

Prof. Trofimova

TED talk Stefan Sagmeister

“Superstitions are habits rather than beliefs” which is true because let’s look at a designer Stefan Sagmeister in his TED Talk. He explains while he went to visit his friends in Hongkong, he was so superstitious that he believed “If I see something good, I’m going to have a great time here in my two weeks. And if I see something negative, I’m going to be miserable, indeed.” Then his plane landed between billboards that said “Winner” when he came back again, he was hoping for “Winner” board to be there or else he will have a miserable time in Hongkong. Turns out, there was a “Winner “ billboard with “Double Happiness” next to it. Now, Stefan that time must be thinking he will have a good time but he had the opposite. His superstition was not right in here. It was him believing or trying to predict his future.

First of all, what is modernism ? Modernism is an art movement that, along with cultural trends and changes, arose from wide-scale and far-reaching transformations in Western society during the late 19th and early 20th centuries. From what I’ve understood about Modernism from TED Talk is that designers are using new ideas to improve their work. The addition of new billboards, stickers and subway logos.

Postmodernism, also somewhat related to Modernism, shown around 8:16 to almost until end shows about Stefan’s designer friends using Subway logos and bubble stickers to get the viewer's opinion of their work like originally the subway logo of a lady holding a pole was supposed to be somewhat of a message. But the designers turned that to “this guy's breath is

killing me.” they also changed Starbucks design to “have you seen my nipple.” is funny and creative.. These designer’s had creative ways to bring happiness in design.

Stefan and his friends may have used analog arts to create words, for example bedroom furnitures turning into word “guts” and sausages to “for” versus the billboards design and Subways bubbles are digital era designs. The before and after pictures of the bedroom and the back of the word “having” shows that they have put their effort and ideas to their viewers. Everyone can be designers because they use their creativity to show the audience what the world looks like from their point of view.