

Postmodern Design

Art & Design

The revolt against the grid, its dates, and what it was actually arguing.

The modernist claim

- Form follows function
- The grid is objective
- Ornament is dishonest
- One correct solution exists
- Universal, ahistorical, neutral

The postmodern reply

- Function is never neutral
- The grid encodes a hierarchy
- Ornament carries meaning
- Solutions are contingent and local
- Quotation and history are legitimate

THE DIFFERENCE THAT MATTERS

Venturi 1966, Weingart at Basel from the 1970s, Memphis 1981, Emigre and April Greiman in the 1980s.

Postmodern design now has dates of its own. Treat it as a historical argument, not as permission for anything at all.