

## MAD FOR MEMPHIS

Flashback to the future: Memphis design gains momentum in the modern era.

Produced by Ashley Hotham Cox

Just one look is all it takes - the vibrant colors, graphic patterns, and bold geometric shapes and figures - and you are immediately transported back in time to the 1980s. Influenced by Art Deco, Pop Art, and 1950s kitsch, the distinctively eccentric movement of the Memphis Group, an Italian postmodern design collective named after Bob Dylan's song Stuck Inside of Mobile with the Memphis Blues Again, was driven by form rather than function and aimed to produce provocative, outrageous designs - a complete departure from the restrained, minimalist designs of the '70s. Like all trends, there's been a resurgence of this distinctively '80s aesthetic in recent years, and it doesn't appear to be slowing down. Contemporary artists and designers are carrying the torch by continuing to shock the senses and the status quo with their own take on the movement.







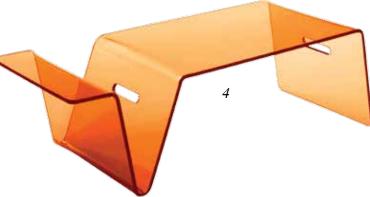


"THE SPACE NEEDED TO BE MORE THAN JUST AN ODE TO THE PAST; IT NEEDED TO BOTH SING THE PRAISES OF THE PAST AND LOOK TO THE FUTURE."

– SASHA BIKOFF







- 1. Schoolhouse Electric Mollie Hook in Industrial Yellow / \$99 / schoolhouseelectric.com
- 2. Anna Karlin Pattern Stool / \$5,350 each / annakarlin.com
- 3. CB2 Taylor Bone Inlay Side Table / \$499 / cb2.com
- 4. High Fashion Home Sunshine Tray Table / \$117 / highfashionhome.com

