

SPECIAL INTEREST DAY

Tuesday 13 October 2026, 10.00 - 15.30

The Corn Hall, St Nicholas Street, Diss, IP22 4LB

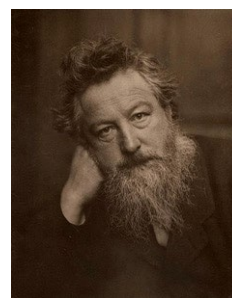
MORRIS TO IKEA: *Modernity and Tradition in the Home* - Stephen Taylor

The name IKEA is made from the initials of its founder, Ingva Kamprad, his home farm and his village. Thus an idea of local craftsmanship became associated with flat pack furniture sold in shopping malls and by global mail order. How and why did this happen?

The day tells the fascinating history of how a Victorian avant-garde revival became the lynchpin for new design ideas for the next hundred years. There are three sessions, forming three chapters of one story:

William Morris' modernisation of craft demonstrated that the way things were made was of value in itself. But the price of the new artisan furniture was beyond the pocket of artisans, and we start to see various solutions to this problem.

Frank Lloyd Wright's work of the 1900s applied craft values to industrial materials, as did the pioneer designs of the Vienna Secession. This approach became mainstream between the wars, and designers experimented with versions of modernity from the architecture of Le Corbusier to the popular furnishings of Art Deco.



WILLIAM MORRIS



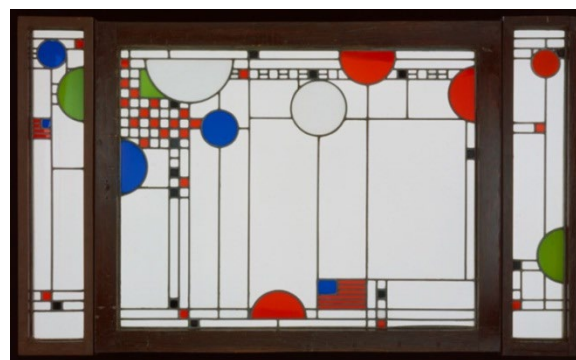
William Morris to IKEA

Post war Scandinavian design re-introduced natural materials to contemporary taste, enabling craft values to be transferred to mass produced furniture. And with a little help from Swedish domesticity, IKEA was born.

Reference will be made to Morris' Red House, Voysey's The Orchard, Joseph Hoffman and Villa Stocklet; Alvar Aalto's Villa Mariea as well as current IKEA design.

Timings:

- 10.00 Arrival
- 10:30 Session 1
- 11:30 Break
- 12:00 Session 2
- 13:00 Lunch
- 14:15 Session 3
- 15:30 Finish (*approx.*)



FRANK LLOYD WRIGHT- TRIPTYCH WINDOW 1912
from the Coonley Playhouse, Riverside, Illinois
Art Institute of Chicago

Stephen Taylor is an artist and art historian. He studied John Constable as a post-graduate at Essex and Yale, and has been Head of Painting at The Open College of the Arts and Course Director at the Inchbald School of Design in London. In 2000, Stephen turned to landscape painting and he now has pictures in private collections around the world. His book: *Oak: One tree, three years, fifty paintings* was featured in the Guardian and was an Oprah Winfrey Book of the Week.

The day includes morning tea or coffee and a two-course lunch with wine or soft drinks at a cost of £46.

Parking is available at Gaze's Auction Rooms, Roydon Road, IP22 4LN; please leave a donation at the meeting.

Booking form with lunch details/choices is attached.