

DR JEKYLL OR MR HYDE: SIGNIFICATION OF HYGIENE IN INDUSTRIAL DESIGN

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Abstract

The biggest International alliance of the profession ICSID - Council of Societies of Industrial Design defines Industrial Design as "a creative activity whose aim is to establish the multi-faceted qualities of objects, processes, services and their systems in whole life cycles. Therefore, design is the central factor of innovative humanization of technologies and the crucial factor of cultural and economic exchange". Nobel Prize Laureate scientist Herbert Simon in his book from 1996 - The Sciences of The Artificial [1] brings a simpler explanation of designing as "design is devising courses of action aimed at changing current situations into preferred ones". Birth and early development of industrial design as a hybrid compilation of preceding disciplines like architecture, craftsmanship, engineering, and art, shares a similar time span where "Dr Jekyll and Mr Hyde" and/or "Frankenstein" like dual characters were born both in literature and in history. The methods and tools of industrial design aims to bring about products, services and systems that fulfills a) functional (utilitarian) needs, and b) consumption habits (sales and marketing) which resembles the conflicting duality of Dr Jekyll and Mr Hyde character combined with the qualitative and quantitative aspects of industrial era.

This paper aims to discuss also the dual character of "hygiene" as an industrial design phenomenon which is being represented through industrial products. The design examples will not only be derived from common examples in a historical timeline referring both to the development of the concept of hygiene, but also from design projects mainly based on safety and hygiene. It will also be the history of hygiene from a scientific and natural concept to artificially designed products, services and systems.

Key words: *Hygiene, Industrial Design, Signification, Representation.*