

WHY IS JASPER MORRISON'S MINIMALISM SUCCESSFUL?

ABSTRACT

Nowadays, designers and people choose minimalist products. But, why people choose those products or there are a lot of minimalist designer, why Jasper Morrison is so successful in minimalist approach. There are some reasons on that. Firstly, in this writing, there is researched about Jasper Morrison and Minimalism approach. And then, observed his designed how it is design language, how they are suitable for minimalism. And what did help to Jasper Morrison or what did he do? Designs contrast the other successful minimalist designer idea. Thank to this, he was understood easily.

Key Words: *Jasper Morrison, Minimalism, Industrial Design*

WHO IS JASPER MORRISON?

Jasper Morrison was born in London in 1959. He is an industrial designer. He graduated in Design from Kingston Polytechnic in 1982. Then he attended the Royal College of Art for postgraduate studies, which included a year at Berlin's HdK art school.

'Known for thinking outside the box, Jasper Morrison is one of the most successful industrial designers of the past few decades.'(Vitra Company,2008)

Upon graduation he set up his Office for Design in London in 1986. He established himself with two installations: Reuters News Centre at Documenta 8 in Kassel in 1987, and Some New Items for the Home, Part I, at the DAAD Gallery in Berlin as part of Berlin Design Werkstatt in 1988.

Nowadays, He has own offices. One of them is at London, the other is at Paris.

WHAT IS MINIMALISM AND WHERE IT CAME FROM?

Minimalism came from French word 'minimum'. Minimum defines that is for something Minimum or minimum amount required.¹

Minimalism began in post-World War II Western art, most strongly with American visual arts in the 1960s and early 1970s. Prominent artists associated with minimalism include Donald Judd, John McCracken, Agnes Martin, Dan Flavin, Robert Morris, Anne Truitt, and Frank Stella. It derives from the reductive aspects of Modernism and is often interpreted as a reaction against abstract expressionism and a bridge to postminimal art practices.²

JASPER MORRISON'S MINIMALISM

Jasper Morrison is an minimalist industrial designer. He is one of successful industrial designer in the world. He has own design ideas tha is minimalist design approach. Those findings are important to

understand the design philosophy of Jasper Morrison. He is actually known in design world, but this article explains why he is important and how successful in minimalist approach. Generally, we know him on interviews and some essays but there is no much more information about him.

Air Chair
1999
One piece, gas injected polypropylene chair.
Produced by Magis, Italy



Picture 1.

One piece of curved chair that is one of successful design of Jasper Morrison. This design is very simple and less. He sees everything to simplify and solve. He effects to all his project to minimalism rules.

Morrison's inexpensive moulded 'Air-Chair', of 1999, which was produced from one single piece of plastic, made him a household name. It created a new benchmark.³

Material is too easily seen and understood. It is not complicated. There is no ornament and historical references. This design is also easily produced and people can use it all around the world.

In minimalism, there is no color. Because colors make feel different feelings and the feelings change to cultures. For example, red refers to danger and anger in Europe but also in Indian, the red refers to purity.⁴ Because of this, Morrison adopts and applies those color ideas. And He uses neutral colors like grey, white etc.

Bottle
1994
Stacking bottle rack. Each module holding six bottles. Moulded polypropylene with anodised aluminium tubes.
Produced by Magis, Italy



Picture 2.

The other masterpiece of Jasper Morrison is The Bottle. This bottle is very simple and basic like the other design of Jasper Morrison. It is easily stacked. This is designed by a module. Bottle is far from pretension and also easily understood.

Co-working also contributes Jasper Morrison's Minimalism. Because, he works with different designers from all around the world. Designers come from Japanese, French, Italian and English. This differences provide to understand the other culture and requirements. Because of those reasons, Jasper Morrison and partners can easily reach the people and understand their needs. And they create designs, according to those ideas and thinks.

One of the design ideas of Jasper Morrison is a new product should be useful, long-lived and attractive character. He thinks that people should keep some distance to the world of objects and that the objects should work well on their own, otherwise they should keep silent.

The other features of his designs are that forms are not important. Form follows functions. Functions are more important and can be easily read in his designs. Materials are also not complicated and easily can be read. For example, we look at the air chair and bottle we can easily understand the materials of design.

One of the other successful designer Dieter Rams has also minimalist approach. He has ten basic design principles. Actually, those principles are similar to Jasper Morrison design ideas. Those principles are;

Good Design is innovative,
Good Design is useful,
Good Design has aesthetic,
Good Design is easily understood,
Good Design is modest,
Good Design is honest,
Good Design is long-lived,
Good Design has harmony with details,
Good Design is friend with environment,
Good Design is less.⁵

When we think about it and observe Jasper Morrison's design, we can easily Jasper Morrison's ideas and other famous minimalist designer Dieter Rams' are similar.

Industry also helps Jasper Morrison idea and his minimalism. Because, he thinks always that the products can be easily reachable for people. Aesthetical prefers and industrial prefers are always matched each other. He applies and solves to those thinks.

Jasper Morrison's designs are also changed for nowadays. When we look at the last designs, Minimalist think continues. However, He starts using color like red, green and soft blue in one of the last design that name is APC. For example, when we look at the other last design is T1 that was used color like green, red etc. on back.



Picture 3.



Picture 4.

In conclusion, when we look those findings, Jasper Morrison creates good designs for everyone and minimalism approach. Because of those reasons, big furniture companies prefer his design. His design is similar to nowadays designs. But he occur the distinction in design world. His designs are preferred by people. We can easily see his successful and his award.

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