



More is More

Memphis, Maximalism, and New Wave Design

Claire Bingham

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- The shapes, colours, imagination, graphic patterns, and free-spirited effervescence of a legendary design movement
- Step inside the homes, studios, and hotels of the postmodernism-loving collective, from original Memphis day interiors to modern '80s-influenced schemes
- Includes interviews with fashion-forward creatives such as Camille Walala and Bethan Laura Wood

Pump up the postmodernism! Instantly recognisable and never, ever boring, Memphis is one of the most important design movements of the 20th century. Founded by Italian architect and designer Ettore Sottsass, the Memphis Group put forward a visionary new approach to design, defining the '80s with its radical combinations of shapes, materials, and patterns. Serving up kooky design that's eclectic yet tightly curated, the Memphis look is exuberant, outrageous, and entertaining. Who doesn't want a bit of that?

Spanning the worlds of interiors, furniture, fashion, and graphics, this new design book explores how the rule-breaking Memphis aesthetic continues to shape the modern creative scene. It started with Millennial Pink. Now the sweet shop colors, terrazzo floors, and curved cartoon shapes have been given a black outline and made graphic and cool. In **More is More**, editor Claire Bingham curates iconic Memphis designs and interiors alongside contemporary projects steeped in the effervescent Memphis mood. Step inside stunning, postmodernism-loving homes, studios, and hotels, capturing the Memphis spirit with their hello-there hues, vive la différence mindset, and flamboyant creativity — all hopefully, in the teeth of good taste. And along the way, hear from fashion-forward creatives embracing the Memphis look, as well as from Memphis Group founding member Peter Shire — a man who knows that stripes make you happy. Shire shares the stories behind the signature high-energy style and tells us how the '80s vibe has impacted his life and work. For both the leaders and followers of the New Wave, Memphis is more than a style. It's an attitude.

Text in English and German.

Claire Bingham is a design and beauty journalist who writes about architecture, interiors, and perfume for several publications worldwide. Before becoming an author with her first book *Modern Living* and most recently *A Scented World*, she was the Homes Editor for *Elle Decoration U.K.* and her work has been featured in international glossies, including *Vogue Italia* and *Architectural Digest*. Scouring the globe for inspiring stories and discovering the talents behind the scenes, she is most interested in beautifully crafted and characterful design that fits with our emotional needs. www.clairebingham.com