



Frank Lloyd Wright

DESIGNER'S FULL NAME: Frank Lloyd Wright

DESIGNER'S PSEUDONYM/NICKNAME: N/A

GENDER: Male

YEAR BORN: 1867

COUNTRY IN WHICH DESIGNER BORN: United States

YEAR DIED: 1959

COUNTRY IN WHICH DESIGNER DIED: United States

RACE | ETHNICITY | RELIGION | POLITICAL ALIGNMENT

IF ANY OF THE ABOVE AFFECTED EITHER THE ARTIST'S LIFE EXPERIENCE OR WORK BECAUSE IT/THEY PROVIDED A CHALLENGE AT THE TIME, PLEASE EXPLAIN.

He was born and lived during a time where the Civil Rights movement hadn't happened yet, so surely his being a white male contributed to the fact that he was able to succeed in his field. I'm not sure any of these factors provided a challenge.

DID THIS DESIGNER DO NOTABLE WORK IN FIELDS OTHER THAN WHAT WOULD TODAY BE CONSIDERED GRAPHIC DESIGN? EXPLAIN.

Yes. He was mostly known for his architecture. He designed over 1,000 buildings, over 500 of which were actually built.

FOR WHAT IS THIS DESIGNER MOST NOTED? EXPLAIN.

One of his most famous works is the house in Mill Run, PA that he designed, called Fallingwater. The house is unique and incredible because it sits right over an active waterfall. Another is the Guggenheim Museum in New York City.

IS THERE ANYTHING CONTROVERSIAL ABOUT THIS DESIGNER? EXPLAIN.

He had three wives throughout his life, and left one year of his practice to run away with the wife of one of his clients in 1909.

EXPLAIN THIS DESIGNER'S EDUCATION/TRAINING, INCLUDING ACADEMIC, APPRENTICESHIPS, AND /OR MENTORSHIPS.

He studied engineering at the University of Wisconsin, Madison for only two years. After that, he moved to Chicago and found work as a draftsman for an architectural firm under architect Joseph Lyman Silsbee.

DID THIS DESIGNER PROMOTE A SPECIFIC IDEOLOGY IN HIS/HER WORK? EXPLAIN.

Wright worked for a while under famous architect Louis Sullivan, who coined the ideology of "form follows function" that was widely adopted in the architectural world. This ideology meant that the functionality of an object was the primary purpose, and the design would come after.

WHY IS THIS DESIGNER VIEWED AS ICONIC IN THE HISTORY OF GRAPHIC DESIGN?

He designed the book *The House Beautiful*, written by William C. Gannet. Wright framed the pages' text with beautiful, intricate patterns that resembled tapestries. The two only printed 90 copies of the acclaimed book, so it's considered incredibly rare.

IS THERE ANY OTHER IMPORTANT INFORMATION TO KNOW ABOUT THIS DESIGNER?

No.

YOUR NAME: Joy Pelton

STATE YOUR EDUCATED OPINION OF THIS PERSON AND THE QUALITY/IMPORTANCE OF HIS/HER WORK. EXPLAIN WHAT INFLUENCE - OR LACK OF INFLUENCE - THIS WORK HAS HAD ON YOUR OWN.

Frank Lloyd Wright is considered one of the most influential designers and architects of the modern era. He pioneered what it now known as "Prairie Style", characterized by buildings built outward- not upward- and wide, open spaces with minimalist decor. This style also aims to integrate the surrounding landscape into not only the design, but the construction of the building. Flat roofs, horizontal lines, and large windows are other characteristics. I believe that Frank Lloyd Wright was a pioneer of design, and that his houses are beautiful; especially one of his most famous works of design, Fallingwater.

Frank Lloyd Wright was greatly inspired by nature in his designs, though it might not be immediately apparent to the untrained eye. Frank said, "Study nature, love nature, stay close to nature. It will never fail you." His inspiration for the "Prairie Style" came from the flat, broad plains of the American Midwest. Because of this, the style was considered the first uniquely American architectural style. Wright considered this "organic architecture"- a term he coined that would become a popular design philosophy. For Wright, organic architecture meant letting the setting of the area determine the flow of the building to be built there. It had to fit in and feel like it belonged. Wright tended to include open spaces and tall windows in his buildings, uninterrupted by numerous panes, to let in as much light as possible. This let the nature surrounding the house be viewable from most points inside the house. This way, it felt being inside was like still being in nature.

Frank Lloyd Wright was one of the first designers I ever learned about on my own, when I was around 10. I took a field trip to Chicago in 6th grade where we toured many of his homes and buildings, and I've loved his style ever since.. It's odd, because I don't think I would ever design a house in his style. I don't consider myself a minimalist by any means. But I love how he describes the intent and purpose behind his designs, and how these are relayed and felt when inside the structures. He famously said, "The good building is not one that hurts the landscape, but one which makes the landscape more beautiful than it was before the building was built."

I believe that Frank Llyod Wright deserves every bit of recognition and acclaim that he has. He pioneered the first truly American architectural style, and did so with the intent of keeping nature an integral part of his designs and their construction, contrary to many designers before him. The spiritual connection he felt with nature drove his passion for design and because of this, we as a country adopted a whole new concept of what art and architecture can mean for us and our environments. His belief of how form and function are just as important as one another and should exist together cohesively influenced graphic design by allowing a new way of thinking about how space and elements can coincide. It bridged the gap of design that prioritized one over the other.

Designers began to think of even the most straight-forward ads in an artistic way, and how seemingly “boring” designs could still be intentionally artistic. These philosophies that he inspired are still taught in graphic design classes today.

“I believe in God, only I spell it Nature.” - Frank Lloyd Wright

BIBLIOGRAPHY

Hendrickson, Paul. *Plagued by Fire, The Dreams and Furies of Frank Lloyd Wright*. Knopf Doubleday Publishing Group, 2019.

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