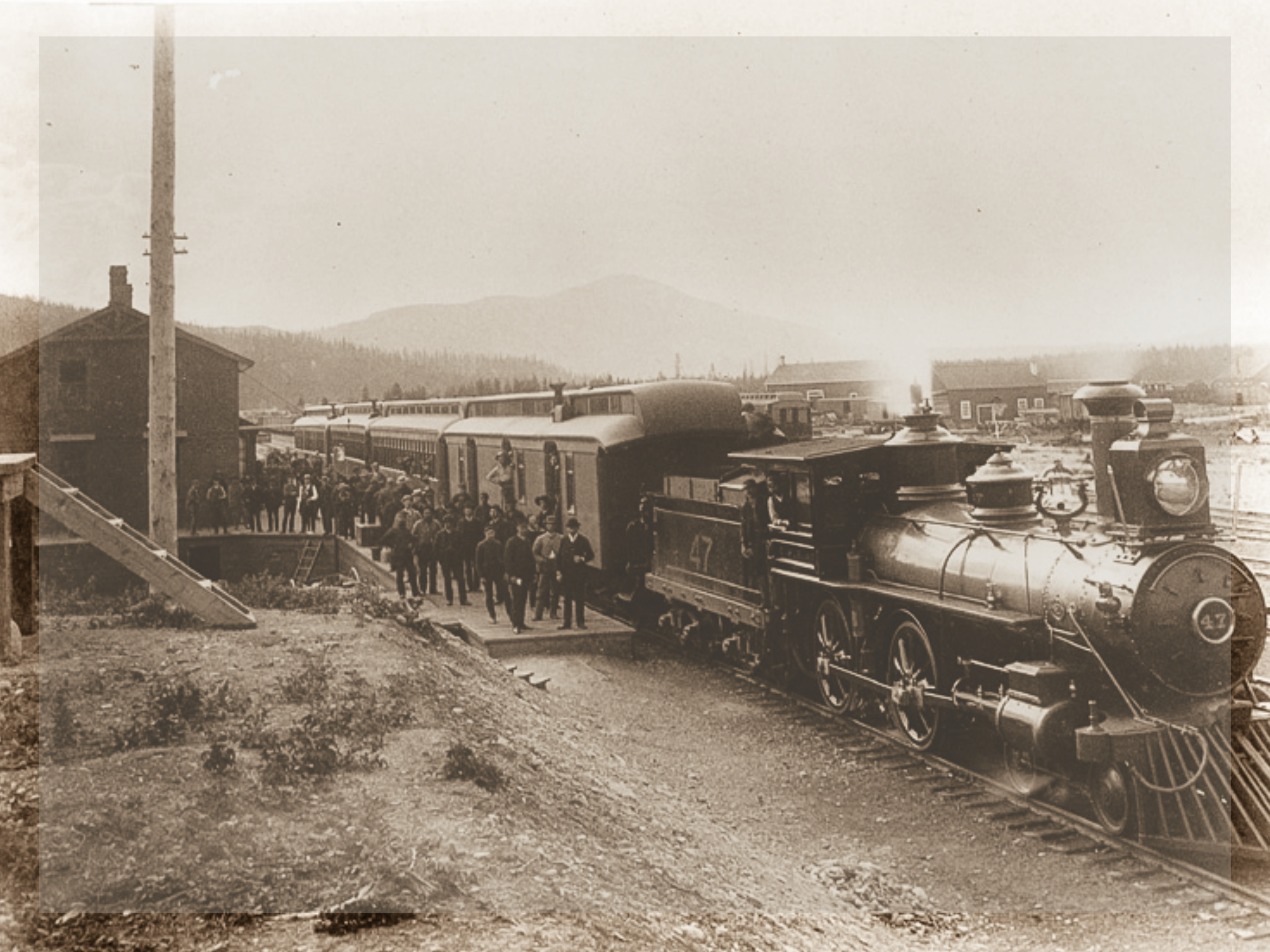


POST-REVOLUTIONARY WEB DESIGN

by **Inayaili de León Persson**

Future of Web Design, London, 2014





Hot Tea - \$2
Cold Tea - \$2
Hot Coffee - \$3
Cold Coffee - \$3
Hot Chocolate - \$3
Cold Chocolate - \$3
Hot Latte - \$3.25
Cold Latte - \$3.25
Hot Chocolate - \$3
Cold Chocolate - \$3

How can we move forward?

Redefine quality



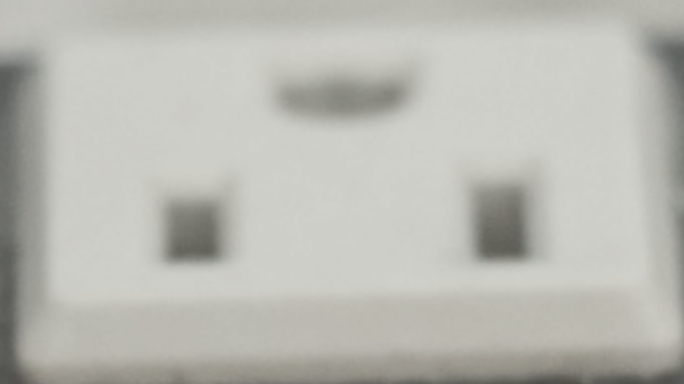


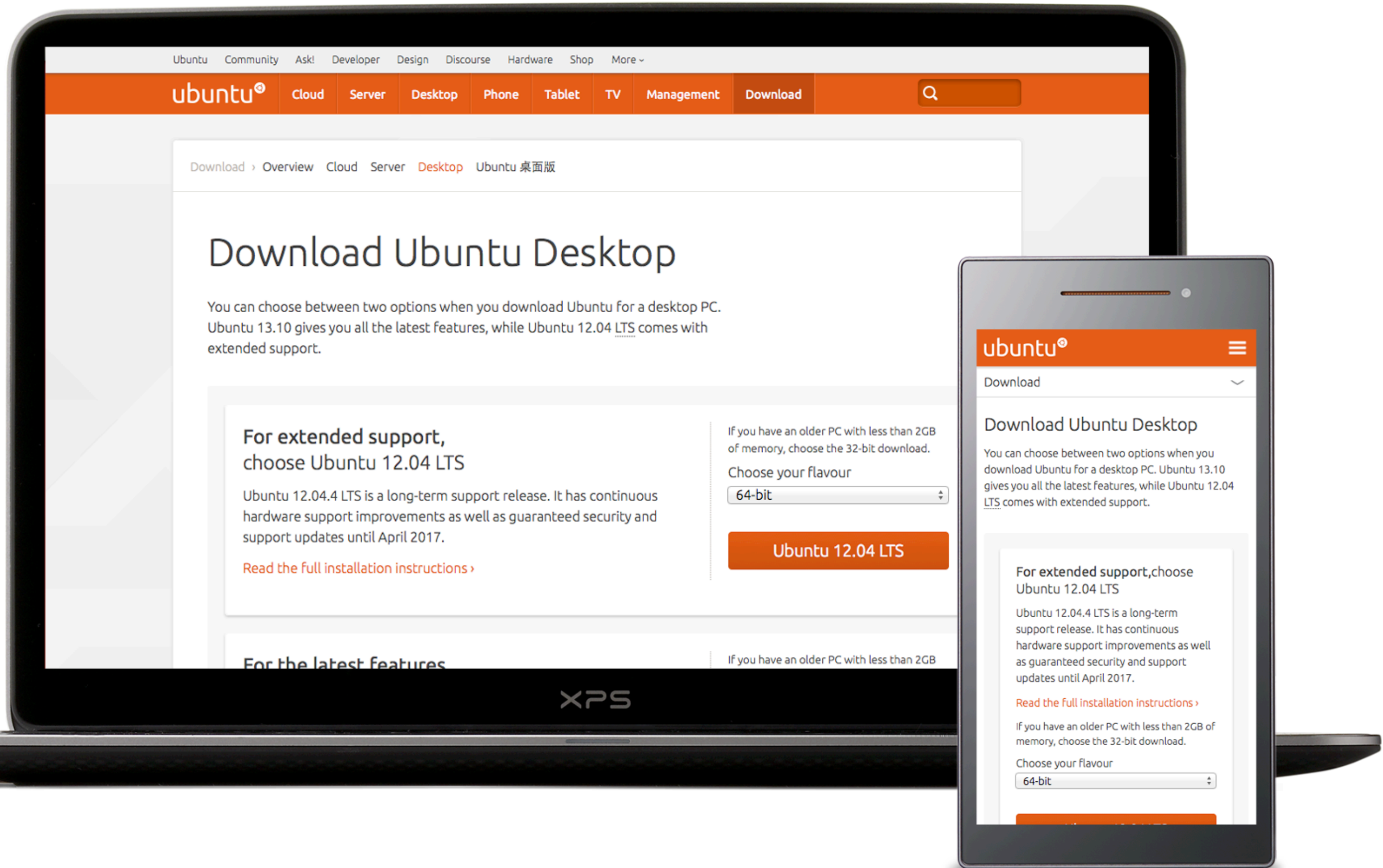
1. **Quality \neq luxury**
2. **Embrace constraints**
3. **The division of labour**

1. Quality \neq luxury









Download Ubuntu Desktop

You can choose between two options when you download Ubuntu for a desktop PC. Ubuntu 13.10 gives you all the latest features, while Ubuntu 12.04 LTS comes with extended support.

For extended support, choose Ubuntu 12.04 LTS

Ubuntu 12.04.4 LTS is a long-term support release. It has continuous hardware support improvements as well as guaranteed security and support updates until April 2017.

[Read the full installation instructions >](#)

If you have an older PC with less than 2GB of memory, choose the 32-bit download.

Choose your flavour

64-bit

Ubuntu 12.04 LTS

For the latest features

If you have an older PC with less than 2GB

Download Ubuntu Desktop

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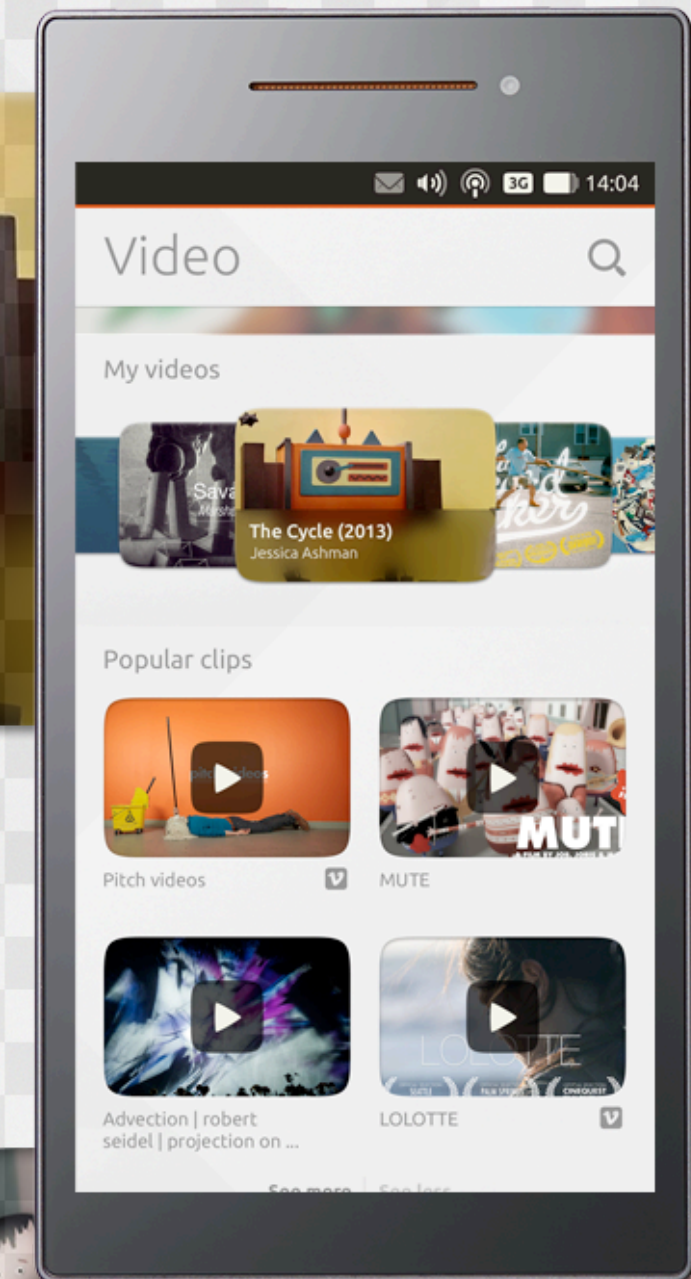
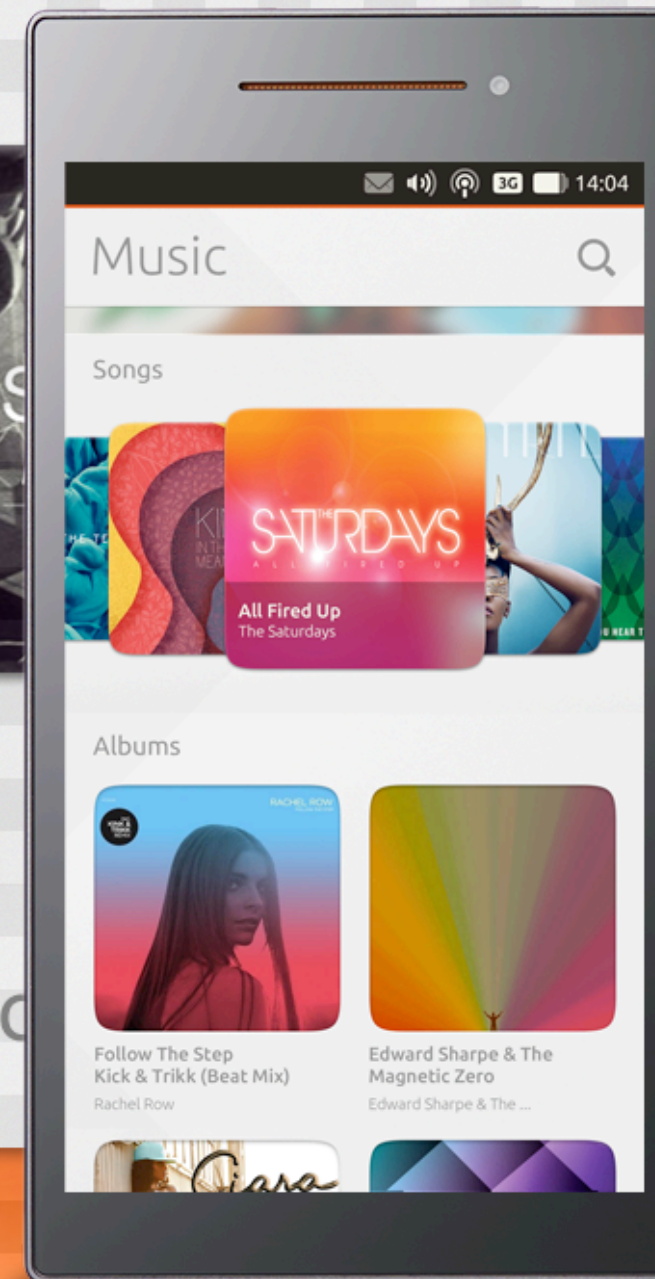
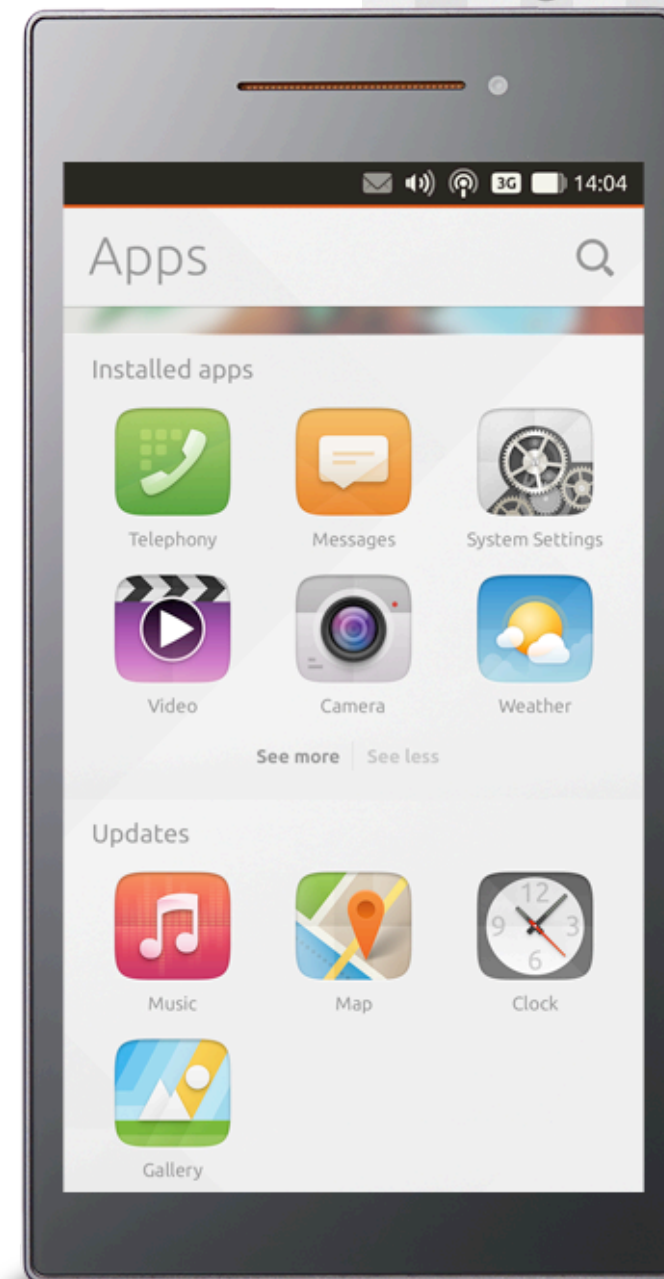
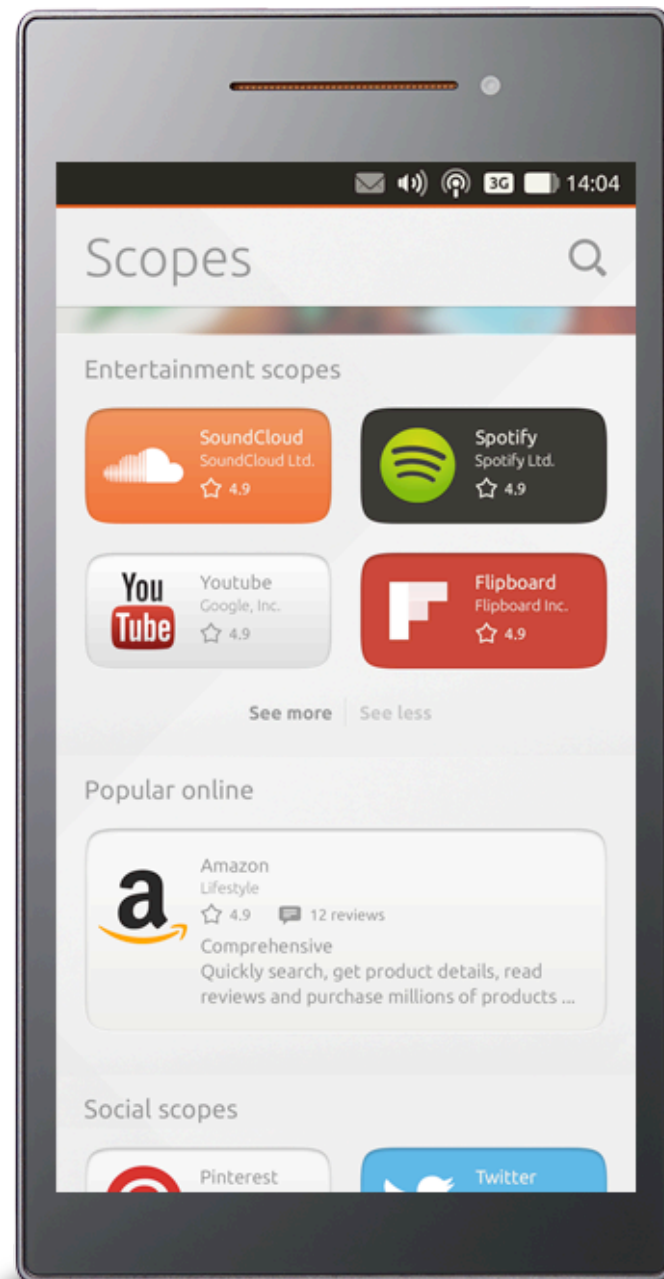
Choose your flavour

64-bit

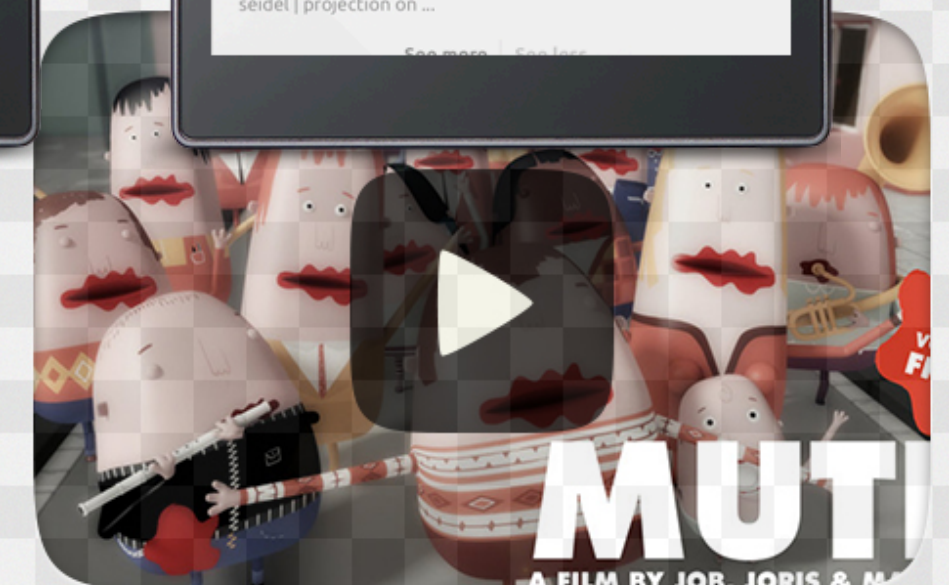
Video



My videos



Pitch videos



MUTE



2. Embrace constraints







“ ... offer a wide range of well-designed,
functional home furnishing products at prices
so low that as many people as possible will
be able to afford them.”

—IKEA of Sweden



**comment is free**

Ikea has killed off Expedit, leaving me sad, angry and confused

Expedit is an icon. A design for life. All storage solutions must pass, yes, but how will I measure out my life when it's gone?

**Peter Robinson**

Sunday 23 February 2014 20.00 GMT

469 comments



The Ikea Expedit shelving. Photograph: Alamy

The most punk gesture of 2014 has already taken place. Not onstage at the Brits or in the pages of the New Musical Express, but in Germany, where Ikea revealed a shocking vision for a future of pain and despair, making the infuriatingly obtuse decision to [kill off its iconic Expedit series](#).

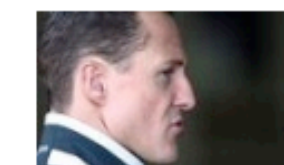
There are reports of panic buying, and a [Save the Expedit](#) Facebook group has more than 20,000 likes in Germany alone. The uproar will only intensify as stocks dwindle: the Expedit, a blocky shelving unit in combinations of squares that include 5x5, 4x4 and 2x4 (or 4x2 if you're that way inclined), is a modern design classic.

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EXPEDIT



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Box Office: 'Captain America: Winter Soldier' Soars to \$303.3 Million Globally

6 hours ago | The Hollywood Reporter

Continuing Marvel and Disney's enviable winning streak, *Captain America: The Winter Soldier* is making history at the global box office, debuting to a record-breaking \$96.2 million in [North America](#) for an early worldwide total of \$303.3 million. In only 10 days overseas, the sequel has already taken in [See more](#) »

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UK Box Office

Weekend ending: 30 March 2014, UK

1. *Captain America: The Winter Soldier*

Weekend: £6.04M

Total: £6.04M

Weeks: 1

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Rio 2	▲	50%
The Double	▲	37%

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Parenting, civil partnerships, divorce and Lasting Power of Attorney

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Visas, asylum and sponsorship

This website replaces



[Business and self-employed](#)

Tools and guidance for businesses

[Education and learning](#)

Includes student loans and admissions

[Crime, justice and the law](#)

Legal processes, courts and the police

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Includes carers, your rights, benefits and the Equality Act

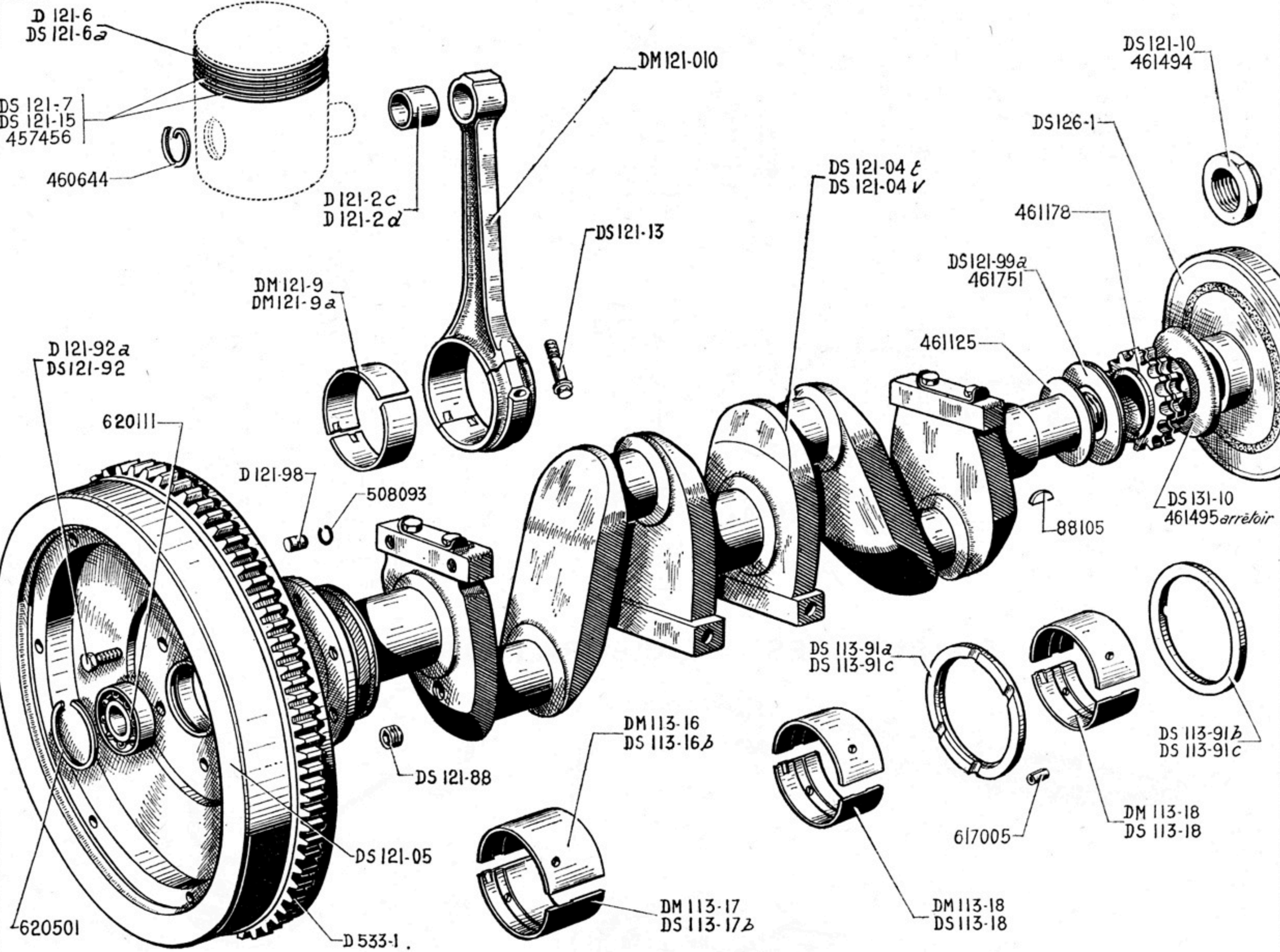
[Environment and countryside](#)

Includes flooding, recycling and wildlife

3. The division of labour



Designer / Web Designer / Developer / Web
Developer / Front End Developer / User
Experience Designer / User Experience
Architect / Information Architect / User Interface
Designer / Email Designer / Icon Designer /
Visual Designer / Interaction Designer / iOS
Developer / Front End Engineer / PHP
Developer / Software Engineer / Multimedia
Designer / Full Stack Engineer / Android
Developer / Production Artist / Motion Designer /
Art Director / Creative Director / Project
Manager / Product Manager / Product Designer /
Content Strategist / SEO Specialist / Business
Analyst / Copywriter / Graphic Designer













Conclusion

IWAN RESCHNIEW



by
Sebastian
Nagel [FDI]



Jan Tschichold
[1902 - 1974]



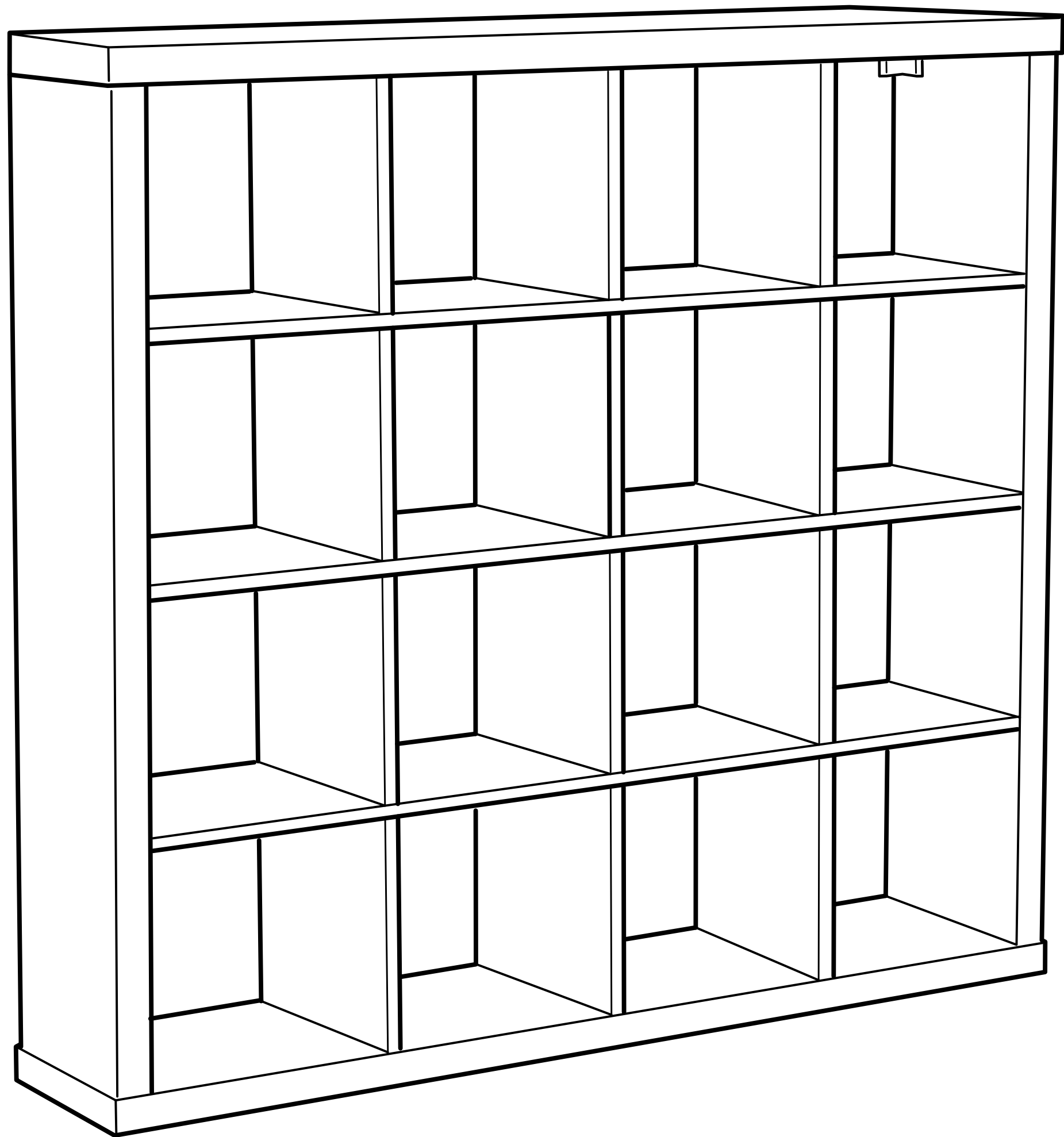
Bauhaus was an
art school in
Germany that
combined crafts
and the fine arts,
and was famous
for the approach
to design that it
taught.
It operated from
1919 to 1933.

Redefine quality

Quality \neq luxury

Embrace constraints

Specialise and collaborate





The end.

Thanks for listening,

@yaili

Image credits: **delicious.com/yaili/fowd2014+credits**