The idea of less as a pathway to cultural sustainability

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The idea of cultural sustainability in this work is addressed by an analysis on the minimalistic and functionalistic ideas proposed by designers and architects since the beginning of the 20th century, these ideas had influenced in a deep manner the doings and behaviour of design throughout the whole century and our present days. Being a certainty that these ideas had numerous reasons to emerge rather cultural, social or political, the true focus of this paper is to explain how these manifestations can be considered as environmentally friendly and sustainable if viewed trough its characteristics of leanness, simplicity and abstraction. The paper also explains how these design currents and ideologies can be considered as manifestations of cultural sustainability. To make this more understandable and landed, one example is given: the BAC Chair by British designer Jasper Morrison. Certain topics like cultural expressions, production segments and design theories would be analysed in order to give a perspective on how cultural sustainability might be a good way to confer ethical approaches into the design process. Another aspect this paper will analyse and explain is how not only the idea of less, and the idea of leaner, simpler and shorter appearances and aesthetics, but also processes, production lines, distribution, methodologies and approaches in design development might lead to better environmental and social circumstances. In simpler words; this paper prays for a design not only lean and simple by its looks and aspects but also for its manufacturing and conception. Lastly a proposition on accomplishing all these mentioned ideas can be developed trough a consideration of craftsmanship and crafted means of production.

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