

## Transcript

### Design in a nutshell: Postmodernism

#### Voiceover:

Postmodernism began at precisely 3 pm, March the 16<sup>th</sup>, 1972, Modernism had failed - or at least that's what the postmodernists believed.

Modernists had spent much of the 20th century trying to forge a better world inspired by science and universal truths.

To them less was more. To postmodernists less was a bore.

They believed we needed as many references as possible to determine our own individual subjective conclusions.

Art is a good way to try and explain it. Remember, Picasso?  
He created one off masterpieces based upon predetermined principals of art. His creations rocked the art world. But postmodernists weren't impressed.

They believed in more than one method or style. Collage, chance, anarchy, repetition.  
To them, these were infinitely more interesting.

Postmodernists wanted to challenge audiences and force them to ask questions.  
Post-modern buildings rallied against the blandness that had gone before.

The Las Vegas strip is a great example. A riot of styles, cultures and whimsical collage.  
Like any movement, postmodernism had its critics, objecting to unnecessary ornamentation.

An obsessive tendency to recycle the past to make something new - and often it's just plain silliness.

The rise of mass media really helped postmodernism take off.  
The world was interconnected like never before. For many, postmodernism was liberating, giving creative expression a dynamic, often unsettling voice.

Postmodernist cinema still confuses, surprises and delights us.  
Postmodernist performers still bemuse us. And we just can't seem to get enough of quirky postmodern art.

Politically, philosophically, creatively - the postmodern movement has proven itself a force to be reckoned with. Like a giant social cattle prod compelling society to question why things are the way they are, and why they aren't.

Planning something postmodern?