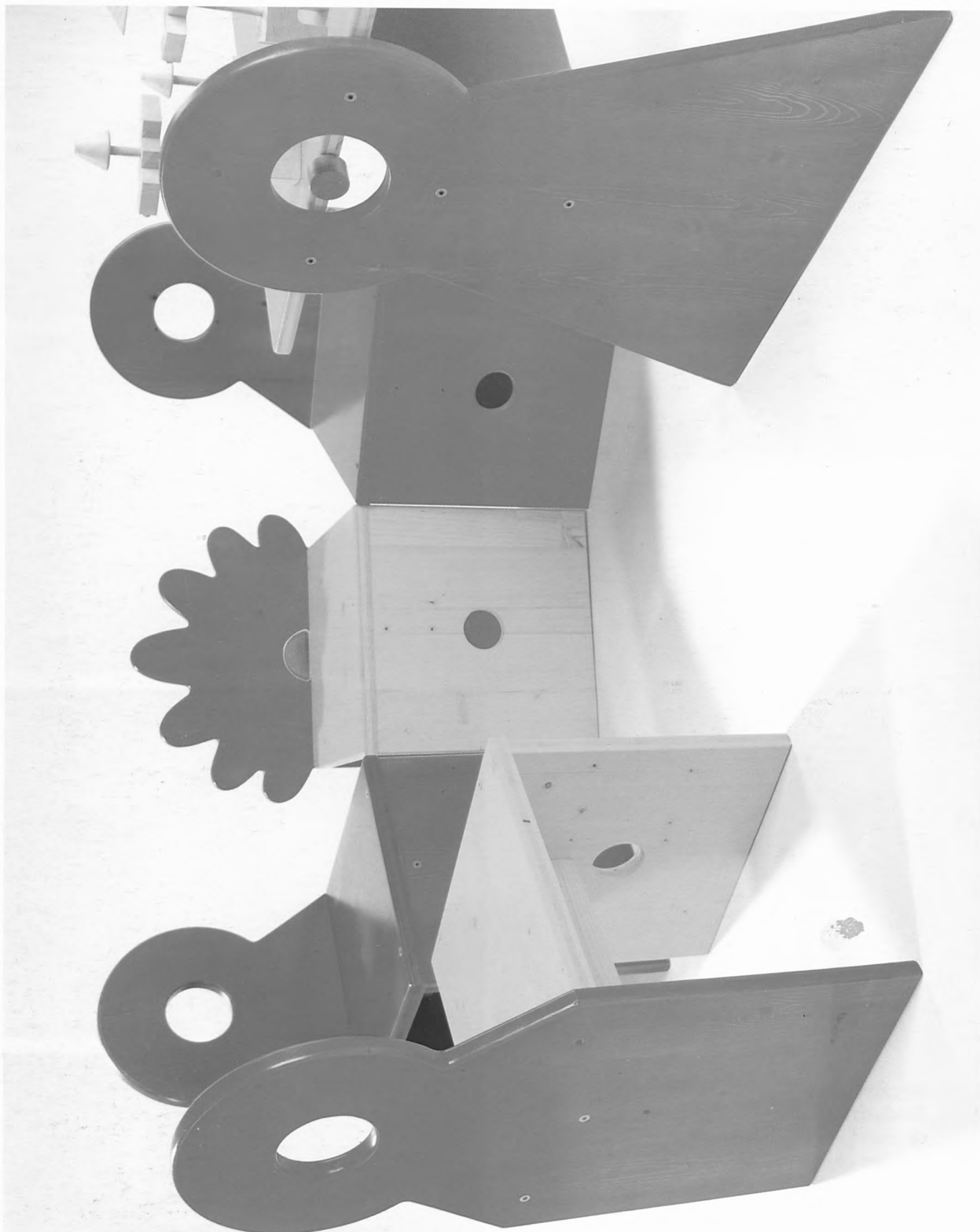


7



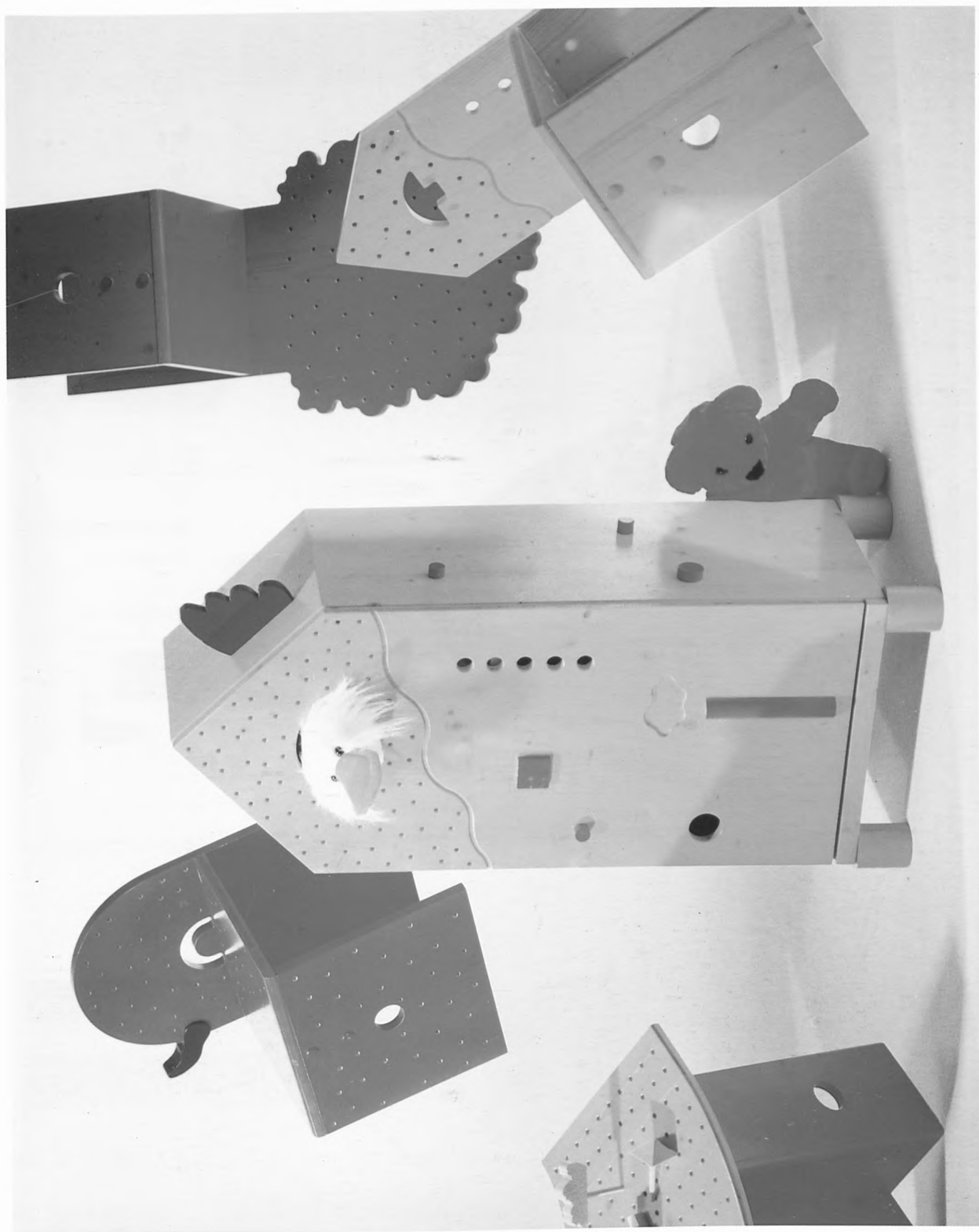
8

- 1 Shoes, made by
Waldviertler Schuh-
werkstatt, Schrems
- 2/3 Massage-objects (detail),
made by O.Wunsch,
Riegers
- 4 Horse, made by
F.Weinstabl, Reingers
- 5/6 Door, made by Bruckner
GmbH, Groß Gerungs
- 7/8 Table objects, glass by
H.Eigenschink, Gmünd
porcelain by Vienna
Collection, Schrems



Children's furniture
by Vienna Collection, Schrems

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Children's furniture
by Vienna Collection, Schrems

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

I.DE.A. International Designcenter

MAKIS WARLAMIS

Since 1992 Warlamis is directing the International Designcenter I.DE.A.

From 1974 until 1981 he was teaching at the University of Applied Arts in Vienna, department of architecture.

In 1988 he was appointed to a professorship at the International Summeracademy of Salzburg, leading the course for experimental architecture.

During this time appeared the outlines of a comprehensive "New Age Philosophy" of architecture and design.

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας



I.DE.A. International Designcenter
Mühlgasse 7, A-3943 Schrems, Austria
phone: (43) 02853/6394, 7104, fax: (43) 02853/6031

Δημόσια Κεντρική Βιβλιοθήκη Βέροιας