

Design Inspiration

Edna Mode is a character from cartoon movie *The Incredibles*. She is not a main character, but most people who have seen the movie remember her. She is short and wears big glasses. She designs super hero suits. And she doesn't believe in capes.

Who inspired Edna Mode? Her creator, Brad Bird, says that she isn't based on any specific person. He imagined her being half-German and half-Japanese. "They are both small countries with a big impact," he says. And she is a small person with a big personality.

Animators are the people who drew Edna for the movie. They based her looks on an American fashion designer named Edith Head. Edith won eight Oscar Awards for designing costumes. She also designed the first women's uniform for the United States Coast Guard.

Edith and Edna both wear round, black glasses. They both have black hair with bangs. The animators had fun creating Edna as a tribute to Edith.

For Edna's clothes, the animators got inspiration from another famous designer. They based her clothes on outfits designed by Rei Kawakubo. Rei is a Japanese designer who works in Tokyo and Paris.



Rei says, “for something to be beautiful, it doesn’t have to be pretty.”
The animators were inspired by the way Rei thinks of clothes like a sculpture.
They made Edna’s clothes look like dramatic sculptures on her body.

Edna Mode is a memorable character. Her part in the movie doesn’t last long, but she made a big impact. By using characteristics from real people, the animators brought her to life.



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NAME: _____ DATE: _____

1. Who designed the first women's uniform for the U.S. Coast Guard?
 - a. Edna Mode
 - b. Brad Bird
 - c. Rei Kawakubo
 - d. Edith Head

2. Who inspired Edna's clothes?
 - a. Edith Head
 - b. Brad Bird
 - c. Rei Kawakubo
 - d. Mr. Incredible

3. Which of the following is NOT something that Edna and Edith have in common?
 - a. They are German
 - b. They have round, black glasses
 - c. They have black hair with bangs
 - d. They are costume designers

4. What does the author mean by "Edna Mode is a memorable character"?
 - a. She has a good memory
 - b. She is the main character
 - c. People like her
 - d. People remember her

Instructions for teachers:

These questions can be used to assess understanding of the reading passage.

The item in bold is the correct answer for each question.

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 - a. Edna Mode
 - b. Brad Bird
 - c. Rei Kawakubo
 - d. Edith Head**
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