



Google Arts & Culture

# Inspirational Women from the World of Design

Lesson plan  
created with



## Introduction

# Inspirational Women from the World of Design

Join us and discover how inspirational women have had a lasting impact in areas related to design.

This lesson is suitable for anyone but is recommended for students aged 14-16 years. The lesson is designed to support you as you explore Google Arts & Culture stories related to the lesson topic.

You can complete the lesson on your own working at home, with a group of friends, or in your classroom. They are designed so that you can work through them at a pace that suits you

If you get stuck you can talk to a teacher or parent.

Throughout the lesson you will find tasks to complete and questions to answer, so when you reach the end you will have used a range of skills to create something of your own that demonstrates your knowledge and understanding of the subject.

All you need to get started is any device with internet access.

Are you ready to learn about some famous women in fashion, photography, architecture, and design from around the world?

## Things you'll need to complete this lesson.



Tablet, laptop or computer with access to the internet.



Paper or a notebook and pen to make notes as you go.



Drawing materials such as coloring pens and pencils, paper etc.



Scissors, glue, scrap paper, and general stationary items.



Art materials, specifically paints and brushes.



A printer would be beneficial but not necessary – why not draw instead?

## Explore & Discover

# Inspirational Women from the World of Design

In this Explore & Discover lesson, you will learn about creative women in a variety of industries. You will study the original work of four women working in fashion, learn more about the art of photography from a female viewpoint, and finally you will see the impact women have had on our surroundings and how we live.

## Activities to complete

1. Experiment with colors to see if you can recognize the colors of the seasons in the world of fashion.
2. Carry out your own photoshoot with a friend or family member.
3. Test your knowledge of the lesson with a quiz.

## Outcomes you will achieve

- Consider the impact women have had on the creative world.
- Discover how women had to overcome lack of recognition in their fields, and how they tackled it.
- Talk about some leading designers and architects.
- Find out why the kitchen in your home looks the way it does, and who we can thank for the space-saving design.
- Discover some photographers, from around the world and their distinctive work.

Look out for the following tips which tell you what to do when during the lesson.



Key information to remember and help guide you through the lesson.



Estimated time to complete a section or activity within the lesson.



Optional headphones to listen to videos and audio recordings.



Explore online content. Discover videos, stories, and zoom into pictures.



Activity - time to design, make or write something of your own.



# Vocabulary

Words to look out for in the lesson

abstraction, advocate, allegiance, architecture, avant-garde, chic, cityscape, collection, computer, model, conception, concrete art, deconstructivism, designer, embroidery, exploitation, galley, generation, genre, geometry, impressionist, innovator, luminous, machine learning, multidisciplinary, pattern, photograph, photoshoot, portrait, postmodernism, reportage, scene, seminal, signature piece, sketch, subject, T-square, twilight, urban designer, visualization



[Orange Explosion on White](#), [Multi-coloured on White](#), [More Black Explosion](#), [Orange Explosion on Black](#), 1992, Zaha Hadid, Serpentine Galleries

# What is this lesson about?

Explore and discover inspirational women who have had an impact on many areas of design, photography and architecture.



This lesson will take around 120 minutes.

# Elements of the Lesson

Historically, the impact women could have in the world has been restricted due to discrimination and lack of representation. As the rights of women have progressed, the creative talents of female designers, photographers and architects have become more recognized and celebrated. Women have provided interesting perspectives on distinctive areas of design, and this lesson will explore this.

You will study four influential fashion designers, whose designs have changed fashion. The introduction of new techniques and an understanding of women from a personal perspective has enabled these designers to innovate and push fashion in new directions.

During this lesson, you will learn about two photographers who highlighted areas of culture and the social issues of their time. You will also learn about pioneering female photographers from Brazil. They all provide new perspectives on subjects and objects viewed through the lens of a camera.

Women have had a significant impact in the fields of Architecture and Design. In this lesson, you will see how women have innovated in these areas, exploring how their work has changed landscapes, from our kitchens to our cityscapes.



Consider making notes as you go through the lesson to help with the end of the lesson quiz.





Backstage at Alexander McQueen, Spring / Summer 2017, Sarah Burton, 2016, British Fashion Council

# Focus on Women Fashion Designers

Explore how four women have innovated and pushed the boundaries of fashion.



This activity will take around 50 minutes.

# Four women who have changed fashion



Coco Chanel

[Coco Chanel AFP Photo 1969, Fonds do Dotation Francoise Giroud](#)



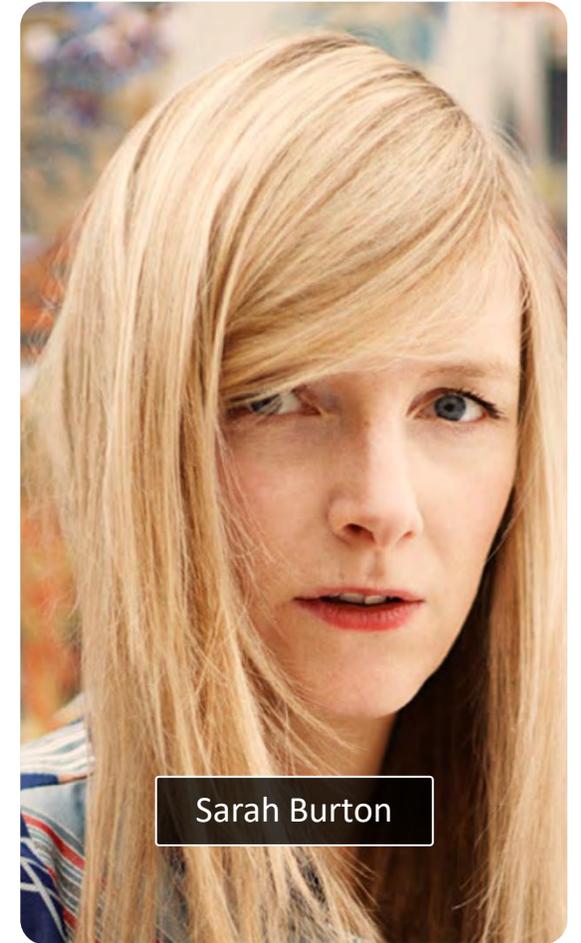
Jin Teok

[Portrait of Designer JinTeOk, JIN Te Ok for JINTEOK, Seoul Design Foundation](#)



Irene Sharaff

[Irene Sharaff seated in dressing room during rehearsals for the stage production West Side Story Martha Swope, 1957, The New York Public Library for the Performing Arts](#)



Sarah Burton

[Sarah Burton of Alexander McQueen Portrait, British Fashion Council,](#)



French designer, Gabrielle Bonheur 'CoCo' Chanel is an instantly recognizable name in the world of fashion. Chanel started her career in fashion design in 1910. She renovated and revamped hats, which she sold in her first shop in Paris. As her business and her customer-base grew, the range of items she produced grew as well. Chanel became known for her suits, her iconic little black dress and for her range of perfume.

Chanel's designs were innovative, breaking away from the traditions of the time and creating ranges that were liberating for women. Her focus was on providing simple fashion that was comfortable and stylish.

Her career spanned more than 60 years until her death in 1971. Her fashion house has continued her legacy since.

[Explore](#)

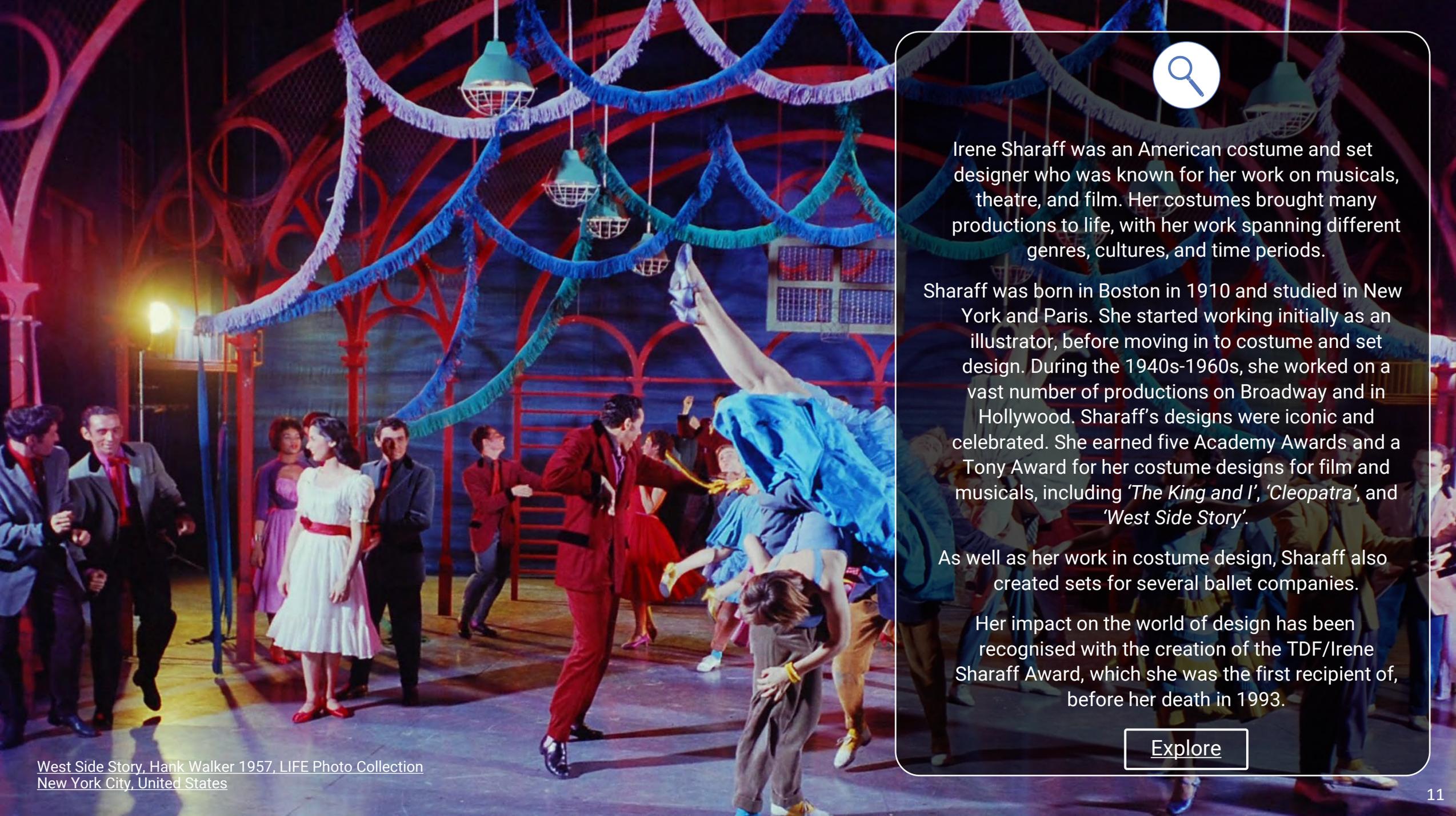


Jin Teok is a Korean fashion designer known for fusing traditional Korean clothing styles, shapes and motifs with modern designs. As well as being a prominent fashion designer who has shown collections in Paris and Seoul, she designed the 1988 Korean Olympic uniforms and the flight attendant uniforms for Asiana Airlines.

Teok is known for contrasting cultures using different designs and materials, including a piece where she combined denim with a traditional Korean celebration outfit style known as 'Hanbok' (see the outfit on the right-hand side of this image.) She often works with contrasting white fabrics, or other neutral colours and her designs are noted for their elegance and grace.

[Explore](#)





West Side Story, Hank Walker 1957, LIFE Photo Collection  
New York City, United States



Irene Sharaff was an American costume and set designer who was known for her work on musicals, theatre, and film. Her costumes brought many productions to life, with her work spanning different genres, cultures, and time periods.

Sharaff was born in Boston in 1910 and studied in New York and Paris. She started working initially as an illustrator, before moving in to costume and set design. During the 1940s-1960s, she worked on a vast number of productions on Broadway and in Hollywood. Sharaff's designs were iconic and celebrated. She earned five Academy Awards and a Tony Award for her costume designs for film and musicals, including *'The King and I'*, *'Cleopatra'*, and *'West Side Story'*.

As well as her work in costume design, Sharaff also created sets for several ballet companies.

Her impact on the world of design has been recognised with the creation of the TDF/Irene Sharaff Award, which she was the first recipient of, before her death in 1993.

[Explore](#)



Sarah Burton OBE is a leading fashion designer and Creative Director for the Alexander McQueen fashion brand. The collections she creates with her team are often inspired by nature and places in the UK, like Cornwall and the Shetland Islands.

Burton became internationally recognized in 2011, after she designed Kate Middleton's dress for her wedding to HRH Prince William. She has also designed dresses for other famous women, including Michelle Obama and Lady Gaga.

Burton grew up in Manchester and attended university there, before taking a place Central St Martins in London to study Print Fashion. She joined Alexander McQueen as an intern whilst studying and then joined the company full-time once she graduated in 1997. She was appointed Head of Womenswear in 2000, making fast progression through the company.

After the death of Alexander McQueen in 2010, Burton was appointed in the leadership role. She is passionate about creating collections that celebrate and empower women.

[Explore](#)



## Activity 1

# Experiment with the Colors of Fashion



Click the 'Explore' button to open the Runway Palette, a remarkable experiment that makes use of machine learning (artificial intelligence) to create an interactive visualization of fashion show archives from 2015-2019. Use this to explore the designs of either Jin Teok or Sarah Burton (Alexander McQueen fashion House).

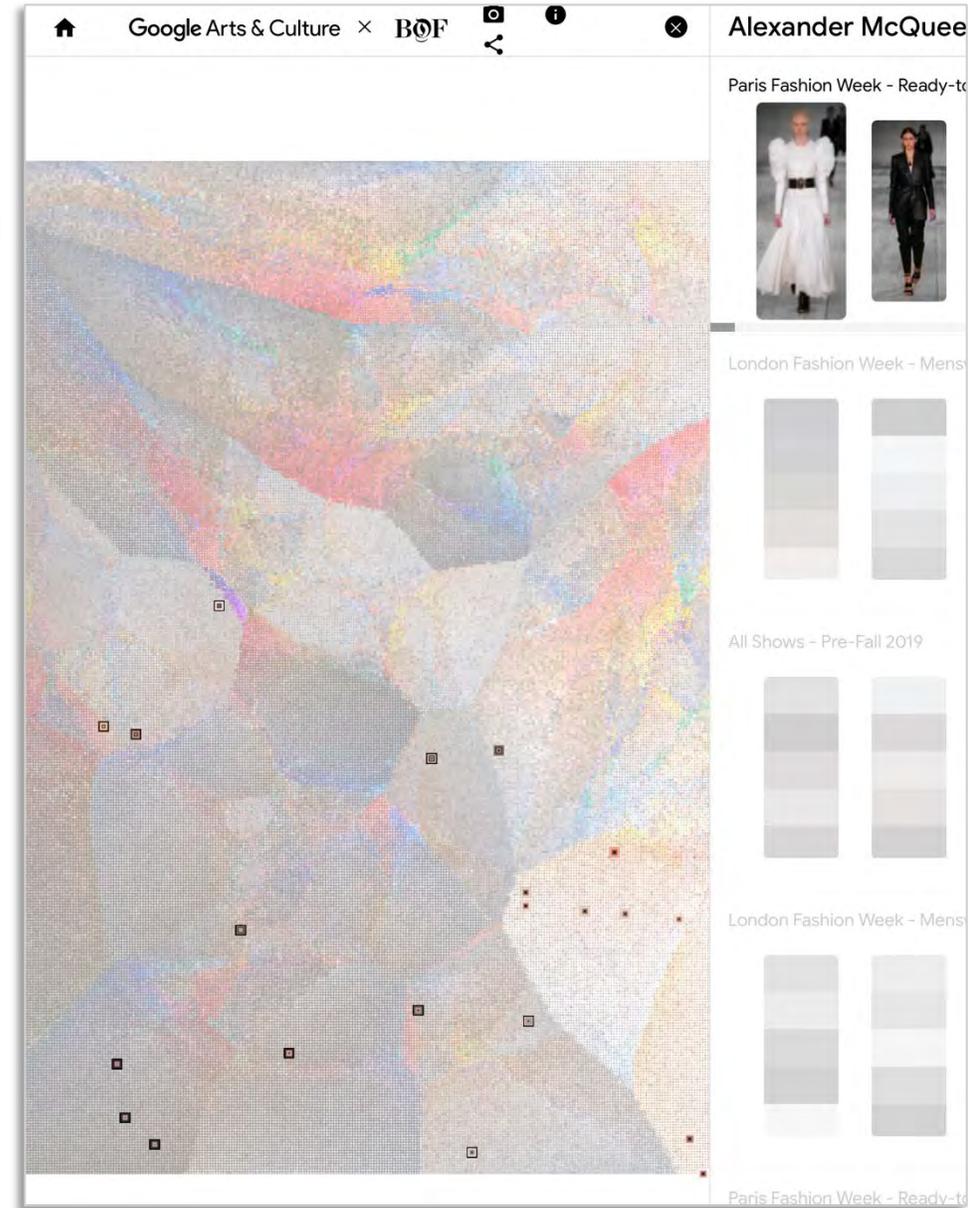


Follow these instructions:

1. Click 'Launch Experiment' and explore the palette.
2. Next, find (or take) a photo of yourself in clothes of your choosing.
3. Click on the camera icon in the top right to upload your photo and make a note of what happens when you do.

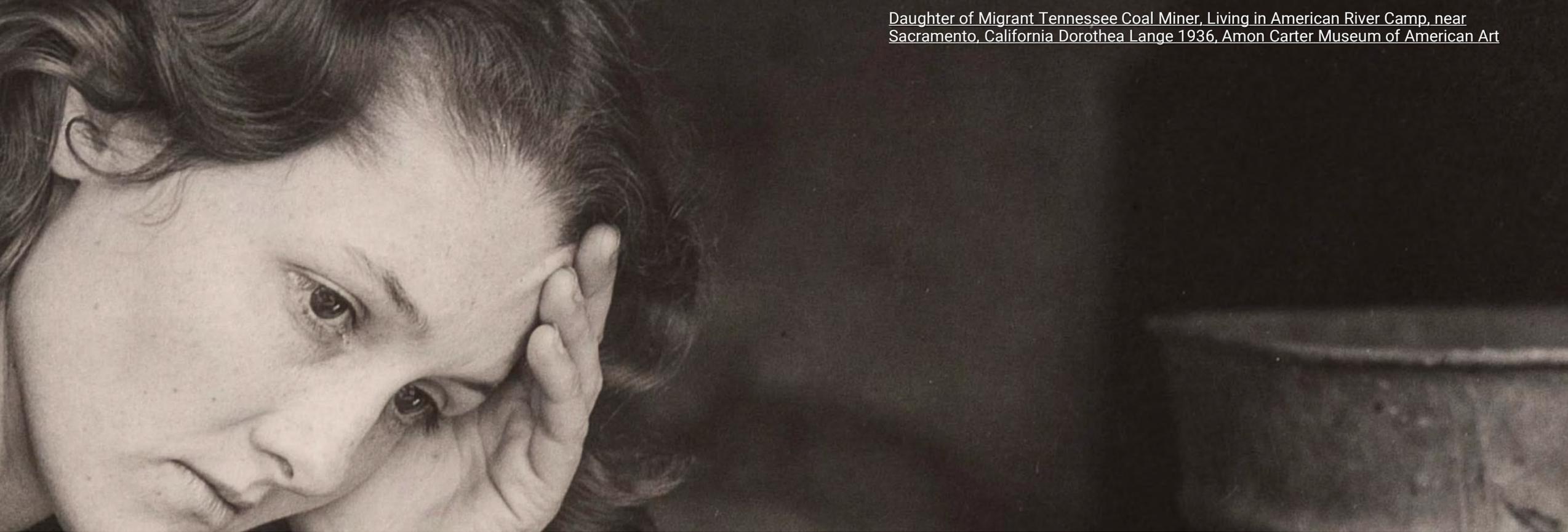
Make notes on the following:

- How did the color palette change? What season do the clothes presented come from (Spring, Summer, Winter)?
  - What do you note about the style of clothes for the seasons?
  - Are there any other insights into fashion you have gained from running this experiment?
4. Once you have made your notes about what you find, see if you can write an article for a fashion magazine that connects your own fashion sense to designers and styles identified in the Runway Palette. Write between 100-200 words.



Screenshot: Runway Palette November 2019 | By Cyril Diagne, Google Arts & Culture Lab, The Business of Fashion





# Photography Through a Woman's Lens

Learn how women have excelled at photography and have pushed through barriers and brought their perspective to a traditionally male-dominated field.



This chapter will take around 40 minutes.



Explore

# Shirlie Montgomery

## Documenting Wrestling and San José Life

Shirlie Montgomery was an American freelance photographer who became famed for documenting life in San Jose and for her images of professional wrestling matches.

Montgomery was born in Santa Clara, California in 1918. She started her love of photography early on. Her father created a dark room for her in their house so that she could develop the photographs she took, despite their house being small.

After working in a local hotel, taking photos for hotel guests, she became a freelance photojournalist, working for newspapers in San Jose and San Francisco. She was a daring and adventurous photographer, not frightened to get close to dangerous incidents like fire and floods.

Although she photographed US Presidents and celebrities, she is remembered most for capturing the culture of wrestling during the 1940s to 1960s. She was internationally celebrated for her wrestling photography, particularly for the action shots she took.



Review the Montgomery photographs by clicking the Explore link to the left and make notes on the following ideas:

Why do you think it is important to record the history of a place with photographs?

What are the features of a photograph that make it a powerful medium to document history?



# Dorothea Lange

## Documenting the Great Depression

Dorothea Lange was a 20<sup>th</sup> century American documentary photographer and photojournalist. She is renowned for highlighting the struggles of migrant workers, displaced farmers, and sharecroppers in the 1930s.

Lange was born in New Jersey in 1895. As a young child she caught polio and the condition permanently affected the way she walked. Despite this, she studied photography at Columbia University and then went on to travel, which she funded by selling her photography.

Lange settled in San Francisco and was later hired by the Farm Security Administration to document the lives of migrant workers and displaced farmers during the Great Depression and the Dust Bowl disaster. Her compositions humanized the suffering, poverty, hunger and conditions the workers and their families faced.

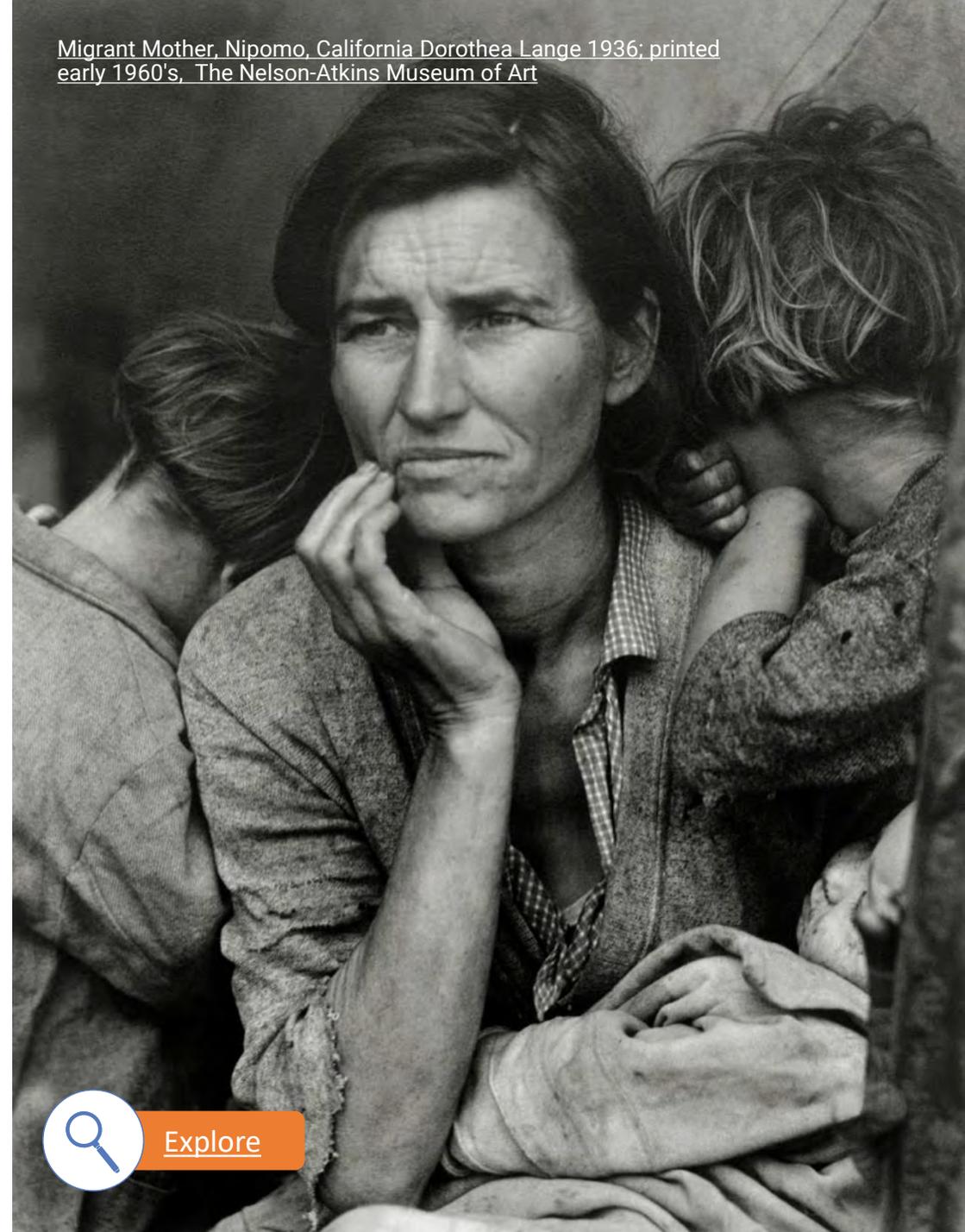
Lange's career shifted towards photojournalism after the Depression, where she continued to use photography to effect social change. This included photographing the treatment and detention of Japanese people in the US during WW2; the photographs were censored for the duration of the war.



Black and white photographs can provide some of the most effective imagery. Look at the famous picture on the right, click on the [link](#) to examine in more detail. What does the image convey?



Describe in 100-200 words what you see in this picture. Consider the faces, who is in it, the state of dress and cleanliness. What was life like for the family in the picture?



Explore



# Innovative Photographers

## Women Photographers of São Paulo

With the rise of Nazism throughout the 1930s, many people fled from Europe. Brazil proved to be a popular destination to settle, particularly São Paulo and Rio de Janeiro. Many became a part of the development of the cities, using their artistic and intellectual talents to highlight and celebrate Brazilian culture.

When you click on the explore button you will discover three photographers who helped shape a cultural revolution in Brazil.

**Hildegard Rosenthal (1913-1990)** was a photojournalist who worked for a small local press agency. She also practiced street photography. In her work, she captured the city's dense frenzy and more quiet moments. **Madalena Schwartz (1921-1993)** became Brazil's most important portrait photographer and photographed some of its most prominent citizens. She also developed a personal, artistic side to her photography. **Alice Brill (1920-2013)** was a photographer and painter. She is famous for documenting architecture and fine arts, as well as her portraits of artists.



Make notes on the following points after you have explored the link on the left.



In 100 words, how did these women capture cultural moments taking place in São Paulo?

What photographic techniques did they need to learn to perfect their craft?



Explore

Hildegard Rosenthal working on the amplifier, next to the coffee tray, São Paulo, SP, Brazil, Hildegard Rosenthal circa 1942, Instituto Moreira Salles



Explore

# Marie Hansen (1918–1969)

## Reportage

Marie Hansen began her career as a journalist, after graduating from the University of Missouri in 1939. Very soon into her career as a journalist, Marie Hansen switched to photojournalism and was one of the first women to join the team of staff photographers at 'LIFE' magazine in 1942. Hansen's first major story for 'LIFE' was her photo-essay on the Women's Army Auxiliary Corps, the first army unit in the US to allow women to serve in positions other than in nursing/medicine.

Hansen then went to Hollywood for 'LIFE', where she was offered a screen test. She was offered a role on-screen, but she preferred to be behind the camera and turned it down.

She is famous for her photographs of [General Dwight D. Eisenhower](#), one of which became his official photograph. At that time, she was stationed at the White House and took many pictures there during World War II. She continued her work in journalism until the early 1950s, when she moved to California and worked in Public Relations at the California Institute of the Arts.



Compare the photographs of Marie Hansen and Dorothea Lange.

Compare and contrast the style of photographs each of these women take in 50-100 words.



You are planning a party and can invite one of the photographers you have studied to document the event. Which one would you choose? Explain your reasoning.



## Activity 2

# Carry Out a Fashion Photoshoot



You are recommended to work with a friend or family member on this activity. They can be the subject or can take the photographs using your plans.



You are going to conduct a fashion photo shoot with a friend or family member.



Consider how you want to photograph your 'model'. Think of the scene, the lighting, the clothes to be worn. Then sketch and make notes about how you want to compose the photograph. These can be combined with ideas from a friend who is also working on this activity.

Set yourself up, get your smartphone/digital camera ready, and explore the camera's functions or capabilities.

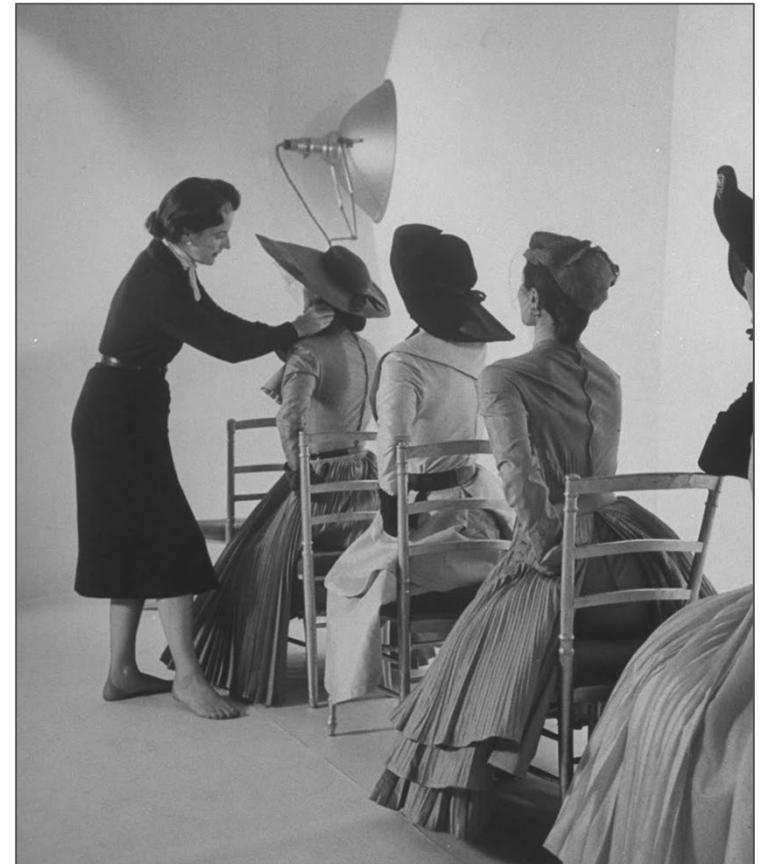
Before you start, watch this [video](#) to give you an idea of what type of postures your 'model' can adopt for the photo shoot. Consider the shapes each model demonstrates in the video and select the ones you like best to help with your compositions.

Remember, you want to capture lots of photographs, so that you can select the best ones. Take at least 20 pictures with the model posing in different ways and, if possible, with different outfits.



### Extra Challenge

Imagine your photographs are to be displayed in a gallery. Choose your best 5 photographs and write about what you were trying to capture when you took each photo and what the picture represents.



N R Farbman, 1951-02, LIFE Photo Collection





# Women in Architecture & Design

Architecture and Design have a significant impact on the everyday lives of everyone on the planet. In more recent years, women's influences have shone as more women become attracted to the field. Find out more about some influential women in Architecture & Design.

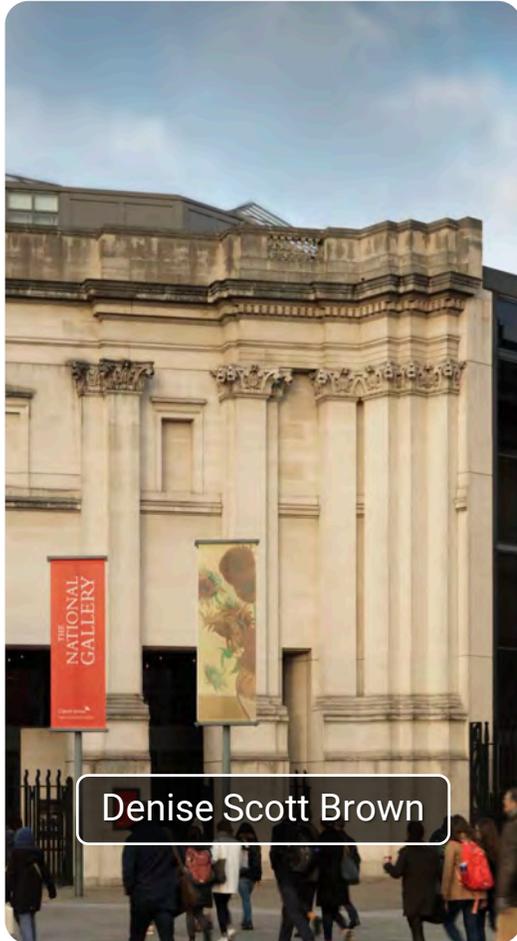


This chapter will take around 50 minutes.



# Four Women in Architecture and Design

Now you will learn about a designer and three architects and their achievements.



Denise Scott Brown

[The Sainsbury Wing, The National Gallery, Trafalgar Square, Westminster, Greater London](#)  
[Chris Redgrave, Historic England, 2015-01-19, Historic England](#)



Gunta Stölzl

[Screengrab: Bauhauskinder erzählen: Gunta Stölzl - Tochter Monika Stadler erzählt 2014, Bauhaus Dessau](#)



Zaha Hadid

[Zaha Hadid by Brigitte Lacombe, Brigitte Lacombe, Serpentine Galleries](#)



Margarete Schutte-Lihotzky

[Screengrab: Zwischen Frankfurter Küche und Widerstand: 10. Todestag von Schütte-Lihotzky, wien.gov.at](#)



# Denise Scott Brown

Born 3 Oct 1931

Denise Scott Brown is a renowned architect, city planner, educator, furniture designer, photographer, writer and theorist. Along with her late husband and business partner, Robert Venturi, she pioneered an experimental approach to architectural research and their work '*Learning from Las Vegas*' helped cultivate [postmodernism](#) in their field.

Scott Brown was born in Northern Rhodesia (now Zambia) in 1931. She grew up in South Africa and was surrounded by architectural influences early on, particularly as her mother was also an architect.

She studied at the University of Witwatersrand in Johannesburg for her undergraduate degree. She then took a place at the Architectural Association School of Architecture in London to continue her postgraduate studies and after that, studied for master's degrees in City Planning and Architecture at the University of Pennsylvania, where she met Robert Venturi.

Across her career, Scott Brown has worked extensively in design, writing and teaching. She was commissioned to work on city planning in places like Philadelphia, Tennessee and Pennsylvania. She has worked on the design projects for prominent cultural buildings like the National Gallery in London and on university campus plans for key colleges in the US and China. A prominent figure in higher education in her field, she has taught at Yale, the University of Pennsylvania, the University of California, Berkeley and the University of California, Los Angeles.

A vocal advocate for the equal treatment of women in architecture, Scott Brown has fought to be recognized for her work in a male-dominated sphere. She was overlooked by the Pritzker Prize, when it was awarded to her husband for buildings she worked on collaboratively. Her essay '[Room at the Top? Sexism and the Star System in Architecture](#)' gives her view on the treatment of women in architecture. (You are welcome to click on the link for further reading. This is a link to an external website).



# Gunta Stölzl

5 Mar 1897 – 22 Apr 1983

Gunta Stölzl was a pioneer in the world of textiles. She was a key driving force behind the creation of a weaving workshop at The Bauhaus, an innovative German school of art and design operating in its original form in the early 20<sup>th</sup> century.

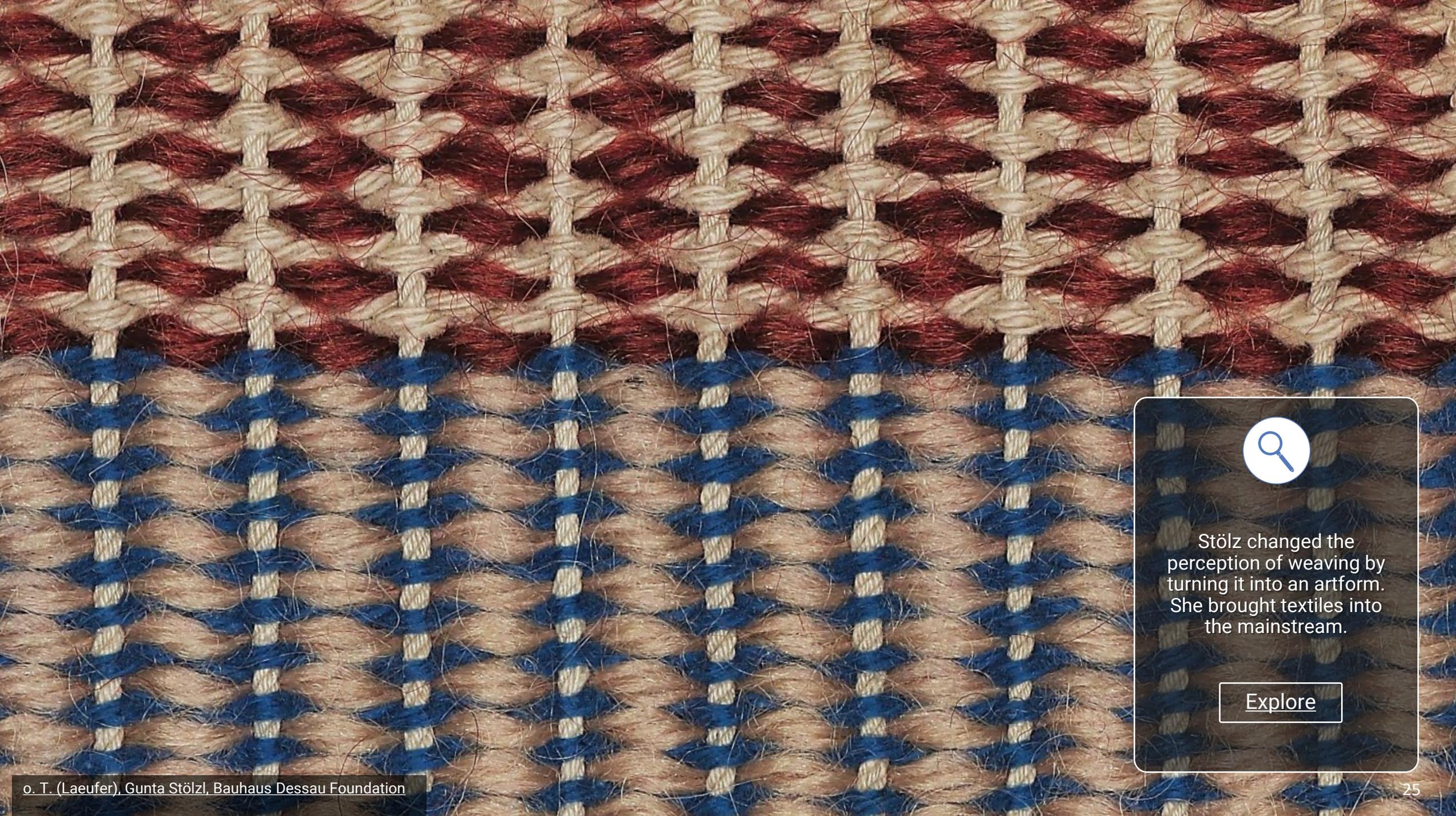
Stölzl initially studied in different artistic fields, such as glass painting and ceramics. After leaving her education to work as a Red Cross Nurse during WW1, she later returned to her studies. In 1919, she won a scholarship to study at The Bauhaus, learning from key figures in art and design such as Kandinsky.

There she was a driving force in the creation of a weaving department, known initially as the 'Women's Department'. There she worked with other textile artists to collaboratively develop their understanding of the form. They experimented with style, material, and design. She became the technical director of the weaving workshop and a master, making her the first and only woman to teach at the Bauhaus.

She sought for textiles to be recognised as a technical and industrial design form, moving it away from traditional 'women's work'.

Stölzl lost her German citizenship in 1929 after marrying an Israeli architecture student. Then in 1931, due to increasing pressure on the school from the Nazi Party, she was forced to resign her position. Stölzl and her family moved from Germany to Switzerland, and she remained there, working in textiles and tapestry until her death in 1983.





Stölz changed the perception of weaving by turning it into an artform. She brought textiles into the mainstream.

[Explore](#)

# Zaha Hadid

31 Oct 1950– 31 Mar 2016

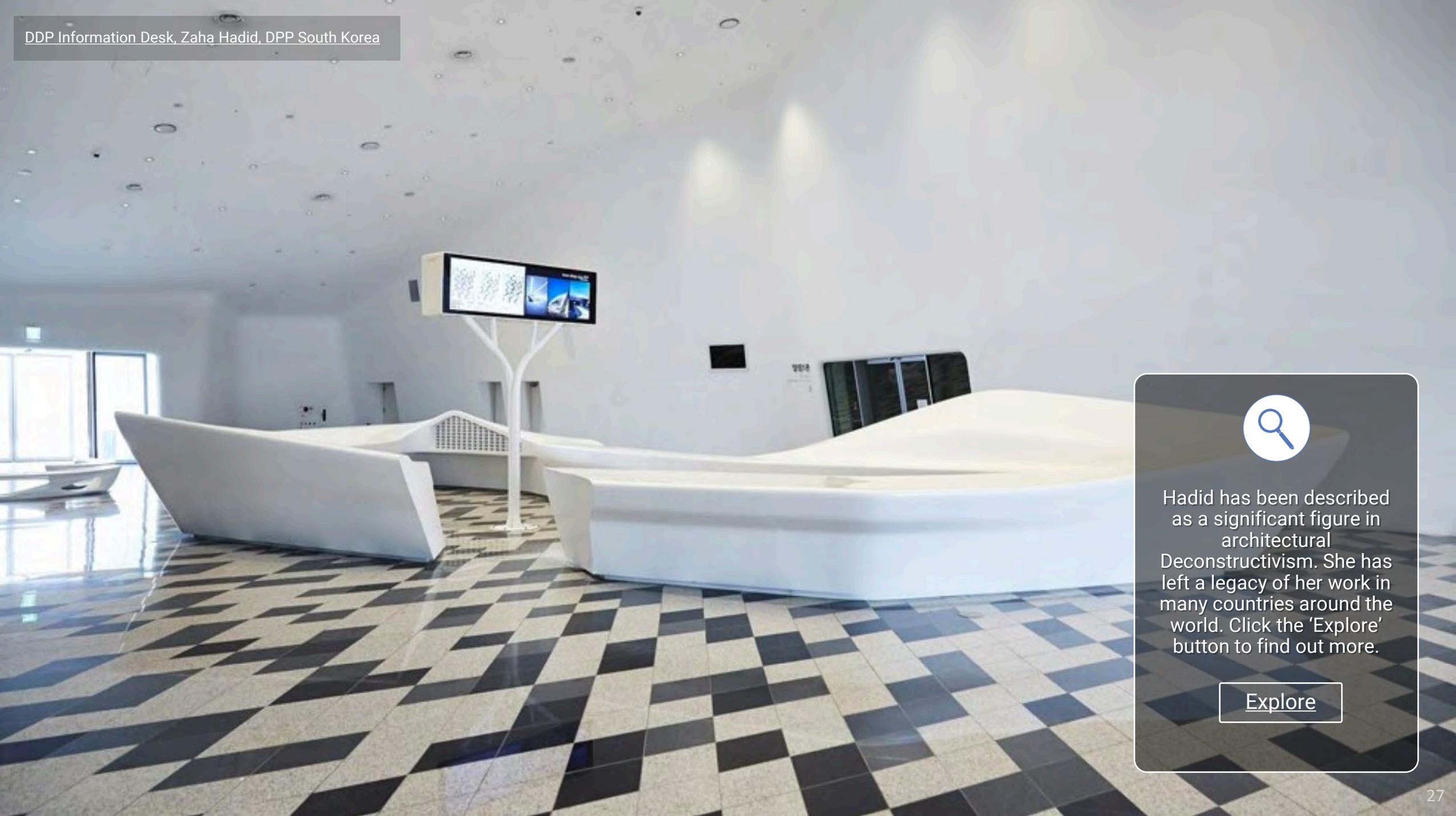
Iraqi-British architect Dame Zaha Hadid is an instantly recognizable name in the world of architecture. She was a pioneer in her architectural vision and work, using an approach became known as Deconstructivism. Her iconic designs and structures are found in countries across Europe, Asia, the US, and the Middle East. She was the first woman to receive the prestigious Pritzker Prize and the first woman to individually receive the Royal Gold Medal.

Hadid was born in Baghdad, Iraq and studied Mathematics in Beirut, before moving to London to study at the Architectural Association of School of Architecture. After graduation in 1977, she worked for the Office for Metropolitan Architecture, before moving on to establish Zaha Hadid Architects in 1980.

Her work was striking and her approach to design set her apart from other architects, making her style instantly recognizable. Her works include museum buildings, airports, university buildings, bridges and structures such as the London Aquatics Centre, which was built for the London Olympics in 2012.

As well as her work in the field of architecture, Hadid also taught in universities in the United States and Europe, holding the Sullivan Chair professorship at the University of Illinois at Chicago, in the School of Architecture and working as a guest professor at Yale, Columbia University and the University of Applied Arts Vienna.





Hadid has been described as a significant figure in architectural Deconstructivism. She has left a legacy of her work in many countries around the world. Click the 'Explore' button to find out more.

[Explore](#)



Frankfurt Kitchen, Margarete Schütte-Lihotzky, 1926/1930, MIA

# Margarete Schütte-Lihotzky

23 Jan 1897 – 18 Jan 2000

Margarete Schütte-Lihotzky was the first female architect in Austria and was famed for designing the Frankfurt Kitchen, the first purpose-built fitted kitchen.

She was the first woman to study architecture at what is now the University of Applied Arts Vienna. She went on to work on the New Frankfurt project, which aimed to provide affordable, functional social housing. As a part of her work on this project, she designed the prototype for the Frankfurt Kitchen in 1926. Using the principles of a railroad dining car, she sought to create a functional kitchen with the necessary amenities in a small space. Her kitchen design was mass-produced in and fitted in thousands of kitchens in new apartments in Frankfurt.

The design for the Frankfurt Kitchen offered a practical and useful approach to kitchen design and is a precursor to the fitted kitchens found across the globe today.

Schütte-Lihotzky's other work in the years leading up to WW2, included the design of schools, community buildings and kindergartens, as well as work on other settlements and social housing.

A committed communist, she was restricted from working on large-scale government projects in post-war Austria and worked mainly on private homes there. She worked as a consultant in countries around the world, including China and Cuba. Her career spanned eight decades, and she was recognized with awards in Austria for architecture, as well as her service to design and to her country.



Schütte-Lihotzky transformed the kitchen, making it a clean and safe space to cook. It proved a template for kitchen design which is still in use today.

Explore



### Activity 3

# Diary Entry



Research further about these four women and then produce a diary entry capturing your thoughts and opinions about what they stood for, their achievements, and how this may have impacted your life.



Imagine you have just met them, or you were present at one of the key moments or events during their career.

Write around 100-200 words and remember this is your diary so make it personal.

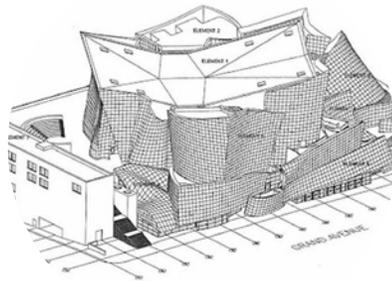


### Extra Challenge

Look around where you live, consider a room in your house, or a building in your street/area. Can you redesign one of these to suit your tastes?



You can sketch a design by hand. Or you can use a CAD/CAM package on your computer. (Your technology teacher may be able to recommend suitable software for this challenge).



[WALT DISNEY CONCERT HALL:  
AXONOMETRIC DRAWING, Gehry and  
Partners, LA Phil](#)



July 30 - Tues. Miss Frighe and I went for a walk, and met some boys who were here when we came (on this front) they have since been up to the front + some of them men + are now back in the center

### The Answer -

In Flanders field the cannon boom  
and pitful flasher light the gloom,  
While up above, like eagles fly,  
The fiercer-destroyers of the sky,  
With stains the earth wherein you lie  
Is redder than the poppy bloom  
In Flanders field.

Sleep on ye brave! The shrieking shell,  
The quaking trench, the startling yell,  
The fury of the battle hell  
Shall wake you not; for all is well.

Sleep peacefully, for all is well.  
Your flaming torch aloft we bear,  
With burning heart, an oath we swear  
To keep the faith to fight it through  
To crush the foe, or sleep with you  
In Flanders field.



10 to 15-minute activity



## Quiz

# End of Lesson Quiz

See if you can recall what you have learned from this lesson. How many questions can you answer without going back through the pages.

1. Which famous school of design did Gunta Stölzl teach at?
2. Which fashion accessory did Coco Chanel renovate to get her started on her journey into fashion?
3. What led to the rise in creativity in São Paulo between 1940 and 1960?
4. Margarete Schutte-Lihotzky created the Frankfurt Kitchen. What places did she visit for her inspiration and ideas?
5. Which country was Denise Scott Brown born in, and what is it called today?
6. What is the name of the migrant mother who Dorothea Lange famously photographed to showcase the Great Depression in the USA?
7. Sarah Burton designed a famous wedding dress, who was it for?
8. Which color is important to Jin Teok, and why?
9. Shirlie Montgomery took action photos of which sport?
10. What were the famous Hollywood film and Broadway production that is used to describe the work of Irene Sharaff? (Hint: look at the photographs in her story).



[arcade game: Computer Quiz Nutting Associates, 1968, The Strong National Museum of Play](#)





[Ensemble, JIN Te Ok for JINTEOK, 1995/2015, Seoul Design Foundation](#)

## Want to Learn More?



Now you have completed this lesson you may want to continue to find out more about the world of design.

[This](#) is a good starting point to find out more, and [this](#) has further information about fashion.

## Quiz - Answers

# End of Lesson Quiz

Here are the answers to the quiz. How did you do?

1. Bauhaus
2. Hats
3. Immigrants from Europe and mechanization (industrialization).
4. Train car kitchens and galleys in ships.
5. Northern Rhodesia, Zambia
6. Florence Owens Thompson
7. Kate Middleton, for her wedding to HRH Prince William.
8. White
9. Professional Wrestling
10. West Side Story

[Paperboy - photomontage, São Paulo, SP, Brazil, Hildegard Rosenthal, 1940, Instituto Moreira Salles, Brazil](#)

