>THE DEVELOPMENT OF INDUSTRIAL DESGIN IN PUERTO RICO AND ITS INTERNATIONAL CONTEXT

MADMi



Ponce, PR: Casa Comercial Vidal is founded, a maker and retailer of Spanish isabelino-style (Victorian) furniture produced on the island for the local market.





1880-1910

England: The Arts and Crafts Movement, celebrating sensitivity to materials and manual production of domestic objects. Proponents dedicate themselves to treating domestic spaces as complete works of art.

1892-1957

San Juan, PR: The first of the Casa Margarida furniture manufacturing and retail stores opens. Casa Margarida produces and sells furniture in styles ranging from Victorian to modernist.



Green Dining Room by William Morris and Edward Burne-Jones, 1867.





1880-1910

Europe: Art Nouveau, a style used in art, design, and architecture incorporating natural forms. A term applied to a principle of design or a total work of art that incorporates all disciplines and eliminates distinctions between the decorative and plastic arts.



Porte Dauphine Metro station entrance in Paris, designed by Hector Guimard, c. 1900



1900

USA: Frank Lloyd Wright and the Prairie School of architecture, influenced by the Arts and Crafts Movement. An organic architecture that incorporates the building's natural surroundings into its design.

1905-1928

Puerto Rico: Period during which Czech architect Antonin Nechodoma lived on the island. Nechodoma adopted the design philosophies of Frank Lloyd Wright and the Prairie School and integrated them into his buildings in the Caribbean.



Dining room of the Frederick C. Robie house in Chicago, in which Frank Lloyd Wright designed everything, from the space to the furnishings.



Partial view of the former Korber house, now synagogue, in Miramar. Designed by Nechodoma and built in 1916-1917.

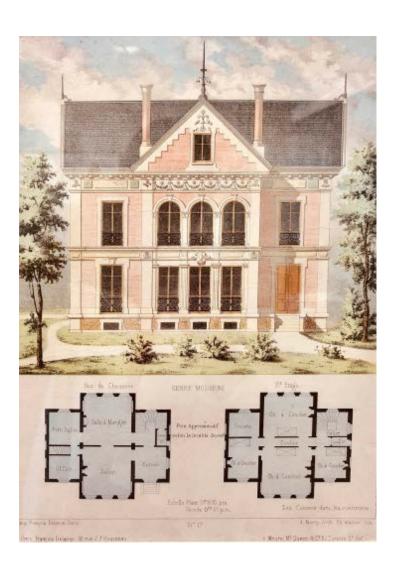


San Juan, PR: Founding of the Jiménez, Ribot & Co. tile company in San Juan, the first of a number of manufacturers of hydraulic-cement floor tiles for the local market.





San Juan, PR: Construction of home at 607 Calle Cuevillas, Miramar, designed in a French Neoclassical country house style. The original design and floorplans were taken from the book Nouvelles Maisons de Campagne: Paris et ses Environs, c. 1880.





1917-1931

Holland: De Stijl (Neoplasticism), a movement under the leadership of Theo van Doesburg, Gerrit Rietveld, and Piet Mondrian. Artistic and architectural compositions are reduced to just the pure and essential, including primary colors and straight lines.



Red and Blue Chair by Gerrit Rietveld, 1918-1923



1919-1933

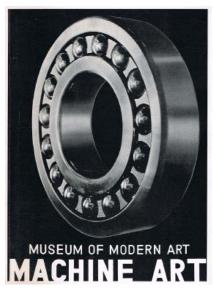
Weimar & Dessau, Germany: Walter Gropius founds the Bauhaus, a school of art that integrated various disciplines—architecture, engineering (industrial design), graphic design, and craftwork—to produce "complete professionals" committed to the fusion of all the arts. Its main objective was to educate multidisciplinary creators who would produce objects both useful and beautiful that would enhance daily life.



Teapot by Walter Gropius for Rosenthal China.



New York, USA: Machine Art exhibition at the Museum of Modern Art, curated by famed architect Philip Johnson. The exhibition and its subsequent presentations celebrated the modern aesthetic of industrial design and its objects, treating them and displaying them as works of sculptural quality.





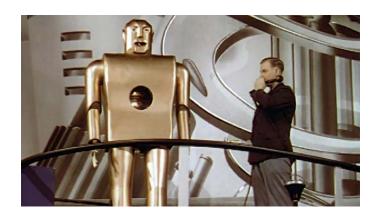


1939-1940

New York, USA: World's Fair, celebrating the importance of architecture and industrial design in improving the efficiency and quality of modern life. Industrial designers Norman Bel Geddes, Raymond Loewy, Henry Dreyfuss, and Walter Dorwin Teague were tasked with the strategic design of the fair, on which they imposed the ideologies of the Bauhaus and the Art Deco style.

1941-1946

Puerto Rico: Rexford Tugwell is appointed governor of Puerto Rico. Under his leadership, the first industrialization and design projects on the island are launched



"Electro," in the Westinghouse pavilion



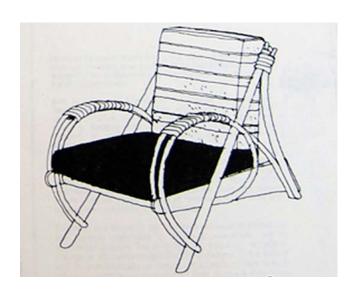
1942

Puerto Rico: Duncan del Toro returns to Puerto Rico with a Bachelor's Degree in industrial design from the Carnegie Institute of Technology, making him the first Puerto Rican industrial designer.

1943-48

PR: Aprobación de la Ley No.122 para la creación del Puerto Rico: Passage of Law 122 on May 12, 1943, creating a Public Works Design Committee, whose motto was "Design for Progress."

Henry Klumb works on the Public Works Design Committee, for which he designs Modernist structures throughout Puerto Rico. The buildings range from schools to community centers.



Tropical-style armchair designed by del Toro.

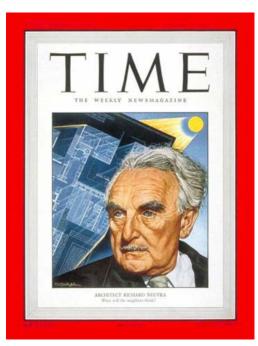


1943-45

Puerto Rico: Richard Neutra, internationally acclaimed Modernist architect, is hired as advisor to the Design Committee in the area of planning and designing educational and health facilities.

1944

Henry Klumb founds the ARKLU furniture factory with Stephen Arneson, his colleague in Frank Lloyd Wright's office. ARKLU is distinguished by its "Tropical Modernist" designs produced in native woods, rope, and leather.



Neutra on the cover of Time magazine, August 15, 1949.





1944-1946

SJ, PR: The Economic Development Administration launches its industrial design and manufacturing project, under the leadership of Adrian Dornbush.

1945

Puerto Rico: The Office of Henry Klumb is founded. Its projects are characterized by their integration of the modern International Style with the demands of the tropics.

1946-1966

Puerto Rico: Henry Klumb designs 26 buildings for the University of Puerto Rico's Río Piedras campus.



Law School, UPR-RP



1947

Caribe China, as part of the government's industrialization effort. The factory produces tableware and other objects to supply hotels, restaurants, and even private residences.

1948-1966

San Juan, PR: Puerto Rican Pottery is established under the leadership of designer Hal Lasky in Santurce.







1948

Puerto Rico: On July 1, 1948, Law 217 goes into effect, transferring the functions of the Design Committee to the Department of the Interior and abolishing the Design Committee.

1949

San Juan, PR: Inauguration of the Caribe Hilton Hotel, designed by Puerto Rican architects Osvaldo Toro and Miguel Ferrer. The hotel is considered an icon of Tropical Modernism.





Jens Risom of Denmark designs exclusive furnishings for the Caribe Hilton. (Examples of armchair and ottoman.)



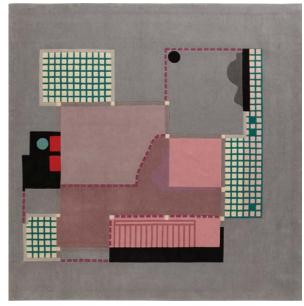
1949-53

USA: Studebaker 2R Pickup, designed by Robert E. Bourke of the Raymond Loewy firm. The vehicle was praised for its smooth, pared-down, "streamlined" design.

1951

Vega Baja, PR: V'Soske, a worldwide leader in handmade, high-end-design rugs, opens a factory as part of the government's incentivized industrial program.





Rug designed by architect Richard Meier, 1984.



1955

San Juan, PR: Inauguration of the San Juan International Airport in Isla Verde, designed by architects Osvaldo Toro (1914-1995) and Miguel Ferrer (1914-2004), also known for the Caribe Hilton Hotel and the Puerto Rico Supreme Court building.

1956

San Juan, PR: The Design Center is established to provide work and training to local talent. The Center is proposed by Hu Barton, then Director of Economic Research at the Puerto Rico Economic Development Administration.





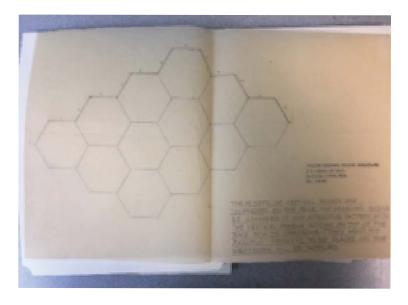
1958

San Juan, PR: Inauguration of Hotel La Concha, designed by Osvaldo Toro and Miguel Ferrer, on Ashford Avenue in the Condado.

1959

San Juan, PR: Walter Dorwin Teague's industrial design firm opens an office in San Juan. This office later designs displays for exhibits in the UPR's Museum of History, Art, and Anthropology.







1959-1980

San Juan, PR: Lorenzo Homar lives and works on the upper floor of 607 Cuevillas.

1961

Puerto Rico: Carolina Craft Center, a factory established by the Puerto Rico Industrial Development Corporation (PRIDCO) to produce ceramics, is opened. In 1968 the name was changed to Isla del Sol.







1961

San Juan, PR: First Industrial Design Exposition, Museum of History, Art, and Anthropology, UPR-RP, co-organized by Theodore Jones, director of the Design Division, Boston Institute of Contemporary Art. Works were exhibited by international designers Harry Bertoia, Eero Saarinen, Isamu Noguchi, Charles Eames, George Nelson, and Raymond Loewy alongside works by local designers V'Soske, Toro and Ferrer, Carlos Marichal, Hal Lasky, and others.



Desk by George Nelson.

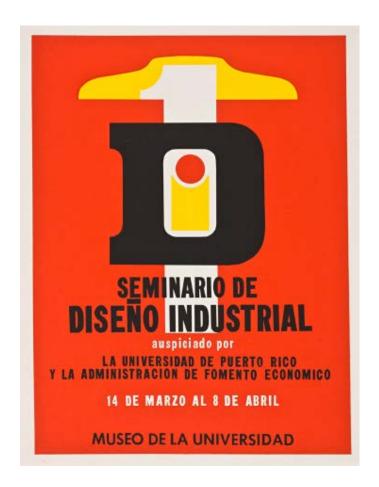


1961

San Juan, PR: First Industrial Design Seminar at the Museum of History, Art, and Anthropology, UPR-RP.

1962

SJ, PR: Hiring of famed designer Raymond Loewy's firm to improve production at the Carolina Craft Center.





1962

SJ, PR: Establishment of the Industrial Design Laboratory at the Museum of the University of Puerto Rico, under the leadership of Rafael Rivera García.

SJ, PR: Second Industrial Design Exposition, "Design 1963," at the Museum of History, Art, and Anthropology, UPR-RP, December 5-12, 1962.

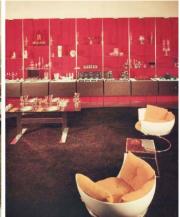
1968-1995

San Juan, PR: Upscale department store Velasco opens in Plaza las Americas, with sophisticated Modernist furnishings.

Use of the iconic Platner armchair, designed by Warren Platner in 1966, in the ladies' shoe department and waiting areas.









1970

San Juan, PR: Completion of installation of the murals The Antilles and Flora by Cuban artist Cundo Bermúdez on the Caribe Building, designed by Henry Gutiérrez, a monumental example of the integration of art and architecture.

1979-2008

SJ, PR: Establishment of the Design Council by the Industrial Development Company.





2000-2006

Studios of Ada Bobonis and Aarón Salabarrias at 607 Cuevillas.

2007

Caguas, PR: The International Design School (EIDA) is founded at the Universidad de Turabo.

2013

San Juan, PR: Three editions of the Art and Design Fair are held in the Institute of Puerto Rican Culture's National Gallery, bringing together designers for the first time since the dissolution of the Design Council in 2008. The fairs were visited by more than 16,000 people.







2013

Mayagüez, PR: The Creative Enterprises and Industries Incubator is created, under the leadership of Silvia Aguiló. In 2017, its name is shortened to Creative Incubators.

2014

San Juan, PR: The Creative Industries Advisory Board is formed by the government's Trade and Export Corporation.