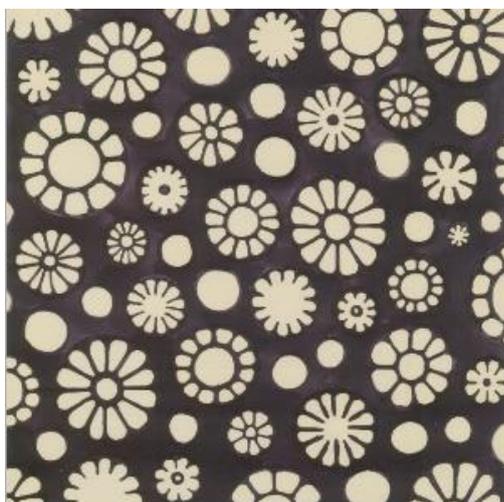
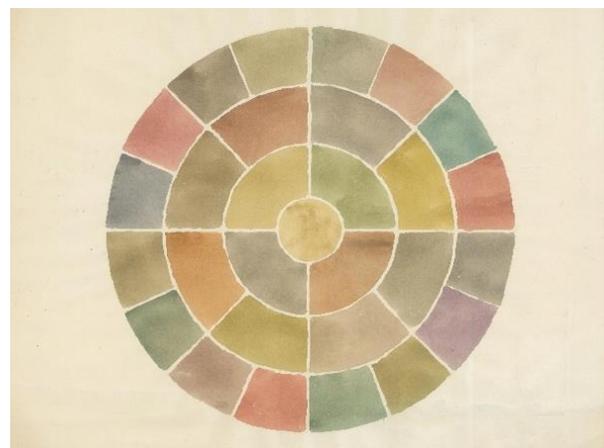


DANAD DESIGN: 1958-62

TOM ADAMS. PETER BLAKE. BERNARD COHEN.
ROBYN DENNY. BARRY DANIELS. EDWARD WRIGHT.

A Learning Resource for Teachers to support the *Pop by Design* Exhibition
at 1 Hoe Street Gallery, 8 February – 26 April 2020:
An introduction to DANAD Design with background information,
'Works in Focus' and classroom activities.



Cover images clockwise from top left: *Painting 50s*, 1956, Barry Daniels; *Wall Bar*, 1960, Robyn Denny; *Painting 60s*, 1962, Barry Daniels; *Tattooed Lady*, 1985, Sir Peter Blake; Agatha Christie book cover, 1970s, Tom Adams; Mary Quant textile design, around 1962, Barry Daniels; *Table*, 1960, Barry Daniels. *Courtesy of DANAD Design Foundation*

Pop by Design: DANAD DESIGN 1958-1960

These notes have been created to support teachers of Art and Design and Design and Technology who are interested in visiting the *DANAD Design* exhibition at [One Hoe Street Gallery](#), Waltham Forest's new exhibition space run in partnership with the William Morris Gallery. Whilst developed with KS3 and KS4 level in mind, this resource is also suitable for teachers of other age groups. There are links to literacy (expressing opinions, evaluating ideas) and social history (1960s Pop Art), as well as textile and fashion design.

The background information outlines the ideas and environment that led to the DANAD Design collective, exploring how they were the early instigators of Pop Art in Britain with a lasting impact on textiles, fashion and interior design from the 1960s to today. It also explores how their work links back to the creative principles of both William Morris and the Bauhaus, in their desire to bring art, craft and design together. The 'Works in Focus' offer analysis of a selection from the exhibition, along with discussion points and activities for the classroom.

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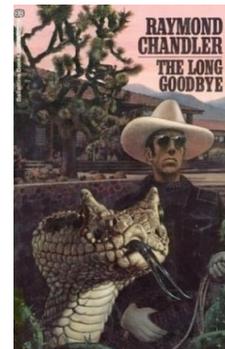
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Marden Hill House, Hertfordshire
Home of DANAD Design
DANAD Design Foundation



Red circle newspaper table, 1960s
Surface art Peter Blake
DANAD Design Foundation



The Long Goodbye, 1971
Cover design Tom Adams
DANAD Design Foundation

INTRODUCTION TO DANAD DESIGN

'They could create a beautiful piece of art that people could spill their beer on, stand on, eat their dinner on...It was about making art less exclusive and self-important.'

Mark Daniels, son of Barry Daniels, DANAD Design artist and co-founder.

Wallpaper* magazine <https://www.wallpaper.com/fashion/DANAD-paul-smith>

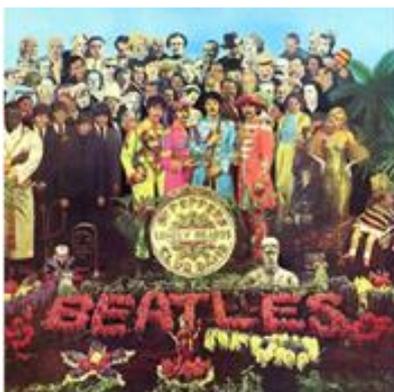
Who were DANAD Design?

DANAD Design was an art movement that ran for just four years from 1958-62, based in a dilapidated Georgian manor in Hertfordshire called Marden Hill House. Although active for only a short in time, its impact was far reaching - influencing fashion, textile and interior design from the 1960s to the present day. The DANAD Collective was made up of six artists and designers co-founded by Barry **D**aniels and Tom **A**dams, (Dan-Ad) with Peter Blake, Bernard Cohen, Robyn Denny and Edward Wright. They had all studied at the Slade School of Fine Art or the Royal College of Art during the 1950s, where they were immersed in the abstract expressionist movement. Today they are recognised as some of the originators of the Pop Art movement in Britain through their experimental approaches, revolutionary ideas and free-spirited lifestyle.

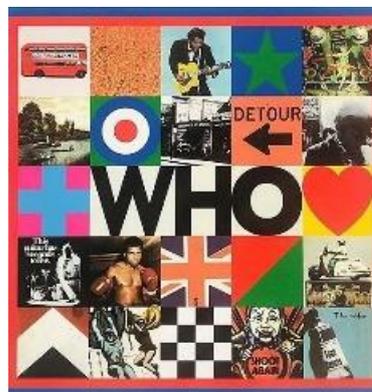
Pop Art Design

Pop Art was a movement that drew inspiration from sources from popular and commercial culture such as adverts, films, pop music, billboards, product packaging and comic books. It began in the 1950s and thrived in the 1960s, particularly in Britain and America. Well known examples include Andy Warhol's prints of Marilyn Monroe, Roy Lichtenstein's large-scale paintings of images taken from comic strips and Peter Blake's renowned album cover for The Beatles' *Sgt. Pepper's Lonely Hearts Club Band*.

Pop Art was a rejection by young artists of what came before – the large introspective non-figurative canvases of Abstract Expressionism. Pop artists wanted their art to reflect the things they saw around them in their daily life and wanted their work to appeal to a mass audience. It was characterised by humour, celebrity, irony and bright colour.



Sgt. Pepper's Lonely Heart Club Band, The Beatles LP design, 1967, by Peter Blake and Jann Haworth



Who, The Who LP design, 2019, by Peter Blake



Victorian découpage screen Bought by Daniels and Blake, 1948

DANAD Design – an early precursor of Pop Art

During their time at the Royal College and after, DANAD artists had been immersed in the predominant art movement of the time, Abstract Expressionism. In the 1950s this was led mainly by American artists such as Jackson Pollock. It was a gestural, non-representational style with an emphasis on conveying emotions and states of mind, influenced by the abstract paintings of Bauhaus-linked artists Wassily Kandinsky and Paul Klee.



Left to right, three abstract expressionist paintings by Barry Daniels, mid 1950s, DANAD Design Foundation.

DANAD artists working at Marden Hill in the late 1950s and early 1960s

They wanted to break the rules, leading on from their abstract expressionist work. They wanted to push the boundaries between what people at the time saw as ‘high’ art and ‘low’ culture by taking art off the walls and placing it onto everyday objects.

For example, Barry Daniels and Peter Blake used ‘found’ and out-of-copyright images from comics, books and newspapers in their art. These were inspired not just by popular culture produced at the time, but also by Victorian *découpage*, which involved cutting out pictures or words, sticking them onto objects and covering them in varnish. Together they formed DANAD, a Pop-Art interior design brand.

Merging fine art, new materials and techniques into furniture design

DANAD Design was about making a bold statement. As well as creating paintings, prints and collages to be hung on the wall, DANAD artists wanted to apply fine art to furniture so that it could be all around us as an integral part of daily life. They wanted to blur the boundaries between art, craft and design and make their art more democratic by applying it to surfaces for the home, but which were hand-made rather than mass produced.



DANAD pioneered new materials such as plastic laminate. DANAD artists created designs for all kinds of surfaces - from laminated tabletops to lampshades and screens. At the time, the idea that fine art could be on a table that you ate and drank from, or a cupboard that you opened, was revolutionary. DANAD Design brought an explosion of colour and excitement into people’s homes.

Table, around 1960, DANAD Design Foundation.

Life at Marden Hill House



Party at Marden Hill House, around 1970

The DANAD artists lived and worked together in an artist commune based in Marden Hill House, a sprawling derelict mansion just an hour's drive from the London art scene. Some lived-in whilst others came and went. Before long, Marden Hill became a popular country retreat for a raft of visiting artists, musicians, writers and designers, from the poets Sylvia Plath and Ted Hughes, designers Ossie Clark, and Terence Conran to musicians Mick Jagger, and Jimi Hendrix. There was no heating and little money, but masses of space to make and store work, providing an oasis of creativity and sharing of ideas.

After the DANAD Collective disbanded, the artists went in different directions as fine artists, teachers, writers and textile designers, or into publishing, advertising and the film industry. On top of fashion and furniture design, they made record covers, book covers, film sets and murals for shops, galleries and public buildings.



Commercial design

Their work and lifestyle were an important influence on the fashion and lifestyle revolution happening in the 1960s. DANAD went on to create textile designs for Mary Quant, Biba and Liberty, and their innovative surface designs were sold exclusively by Heals, Liberty and Harrods.

After DANAD Design, Robyn Denny and Bernard Cohen returned wholly to fine art. Peter Blake undertook both design and fine art, whilst Tom Adams, Barry Daniels and Edward Wright delved further into commercial design.

(Left) Robyn Denny graphic on DANAD design screen and table. Image courtesy of the DANAD Design Foundation



The Barry Daniels Studio generated textile designs from the 1960s to the 1980s, as well as for clothes, home furnishings, wallpaper and plates. It is now an archive in Hertfordshire, available as a resource to other designers by request. DANAD designs are still in demand, with new bespoke pieces commissioned through www.danad.design.com.

Textile design. Image courtesy of the DANAD Design Foundation.

Discovering and celebrating DANAD Design 60 years on

After more than 50 years of being locked away, a massive archive linked to DANAD Design work – in the form of an amazing time capsule made up of paintings, photographs, drawings, prints, collages, books, letters and collected objects – was found in the basement of Marden Hill by Mark Daniels, Barry Daniels’ son. This exhibition forms part of the celebration of that discovery in 2014 and marking over 60 years since the start of the collective. Today, the DANAD Design Foundation, formed in 2018, uses the collection for research and education.

Connections with William Morris and the Bauhaus

- *Craftsmanship and hand-made design:* William Morris championed the importance of craftsmanship as a reaction against mass-production and wanted everyone to have high-quality design in their homes. Similarly, the Bauhaus believed in the importance of craftsmanship for designing a better society. DANAD artists also wanted to bring exciting, hand-crafted art and design into everyday life - their furniture was never mass produced.
- *Experimental and collaborative working:* for the Bauhaus, creating new designs was about living and working together to try out new ideas and techniques before developing them for mass production. Although DANAD Design did not produce at scale, Marden Hill provided an environment where artists could experiment and collaborate freely. William Morris also practiced collaboratively, developing his techniques through trial and error.
- *Combining art, craft and design:* DANAD Design was an Art & Craft collective which followed in the footsteps of Morris and the Bauhaus in breaking down traditional barriers between art, craft and design and, through their practice, the perception of the hierarchies between ‘Fine Art’ and the applied arts.



Bauhaus Typography



William Morris Table c 1856. Courtesy of Cheltenham Borough Council

Links with Walthamstow

In the early 1960s, Walthamstow Art School was one of the best in the country. It was a place of freedom and experimentation with an amazing rollcall of teachers and students including Sir Peter Blake, a tutor from 1961, Bernard Cohen, fashion designer Celia Birtwell, filmmaker Peter Greenaway and musician Ian Drury, all taking their work in radical directions. This was explored in the William Morris Gallery’s exhibition of 2017 *Be Magnificent* and further information is available online at <http://bemagnificent.co.uk>

DANAD Artists: Snapshot biographies



Tom Adams (born 1926, USA-2019).

Tom Adams trained in Fine Art at Chelsea School of Art and Goldsmiths College in 1946-50. He was a comic illustrator before becoming internationally renowned as a book cover artist. In 1965, he founded Adams Design Associates, (later called DANAD Design), with Anna and Andy Garnett and his brother, architect Peter Adams. He also created concept painting and special effects for films, portraits and publishing projects.

Image courtesy of the DANAD Design Foundation.



Sir Peter Blake (born 1932).

Peter Blake is one of Britain's most renowned artists, often referred to as the 'Godfather of British Pop Art'. He used 'found' images and everyday objects in his collage paintings before Pop Art became a widely used term. He has worked across painting, collage, sculpture, graphics and printmaking. Blake's most famous works include *Self-Portrait with Badges*, 1957, Tate Britain. He continues to explore identity and popular culture in his work.

Image courtesy of the DANAD Design Foundation.



Bernard Cohen (born 1933).

Bernard Cohen studied at the Slade School of Fine Art 1951-1954 and by the early 1960s was a well-known and highly respected British abstract painter. He returned to Slade in 1988 as Professor of Fine Art. He has ten paintings in the Tate's permanent collection and has exhibited widely, including *'Work of Six Decades'* in 2009 at Flowers Gallery

Image courtesy of the DANAD Design Foundation.



Robyn Denny (1930-2014).

After studying at the St Martin's School of Art and the Royal College of Art in the 1950s, Denny taught at various places including the Slade School of Fine Art. He was among the young artists who took part in the *Situation* exhibition of 1960, a showcase for new British abstract painting, and amongst the first to respond to American abstract expressionism. Denny represented Britain at the Venice Biennale in 1966 and had a Tate retrospective in 1973. He was also an art critic.

Image courtesy of the DANAD Design Foundation.

DANAD Artists: Snapshot biographies continued

Barry Daniels: (1933-2010).



Barry Daniels was one of the Slade School of Fine Arts' most talented students in the 1950s. He won several scholarships and prizes and was part of key exhibitions including a major exhibition on Abstract Impressionism in 1959, along with Sam Francis and Bernard Cohen. At the end of the 1960s (following a fire destroying most of his work) he began designing for textiles and set up the Barry Daniels Studio, selling his work and encouraging new designers. His son Mark set up the DANAD Design foundation after discovering a lot of his father's work and that of his contemporaries forgotten in a basement

Image courtesy of the DANAD Design Foundation.



Edward Wright (1912-1988).

Edward Wright was born in Liverpool and was an artist, typographer and graphic designer. He trained as an architect before focusing on painting, drawing, printmaking and 'commercial art' such as exhibition catalogues. From 1942 he lived in London, working in book publishing and advertising, and teaching graphic design. He was interested in merging art and design, working with architects, text and language. He made lettering for modern buildings, including New Scotland Yard's rotating sign.

Image courtesy of the DANAD Design Foundation.

WORK IN FOCUS: TABLE, 1961, BY BARRY DANIELS



Multicolour Rectangles Table, 1961, Barry Daniels.
Courtesy of the DANAD Design Foundation



Multicoloured painting design, 1961, Barry Daniels
Courtesy of DANAD Design Foundation

What is it? This table is designed to be low to the ground, with laminated mix media surface art created by Barry Daniels who co-founded DANAD Design. It has a lively mix of brightly coloured rectangles in blocks of yellow, pink, blue, orange, purple, brown, blue-grey and green spread across the surface like a beautiful patchwork collage. The surface is set into Sapele Mahogany, based on the original table designs of the DANAD collective. DANAD Design was a key part of the huge output of pioneering laminated plastic art. Its flat, vibrant design shows influences of abstract impressionism.

This design was also used in 1962 for a massive, plastic laminate mural in the recreation room of Manchester's Co-Operative Insurance Society Headquarters (CIS Tower).



Context: Barry Daniels studied at the Slade School of Fine Art in the 1950s and was considered one of its most outstanding pupils. Like Robyn Denny and Bernard Cohen, he started off creating paintings influenced by abstract expressionism. He was successful in securing a range of scholarships and exhibitions and was one of the first people to use out-of-copyright images for his DANAD designs and later his textiles. This informed Peter Blake's work and inspired later designers such as Cath Kidston, amongst others.

Barry Daniels resting on a DANAD Design screen with table foreground at the Portal Gallery, London

Discussion points

- Look carefully at the table design – does it remind you of anything and why?
- Would you want a contemporary painting like this on your own table at home? Explain your reasons.
- Why do you think laminate was used for DANAD Design table tops?
- Imagine this design as a massive mural inside a building. What effect do you think it would have?

Classroom activities

- Create a DANAD inspired table top design for your classroom desks. Use your sketchbooks for initial ideas and notes, then expand ideas onto larger paper or card to give a sense of scale.
- To get inspired, research work by DANAD artists and British Pop artists such as David Hockney and Richard Hamilton. Find examples of today's popular culture in magazines, newspapers and adverts.
- Consider which materials you will use – will it be brightly coloured paint or collage and prints? Will you coat it with varnish or glue to give it a shiny and more durable effect?
- Develop your design to share and discuss with the class. Discuss your choices and explain how DANAD design influenced your final ideas.

Beyond the exhibition: Research retro and contemporary formica furniture designs.

WORK IN FOCUS: WALL BAR, 1960, BY ROBYN DENNY

'No painting should reveal all it has to say as a kind of instant impact'.

Robyn Denny, ISIS art journal interview, 1964



Wall Bar, 1961, Robyn Denny. Image courtesy of the DANAD Design Foundation

What is it? This is a wall bar – a drinks cabinet designed to be attached to the wall - created by Robyn Denny in 1960. The front of the wall bar is created from a surface which has been painted and laminated. The colours combine luminescent shades of pastel blue, with vertical stripes of pink, purple, brown, orange and green which rise up from the bottom of the surface. The brushstrokes are loose, bold and expressive, yet the overall affect is also calming. This surface is set onto a handcrafted, oak frame, which when pulled forwards, reveals space inside for a bar. This is a prime example of DANAD Design artists turning paintings into new, bold surface design for furniture. The design is abstract, with colours layered on top of and next to each other, which together suggest a shimmering lightness and sense of balance.

Context: Robyn Denny (1930-2014) was an extremely talented and successful abstract painter who grew up in Surrey before studying in London at St Martins School of Art and the Royal College of Art where he was influenced by Abstract Expressionism and American pop culture. He was independent, rebellious and urban, keen to reject the St Ives School of landscape painting of the 1950s, and soon became one of the UK's leading abstract artists. Denny taught at various colleges and was the youngest artist ever to be given a retrospective by the Tate at the age of 43. He created large scale abstract paintings throughout his career which explored space, colour and scale.

Discussion points

- How would you describe the painting on the wall bar? Think of the first 3 words that come to mind, write them down and share with the rest of the class.
- This kind of painting is abstract. What does that mean to you?
- DANAD artists didn't want art to be just paintings on walls, they wanted art to be all around us. Think about your home - which furniture or features would you like to transform into artworks and why?
- What else could a wall cabinet be used for?

Classroom activities

- Design a small-scale wall cabinet for your home inspired by DANAD design. Start by researching a range of wall cabinet designs and consider what it will be used for, what it will look like inside and outside, what materials you will use (e.g. plywood, card, plastic, upcycled boxes), how you would attach it to a wall (e.g. brackets, nails, hooks), how it could open (e.g. hinges) and what will go inside.
- Create 2-3 different design ideas for your cabinet, then choose one to refine and develop.
- To get ideas for your surface, explore DANAD designs and materials (e.g. paint, laminate, collage, printing) as well as paintings by American Abstract Expressionists such as Mark Rothko. Experiment with colour and materials to produce 2-3 surface design ideas, then choose one to develop.
- Make and decorate/paint your wall cabinets. Display and discuss as a class.

William Morris Gallery links: See William Morris's *Tub chair* (c. 1856-60) in Gallery 2 and Philip Webb's *Music Cabinet* (c.1870-80) in Gallery 5 for examples of furniture surface decoration and craftsmanship.

Beyond the exhibition: Find images of Robyn Denny's 1985 mural design for Embankment tube station.

WORK IN FOCUS: TEXTILE DESIGNS, BY BARRY DANIELS



Liberty Textile Design, 1964



Biba Textile Design, 1960s



Mary Quant Textile Design, 1960s

By Barry Daniels, courtesy of the DANAD Design Foundation

What is it? These are all textile designs created by Barry Daniels in the 1960s which he became involved with as part of DANAD Design. They are all hand painted which despite their repetitive patterns gives them a sense of lightness, fluidity and movement. DANAD work became very popular in ‘Swinging London’ with high-profile designers and outlets including Liberty, Heals, Biba and Mary Quant. In fact, Daniels became one of the UK’s most important players in the textile industry, also working with Sanderson and Terence Conran, selling successfully in New York, and nurturing new British talent.

Daniels was inspired by retro designs - he wanted to update and breathe new life into these past designs for a contemporary audience. In the same way that he was one of the first artists to use out-of-copyright ‘found’ images from newspapers and comics in his collage paintings, he was one of the first artists to take this approach with textiles. It is now quite common practice, for example the work of Cath Kidston.

Context: After a fire destroyed most of his paintings at a 10-year retrospective in Sydney, Australia, Daniels stopped painting for 30 years. However, he continued his textile designs and in the late 1960s set up the Barry Daniels Studio. Through this he sold his own work and became an agent for other artists creating textile and surface patterns, often working with university students. When the studio closed in the late 1980s, the archive was stored in the basement of Marden Hill. It has recently re-opened in Hackney and holds over 4000 works by Barry Daniels and other artists, which are being catalogued by textiles specialist Ros Weaver. Paintings, drawings and collages with a fresh and lively feel are being catalogued every day. It is now available as a resource and as a trove of rare vintage art pieces.

Discussion points:

- Which is your favourite of these designs and why?
- Barry Daniels textile designs were all hand painted. What do you think are the differences between a hand painted design and a digitally generated design?
- What do you imagine London was like in the ‘Swinging Sixties’?
- What do you think might be the pros and cons of textile design in the 1960s and today?

Classroom activities:

- Create your own textile design inspired by Barry Daniels and the fashion of 1960s London. Research designs by Barry Daniels and textile/fashion/interior designs from the time. Cut out as many inspiration points as you can find and place them in your sketchbook with notes.
- Decide on your colour scheme, pattern or print design. Will it be natural or abstract? Will you hand paint it, work from a digital design or make a screen, lino or stencil print?
- Share your designs with the class, discussing your approach, material choices and inspirations.

William Morris Gallery links: See Morris’s textile and wallpaper designs in Galleries 1, 2, 3, 4 & 5.

Beyond the exhibition: Look up the Barry Daniels Studio Archive for examples of exciting unseen designs.

USEFUL LINKS

Curriculum links

KS3 Design and Technology

- Critique, evaluate and test their ideas and products and the work of others.
- understand developments in design and technology, its impact on individuals, society and the environment, and the responsibilities of designers, engineers and technologists.

KS4 Design & Technology

- investigate and analyse the work of past and present professionals and companies.
- explore, create and evaluate design outcomes.
- analyse and respond to contexts, linking to AQA contextual challenges.

KS4 Design & Technology AQA specification

- the work of other designers and other design companies

KS3 Art & Design

- know about great artists, craft makers and designers, and understand the historical and cultural development of their art forms.
- analyse and evaluate their own work, and that of others, in order to strengthen the visual impact or applications of their work.
- the history of art, craft, design and architecture, including periods, styles and major movements from ancient times up to the present day.

KS4 Art & Design (includes textile design and critical and contextual studies)

- develop knowledge and understanding of art, craft and design in historical and contemporary contexts, societies and cultures.
- develop their ideas by investigations informed by selecting and critically analysing sources.

Links to useful DANAD Design resources

<http://www.DANADdesign.com/>

Key website offering a concise overview of DANAD Design – its background, key artists and its communal base at Marden Hill House in Hertfordshire.

<https://www.youtube.com/watch?v=ixMUC1TWHuU>

Down to earth, informative and accessible interview with Mark Daniels, Barry Daniels' son, about DANAD Design and the discovery of works in the basement of Marden Hill.

<https://insidemodernism.co.uk/2016/07/12/marden-house/>

Image-rich feature about the DANAD movement and its key artists.

<https://www.tate.org.uk/art/artists/peter-blake-763/peter-blake-tate-liverpool>

Short Tate Shots film with Peter Blake talking about his work.

<https://www.tate.org.uk/art/artists/tracey-emin-2590/tracey-emin-conversation-peter-blake>

Short film of Peter Blake in conversation with artist Tracey Emin.

<https://www.tate.org.uk/art/artists/bernard-cohen-924/bernard-cohen-matter-dancing-chaos>

Short Tate Shots film with Bernard Cohen talking about his work.

<https://www.wallpaper.com/fashion/DANAD-paul-smith>

Wallpaper* article about a DANAD exhibition held at Paul Smith's flagship London store

<http://www.seenpr.com/blog-content/2019/4/10/DANAD-the-art-of-pop-design-1958-1962>

Image-rich blog about DANAD's 60th anniversary.

<https://blog.trendstop.com/2017/04/the-barry-daniels-studio-archive/>

Interview about the new Barry Daniels Studio archive.

For further enquiries about the exhibition or to arrange a self-led or guided visit to the One Hoe Street Gallery Tuesdays – Fridays please email wmg.schoolbookings@walthamforest.gov.uk and see further resources at <https://www.wmgallery.org.uk/learning>.