EXPERIMENT IN SOVIET AND RUSSIAN DESIGN 1920-2020

Alexander Lavrentiev
with the participation of **Vieri Quilici**

Friday **28 MAY** 2021

Zoom-Meeting **ID 810 6970 8046**
PSW 453737
Time: 28.May.2021 10:00 AM Paris



CONFERENCE

Experiment in Soviet and Russian Design 1920-2020 reconstructs the framework of the artistic and functional experiments of Russian and Soviet design from the 1920s to the contemporary, considering the relationships between teaching methodologies and design research in the evolution of the Russian cultural, political and social context. The Conference is organized as part of the teaching and research activities established by the General Framework Agreement between Sapienza University of Rome and Moscow State Stroganov Academy of Design and Applied Art

PROGRAM

Opening remarks
Laura Ricci / Director Department PDTA
Federica Dal Falco / Coordinator Internationalization Unit Department PDTA

Conference
Alexander Lavrentiev / Professor of History of Design, Photographics and Design methodology at the Stroganov Academy

Debate and Conclusion
Vieri Quilici / Architect, Professor of Architectural Design

SCIENTIFIC CURATOR

Federica Dal Falco

ORGANIZATION

Raissa d'Uffizi, Anna Koryakina

Dipartimento di Pianificazione, Design Tecnologia dell'Architettura
Sapienza Università di Roma

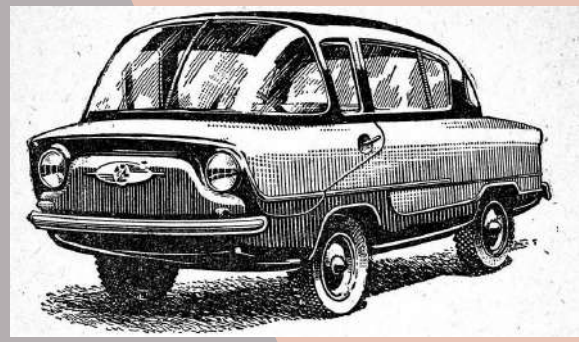
Unità per l'Internazionalizzazione



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1_ Aleksandra Exter | Costumes for the film Aelita by Iakov Protozanov, 1924

2_ Vyacheslav Loktev | Architecture for Outer Space, 1983

3 | 5_ Alexander Rodchenko | Café Pittoresque, 1917

4_ Yuri Dolmatovsky, Vladimir Aryamov | Small car "Belka", 1955



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EXPERIMENT IN SOVIET AND RUSSIAN DESIGN 1920-2020

Artistic and functional experiment was one of the main fields of design-activity in Russian and Soviet design. Experiment in design covers several directions: formal and compositional novelties, functional inventiveness, materials and technology, marketing, stylistic and etc. Designers were checking extremes in their experiments, as in science. It was based on declaration of extreme concepts, not necessarily building the prototype. In 1920s it started with a symbiosis of new visual language of the Avant-garde art and Revolutionary public needs, following technical inventions, in 1950s and early 1960-s designers experiment on developing new trends, in 1970-1980s post-modernism stressed psychological features of the everyday objects, later – images of high technology and information space, eco-materials and identity during the current period. Experiment is the usual stream of design-education.

Alexander Lavrentiev

Alexander Lavrentiev, (Moscow, 1954), Professor of the Moscow State Stroganov Academy of Design and Applied Art. Graduated from the Stroganov School (1976), worked at the All-Union Scientific-research Institute of Design at the department of theory and history headed by the Russian avant-garde art historian Selim Chan-Magomedov (1978-1994). Teaches History of Design, Photographics and Design-methodology at the Stroganov Academy. Contributed as curator to the exhibitions "Moscow-Paris", "Moscow-Berlin", "From painting to design", and other exhibitions of works by A. Rodchenko and V. Stepanova.

Vieri Quilici

Vieri Quilici (Ferrara, 1935), Architect and scholar of the historical roots of the discipline. Full Professor of Architectural Design, he taught from 1970 to 1993 at the Universities of Palermo, La Sapienza, the Ecole d'Architecture in Geneva, and Roma Tre. Lecturer at the University of Roma Tre since its establishment (1992), he headed the Department of Sciences and Design of Architecture (DiPSA) and of Urban Studies (DiPSU), as well as the Doctoral School in "Cultures and transformations of the city and the territory". Author of numerous publications concerning the architecture of the Modern, from its constructivist origins to Italian rationalism (*L'Architettura del Costruttivismo*, Laterza ed., 1969; *Adalberto Libera, l'architettura come ideale,* Officina ed., 1981), he wrote on the issue of urban centrality (*Roma capitale senza centro*, Officina ed., 2007) and on the theme of duration in architecture (*La vita delle opere*, Palombi ed., 2011). He has carried out professional activities in the field of public and cooperative housing, the recovery of historic centers, restoration, neighborhood services, infrastructure.