

Daily about the
importance of
decluttering your life



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Daily we are bombarded with millions of advertisements which persuade us to consume more than ever. Advertisers in today's mass culture (modern consumerism) have tactics that quench our subconscious desires. In today's era individuals work more than they ever did to fulfill these desires. "7 years ago, I was 28 years old and up until that point I had achieved everything I wanted: 6 figure salary, luxury cars, closets full of expensive clothes, and a big suburban house with more toilets than people.

In midst of working to conform to this consumer life: my mom died, and my marriage ended. All this made me realize that, I was living the American dream, but it was not my dream" Joshua fields Millburn, a minimalist, narrates his story as he speaks about the importance of decluttering your life from these unwanted essentials. (Millburn, 2016) The concept of minimalism came into existence in post-worldwar II, in the 1960's. As a 60's brainchild of the Bauhaus Movement.

Minimalism continued the trend of artists rejecting lavish styles of past. Minimalist art appeared in New York in 60s as new and old artists moved towards geometric abstraction. Minimalist art features includes geometric, often cubic forms purged of much metaphor, equality of parts, repetition, neutral surfaces and industrial materials. Frank Stella was the first minimalist artists who found expression in a series of painting, the black paintings in which regular bands of black paint were separated by thin stripes of unpainted canvas.

Modern minimalist visual art is well rounded by the term neo-minimalism: Minimalism in architecture started gaining importance when decoration has

become so intense that it began to subvert the functionality and purpose of the objects it touched. Then emerged a group of minimalists who started asking questions like: How can you strip away from an item- like paintings, sculptures, furniture and buildings without losing its essential purpose? Minimalism in architecture first appeared as a movement in 20th century with a reference to “ pure” and “ zero” architecture (Botha, 2014), This movement was fueled by German-American architect Ludwig Mies vander Rohe, when he introduced “ Less is more”. He soon became the emblematic notion of minimalism, implying the existence of the clearness and spatial management (Pracejus, et. al, 2006). His trademark approaches to minimalism in architecture were use of modern construction material, reduction of structure; frameworks, and inclusion of open space.

In the modern world, minimalist architecture simplifies living space to reveal the essential quality of buildings and conveys simplicity in attitude.