

DEMO  
Reading  
Materials taken from Language Leader Int. p.68-69

Task 1

**1b** Look at the three chairs in the photos. How would you describe each one?

**1c** Which do you prefer? Why? (Think about comfort, style, practicality, etc.)



Make the noun forms from the verbs:

- |   |               |   |             |
|---|---------------|---|-------------|
| 1 | advertise     | 4 | recycle     |
| 2 | consume       | 5 | communicate |
| 3 | industrialise | 6 | streamline  |

**5b** Complete the questions below with the nouns from Exercise 5a.

- 1 Is there enough \_\_\_\_\_ of harmful products like batteries?
- 2 Do \_\_\_\_\_ and curved shapes make products look more stylish?
- 3 Is \_\_\_\_\_ the best way to get people to buy products?
- 4 Is \_\_\_\_\_ leading to people becoming more selfish?
- 5 Has \_\_\_\_\_ damaged the Earth so much that it cannot recover?
- 6 Does better \_\_\_\_\_ technology lead to better lives?

**5c** Work with a partner and ask and answer the questions above.

## Task 2

**2** You are going to read about design during three different decades of the 20th century: the 1930s, the 1960s and the 1990s. Before you read, discuss the following in small groups.

- 1 Look at the photos of the chairs. Which of the three periods does each chair come from?
- 2 Look at the ideas in the box below which influenced design at the different times. Discuss in which period you think they are mentioned and why.


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advances in communication	recycling
young consumers	short-lived products
streamlining (smooth in shape)	
ergonomic design (designs adapted to human needs)	

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**3a** Work in groups of three. Read your text quickly, then share your information with your group. Compare the information with your ideas from Exercise 2.

Student A



**1960-1969**

**THIS WAS** a period of optimism and self-belief. At this time humans travelled faster than sound and walked on the Moon. During the period, the power of advertising, particularly on television, created mass consumerism, with a huge increase in the buying and selling of new types of products. Manufacturers began to recognise the buying power of teenagers and started to develop products aimed at the youth market. These new young consumers wanted change and variety. It was a time of short-lived products and the idea of a 'throwaway' society. New materials, new shapes, and new colours appeared in all areas of design.

There were many unusual furniture designs. The Danish designer Verner Panton produced his bright red plastic chair, for example, and Eero Aarnio created his extraordinary Ball Chair.

The ideas of this period, also known as the 'space age', also influenced fashion. Designers created clothes in strange and futuristic materials. Courreges' 'silver foil' suits and Pierre Cardin's silver and plastic dress designs were examples of this.

### 1930–1939

In the 1930s designers increased the efficiency of boats and aircraft by giving them smooth and curved shapes. Then, in 1934, Chrysler launched its new streamlined car, the Airflow. This was the start of the use of aerodynamics in car design. Streamlining, as it was called, was about speed, efficiency and, most of all, the modern world. Designers realised that consumers were attracted to other streamlined products, and so they began to use streamlining in a wide range of domestic appliances, such as refrigerators.

The designer Henry Dreyfuss helped to develop a new theory about design called ergonomics. He believed that machines worked better if they were adapted to people's needs. His reputation was based on the Bell 3000 telephone. Because of its ergonomic design, it was easy for people to use.

At this time a number of new materials were used in design, such as Bakelite (an early type of plastic). It was a perfect material for producing smooth, streamlined products.

## 1990–1999

During the 1990s, many designers worried about the damage to the environment caused by industrialisation. They were especially worried about the rapid use of energy sources and raw materials. They wanted to find ways of slowing this down. These ideas influenced design in many areas. For example, solar-powered cars and electric cars were developed. The recycling of paper and other materials became popular, for example in designer Jane Atfield's plastic shelving unit. The material she used came from old washing-up liquid bottles. Designers created more energy-saving products and products which consumers could repair or recycle. The focus was on product durability. Another big influence on design was advances in communication, in particular the internet and mobile phone technology.

One product that connects the two big concerns of designers in the 1990s was Trevor Baylis' wind-up radio, launched in 1995. This product was particularly useful in Africa because it could work without having expensive batteries. People made the radio work by turning a handle to generate the power.

**3b** Read your text again and complete the chart for your text. Then in your groups, summarise the key facts about your text so that the others in your group can complete the chart.

	1930s	1960s	1990s
Ideas	<i>streamlining</i>		
Designers			
Products			
Materials			

**4a** **Justifying opinions** Work on your own.

Which design period was for you:

- the most exciting?
- the most useful?
- the most interesting?

Make notes on the reasons for your choices.

**4b** Work in groups and present and justify your choices.