

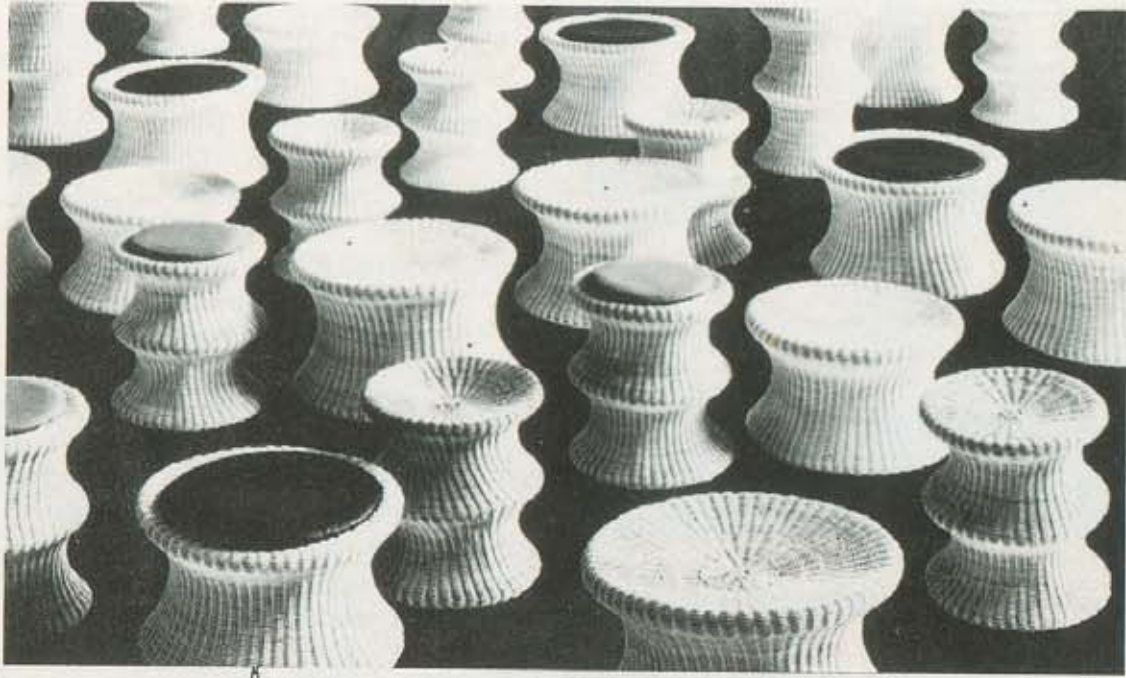
FINLAND

look
at



Eero Aarnio is one of the most international of Finnish designers, responsible for many world-famous items of furniture. His latest project is design in collaboration with IBM graphic computers, machines whose huge memory will be exploited by the **BY HAND AND** designers of the future. But Eero Aarnio is used to being ahead of his time.

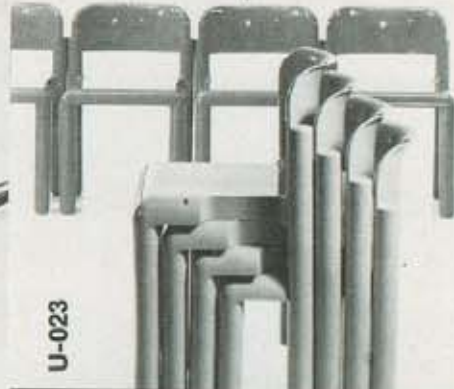
COMPUTER



JUTTUJAKKARA ▲



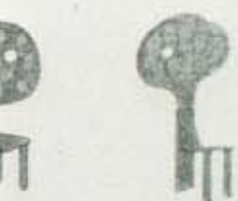
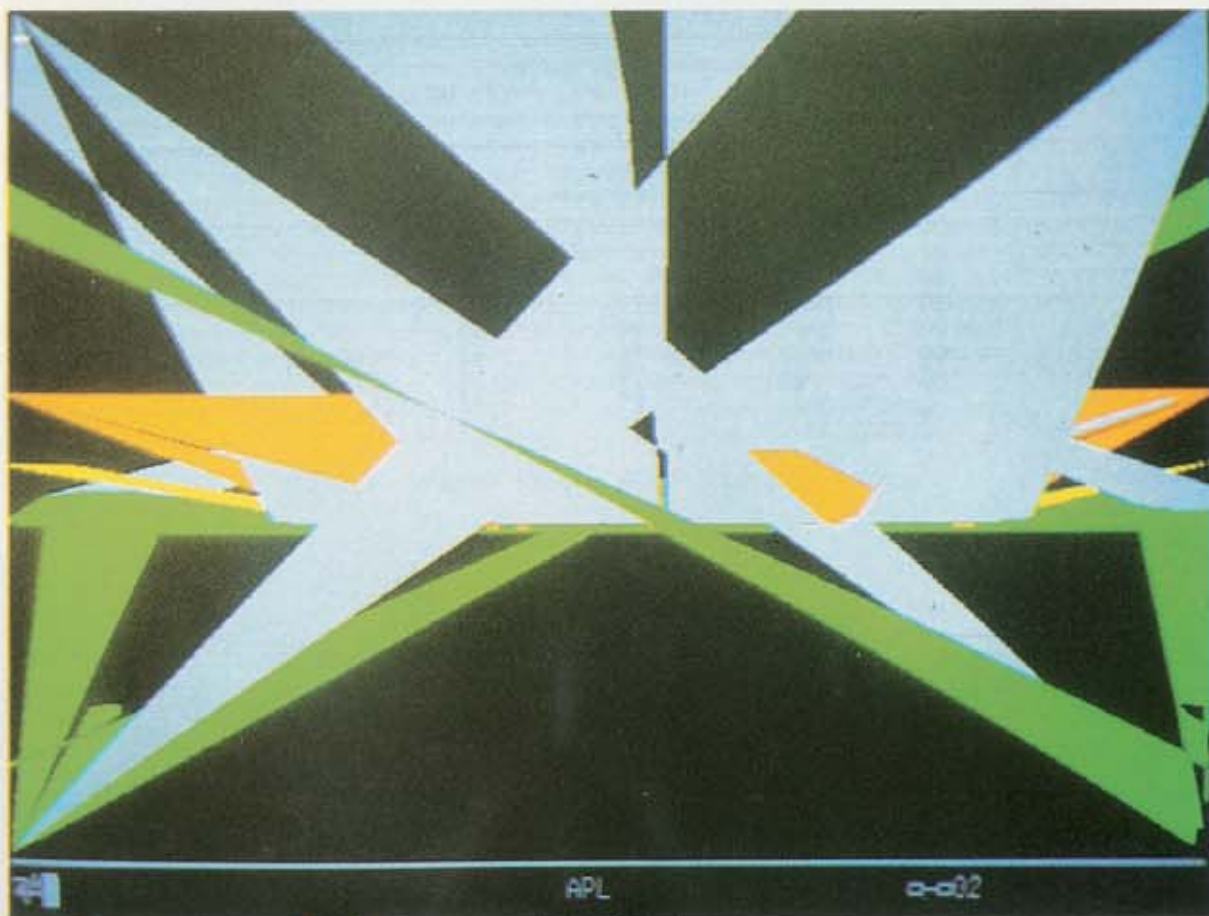
BUBBLE



U-023



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such as the leg, the seat, the back and the arm – and we make five of each, these twenty parts give us a family of chairs that comprises thousands of different versions simply by surface-treating and upholstering them in different ways. And yet we're still only dealing with twenty parts, not thousands.

"I'd call this kind of planning of the future, using the computer's enormous memory and instant output, 'programmed individuality'. The customer gets his own

personal version to suit his own personal taste and needs, and yet manufacture is industrialized.

"The personal approach of the past and the robot manufacture of the future clasp hands. Everyone can have the chair, say, he wants. We have come full circle. Industrial production will be so completely mastered that we can forget it. Compare it with an automatic gearbox in a car: driving is more important than struggling with the engine."

If a colour copier or col-

our plotter is connected to the computer the customer can have a picture of the piece concerned at the moment of sale, and a written offer with price data and delivery times. Aarnio sees functions like this as possible this decade, especially for public furnishings. As well as making individual sales offers, computer-aided design will 'place' the furniture on the plans for a given house, hotel, theatre, restaurant or school, and draw a coloured perspective drawing of it. These are all

services that can be offered today, but much more slowly and expensively – by hand.

The graphic part of industrial design and the archiving of pictures are at a breakthrough stage. These functions will be computer-aided in the near future everywhere in the industrialized world. Aircraft, ship-building, and space and arms technology already use graphic computers. The next move will be into more everyday fields closer to the ordinary consumer.

