

6: Good design

Today, Julia Keilowa is considered to be an icon of Polish design. She created Art Déco everyday objects, characterised by strong geometrization and balanced proportions. On the one hand she liked to use basic geometric shapes: cones, orbs, cubes, but at the same time she was able to balance that static aspect with dynamics and introduce movement into her objects by including various twists and slants. We must remember that she created objects made of metal that captures light, and light makes a given object more dynamic as well.

Moreover, Julia Keilowa was a sculptor and she treated the objects she created as tiny, but sculptures nonetheless. Objects were supposed to be viewed from all sides, which is why the matter was just as important as lack thereof, i.e. openwork. We have here a very well balanced, deliberate composition. They are small masterpieces.

We can see how extraordinary these objects are by comparing works she made with the imitations from the 1930s, because Keilowa was already fashionable enough at the time that her work started to be copied. We exhibited these items, both the fakes and the originals, to show how important details are.

Julia Keilowa could be such a good designer because in Warsaw she found herself in a very good school where she was taught to design everyday objects. She could construct shapes thanks to remarkable professors that she encountered at the school at the time, but she was also able to sell her works thanks to plating companies with excellent capacities for their production, as well as shops that made them available to the customers.