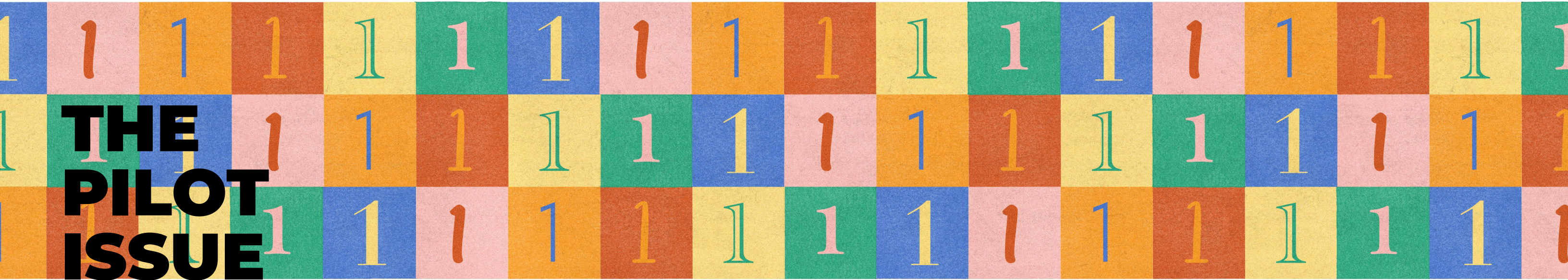


KNOW
THY
ART?

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This Pilot Issue of Know Thy Art Magazine explores the “firsts” in art and design. We look at artists and designers whose inventions changed the creative industry forever. Check out some of the greatest works of the past, what is making headlines today and speculate future inventions in design. This first magazine issue is dedicated to all the avant-garde works that changed the landscape of their respective design industries forever.

IN RETRO- SPECT

*Pilots who took art
& design to the skies*

Every great television sitcom in the 80s and 90s called their first episode, “the pilot.” If the TRPs for this very first episode took off, then the series would be a hit. Since this is the very first magazine issue for Know Thy Art, what else would be the best theme?

But what have pilots got to do with art and design you say? Ah! Well, every field has its firsts and creative sectors are no different. The first painting ever, the maverick designers and the crazy creators

who dared to think differently. Not only were these creators round pegs in square holes but their design creations changed the sectors forever. Many of us have mad ideas on paper. However, these creative inventors spent hours in their labs, perfecting their designs. After their “Eureka” moment, they took those ideas to the banks and investors. Even if they faced many rejections, they persevered until they became the greatest of all time.

Imagine you’ve just learnt what fire is. You used to eat raw meat but now, you’ve just learnt to cook it before you eat. You don’t know what a wheel or wagon is or that a wheel could help you transport things quickly. You don’t know what farming is, wheat is alien and bread is something that will not be invented for thousands of years. Amidst all this, you’re sitting in a

cave and looking out at the horizon. You see a bison, but that is nothing unusual. Out of the blue and for no reason at all, you pick up a reed and draw the bison on a cave wall. And that, ladies and gentlemen, is how the first drawing on earth was drawn in *Lubang Jeriji Salih* cave in modern-day Indonesia. After that, there was just no turning back.



First known painting from approximately 45,000 years ago, of a bison in a cave

Strides in Engineering Design

Have you noticed how the tip of an aeroplane wing slightly folds to point upwards?

They fold to reduce drag from wing tip vortices. In a high-speed aircraft, this nifty little feature can help bring about fuel efficiency that saves the airline industry millions of dollars worth of fuel every year.

This seemingly simple trick combines the knowledge of the physics of flight, a spatial understanding of shapes, material design and engineering.

Such is the nature of some of the greatest designs in history, an apparently simple idea that was driven by loads of knowledge, experience and last but not least - passion.

The Evolution of Graphic Design

It is the 1980s, you're working for hours on end on a design project. After hours of work, you sneeze and make an accidental brush stroke. You don't have to panic because you hit "ctrl z" or "cmd z" if you are on the Mac. Digital illustrators today might take simple features like "undo" or "redo" for granted. But there was a time when some of the most popular designs in history were made on a cutting board with an exacto blade, cut-out elements and glue.

In 1987 Thomas and John Knoll made this obscure little computer application called Adobe Photoshop. PC Paintbrush, later known as MS Paint was created

in 1985 by Dan McCabe at Soft for Microsoft.

While Photoshop in the early days was not like what it is today and MS Paint was eventually discontinued, these software changed the Graphic Design and Illustration sectors forever.

Using advanced design apps like Adobe Photoshop, Procreate, Affinity and others, has been possible because of what MS Paint and Photoshop did for digital design in the early 1990s. You could say, we designers are riding on the backs of giants. Or, "pilots" for the sake of this magazine issue.

CURRENT AFFAIRS:

What now?

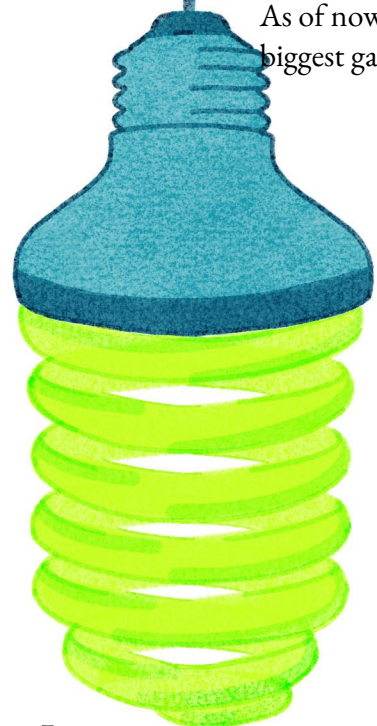
In the 2020s, you might think that all important inventions have been made and there is nothing new left to create. That's thinking of the glass as half-empty. But think about it this way, until recently who would have thought that tungsten filament bulbs would be completely replaced by LEDs?

To think of the glass as half-full, there are inventors with an itch who are just looking for gaps in the system or even shortcomings in everyday items that can be fixed with the next big idea. As a result, we would just get brighter bulbs that are environmentally friendly and last way longer than an Edison bulb.

As of now, sustainability is the biggest gap in most systems.

Continuing with the example of a light bulb, we can all agree that Edison's invention changed our lives. Or else we'd be well into the 1990s lighting oil lamps and firefighters would receive a call every hour. While the filament bulb was brilliant, it heated up too much, didn't last long enough and suffered from waning brightness towards the end of its life. Enter LEDs that fix all these gaps.

Similarly, designers, creators and inventors look to solve problems. Every problem is an opportunity for a solution or the next big invention. This is why it is said that necessity is the mother of invention. Just visit a product design exhibition and you will see how designers are still keen to keep the wheels of invention rolling.



SENSEI SPEAKS

Expert Advice

In 1895, Auguste and Louis Lumière invented a camera that recorded and projected reels in the form of "moving pictures."

Today, we call those films or movies and we have hours of such content to watch because of their work. However, the Lumière brothers did not particularly believe in their work.

"Talking films are a very interesting invention, but I do not believe that they will remain long in fashion. First of all, perfect synchronisation between sound and image is absolutely impossible, and, secondly, cinema cannot and must not, become theatre." *(sic)*

Louis Lumière

Perhaps if they knew how much a little talking picture like "*Avengers: Endgame*" earned around the world, or how many hours of content is uploaded on *YouTube* every day, they would have had a little more self-belief.



THE FUTURE UNFOLDS

Let us travel to New York for a moment. Specifically, let us enter the New York Stock Exchange on Wall Street. You must have seen the stock market in films where there are multiple large screens with perpetual tickers of share prices. Investors always have more than three mobile phones on them and sometimes engage in shouting matches on all their phones simultaneously. What they are doing is buying and selling stocks by the lot, based on what these tickers are telling them. This place is known as the floor of the stock market. Or just “the floor.”

Enter app designers, web designers, UX designers and UI designers. They have taken buying and selling of stocks to websites and simple phone apps, so that “the floor” is now in the palm of your hand. Let us take a look at what this really means.

Buyers and sellers have tickers on their personal computer screens. The market is now on a digital platform and not the physical floor. Investors can easily follow the German *Dax*, India’s *Nifty 50* and the Japanese *Nikkei* on multiple tabs instead of multiple phones. Less shouting and phone enquiries, more notifications and alerts of availability.

Easy to access stocks in another timezone without having to sit at the office all night. Buying and selling at a tap or click instead of three phone calls to look for a trusted seller.

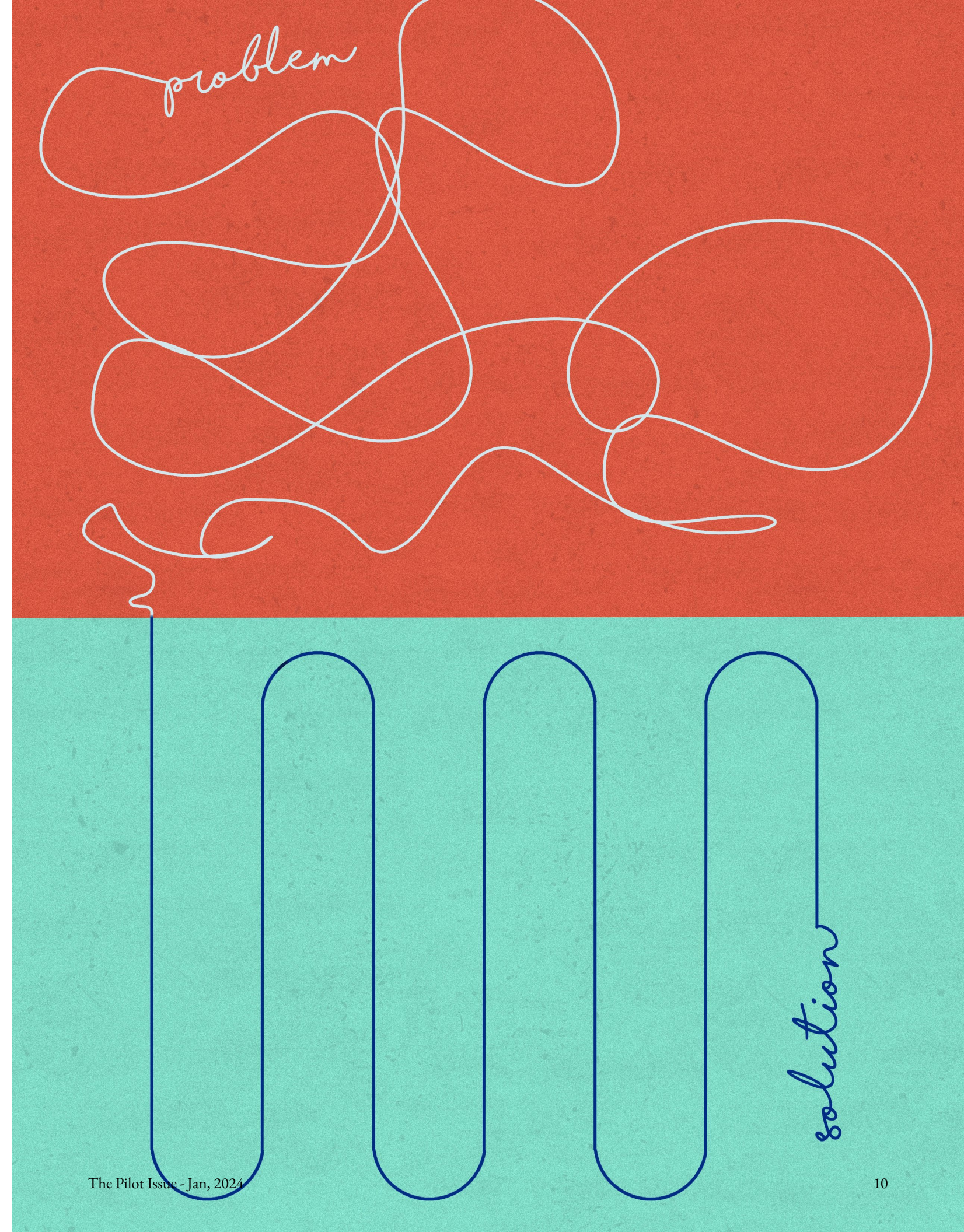
Easy access to the markets for common people. Not to forget, AI integration to analyse trends and flag discrepancies.

Two more and this could be the 10 Commandments for stock apps.

There are multiple reasons why well-designed stock apps have changed the finance sector forever. All this was made possible not by experienced investors, but by creatives in the design industry who understood the system and saw the gaps where inventions could be made.

As a result, the actual floor in some of the biggest exchanges of the world is a lot quieter today even though the number of investors is actually increasing. Not to mention, a digitised process, better tracking and liquidity that saves millions every day.

The moral of the story is to understand the system, look for the gaps and get busy creating.



DID YOU KNOW?



- *Google Play Store*, formerly known as the Android Market, started with absolutely zero apps for users to download. It was first opened to developers. Later on, the *Play Store* simultaneously released many applications.

- In 1997, the built-in “*Snake*” game was, in a way, the first app offered on the *Nokia 6610* mobile phone.

- The most expensive canvas artwork ever sold! A blank canvas sold as “artworks” titled “*Take the Money and Run*” for \$84,000 by artist Jens Haaning.

ASK THE EDITOR

What is a good design field to explore if I am in high school right now and will join the workforce at least 5 to 7 years from now?

- Emma
(Minnesota, USA)

For a high-school student, it might be best to explore as many design fields as possible. You may not have to do actual work in that field but read a book, visit an exhibit, watch a documentary or have a conversation with a professional from that field. Collect as much information as you can. Maybe even work on a passion project. At the same time, a well-structured aptitude test might help give you clues as to where you would be better placed. For instance, if you have good spatial awareness, decent scores in Geometry and a knack for dimensions then you might be good at architecture, 3D, UX or product design. The trick is to get a feel of as many sectors as possible to understand your strengths and make the best career choice. Also, it is important to note that design sectors are constantly evolving especially with AI. Think deeply, test extensively and choose well.



