

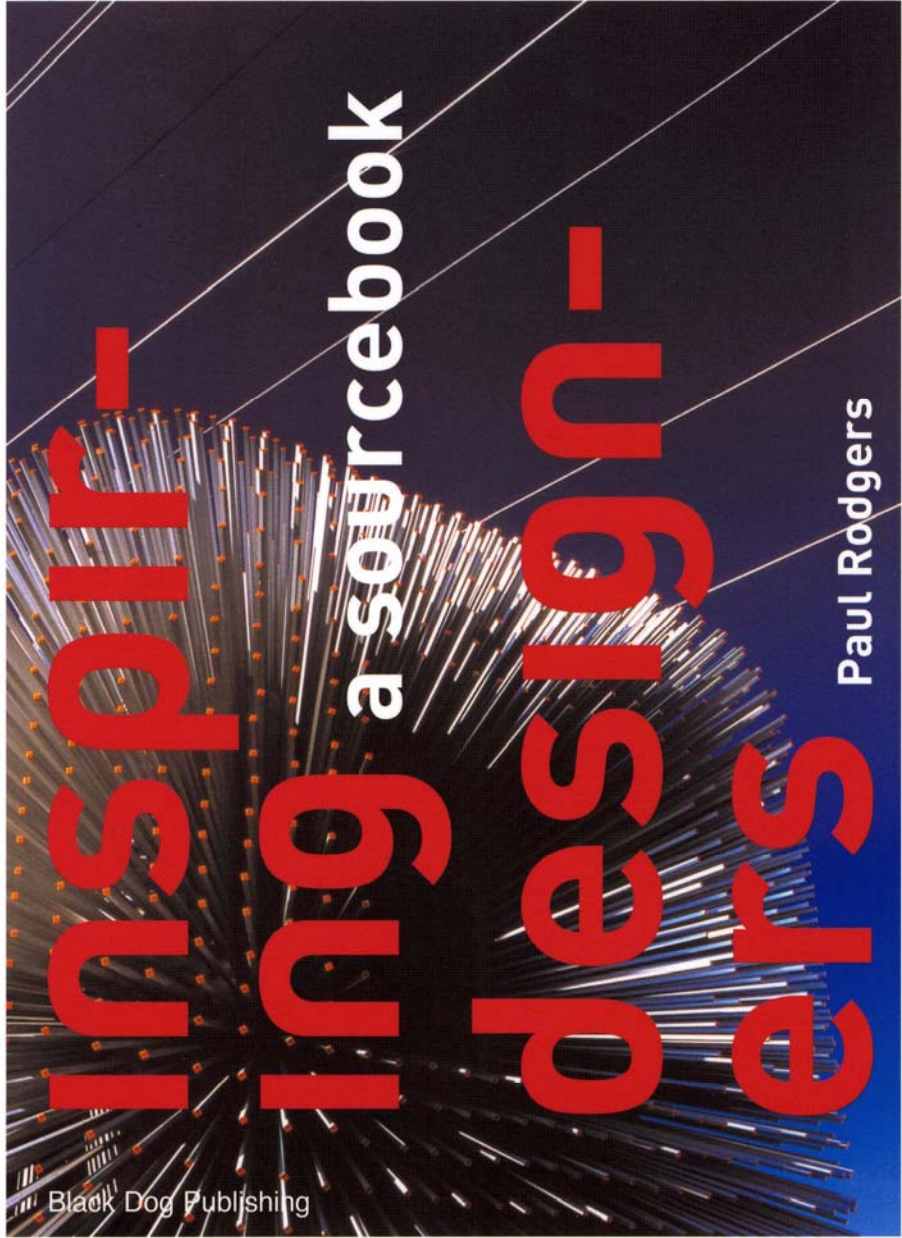
design nuggets

Paul Rodgers

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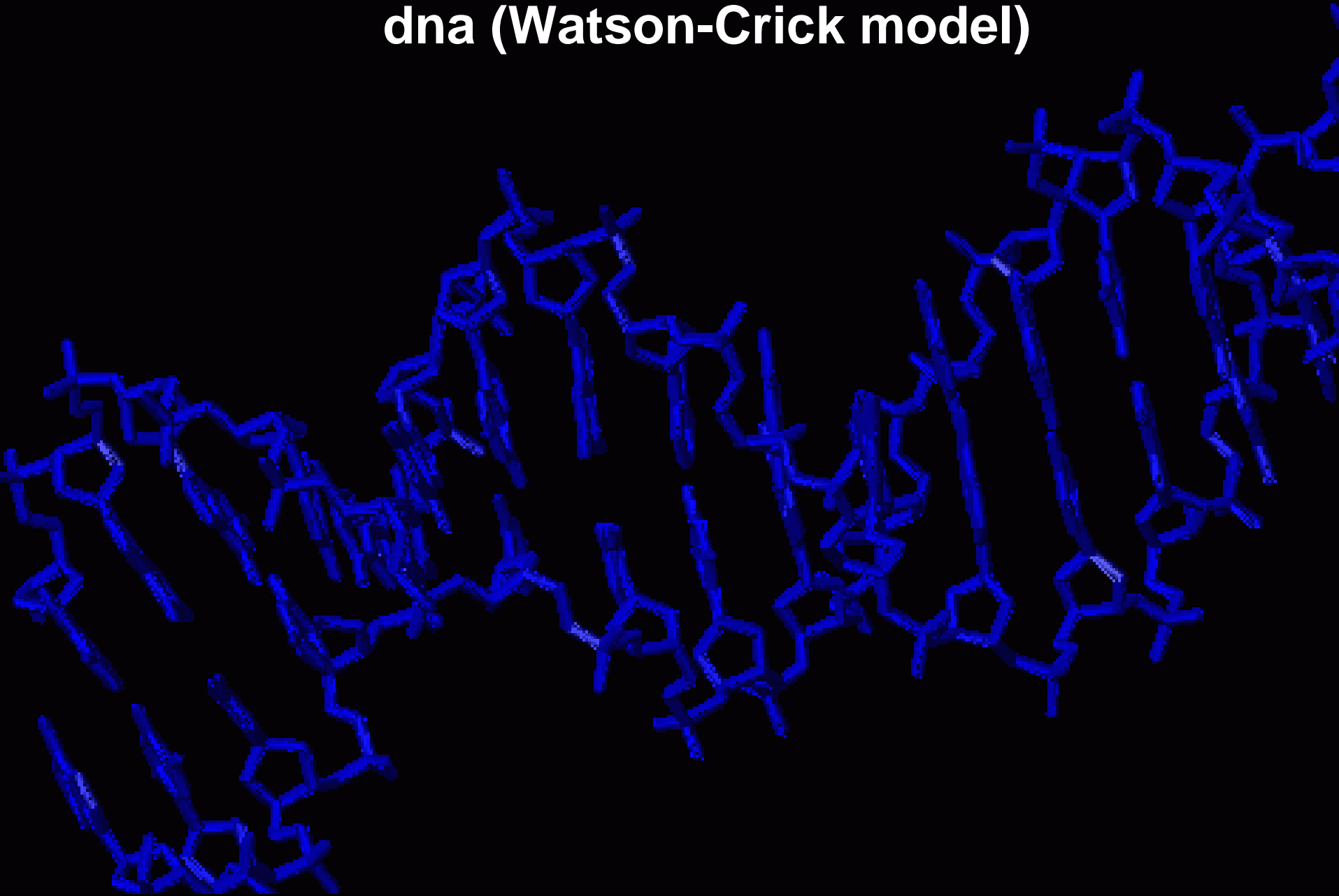
Black Dog Publishing

a sourcebook

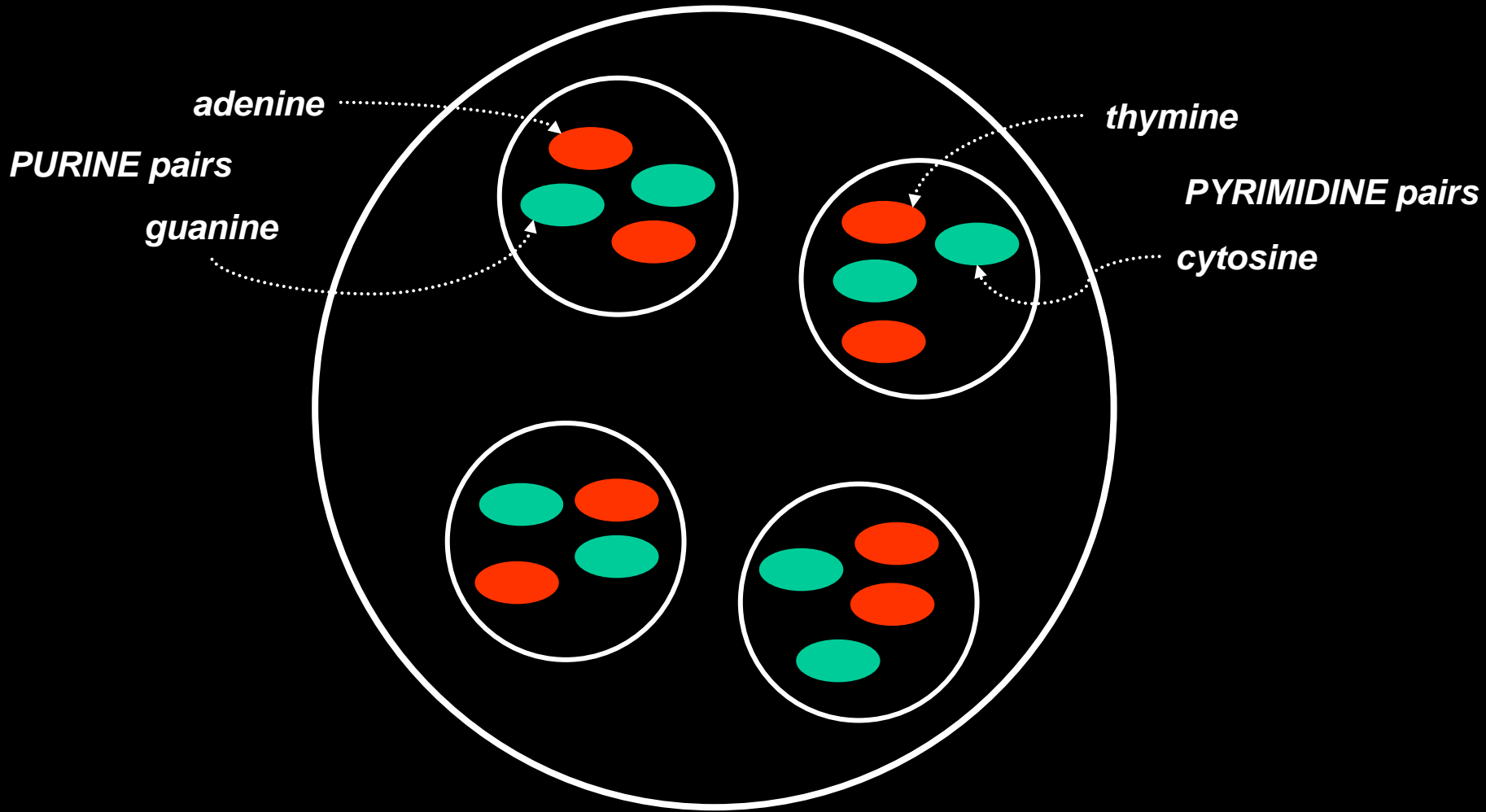
Paul Rodgers

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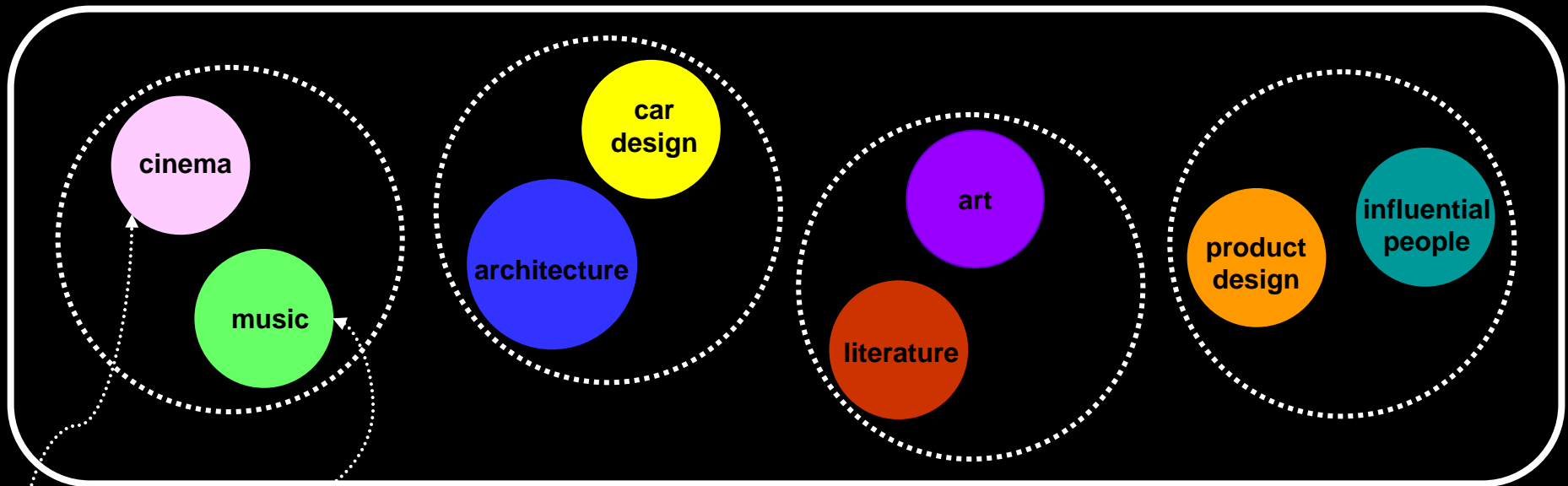
dna (Watson-Crick model)



dna framework

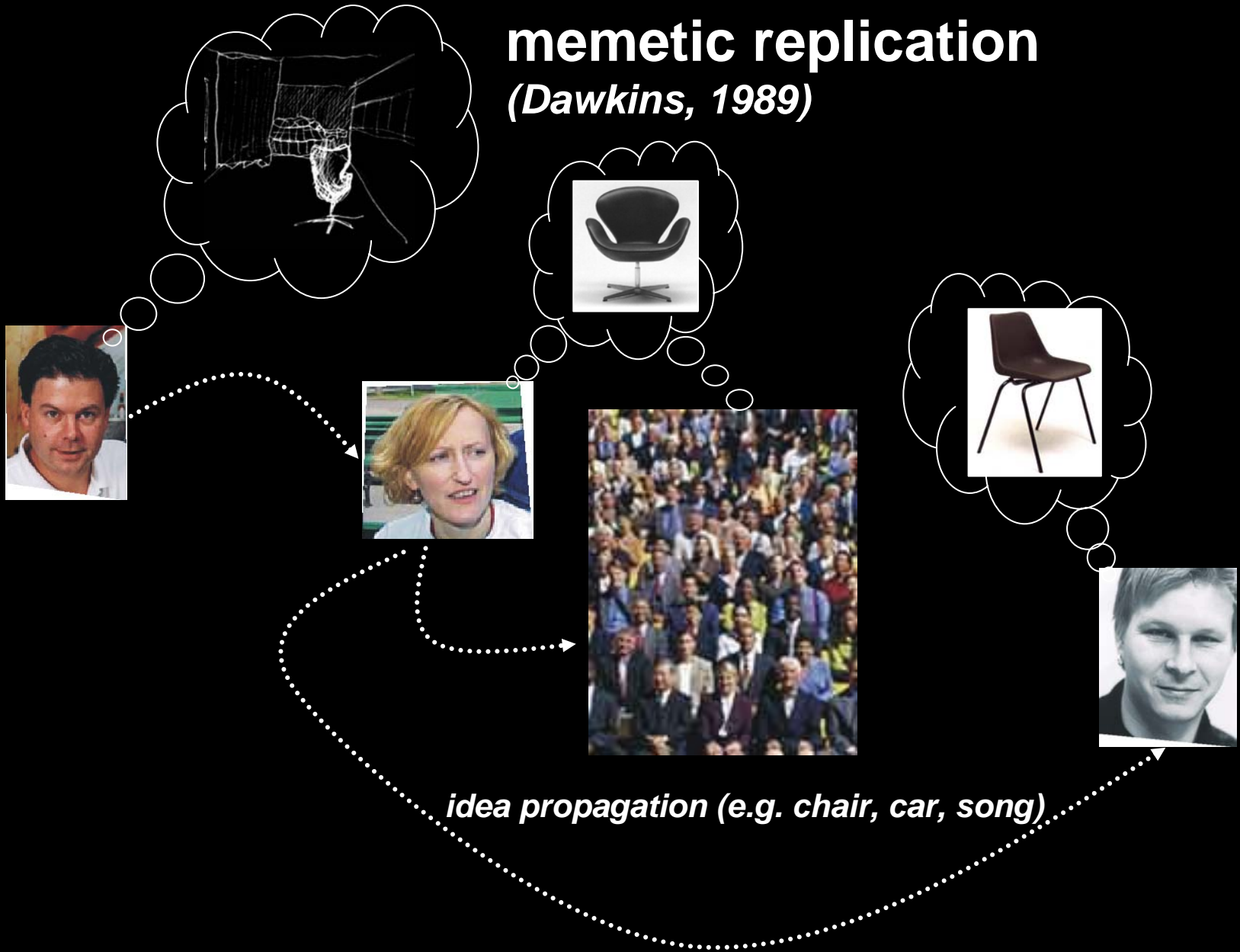


cultural dna schema



"CULTURAL" pairs

memetic replication (*Dawkins, 1989*)



18 inspiring stories each revealing
cultural influences from art,
design, film, literature,
architecture, car design, music,
media and people.



antenna design
new york



gijs bakker
amsterdam



michael marriott
london



ali tayar
new york



dum office
amsterdam



hella jongerius
rotterdam



bouroullec brothers
paris



shin & tomoko azumi
london



tejo remy
utrecht



ron ara
london



karim rashid
new york



marcel wanders
amsterdam



radi design
paris



nick crosbie, inflate
london



arnout visser
amsterdam



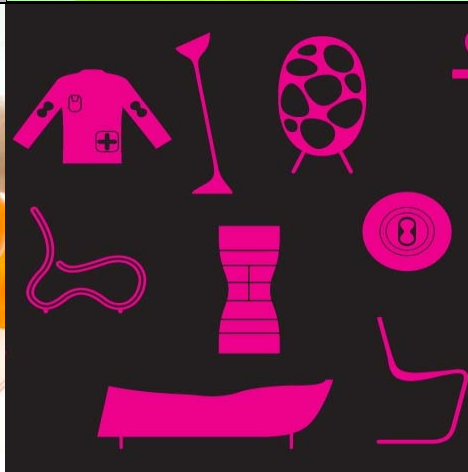
smart design



Ron Arad



Hella Jongerius



Karim Rashid

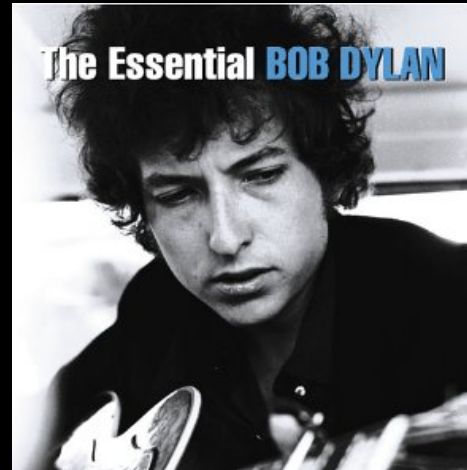


Ronan & Erwan Bouroullec



I think the greatest politician in my lifetime was Anwar Sadat. He flew from Cairo to Tel Aviv, risking his life in a way, and gave his life for the hope of stopping the bloodshed and wars. It did not work but it took a great, great man and I wish there were someone like him today.

I was always more into studying Marcel Duchamp than Marcel Breuer. And then there is Bob Dylan. There was a time when I wanted to be much more Dylan than Duchamp but I don't think there was room for two Bob Dylans in this world.



Ron Arad



I won't work with stupid companies with stupid questions. I only do things that are interesting in the sense that I get carte blanche. I don't need a lot of money, just enough to have my company around me. In that sense, maybe I am a little brand. I want to stay small, and that is a reason to stay small.

I have a number of historical artefacts that I collect and use. I find these objects in old museums, flea markets, and antique shops. They are archetypes because they are used so much. The forms that we all know and recognise. I try to exploit this archetypal form.



Hella Jongerius

Philippe Starck is great!
I met my talking match
the day I met Philippe
Starck.



I have a bias towards
amorphic form. When I
look back now I realise
artists like Isamu Noguchi
and Jean Arp and the
whole school of organic
movement I discovered as
a teenager and a student
were inspirational.

Karim Rashid

For me art has probably influenced me more than design. For me it has always opened the field, and opened the past. So my influences are many from artists like Malcolm Morley to Frank Stella.



You know we both have a Porsche! Sometimes it's the woman that gets into the car that makes you love the car. For me it's the Citroën Méhari. It was a cross between a 2CV and a Jeep, and it is really cheap on energy and cheap on metal.

Ronan & Erwan Bouroullec