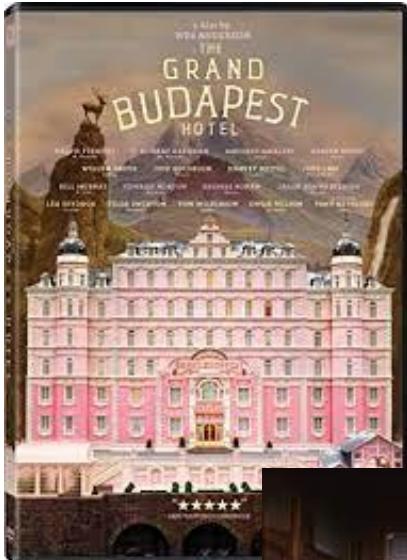


# **Wes Anderson**

**Kaleb Higgins, Lara  
Nahcivan, Shea Sorrentino**

# The Grand Budapest Hotel



**Release Date:**

March 18, 2014

**Budget:**

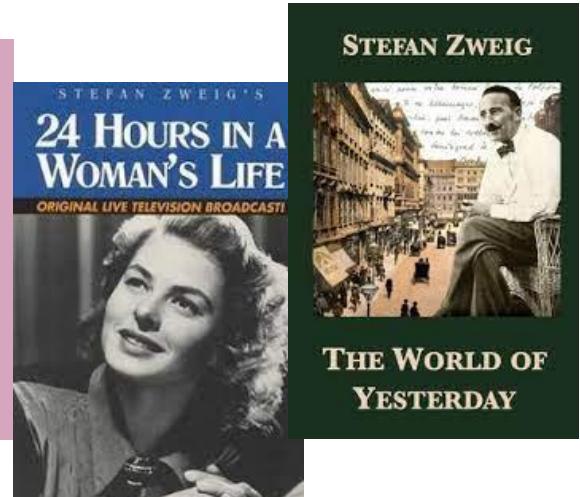
\$25 Million

**Starring:**

Ralph Fiennes, Tilda Swinton, Tony Revolori

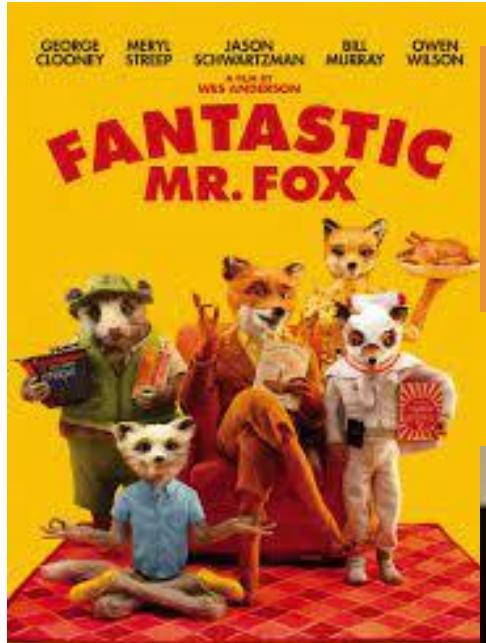


Filmed in **Gorlitz, Germany**



Zweig was one of Anderson's favorite authors where he gained a lot of his creative inspiration from.

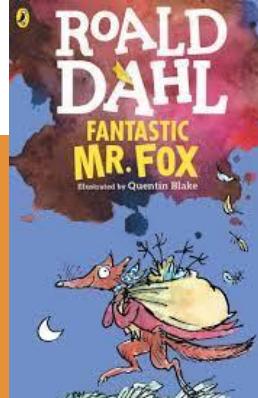
# Fantastic Mr. Fox



**Starring:**  
Meryl Streep, George Clooney, Owen Wilson  
**Editor:**  
Andrew Weisblum

**Release Date:**  
November 13, 2009

**Production Budget:**  
\$40 million



Great Missenden is a small village in England where Roald Dahl lived.



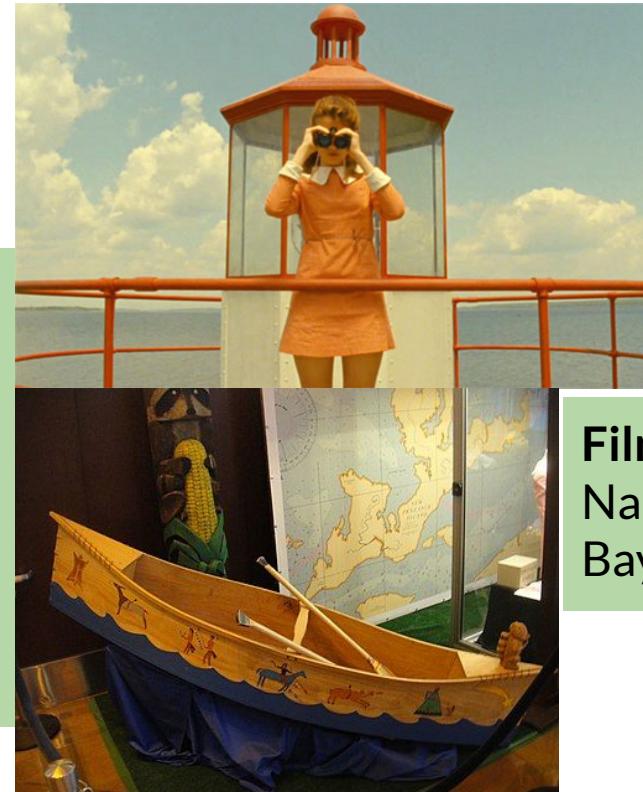
**Claymation-**  
a method of animation in which clay figures are filmed using stop-motion photography.

# Moonrise Kingdom

Premiere: May 16, 2012  
Budget: 16 million USD



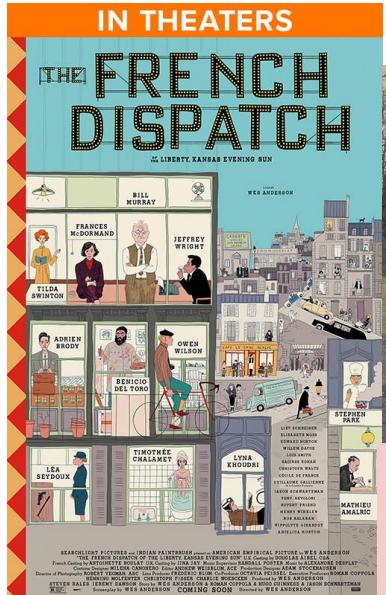
**Co-writer:** Roman Coppola  
**Cinematography:** Robert Yeoman  
**Starring:** Bruce Willis, Edward Norton, Bill Murray, Frances McDormand



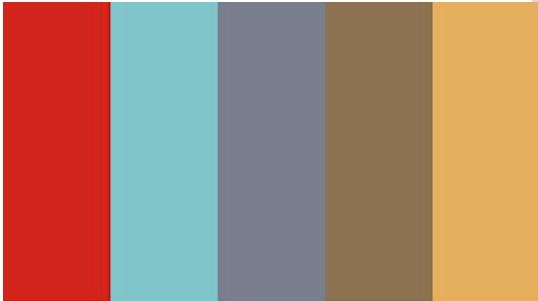
**Filmed in:**  
Narragansett Bay, R.I

# The French Dispatch

Premiere: October 22, 2021  
Budget: 25 million USD



Filmed in: Angoulême,  
France



Co-producer: Octavia Peissel  
Designers: Erica Dorn and Javi Aznarez  
Leading actors: Bill Murray, Benicio del Toro, Tilda Swinton  
Cinematography: Robert Yeoman

# The Darjeeling Limited



**Directed By:** Wes Anderson  
**Written By:** Wes Anderson, Roman Coppola, Jason Schwartzman  
**Starring:** Owen Wilson, Adrien Brody, Jason Schwartzman  
**Cinematography:** Robert Yeoman  
**Edited By:** Andrew Weisblum

Completion of Screenplay: 11/22/2006  
Premier: 09/03/2007



Issues that informed the project?



## Sources:

<https://lwlies.com/articles/the-darjeeling-limited-wes-anderson-best-film/>  
<https://www.rediff.com/movies/2007/sep/28dar.htm>

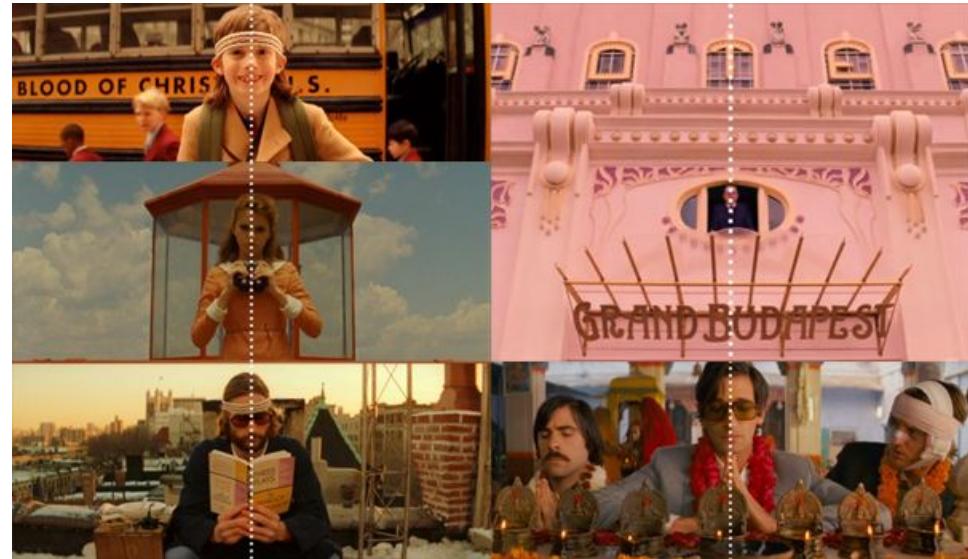
# Self-Image of Wes Anderson

## Designer as an Artist

- Prioritizes style
- Symmetry
- Profile shots
- Storybook like
- Color palettes
- Human experience

## Designer as a Maker

- Set design
- Aesthetics
- Gets movies made



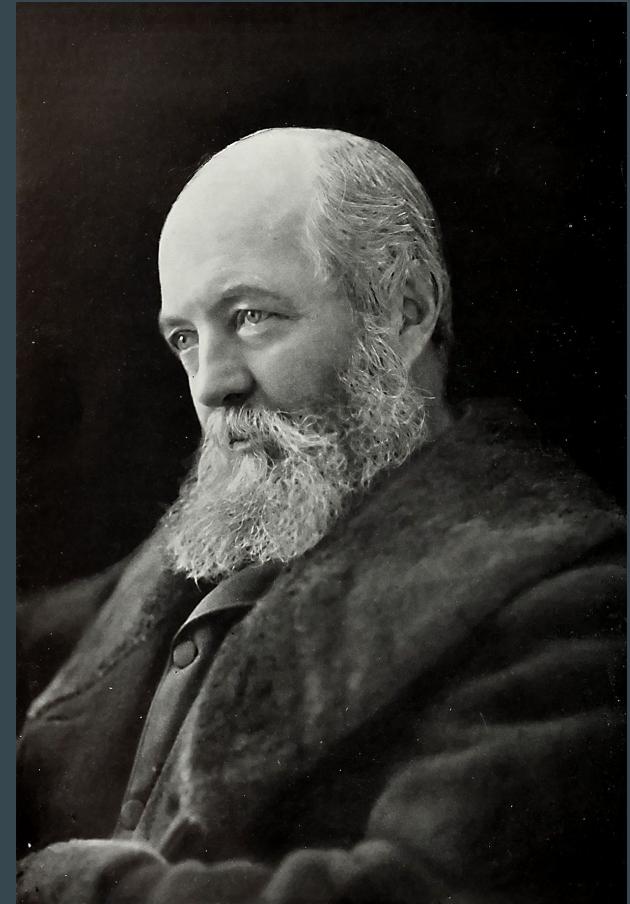
# How “The Father of American Landscape Architecture” Designed

...

Anna Wilcox, Maho Kawai, Marilyn Lemus Gutierrez

# Frederick Law Olmsted (1822-1903)

- Born in Hartford, CT on April 26, 1822
- Received no formal training, committed to being a landscape architect at 44.
- Previously worked as a sailor, journalist, social critic, public administrator, and farmer
- First project he obtained through winning the design competition for Central Park with Calvert Vaux.
  - Two men came up with the term “landscape architecture”
- During his career, Olmsted and his firm carried out roughly 500 commissions.



# Major Projects



US Capitol Grounds,  
Washington D.C.

Date: 1874-1892

Major Participants: Sen. Justin Morrill asked Olmsted to design the grounds

Original design united White House, Capitol and other government agencies to symbolize the union of the nation. However, he was only permitted to develop the 50 acres of the Capitol grounds.

Budget: Olmsted was originally paid \$1,500; also was allotted money for travel expenses, salaries for hired hands and \$200,000 budget for improvements to the Capitol grounds. Olmsted intentionally slowed labor to get more funding which he used to finetune the project.

Issues: trees that were previously planted stole the nutrients from the ground and killed other vegetation. Olmsted spent \$60,000 to improve the soil, level the ground and add new sewer, gas and water systems.



Central Park, NYC

Date: 1858-1876

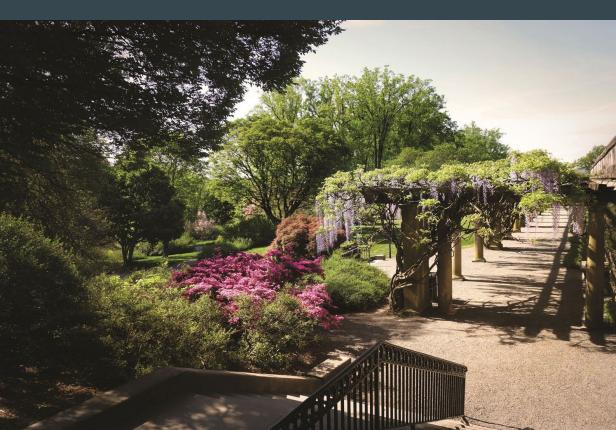
Major Participants: Calvert Vaux, a young English architect

Created to address crowded, unhealthy city conditions

Built on swampy marshland.

Budget: Received initial budget of \$5 million, total cost was ~\$15 million

Issues: problems with upkeep in the beginning, plantings were not replaced, soil eroded, and pathways and waterways were clogged.



## Biltmore Estate, North Carolina

**Date:** 1889-95

**Major Participants:** Richard Morris Hunt (Architecture), Olmsted and Jr. (Landscape)

**Logistics:** \$6 million

**Issues:** The “apparent barrenness and the miserable character of its woods.” The soil was extremely poor, yet Vanderbilt's request was to replicate European estates. He basically had to change the whole forestry with the specialists he hired: Gifford Pinchot and Carl A. He also suffered from dementia as he was in his 60s. He had to pass the Biltmore endeavor to his son, Frederick Law Olmsted Jr.

## Stanford University Campus

**Date:** 1886-1905

**Major Participants:** Leland Stanford, Olmsted

**Logistics:** \$10,000 paid initially to Olmsted, \$30 million total

**Issues:** Disagreement with Stanford. Olmsted proposed a campus uniquely suited to California's climate and landscape and focused on sustainability. Stanford envisioned a large, formal designs. HE insisted the campus be built on flat land. However, Olmsted proposed that the main campus quadrangle be paved and contain circular planters of native plants, trees, and shrubs.

## Emerald Necklace, Boston

**Date:** 1878-1896

**Major Participants:** Olmsted, The City of Boston, The Town of Brookline

**Logistics:** \$60 million

**Issues:** The goal was to clean up and control the marshy area, however, he had to look at various rivers/currents and relationships to one another to actually achieve the system that functions today. Olmsted's vision of “a linear park of walking paths along a gentle stream connecting numerous small ponds” was successful and is still admired today.

# Why Frederick Law Olmsted

Attracted to learning more about a landscape architect who built many of America's most iconic green spaces.

Olmsted's Philosophy:

- ❖ Wanted his parks to create an unconscious process of relaxation
- ❖ Focus on utility, not fashion
  - Didn't use exotic plants in his work, wanted his design to conserve the natural design of the area and require little maintenance.

We chose projects that we felt people know about, and may feel a connection to. We wanted to give students a better understanding about some of the most well known green spaces in the US, and a better understanding of the “founder” of US landscape architecture

# How Olmsted Designed

What inspired his work?

- ❖ Olmsted was influenced by the works of by eighteenth-century Swiss physician Johann Georg von Zimmermann Congregational theologian Horace Bushnell. Zimmermann wrote about the calming effect nature had on people, and Bushnell wrote about the importance of "unconscious influence".
- ❖ Prior to becoming a landscape architect, he also spent six months in Europe, and was especially struck by England's Birkenhead Park-> liked how people of all classes could enjoy the public space.



What specific procedures and organizations are used to implement the work? What tools and methods inform and guide the work?

- ❖ One thing he focuses on all his work is to study the nature of the site—the soil, the trees, the rivers, and more— before starting to actually design. He visits the site and notices the key features and the problems which he then uses as a guide to his designs. He works around the landscape at times, but also completely change the area (e.g. Biltmore Estate) in order to create beautiful designs but also to allow the plants to flourish.

What is the evidence that is used to justify the outcomes of the work?

- ❖ His plans are still carried on today as it truly compliments the landscape. Though multiple of his creations have expanded or updated, the general idea and design have not changed. I believe we can say that the outcomes of his works were successful and are justified as they are still loved and continue to show its beauty.

How were his works represented or constructed?

- ❖ His works are represented in multiple ways. Not only in just parks and gardens he designed but it is represented as "systems" at times. For example, landscape designs he created for universities are not just plants and gardens but also pathways and arrangement of the area.

# Self-Image of Frederick Law Olmsted

Olmsted was a renaissance man; valued democratic expansion and public access in designing spaces

Olmsted's purpose of his work reflects most upon an Artist and Healer designer.

- With his design of Central Park and Jackson Park, Olmsted emphasized nature's characteristics while at the same time hoped for people to become immersed from the passages her created.
- He produced landscapes to ensure people thought beyond the norm of what architect is.
- Olmsted believed that the term “scenery” cannot be applied to his work since everyone has different perspectives, he instead thought that when people look into something they should see beyond what they eye shows and find the, “obscurity of detail further away.”



# Sources Slide

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<https://www.aoc.gov/explore-capitol-campus/buildings-grounds/capitol-building/capitol-grounds>

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<https://www.nycgovparks.org/about/history/olmsted-parks>

<https://www.olmsted.org/the-olmsted-legacy/olmsted-theory-and-design-principles/olmsted-his-essential-theory>

# HOW DID WALT DISNEY DESIGN?

Purbasha Majee, Dhruv Kumar, Michael Chu

# 1) DISNEYLAND

Location: Anaheim, California

Date completed: It was first open to the public on July 17th, 1955. However the park has added numerous other attractions such as New Orleans Square in 1966, Bear Country in 1972, Mickey's Toontown in 1993, and Starwars in 2019.

Major participants: Walt Disney made sure to hand-pick his team of designers. The first design was in collaboration with Dick Kelsey. Disney hired Harrison Price, a Stanford researcher, to figure out which piece of land should be selected. The main designer of the park was Bob Gurr.

Cost: \$17 million (equivalent to \$131 million today)

The major issues: On their opening day in 1955, there were no working water fountains because of plumbing issues and a plumbers strike. Additionally, in the beginning, there was the issue of people coming in with fake tickets. Many of the rides kept breaking down, and the weather was too hot.



## 2) WALT DISNEY WORLD

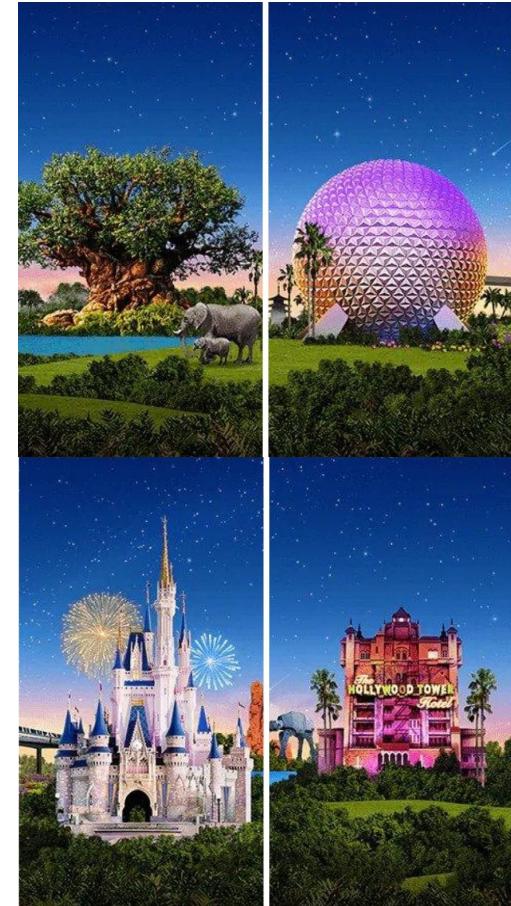
Location: Lake Buena Vista, Florida which is near the city of Orlando.

Date Completed: The park (Magic Kingdom) first opened in 1971, then Epcot in 1982, Disney's Hollywood Studios in 1989, and Disney's Animal Kingdom in 1998.

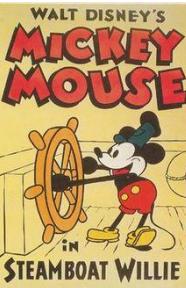
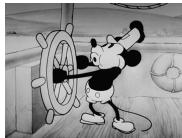
Designers: Walt Disney came up with the idea to build a second Disney themed amusement park on the East Coast to gain more attraction. Roy O. Disney (Walt Disney's brother) oversaw the construction of Disney World.

Cost: \$400 million

Problems: Walt Disney Productions bought the land for Disney World. However, there was the issue of mineral rights. If these rights were not transferred from Tufts University, then Tufts could remove all of their buildings to extract minerals in the future. Another issue was making the large concrete beams needed for the monorail to transport members. Additionally, the surrounding area did not have very good infrastructure, requiring their own food distribution facility.



### 3) MICKEY MOUSE



Created in New York, Manhattan

First completion of the cartoon was on May 15th, 1928. However, the cartoon didn't gain success until Steamboat Willie which premiered on Nov. 18th, 1928.

Worked with UB Iwerks (animator), Les Clark, (animator) Wilfred Jackson (animator), Johnny Cannon (animator), Rob Disney (producer), Wilfred Jackson and Bert Lewis (Musicians) , Pat Power's Cinephone System

Estimated cost for Steamboat Willie: \$4986

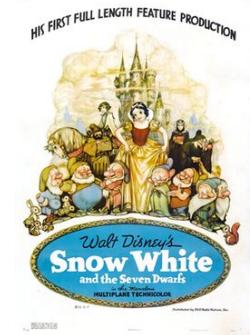
One of the major issues they had when creating Steamboat Willie was synchronizing the music to the cartoon. In fact, in order to stay on budget Disney had to sell his car for another chance at recording. When introducing Mickey to the world, Disney had two setbacks. His first two films with Mickey, Plane Crazy and The Gallopin Gaucho, weren't successful.



### 4) SNOW WHITE AND THE SEVEN DWARFS

Created by Los Angeles, California

Created in December 21st, 1937.



Major contributors: David Hand (director), Ted Sears, Richard Creedon, Otto Englander, Dick Rickard, Earl Hurd, Merrill De Maris, Dorothy Ann Blank, Webb Smith were all writers, Frank Churchill, Paul Smith, Leigh Harline were the musicians, Albert Hurter (primary designer)

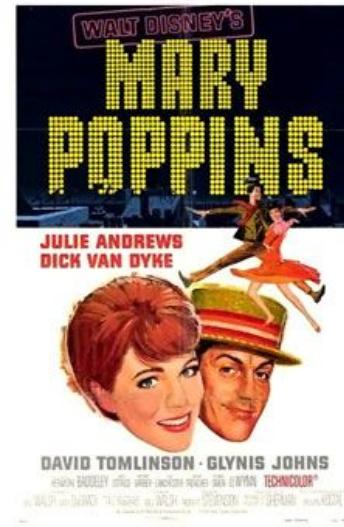
Estimated Budget: \$1.49 million

Some major issues that occurred during the project was that Walt ran into money problems to produce the film. In fact, he needed to mortgage his house and apply for a loan of \$250,000. Another problem that he faced was his doubt in his ability to create the queen after his premiere of The Goddess of Spring film. So he took a three month vacation and Europe to gain back his confidence, however, it pushed back the timeline of the release.



## 5) MARY POPPINS MOVIE (1964)

- Filmed at Walt Disney Studios in Burbank, California  
(the background scenes of 1910 Edwardian London were painted)
- Director: Robert Stevenson, Producer: Walt Disney, Songs: Sherman Brothers, Script: Bill Walsh, Don DaGradi, Inspiration: P. L. Travers' children's book series "Mary Poppins" (published 1934-1988), Main Actor: Julie Andrews (Mary Poppins)
- Audience: young American children and their families in movie theaters in 1960s
- Budget: \$4.4-6 million, Branding: Disney Movie
- Schedule: Disney purchased film rights from Travers in 1961, two years of pre-production and songwriting, filmed May-September 1963, 11 months of post-production and animation, released August 1964 (three years total)



# REFLECTION

How we selected the designer: We all were familiar with Disney and liked his movies and amusement parks.

How we selected the five major projects: We looked for some major works described in Disney's biography.

What inspires the designer's work: One example: Disney's daughters inspired him to make the Mary Poppins movie.

How the designer's ideas are developed: He collaborated with others and used his imagination.

What specific procedures and organizations used to implement the designer's work: Walt Disney Studios

What tools and methods inform and guide the designer's work: combining drawing, animation, film, and other skills

What evidence is used to justify the outcomes of the work: Disney's work is very popular.

How were the artifacts represented and fabricated or constructed: Designers (artists, musicians, architects, scriptwriters, actors, etc.) worked together to plan, make prototypes, and implement final product.

# THE SELF-IMAGE OF OUR DESIGNER

Summary of Projects: (1) Disneyland, (2) Walt Disney World, (3) Mickey/Minnie Mouse, (4) Snow White and the Seven Dwarfs, (5) Mary Poppins

Based on this, we conclude that Disney's self-image had three main components:

- **Artist** (enjoyed drawing cartoons, knew a lot about animation)
- **Coordinator/Collaborator** (organizing a film or amusement park is a big undertaking involving many different kinds of people working together)
- **Entrepreneur** (movies and amusement park had great financial profit)



# Zaha Hadid

Iraqi Architect

# London Aquatics Centre

Sports Facility in London, England located in Queen Elizabeth Olympic Park

The centre was completed on July 27 2011

It was designed by Zaha Hadid.

Consulted by: Structural Engineer: ARUP, General Contractor: Balfour Beatty Group Ltd, etc

Major Issues: Very over budget , timber ceilings would warp in the moist conditions



# Bergisel Ski Jump

Event venue located in Innsbruck, Austria

The hill in its current form was completed in 2002

Designed by Zaha Hadid with Patrik Schumacher

Design team: Matthias Fei, Cedric Libert, Sylvia Forlati, Jim Heverin, Garin O'Aivazian, Sara Noel, Costa de Araujo

Major Issues: "It turned out during the design process that there was no problem to install the whole program into this abstract idea, as it was flexible enough." - Project Manager



# Bridge Pavilion

Bridge in Zaragoza, Spain

Construction was completed in June 2008

Designed by Zaha Hadid with Patrik Schumacher

Project Architect: Manuela Gatto

Consultants: Engineers ARUP Associates

Major Issues: Cross-river construction, part of the structure had to be assembled on one of the banks and push-launched in place



# Galaxy Soho

Urban complex building located in Beijing, China

Construction was completed in 2012

Designed by Zaha Hadid with Patrik Schumacher

Project Team: Kelly Lee, Rita Lee, Eugene Leung, Lillie Liu, Rolando

Rodriguez-Leal, Seung-ho Yeo

Major Issues: Under extremely fast track schedule for delivery to keep up with growth of construction market



# Guangzhou Opera House

Performing arts theater in Guangzhou, China

Construction completed in May 2010

Designed by Zaha Hadid

Project Leader: Simon Yu

Major Issues: Guangzhou's humid climate and sub-standard

construction led to problems with some of the granite slabs and glazing.



# Review

- ❖ Ideas developed using environment and surroundings of location
- ❖ Sketching/creating models help guide the work

# Self-Image

- ❖ Macro-Planner
- ❖ Functionality and performance is critical to the outcomes (the outcome of the structures)
- ❖ Outcomes/artifacts provide settings for specific tasks and activities (built operas, bridges, sports facility)

# Design Thinking: Ford



Breakout Room 1  
Derek Davis, Fernando Rubio, Arya Majjiga

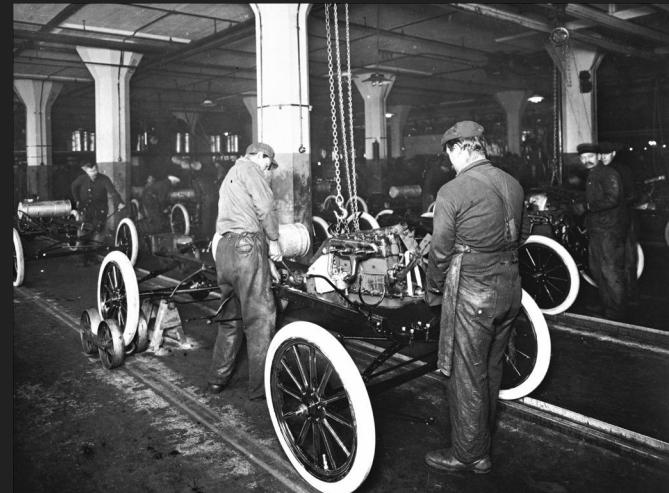
# History of Ford

- Henry Ford's first foray into the transportation industry began in 1896 with the invention of a four-horsepower quadricycle.
- Soon after Ford found success within the automobile racing industry in 1901.
- Propelled by a drive for economic success the Ford Motor Company was founded in 1903.
- Becoming a publicly traded company in 1956, Ford at the largest IPO in history at that time.
- Growing and becoming an extremely successful company in the United States throughout the mid 20th century, Ford was a globally dominant automaker by the 1980s.



# Moving Assembly Line

- First installed in December 1, 1913 at the Highland Park Ford Plant in Michigan
- Introduced by William Klann and implemented by Henry Ford
- Inspired by a need for increased productivity to lower costs: reduced the time to produce a Model T from 12 hours to 93 minutes
- The concept was adapted from processes that were in place in other industries
- Outcomes: reduced cost of Model T, making automobiles more accessible; more than doubled the wage of employees



# Ford GT40

- Designed in early 60's to compete against Ferrari in the 24 hours of Le Mans race.
- Important participants: Eric Broadley (designer), John Wyer and Roy Lunn (engineers).
- One of the most prevalent obstacles in was the building of the revolutionary aluminium and magnesium monocoque chassis which could not be done anywhere in the U.S. at that time.
- The GT 40 won the Le Mans race every year from 1966-1969



# Ford Taurus

- The Ford Taurus was introduced in 1986, when Ford was almost \$3 Billion in debt
- The chief designer was Lewis Veraldi, who named the car after his wife's astrological sign
- The design ideas were meant to feel futuristic and new, so they included things like flush glass, and frameless quarter windows
- One of the driving forces for the design was also a need to compete with much more economic and reliable Japanese import cars



# Ford Taurus

- A new style of creative design was also introduced into the automotive design world: team work
- This meant that almost everyone in the design team worked together to design the car from the bottom up, from scratch
- The success of such techniques, which encouraged team work and progress, were evident when the first generation of the Taurus sold over 2 million units and basically single handedly saved Ford.



# Self Image

- The self image of Ford has always been an entrepreneurial one
- From their early beginnings making the automotive assembly process more efficient, to their implementation of a team-driven design environment, their goal has always been to make better cars that sell good
- Their creation of the GT40 in order to beat Ferrari in the racing stages of the world served to give Ford a much more reputable name
- The creation of the Ford Taurus had various goals, but the main one was always to save Ford

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A black and white portrait of Steve Jobs. He is wearing round-rimmed glasses and a dark turtleneck. His right hand is resting against his chin, with his index finger pointing upwards. The background is plain white.

# Steve Jobs

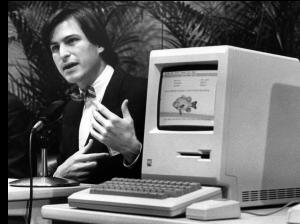
Skyler  
Bates

Gabriela  
Flores

ARCH 24

# Macintosh (Mac)

- Reached Market: January 24 ,1984
- Major participants:
  - Steve Jobs
  - Burrell Smith
  - Jef Raskin
  - Bud Tribble
  - Bill Atkinson
  - Andy Hertzfeld
- Raised from \$1995 to \$2945
- Location:
  - Cupertino, CA
- Brand: Apple
- Major Issues:
  - Burned users
  - Shipped with only 128K of memory
  - Lacked internal hard drive
  - “The beige toaster”



# Apple Mouse

- First Apple Mouse: 1993
- Magic Mouse: 2009
- Major participants:
  - Doug Engelbart -invented the computer mouse
  - Apple Engineers
  - Designs by Hovey-Kelley
- Cost: \$25 to make (compared to Xerox's 3 button mouse for \$400)
- Locations:
  - Douglas Engelbart's Augmentation Research Center and PARC's Computer Science Laboratory
  - Augmentation Research Center and PARC's Computer Science Laboratory
- Major Issues:
  - Bad ergonomic design initially
  - Many models that still were wired, often had cords that weren't long enough, not just the round mouse of '98



# iPad

- Reached market: April 3, 2010
- Approximately \$260 to manufacture
- Project location:
  - Designed in Cupertino, CA
- Major participants:
  - Bethany Bongiorno
  - Imarn Chaudhri
- Brand: Apple
- Major Issues:
  - “No need for third device”
  - No cellular capabilities
  - No Apple Pencil
  - Poor at web browsing
  - Lacked multitasking
  - Lacked mouse support
  - “Not a proper computer”



# iPod



- **Project designed:** Cupertino, CA
- **Reached market:** October 23, 2001
  - 8 months for development
- **Major Participants:**
  - Tony Fadell (Inventor)
  - Jon Rubinstein (Contractor)
- **Cost:** \$399
- **Sales:** In 2002, Apple sold more than 400,000 iPods and the product contributed 2% of company sales.
- **Pitch:** Only \$399 for 1,000 songs in your pocket!
- **Major Issues:**
  - No Touch Screen
  - No apps (just music)
  - Easily damaged
  - Poor battery life
  - Overheating



# iPhone



- **Project Location:** Foxconn
- **Reached market:** June 29, 2007
  - 2.5 yrs for development
- **Major Participants:**
  - Tony Fadell
  - Jonathan Ive
- **Budget:** Over \$150 Million
- **Branding:** Apple
- **Major Issues:**
  - Lacked 3G Bands
  - No app store
  - Easily damaged
  - Poor battery life
  - Overheating



# Why Steve Jobs?

Steve Jobs can easily be described as a visionary genius, whose work has drastically impacted the development of technology, and continues to do so. This revolutionary tech designer has inspired generations.

## Why the iPhone, iPad, iPod, Mac, and Mouse?

The five major projects on which Steve Jobs's company, Apple, was founded consisted of the Macintosh, iPhone, iPad, iPod, and the Magic Mouse. The iPod alone reshaped the music industry and the original iPhone laid the foundation for the modern smartphone. As for the original Macintosh, it allowed for affordable access to the web for many as did the iPad. Then the many different versions of the Apple Mouse, including the Magic Mouse were complementary to the success of the Mac. Hence the reason we chose these five projects.

## What inspires this work?

Steve Jobs took interest in design at an early age stemming from his childhood home, a working-class subdivision that was one of many 1950s 'inexpensive tract houses' transformed for 'postwar suburban migration'. Jobs became inspired by this notion of creating innovative designs at such an affordable price. His appreciation for modernist architecture homes instilled his passion for insisting his projects be 'perfect' inside and out for the mass market.

## How are Jobs's ideas developed?

The development of his ideas stemmed from the notion that to achieve success and push for change, one must prioritize both the technology and humanities aspects of society, and only then could revolutionary ideas emerge. His ideas were developed through this notion that insisted he prioritize people and their needs, hence the reason his ideas are founded on functionality and affordability.

# Specific procedures/organizations used?

- Hovey-Kelley designs (Mouse)
- Bluetooth and touchscreens
- Foxconn manufacturing for all Apple products
- IOS

# What tools/methods were informing/guiding?

- Fingerworks iGesture Pad - what inspired touchscreens for the iPhone and iPad
- Xerox's original 3 button mouse
- IBM Simon, the 1st touchscreen phone
- MP3 player (iPod)

# Evidence used to justify outcomes of work?

- 588 million Apple users worldwide and over 1 billion Apple devices (and counting) currently in active use across the globe
- There are now 1.65 billion Apple devices in active use overall
- In January 2019, Apple said that it had hit 900 million active iPhone users

# How tech represented/fabricated/constructed?

- Everybody needs/uses an iPhone and other smartphones were based on what came first: the iPhone
- Designed in Cupertino, CA by Steve Jobs and his Apple engineers/designers
- Fabricated in Taiwanese company Foxconn's Shenzhen Factory

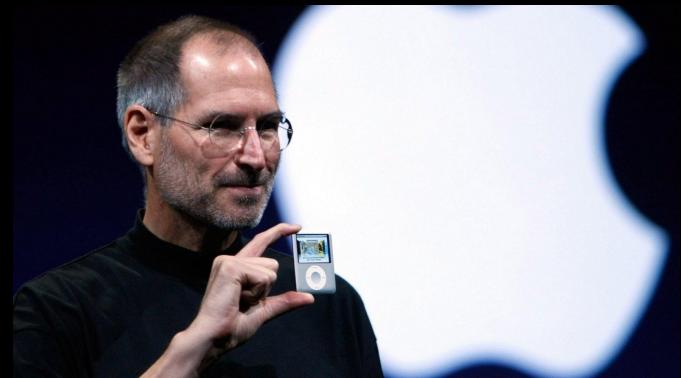
# Self-image of Steve Jobs



- Entrepreneur:
  - “A person who organizes and operates a business, taking on greater than normal financial risks in order to do so.”
- Innovative ability
- Ability to attract market demand
- Worked profit
- Entrepreneurial legend
- Manufacture products through Foxconn



**FOXCONN**





## Google Pixel, App Design, Locations

Breakout Room 3: Kaan Taner, Alma Sanchez



Figure 1

# Google Pixel Campaign

- Google introduced the first generation Pixel Phone in 2016 with the hope that it would bring them greater attention and profit in the hardware market
  - They changed manufacturers and designers from Motorola to HTC
  - In order to appeal to a more general public and not just developers and enthusiast they concentrated on specific aspects of the design such as the camera
    - Soon after its launch the design was praised for having one of the most advanced camera systems
- The major issue that Google faced was brought about by it's branding and marketing designs
  - They had made previous efforts to enter the market with the Nexus line of phones but the design proved unsatisfying to the public
  - To avoid a similar situation they expanded their budget and the time the product spent in development and testing
  - They utilized an aggressive marketing strategies through which they enticed users of Google's online services to switch away from other brands so that those services would function more efficiently
  - An issue that they have yet to address is their lack of marketing across the world- their sales are mostly in the US and the phone was initially only sold through on carrier in only 12 countries

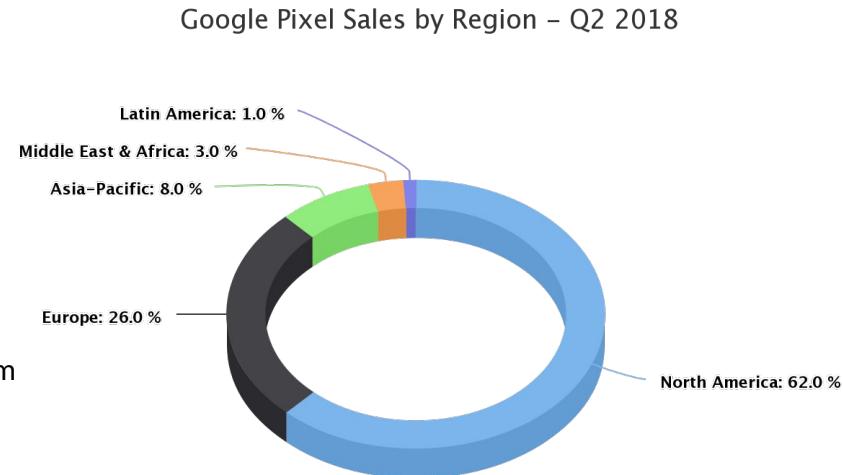


Figure 2 - This graph shows the Pixel's lack of marketing in other regions besides the United States

# App Design

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Figure 3

- Google has continued to come out with a plethora of apps and services such as Google Maps, Drive, Calendar, Photos, News, Hangouts, Classroom, Chrome, Books, Stadia, Pay, Gmail, YouTube, and Google Play, many of which were released in the late 2000s and in the 2010s and created by countless different designers.
- These services are very diverse, and that fact is critical to Google's branding, the overlying issue and purpose to all these apps and services.
- It no longer wants to only be a search engine. Google designs its services in such a way to create a brand of itself as the default option, not just for looking things up, but as the default option for all types of services.
  - Three very different services, Google Play, Gmail, Google Hangouts, Google Classroom, and Google Stadia (for gaming streaming) all serve to make people do many different activities using Google products.
  - What do they get out of this? Money, data, and influence.
- All the decisions they make are closely informed by data. At this point, budget is barely an issue.
- Other factors:
  - Major Acquisitions and Dealings With: YouTube, Double Click, Motorola Mobility, Waze, Android, Nest Labs and Deepmind Technologies

# Headquarters (San Jose)

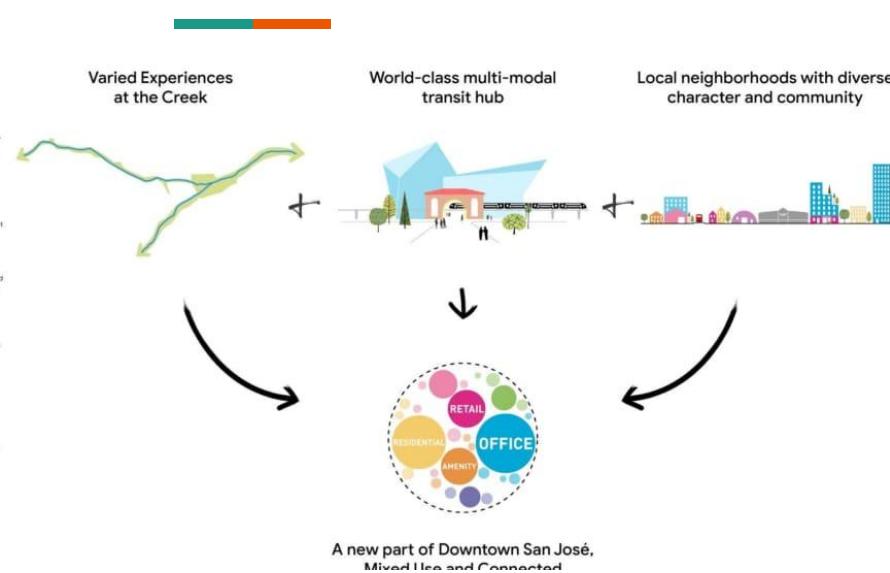


Figure 4- This was released by Google in their attempt to display how the changes in their designs would be for the good of the city and how they weren't just looking for their own good

- Google initially requested the city's permission to expand their headquarters into San Jose in 2019
  - They faced a huge number of critiques from residents and activist after they tried to expand the amount of land they wanted to utilize for their headquarters to 7.3 million feet squared
    - This led to making them restructuring their design into what they called Google Campus, a more environment and residential based plan
  - While the total budget that Google intends to spend on this project is continuously changing they have already invested \$409.3 million in the construction of 5 office buildings alone
- While not much information has been released about who designed the original headquarter plans, the project is led by Michael Appel as the spokesperson for this project and Alexa Arena as the development director in San Jose

# How Google Designs

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- Much of Google's work is inspired by people's needs. If people need a service, Google will create one.
- Data, Branding, and Cohesiveness inform and guide it's work.
- Google's many projects are created by a professionals from fields specific to each project, and their ideas are managed Google's various leaders to create brand cohesiveness and to make sure each project fits neatly into Google's larger goals.
- However, these professionals usually work mainly for Google, most of them not being brought over from other companies.
  - Additionally, most of Google's projects are presented as being created by Google, rather than being created by an individual lead.
- The justification for all these varying designs and projects is that Google's products help people, branding themselves with:
  - "Everything you need to get anything done, now in one place."
  - "Helpful products. For everyone."

# Google's Self-Image

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- At first, Google's self image was that of a searching tool for the internet, but that didn't last long.
- Just as Google became the default for searching for information on the internet, it sought to achieve the same in other fields.
- Through its variety of products, projects, and services, Google presents itself as safe and flexible, able to be helpful in business, family, education, daily life, and entertaining environments.
- It tries to appear simple and approachable, yet also professional.
- We can see this identity in Google's approach to design:
  - Apps like Gmail, Google Docs, and Google Calendar all function closely with each other and have similar appearances and environments, as if they are part of the same family.
  - The Google Pixel phone keeps everything neat, easy, and organized, and Google Calendar works with many other services, to present an organized and professional tone to users
  - Google Play, Google Stadia, and Youtube all bring entertainment in many forms, in an accessible manner.

Figure 5



# Sources

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- ❑ Figure 1 <https://i.pinimg.com/originals/a4/58/66/a458666141f16c9bf9b2df8cd50879b6.jpg>
- ❑ Figure 2: <https://dazeinfo.com/2018/10/10/google-pixel-sales-by-region-q2-2018-dgraph/>
- ❑ Figure 3:  
[https://sites.google.com/a/york.ac.uk/google-apps-training/\\_/rsrc/1470268823845/home/appsRingNew.PNG](https://sites.google.com/a/york.ac.uk/google-apps-training/_/rsrc/1470268823845/home/appsRingNew.PNG)
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  - ❑ <https://about.google/intl/en/products/?tab=rh>
- ❑ Figure 5: <https://storage.googleapis.com/infiflexnew.appspot.com/5650742702505984>



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# Leonardo Da Vinci

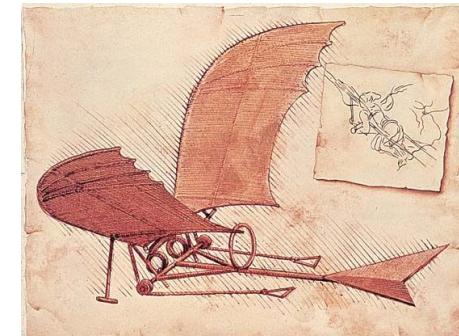
By:

Naveen Sukumar  
Matthew Chun  
Ali Fazal

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# Ornithopter

- Vinci created this sketch in 1485 in Florence
- Was inspired by the flight of winged animals and wanted to replicate it for humans. His sketches mainly were based off the wings of bats.
- He thought of using a rotor powered by the legs of a human to power the machine.
- Francesco Melzi was his assistant.
- An issue that he ran into was that humans were simply too heavy for his machine, that was equipped with a self-powered motor, to work. His design would also perform poorly in poor weather conditions.
- Many inventors in the future drew inspiration from his sketches.



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# Parachute

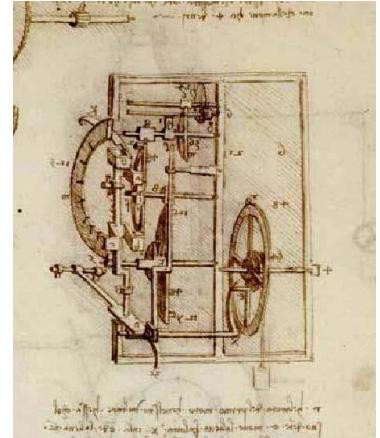
- Although da Vinci didn't invent the parachute himself, he sketched the first one in the 15th century.
- Credited with the actual invention of *any* kind of parachute: Sebastien Lenormand, 1783
- Who proved da Vinci's specific design right?
  - Adrian Nicholas in 2000.
  - Made of canvas and wood in order to increase the weight
  - Tested in Mpumalanga, South Africa due to its open spaces
  - The heavy weight of the parachute carried potential of injuring user
- da Vinci accompanying note: "If a man is provided with a length of gummed linen cloth with a length of 12 yards on each side and 12 yards high, he can jump from any great height whatsoever without injury." (For escaping burning buildings)
- Modifications
  - 1920: modern parachute designed



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# Pendulum Clock

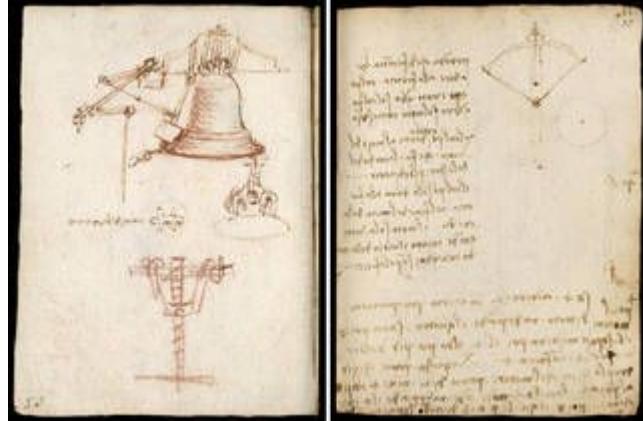
- Utilizes a combination of weights, gears, and a pendulum
- First pendulum clock built in 1656 by Christiaan Huygens
- Most accurate timekeeping device until 1930s



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# Inspiration of his works

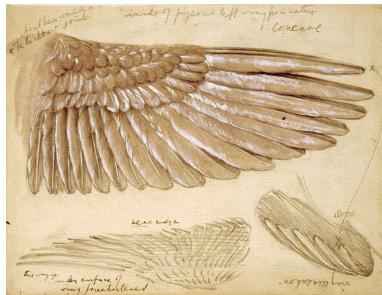
- His designs were based off what he observed around him
  - Flying machine was based off his fascination with bats and birds.
- Meticulously revised his designs and created numerous sketches
- He was inspired to pursue what people thought were impossible.
- Earlier parachute designs:
  - Texts from ancient China in the 9th century, Italian manuscripts dating back to 1470: depictions of wing-like devices
- Pendulum clock: general design based off French and German Gothic clocks



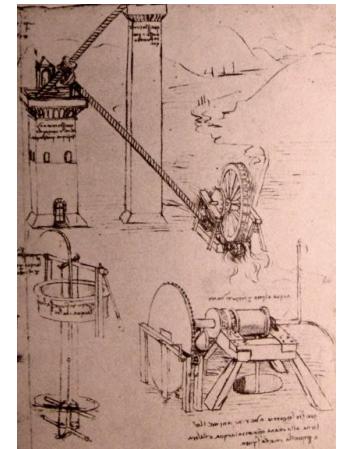
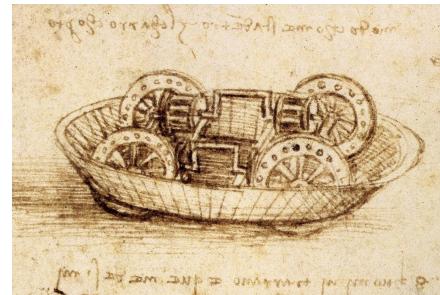
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# Self-Image

Artist



Maker

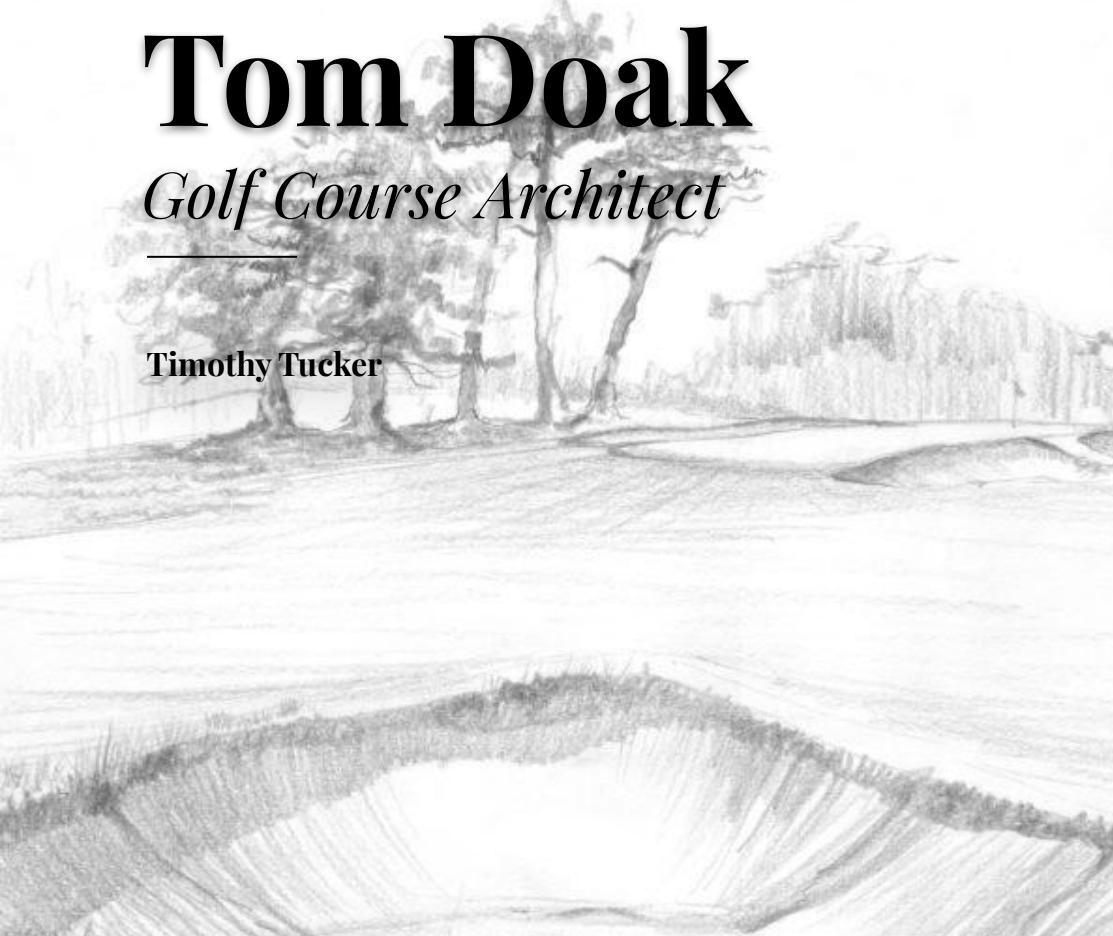


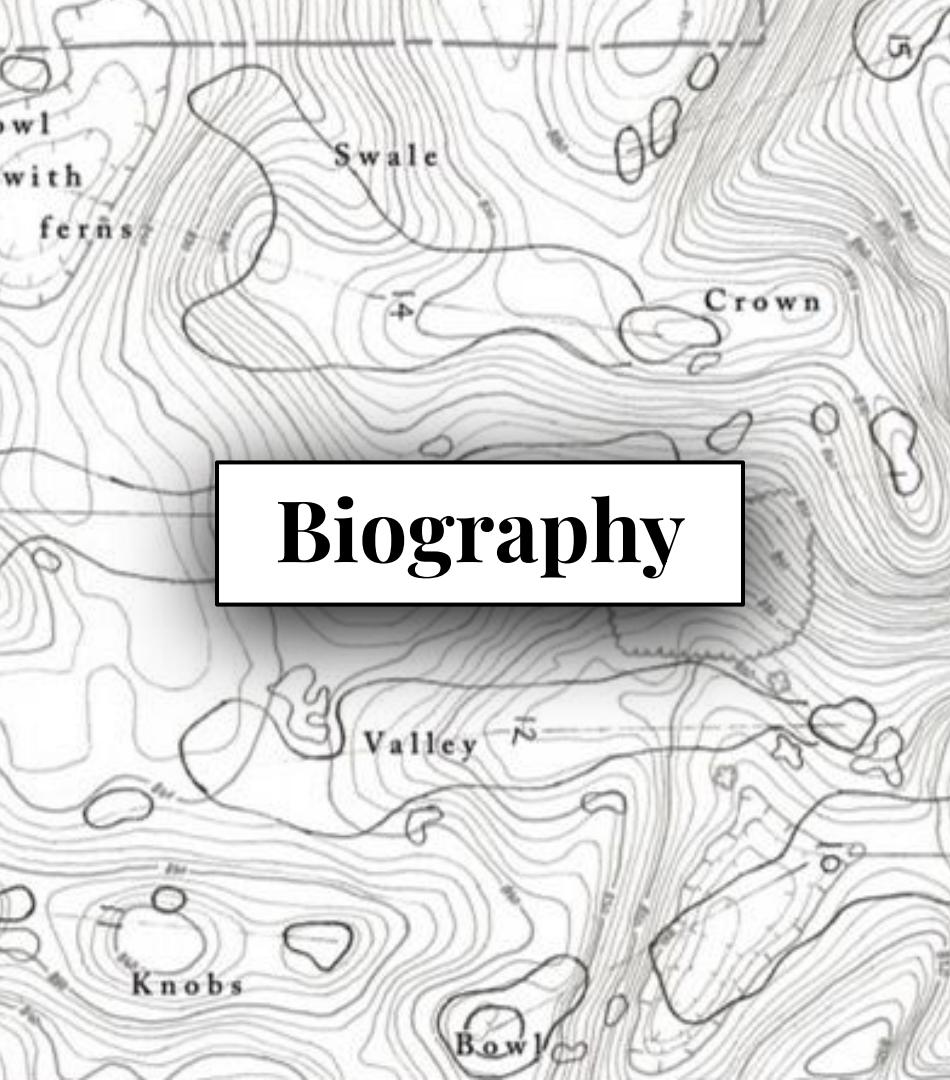
# Tom Doak

*Golf Course Architect*

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Timothy Tucker





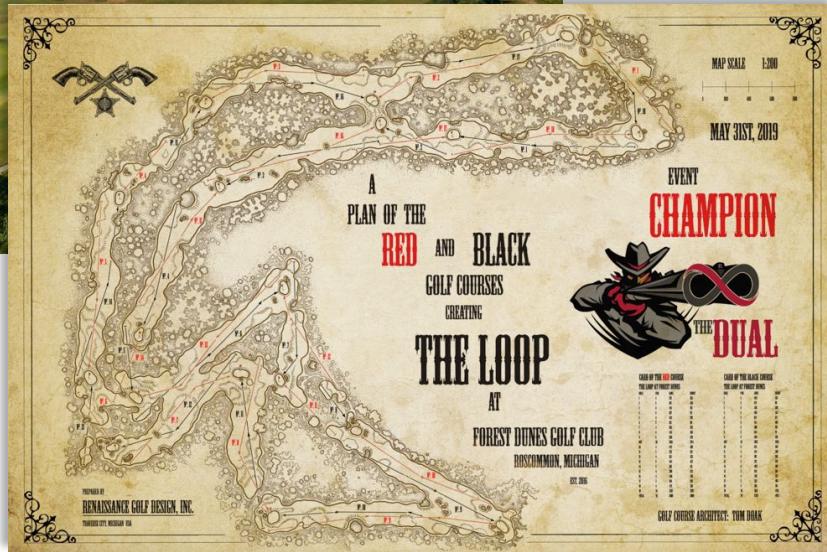
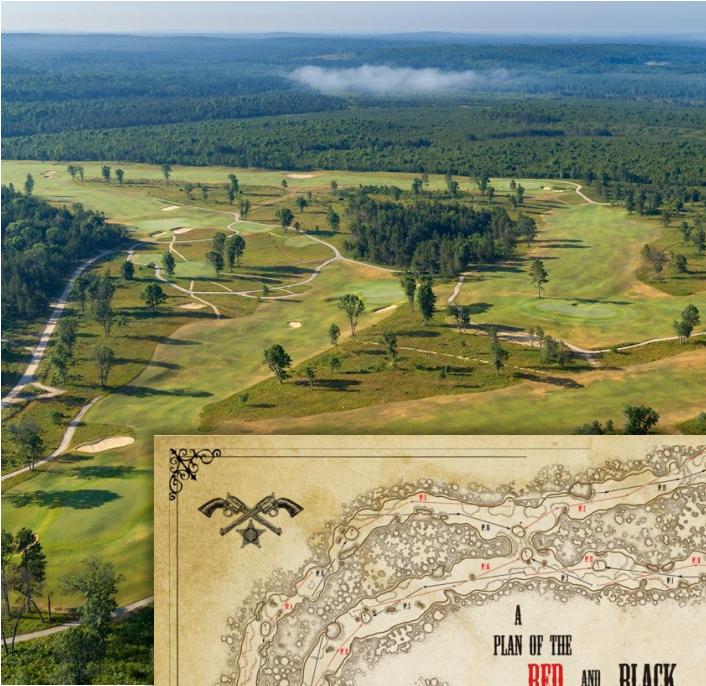
# Biography

- Studied Design and Landscape Architecture at MIT & Cornell
- Won Dreer Award at Cornell
  - Enabled him to work as a caddie & study abroad in the UK and Ireland
- Worked under renowned designer Pete Dye until his first solo project in 1989
- Heavily influenced by Alister Mackenzie, who designed Augusta National

# Pacific Dunes - Bandon, OR

- Opened 2001, second of seven courses at Bandon
- Successor to wildly successful and iconic Bandon Dunes course due to quality of location
- Capitalized on the combination of Doak's minimalist routing style & the quality of the location for a links style course
- The course is shaped almost entirely by the natural layout of the land
- Previous prominent architects failed to teach specific routing techniques
  - Doak's style breaks general practice regarding yardages and pars





# The Loop - Roscommon, MI

- Opened 2015, world's first reversible golf course inspired by 20th century practice of "resting" golf courses in the winter in Europe
  - Based on excerpt from Tom Simpson's 1929 *The Architectural Side of Golf*
- Doak hired by Forest Dunes Golf Club to build a second course to attract golfers to the club as a multiple-day destination
  - Instead, Doak proposed redesigning the course to make it a reversible layout
- Gained owner approval and overcame criticism to create an innovative modern course

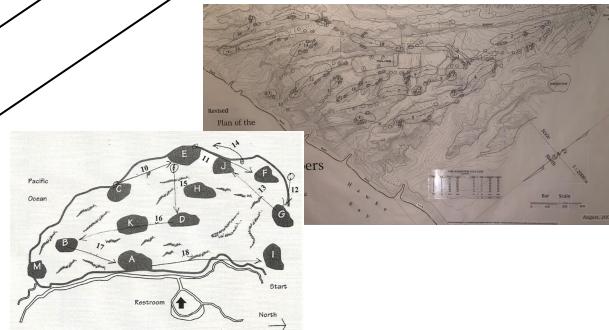
# Old Macdonald - Bandon, OR

- Opened 2010, fourth of seven courses at Bandon
  - Co-designed with Architect Jim Urbina
- Course pays homage to Charles B. Macdonald, the father of American golf architecture who built 1st full-length course
  - Intended to reinterpret his designs, not replicate them
- Again, the course takes advantage of beautiful nature location along Pacific Coast
  - Simulates Scottish conditions that had originally inspired Macdonald's designs
- Doak given free reign to design course and recreate holes as he pleased
  - Given his previous track record & expertise on Macdonald
  - Doak drew inspiration from his own time playing same courses that Macdonald did



# *Designer as an Artist*

- Produces beautiful landscape designs
- Focuses and depends on the quality of the land
- Lets the course decide the routing
- Architectural genius lies in the composition of the course (routing)

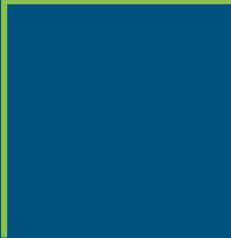


# *Designer as a macro-planner*

- Views entire course as a large puzzle rather than holes as individual pieces
- Judges land based on its ability to house a functional and beautifully routed course
- Specific holes serve specific, one-off purposes

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- <https://www.youtube.com/watch?v=u41LtBsQjzc&t=803s>
  - “Erik Anders Lang Interviews Famed Golf Course design Tom Doak”
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# Frank Lloyd Wright

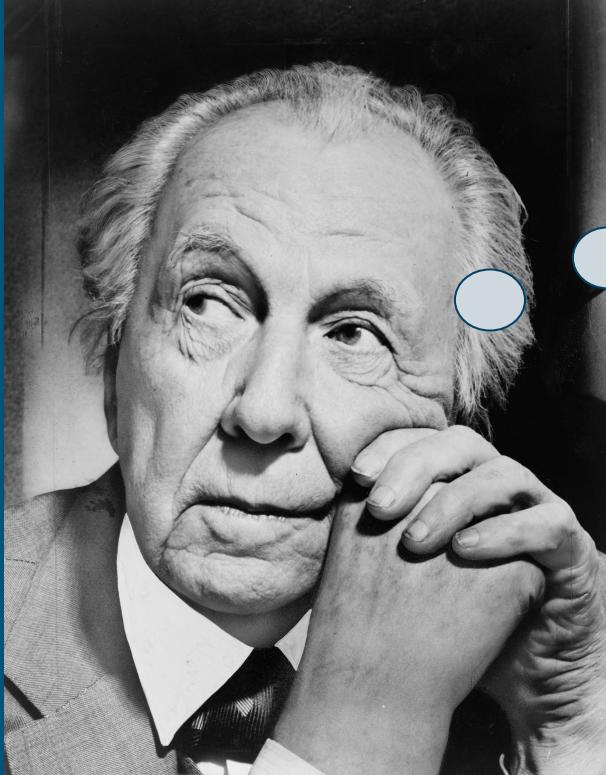
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Arlyss Hays  
Jonah Tang



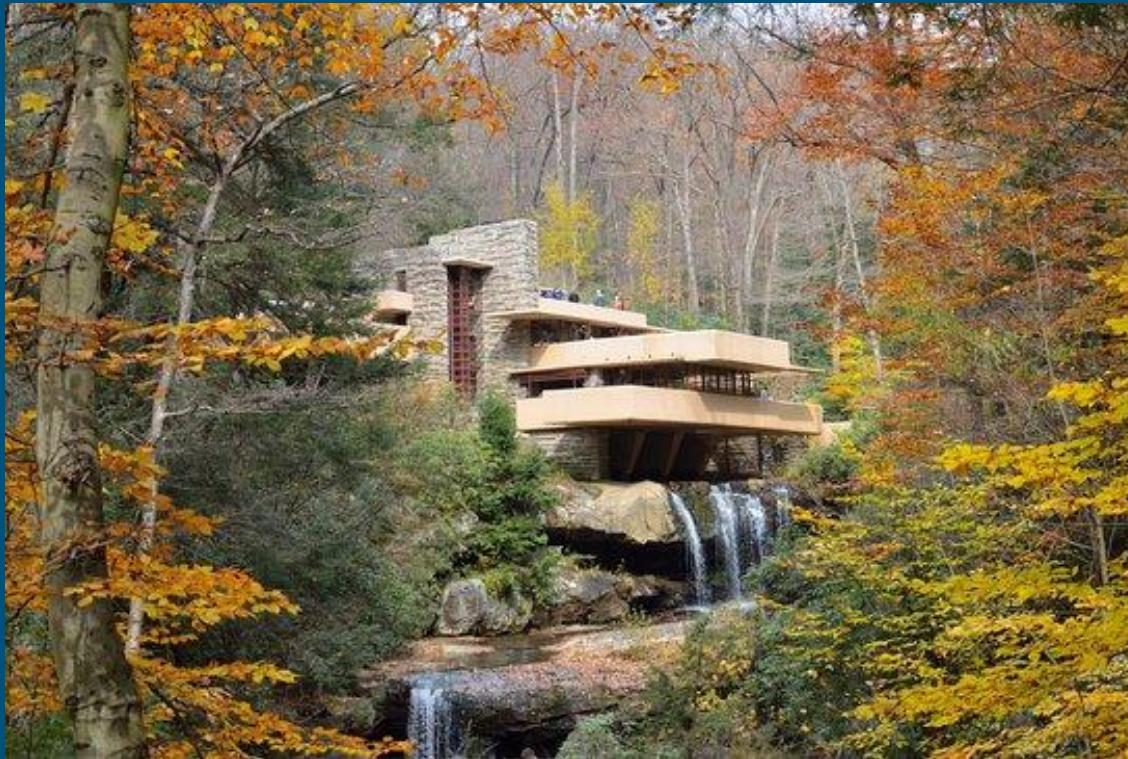
# Who is he?

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# “Fallingwater”

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# Guggenheim

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# Usonian Architecture



# Jacobs House

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# Artist/Maker

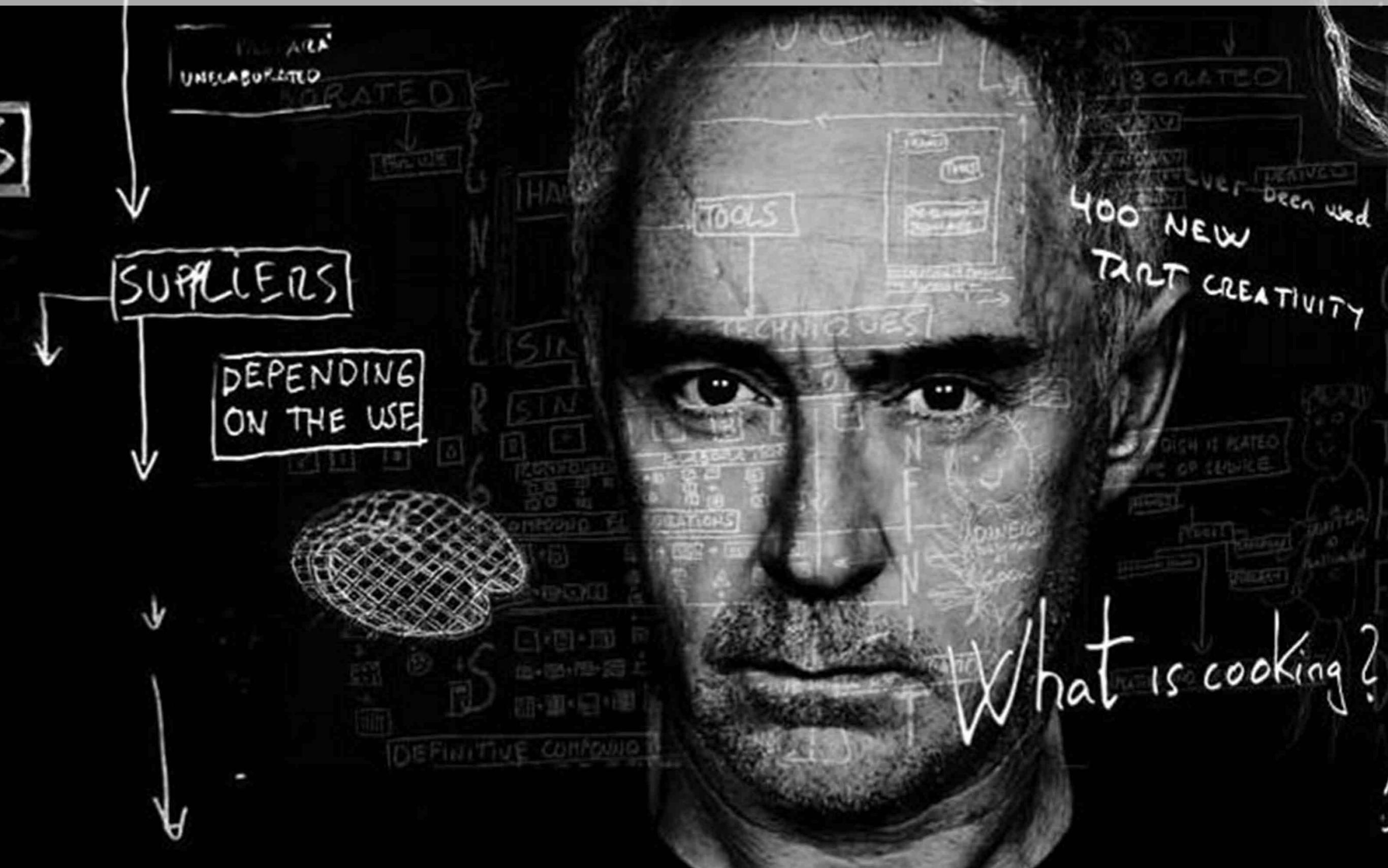


# FERRAN ADRIÀ



*By: Melissa Regalado*

# THE STORY BEHIND ADRIÀ





# 1846 DISHES

---

*27 years working for El Bulli*



# LIQUID OLIVES



# CULINARY FOAM



# VANISHING RAVIOLI

<https://youtu.be/4SEMLg-IsOI>



# MENTHOLATED POND

[https://youtu.be/jHx\\_jsLvuIo](https://youtu.be/jHx_jsLvuIo)

**ARTIST  
MAKER  
COORDINATOR**





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# BANKSY

• • •

Arch 24  
Parson Galicia  
Nish Neelakandan



# Enigmatic Artist

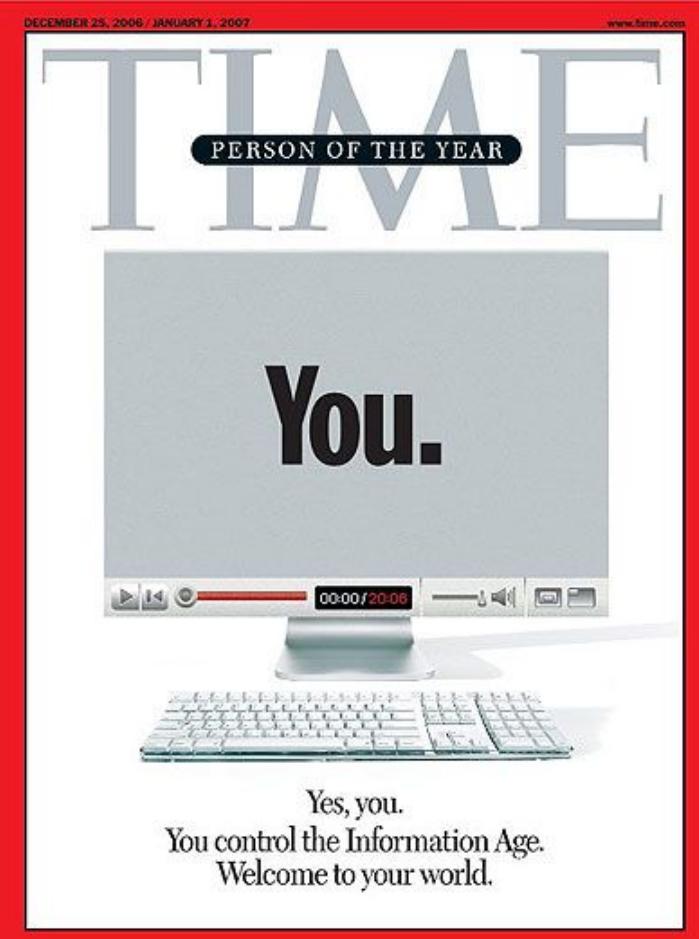
- From vandal to virtuoso
- Life in anonymity
- One of the only existing self portraits
- Artistic signature as BANKSY

Photograph by BANKSY to TIME Magazine

[http://content.time.com/time/specials/packages/article/0\\_28804\\_1984685\\_1984940\\_1984945\\_00.html](http://content.time.com/time/specials/packages/article/0_28804_1984685_1984940_1984945_00.html)  
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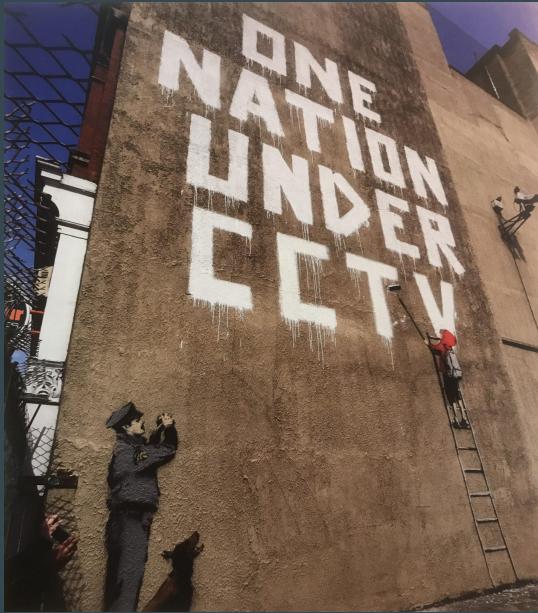


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# Government vs. the People



London, England 2008

BANKSY

Social climate: UK CCTV investment failed to combat crime

Social issue: "Big Brother" Society

Banksy, and Ket. "Law and Order." *Planet Banksy: Unauthorized: the Man, His Work and the Movement He Inspired*, Michael O'Mara Books, 2014, p. 80.  
<https://www.theguardian.com/uk/2008/may/06/ukcrime1>



West Bank, Israel 2005

BANKSY

Social Climate: Heated differences between Israel and Palestine (protection from suicide bombers)

Social Issue: Racial segregation

Banksy, and Ket. "Humour.." *Planet Banksy: Unauthorized: the Man, His Work and the Movement He Inspired*, Michael O'Mara Books, 2014, p. 56.

# Process

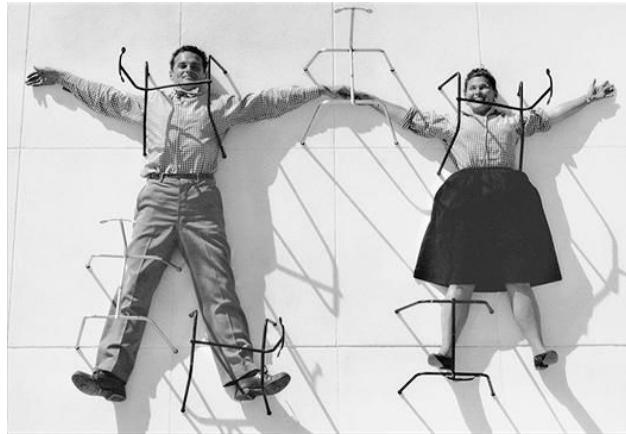
- Work based on an interpretation of reality
- Stencilled patterns and spray paint
- Multilevel symbolism



Banksy, and Ket. *Planet Banksy: Unauthorized: the Man, His Work and the Movement He Inspired*. Michael O'Mara Books, 2014.

Banksy. *Banksy: Wall and Piece*. Century, 2005.

According to Banksy, “all graffiti is low-level dissent, but stencils have an extra history. They’ve been used to start revolutions and to stop wars.”



# Charles and Ray Eames

## Eames Lounge and Ottoman (1956)

Designed by Charles and Ray Eames for Herman Miller



- “warm receptive look of a well-used first baseman’s mitt.”
- key objective: comfort
- symbol of luxurious comfort
- smooth leather and wood, plush seating

## Eames Molded Plywood Lounge Chair (1946)

Designed by Charles and Ray Eames for  
Herman Miller

- extreme durability
- designed by molding seat to shape of body, making hard plywood comfortable to sit on



## **Eames Molded Shell Chair (1950)**

Designed by Charles and Ray Eames for  
Herman Miller

- single-form wood shell chair
- desire to make “the best for the most for the least”
- chair option for any space
- legs made with rods are lighter and more durable



# Design Process

May 29, 1951

C. EAMES

2,554,490

FURNITURE CONSTRUCTION

Filed March 1, 1947

2 Sheets-Sheet 1

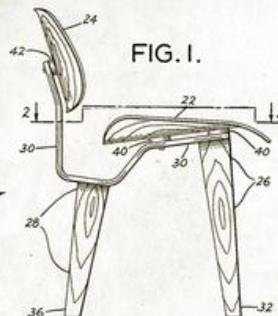


FIG. 1.

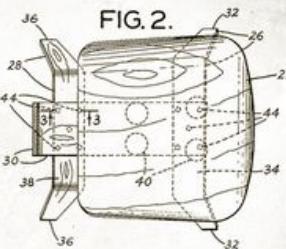


FIG. 2.

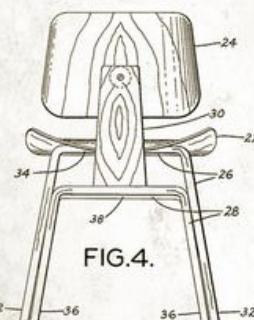


FIG. 4.

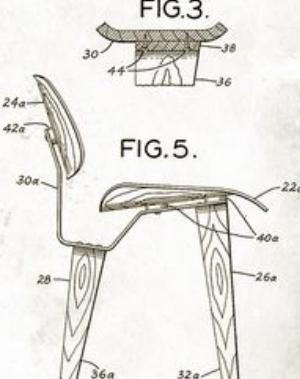


FIG. 5.

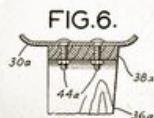
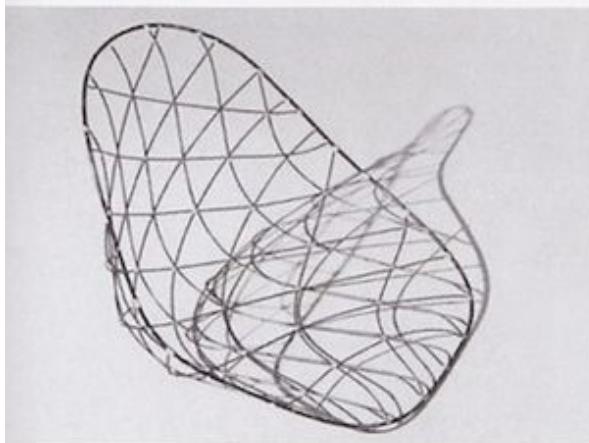


FIG. 6.

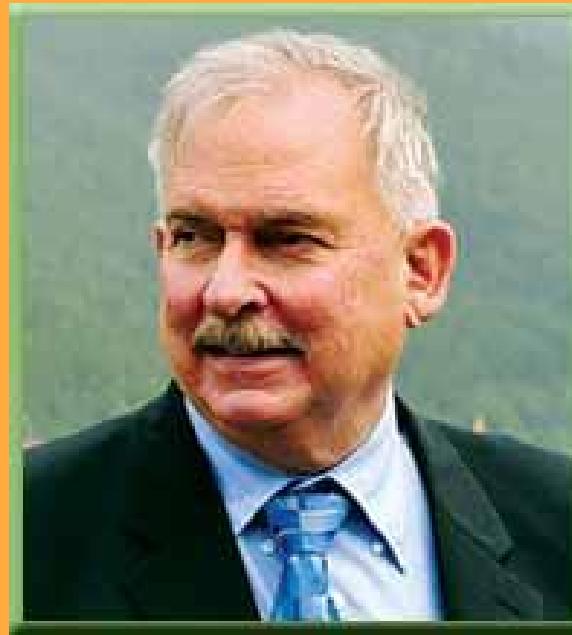
INVENTOR.  
CHARLES EAMES  
BY  
Blaw, Curtis & Hayward  
ATTORNEYS.







# Christopher Charles Benninger

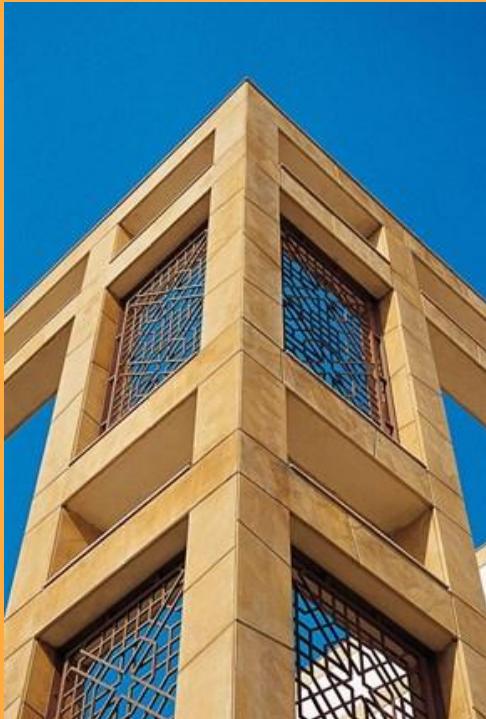




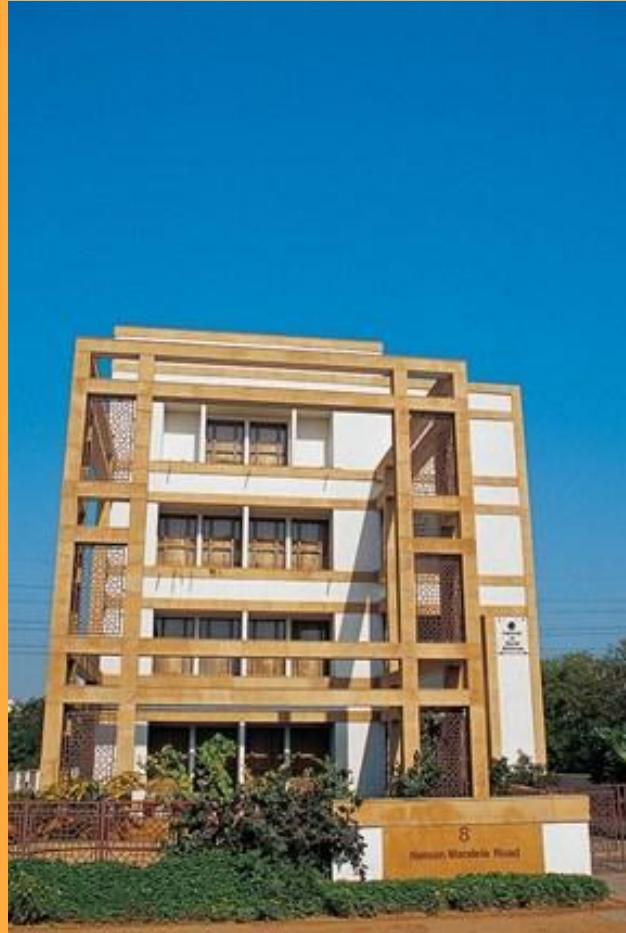
Thimphu,  
Bhutan

Royal Supreme  
Court Complex





# Institute of Social Sciences



New Delhi,  
India



Suzlon One Earth ~ Pune, India

# Diagram of Bennington's Projects

[https://issuu.com/mana\\_savi/docs/131107\\_benninger\\_models](https://issuu.com/mana_savi/docs/131107_benninger_models)

# The Constructions of Frank Gehry

— Katie Jocelyn,  
Joy Tang,  
Yijun WU (Jenny)



Gehry outside his home in Santa Monica, CA (1988)

# Who is this man?

Innovative architect, started Frank Gehry and Associates in 1967 with colleague which became Gehry Partners in 2001

Incredibly talented and inclined to creativity

Designer as an artist, coordinator, and entrepreneur

Nonconformist, anti-modernist  
(70s and 80s movement to add historical ornament)

TED Talk “My days as a young rebel” 3:25-6:00



# Walt Disney Concert Hall- Los Angeles

One of the most recognized of his works

Lillian Disney gifted \$50 million for the people of LA to [enjoy the arts](#)

Home to the Los Angeles Philharmonic Orchestra and the Master Chorale



# New World Center- Miami, Florida



Opened January 2011

Built for the New World Symphony, America's  
Orchestral Academy

In close collaboration with Michael Tilson Thomas,  
artistic director of the New World Symphony



Includes sound shells that also act  
as screens, allowing people to  
experience classical music in  
different ways

# Stata Center- Cambridge, Massachusetts

Opened March 16, 2004

This center for computer, information and intelligence sciences replaced MIT's Building 20

Built to carry on Building 20's innovative spirit and to foster collaborations between disciplines

Has an unfinished look, purposely created that way as a “metaphor for science: always an open question, always a work in progress”



# Fishdance Restaurant-Kobe, Japan



Golden Fish Sculpture built for 1992 Barcelona Olympics

Built in 1989

Result from his obsession with the form of a fish and desire to break from the modernist mold

Always drawn to fish since childhood, he would play with them in his bathtub

Aimed to add emotion and movement

# Biomuseo in Panama City



In the late 1990s, Panamanian leaders, hoping to produce their own “Bilbao Effect,” began speaking with Gehry about designing an ecology museum.

The newly opened Biomuseo marks Panama City’s Amador Causeway with a colorfully crumpled roofline, held in place by what appears to be [an oversize billboard structure](#).

Revealing underlying armature is a traditional Gehry trope, but his uncharacteristic choice of reds, greens, and other bold hues is a direct nod to [Panama's diverse flora and fauna](#).

# Architectural Style & Inspiration

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Much of Gehry's work reflects a spirit of experimentation coupled with a respect for the demands of professional practice. Gehry's work has remained largely unaligned with broader stylistic tendencies or movements. With his earliest educational influences rooted in modernism, Gehry's work has sought to escape modernist stylistic tropes while still remaining interested in some of its underlying transformative agendas. Continually working between given circumstances and unanticipated materializations, Gehry's style works to disrupt expectations.



# Architectural Style & Inspiration



Gehry's style at times seems unfinished or even crude, but his work is consistent with the California "funk" art movement in the 1960s and early 1970s, which featured the use of inexpensive found objects and non-traditional media such as clay to make serious art. Gehry has been called "the apostle of chain-link fencing and corrugated metal siding". However, a retrospective exhibit at New York's Whitney Museum in 1988 revealed that he is also a sophisticated classical artist, who knows European art history and contemporary sculpture and painting.

# Citations

[https://en.wikipedia.org/wiki/Frank\\_Gehry](https://en.wikipedia.org/wiki/Frank_Gehry)

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<http://latimesblogs.latimes.com/culturemonster/2009/03/video-frank-geh.html>

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<http://www.bloomberg.com/bw/stories/2007-06-19/does-gehrys-stata-center-really-work-businessweek-business-news-stock-market-and-financial-advice>

<http://www.architecturaldigest.com/gallery/best-of-frank-gehry-slideshow>



# Christopher Nolan

**Roxy Boyechko and Sam Haber**

# Memento (2000)

- Filmed in Tijunga, CA
- Date released: March 16, 2001
- Run-time: 113 mins
- Major Actors: Guy Pearce, Carrie-Anne Moss, Joe Pantoliano
- Screenplay: Christopher Nolan
- Cinematography: Wally Pfister
- Based on short-story “Memento Mori” By Jonathan Nolan
- GOAL: Wanted to portray the psychological trauma that exists and the effects it has on people



# Batman Begins (2005)

- Filmed in: Iceland; Buckinghamshire, England; London; Chicago
- Date released: June 15, 2005
- Run-time: 140 mins
- Major Actors: Christian Bale, Michael Caine, Liam Neeson, Katie Holmes, Gary Oldman, Cillian Murphy
- Screenplay: Christopher Nolan and David S. Goyer
- Cinematography: Wally Pfister
- Was inspired by the short story “The Man Who Falls” by Denny O’Neil and Dick Giordano which gave him the basis for Bruce’s travels and beginning to the movie



# The Dark Knight (2008)

- Filmed in: Chicago, London, Hong Kong
- Date released: July 18, 2008
- Run-time: 152 mins
- Major Actors: Christian Bale, Michael Caine, Heath Ledger, Gary Oldman, et al.
- Screenplay: Jonathan and Christopher Nolan
- Cinematography: Wally Pfister
- GOAL: To continue the story with a quintessential villain



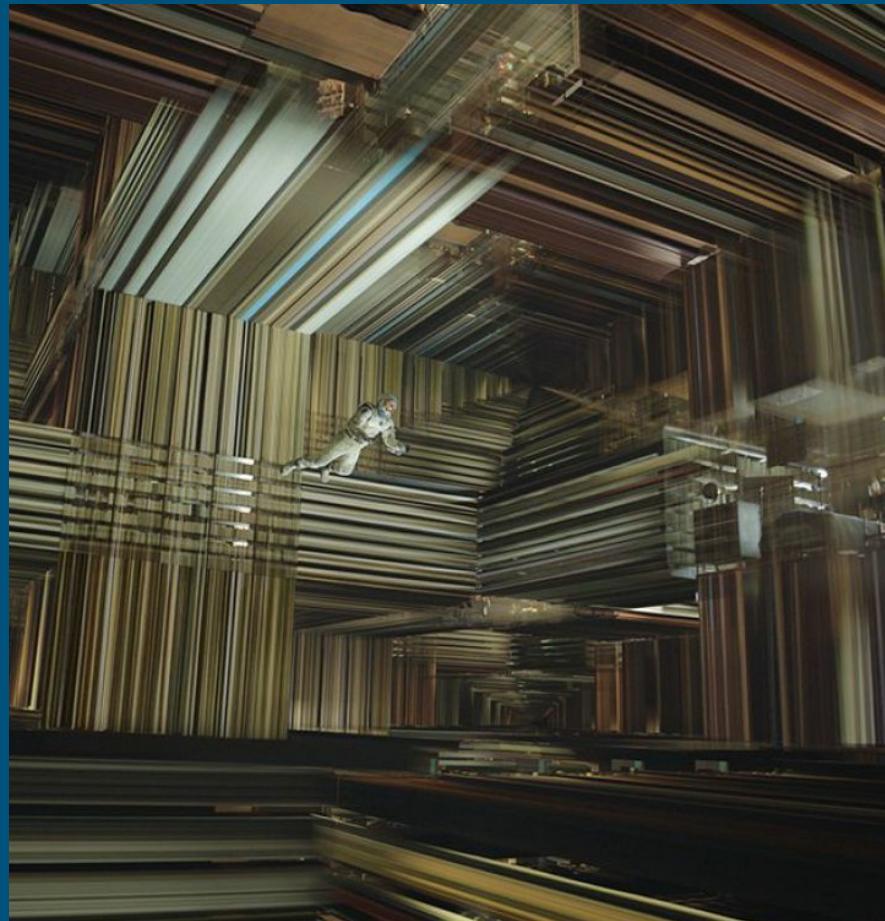
# The Dark Knight Rises (2012)

- Filmed in: Jodhpur, India; Pittsburgh; Wales; Newark, NJ; Nottingham, England
- Date released: July 20, 2012
- Run-time: 165 mins
- Major Actors: Christian Bale, Michael Caine, Gary Oldman, Anne Hathaway, Tom Hardy, et al.
- Screenplay: Christopher and Jonathan Nolan
- Cinematography: Wally Pfister
- GOAL: To complete the Batman trilogy so that a new Batman saga could begin



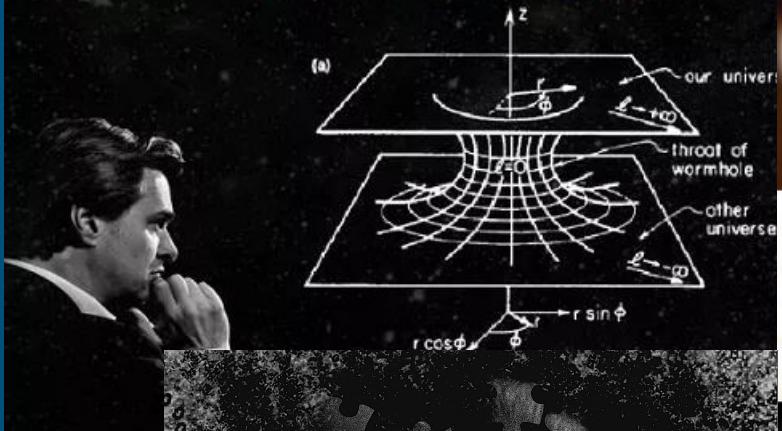
# Interstellar (2014)

- Filmed in: Iceland; Alberta, Canada; [Los Angeles, CA](#)
- Date released: November 14, 2014
- Run-time: 169 mins
- Major Actors: Matthew McConaughey, Anne Hathaway, and Jessica Chastain.
- Screenplay: Christopher and Jonathan Nolan
- Cinematography: Hoyte van Hoytema
- Inspired by 20th century sci-fi; wanted to depict human nature in a more scientifically advanced and theoretical perspective



# Exploring Themes in Nolan's Films

## INTERSTELLAR



- Philosophical
- Sociological
- Human morality
- Construction of time
- Nature of memory
- Dreams
- Personal identity

# Tools and Ideas used in Films

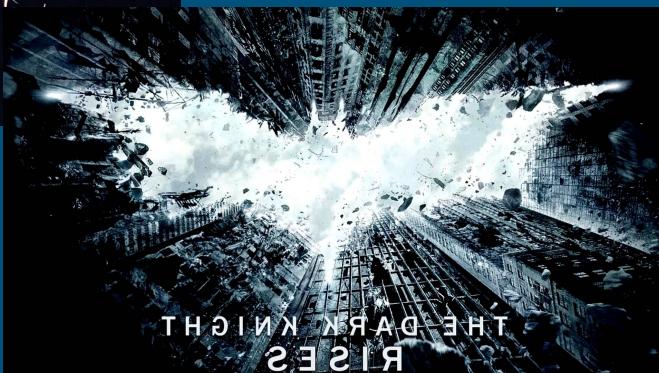
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- Metafictive elements (when story examines fiction itself)
- Temporal shifts
- Solipsistic perspective (knowledge of anything outside one's own mind is unsure)
- Nonlinear storytelling
- Practical special effects



# Visual Style and Design

- Urban settings
- Men in suits
- Muted colors
- Modern locations and architecture
- Importance of having a clear point of view, e.g. walking into room behind character
- Strongly influenced by “film noir,” french for “black film.”



# Nolan's Self-Image: The Filmmaker

Driven to Perfection, Bringing Dreams to Life, Creating New Worlds

---



“ Think of film noir and if you picture the story as a maze, you don't want to be hanging above the maze watching the characters make the wrong choices because it's frustrating. You actually want to be in the maze with them, making the turns at their side, that keeps it more exciting... ”

– Christopher  
Nolan

# Raf Simons (Christian Dior)



Claire Newfeld  
Anjali Banerjee  
Architecture 24  
February 2, 2016



# Raf Simons : Background

- Creative Director of Christian Dior from April 2012 – October 2015
- Came from Jill Sander, a very minimalist brand extremely different from Christian Dior
- Had no experience in Haute Couture; only background was ready-to-wear
- His first collection for Dior was extremely well-received and paid homage to many of Dior's signature looks

# Fall 2012 Couture Collection

- In addition to designing clothes, Simons also designed the shows that his garments were featured in
- His first show took place in a decrepit Parisian mansion that he transformed by covering the walls with fresh flowers
- Each room had a different color scheme to accentuate aspects of the clothing as the models walked through the mansion
- He drew inspiration from the city of Paris and Jeff Koons's flower puppy sculpture, located in the Guggenheim Museum





Location: Paris, France

Date Completed: Fall 2012

Model: Esther Heesch

Designers: Raf Simons, in-house  
team @ Christian Dior

Other Info: Note the feminine  
waistline and floral pattern on the  
dress



Location: Paris, France

Date Completed: Fall 2012

Model: Caroline Brasch Nielsen

Designers: Raf Simons, in-house  
team @ Christian Dior

Other Info: A good example of a  
feminine waistline combined with a  
slim leg



Location: Paris, France

Date Completed: Fall 2012

Model: Julia Nobis

Designers: Raf Simons, in-house team @ Christian Dior

Other Info: The slim pant leg and waist line are signature components of an outfit designed at Dior House



Location: Paris, France

Date Completed: Fall 2012

Model: Margita Zuchova

Designers: Raf Simons, in-house team @ Christian Dior

Other Info: Simons used a technique called imprimé chaîné to design this coat based on a painting



Location: Paris, France

Date Completed: Fall 2012

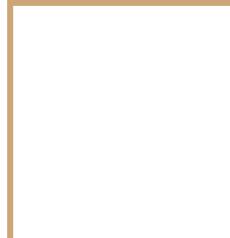
Model: Daria Strokus

Designers: Raf Simons, in-house team  
@ Christian Dior

Other Info: This dress is an homage  
to the “heartbreaking pink” color  
that set apart Simons’ last show at Jill  
Sander

# Raf Simons: Self-Image

- Unlike most creative directors, Simons does not sketch designs. Instead he creates comprehensive files that include information such as parts of a textile or a style icon.
- The files are then passed to in-house designers who sketch up to 200 designs for each garment.
- Simons honors Dior's reputation for feminine silhouettes with accentuated waistlines, creating an innocent and almost virginal image



# Frank Lloyd Wright



# Frank Lloyd Wright

Born: June 8, 1868  
Richland Center, Wisconsin

Died: April 9, 1959 (aged 91)  
Phoenix, Arizona

Alma Mater: University of  
Wisconsin-Madison

Best known for:

Organic Architecture  
Usonia  
Prairie School

Frank Lloyd Wright®



# Taliesen West

Scottsdale, Arizona

Completed: 1937

Participants: Frank Lloyd  
Wright, Taliesen Fellowship

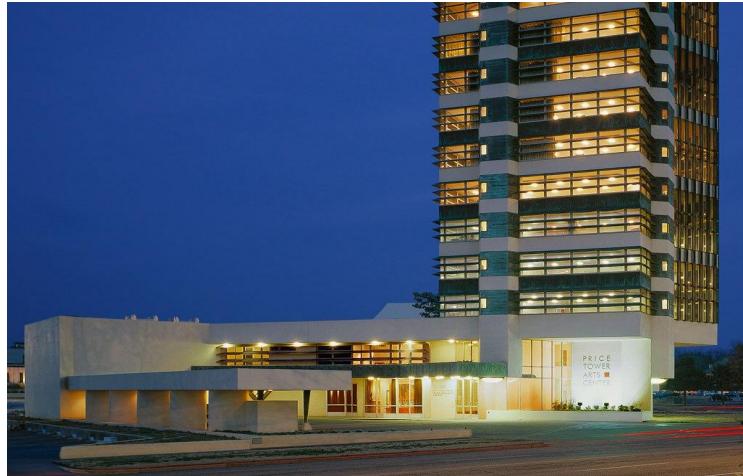


# Price Tower

Bartlesville, Oklahoma

Completed: 1959

Participants: Frank Lloyd Wright,  
Harold C. Price



# Robie House

Chicago, Illinois

Completed: 1909

Participants: Frank Lloyd  
Wright, Frederick Robie,  
George Mann Niedecken



# Solomon R. Guggenheim Museum

Manhattan, New York City

Completed: 1959

Participants: Frank Lloyd Wright,  
Solomon R. Guggenheim



# Fallingwater

Mill Run, Pennsylvania

Completed: 1939

Participants: Frank Lloyd Wright,  
Edgar J. Kaufmann



# Inspiration

Wright rarely credited influences on his designs

Architects, historians, and scholars agree Wright had five major influences

1. Louis Sullivan
2. Nature, particularly shapes/forms and colors/patterns of plant life
3. Music
4. Japanese Art
5. Froebel Gifts



# Self Image

Designer as Artist

Designer as Builder

Designer as Healer

原 研哉

Kenya Hara



Jesse Paterson | Gefei Han | Mahek Pathak

# Kenya Hara

- Japanese designer: Graphic, Product, Branding, Architecture, Exhibition, etc.
- Head of the Hara Design Institute & Art Director of MUJI
- Writer of many books such as *Re-Design*, *White*, *Designing Design*.

# Projects

PROGRAMME DE LA  
CÉRÉMONIE D'OUVERTURE  
OPENING CEREMONY  
PROGRAMME  
NAGANO 1998



# Winter Olympics



7 FÉVRIER 1998

7 FEBRUARY 1998

OCOOG 1998



# 1998 WINTER OLYMPIC CEREMONIES

- Location: Nagano, Japan Year: 1998
- Style → deeply rooted in Japanese culture
- Designed both opening and closing ceremonies
- Also designed the programs for the ceremony – focused on the whiteness to depict ice and snow, with the words being textured imprints as if footsteps on snow

# Umeda Hospital

4

401号室—407号室

ナースステーション

④

301号室—307号室

ルームサービスルーム

②

201号室—206号室

内回廊—床面—44

director room

①

女性通路口

ナースステーション

診察室4

新生児室

回復室

休憩室

ブリガードルーム

子育室1

子育室2

子育室3



# UMEDA HOSPITAL, 1998

- Location: Umeda Hospital, Yamaguchi
- Signs made of cloth--gentle atmosphere
- White, washable--cleanliness--service---trust and security.
- Sense of touch--reversed the impression of hospitals' coldness

A wide-angle photograph of a modern interior. The left side features a wall of light-colored wood paneling with built-in shelves holding various decorative objects like vases and small potted plants. A white sofa with blue and red pillows sits in the center-left. In the foreground, a large wooden coffee table with two white rectangular ottomans on top is visible. To the right, a long white bookshelf filled with books and other items runs along the wall. The ceiling is white with recessed lighting. A dining area with a wooden table and chairs is visible in the background.

# House Vision



# HOUSE VISION

2013年3月  
2-24

お台場・青海駅前 特設会場 有りからめ「青海」(あおみ)駅下車、徒歩1分。りんかい線「東京レポート」駅下車、徒歩8分。

11:00-20:00 最終入場時間 19:30

[Home](#)  
[ABOUT  
HOUSE VISIONについて](#)

[EXHIBITION  
展示会](#)

[SYMPOSIUM  
シンポジウム](#)

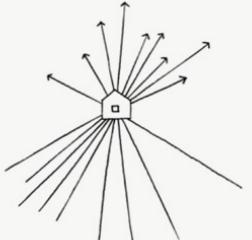
[IN ASIA  
アジアでの活動](#)

[SEMINAR  
研究会報告](#)

[BLOG  
研究会ブログ](#)

[NEWSLETTER  
ニュースレター](#)

「家」は多様な産業の  
交差点になる



## HOUSE VISIONとは?

「新しい常識で都市に住もう」これがHOUSE VISIONの理念です。

日本の都市、特に東京は、江戸時代から最大人口を持つメトロポリス。ここで育まれてきた暮らしは、経済成



# HOUSE VISION 2013 EXHIBITION

- Location: Tokyo, Japan
- Future of housing industry, creating a combination of old and new
- *Energy, mobility, electronics, mature marketing and aesthetic resources*
  - Towards the future of life | LIXIL x Toyo Ito
  - A house of energy and mobility | Honda x Sou Fujimoto
  - Community area | Society for the Research of Future Living × Riken Yamamoto, Hirokazu Suemitsu, Toshiharu Naka
    - *Imaginary 500-resident community area*
  - House of Elegance | Sumitomo Forestry × Hiroshi Sugimoto
  - **Furniture House | MUJI x Shigeru Ban**
    - *A house that lets you edit your own lifestyle*
  - Between the Best | TOTO・YKK AP x Yuri Naruse •Jun Inokuma

# Aesthetic Resources

- sensai (delicateness)
- chimitsu (meticulousness)
- teinei (thoroughness or attention to detail)
- kanketsu (simplicity)

# Design Inspiration

- Hara is inspired by the pursuit of nothingness, concentrating on identification and communication, making his expertise of design not of ‘things that are’, but of ‘things that happen’
- Develops ideas by focusing on the purity of form and its meaning
- Believes that design is not necessarily creating something new.
  - “Design should make the known become unknown”
- Suggests another way of looking at something
- “The essence of design lies in the process of discovering a problem shared by many people and trying to solve it.”
- Searching for better questions
- Muromachi Period (1392–1573)

# Self Image

- Hara sees himself as an instigator of change, someone that puts down the first few paving stones on the path towards the future
- “What designers are able to do is provide a little awakening that might change what people want from a city.”
- “Design is appealing because the process creates inspiration that is engendered by this empathy among human beings in our common values and spirituality”

# Bibliography

- [http://www.japantimes.co.jp/life/2014/01/04/general/value-judgments/#.VNBM21XF\\_1Q](http://www.japantimes.co.jp/life/2014/01/04/general/value-judgments/#.VNBM21XF_1Q)
- <http://www.archdaily.com/345209/house-vision-2013-exhibition-hits-tokyo/>
- <http://www.ndc.co.jp/hara/en/>
- *Designing Design*, by Kenya Hara
- *White*, by Kenya Hara

# Aaron Draplin

How does your favorite designer design?



# Background

Born: Detroit, Michigan



During adolescence, part of  
skateboard/snowboard culture

Moved to Oregon at 19 to  
pursue snowboarding with friends

Later studied at Minneapolis College of Art and Design

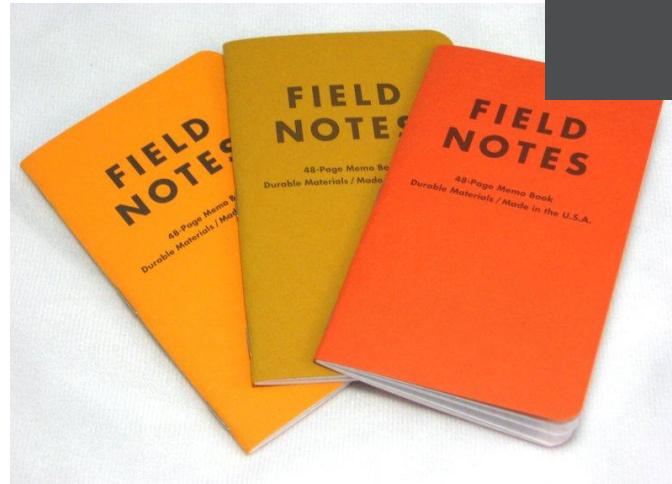
# Background - cont'd

Focus on logos and screen printing

Worked for Snowboarder® magazine

Founded DDC in 2004

Invented “field notes”



# The Design Process

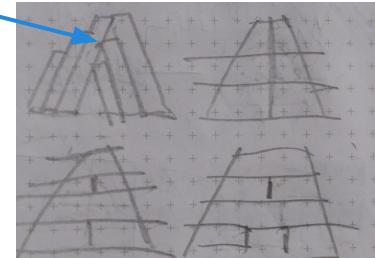
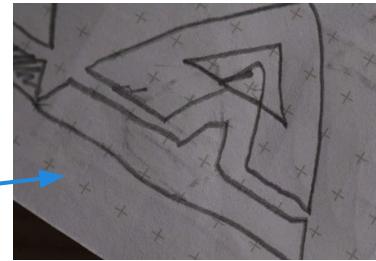
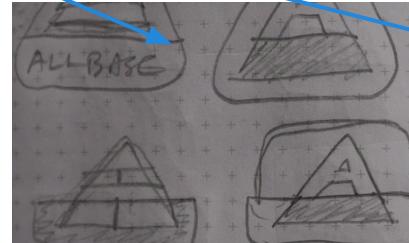
The process begins when Aaron is given a challenge.

He considers relevant details regarding his client and their brand.

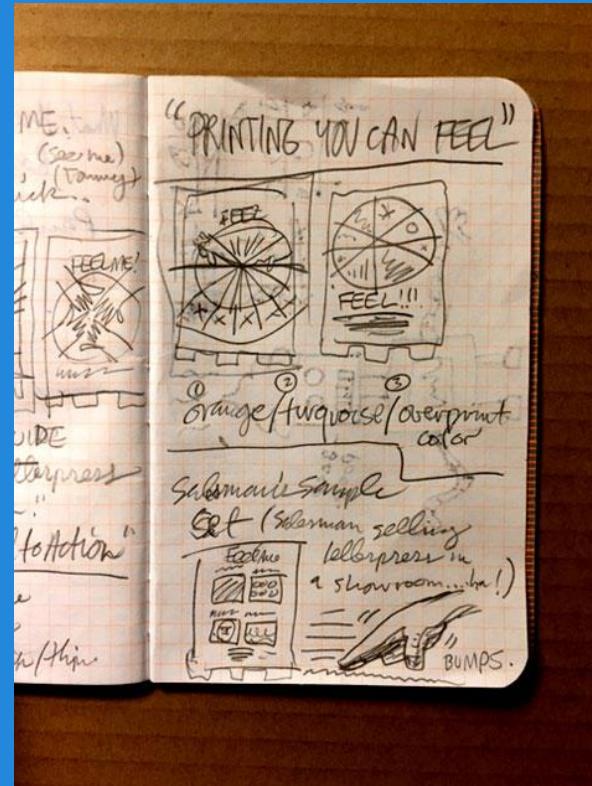
Then it's straight to his *field notes*™ sketchbook.

# Sketching.

Here he explores many quick



FROM  
THERE HE  
BEGINS TO  
MAKE NOTES  
ABOUT  
RELEVANT  
IDEAS

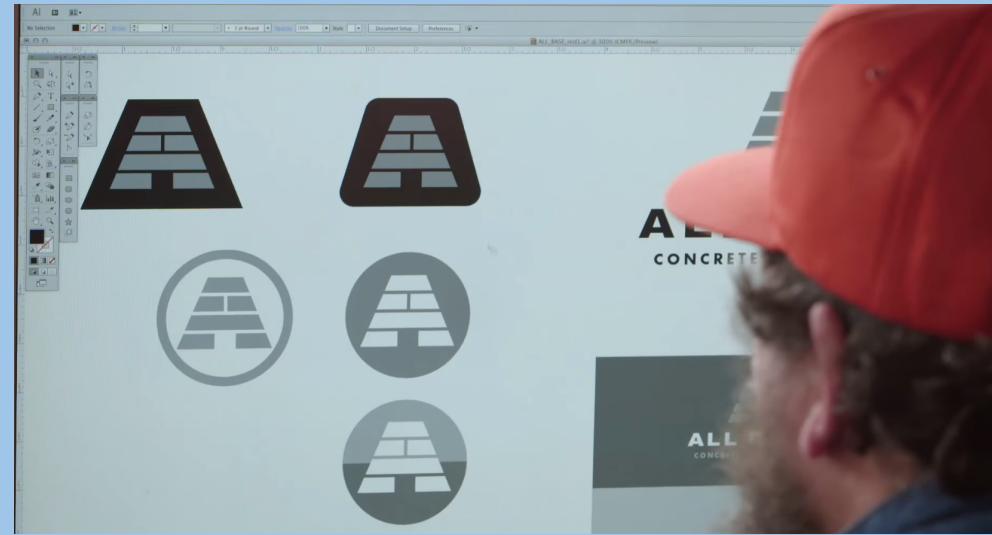


**Sketching should be  
“fast, fun, and free”**



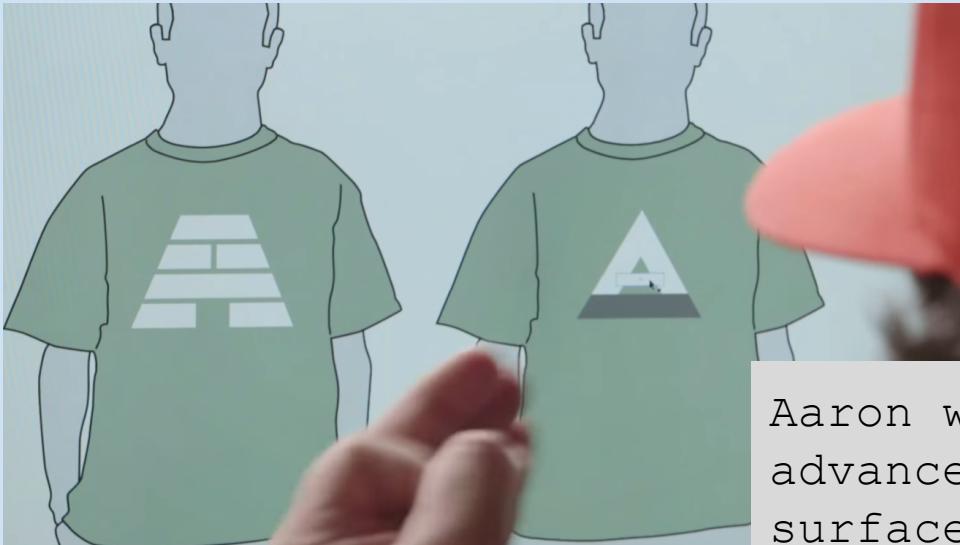
# The Process - Continued

Next, he switches from sketching to computer based design



He continues to produce many rapid prototypes.

# Context - A Necessary Consideration



Aaron will place some of his more advanced prototypes on other surfaces that would the potential context of his design. Here he has placed the designs on a t-shirt, which would likely become uniforms or merchandise later on.

# Homage to the Past



One unique characteristic of Aaron Draplin is his passionate interest and respect for the art and designers from several decades past. He collects thousands of old stickers, stamps, business cards, embroideries, etc. in an extensive library of inspirational designs.

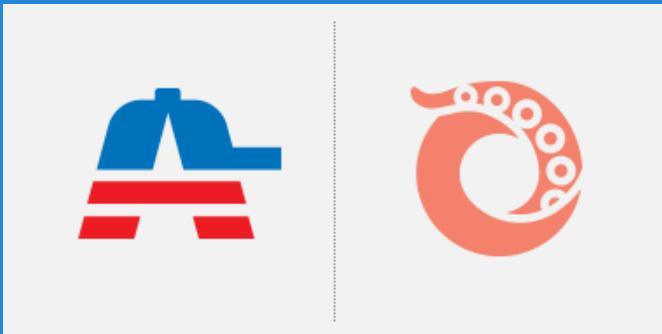


coal



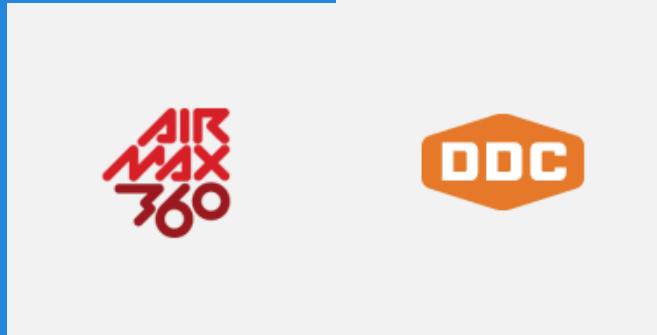
PREVIOUS WORK

Action Cap, 2013  
Octopus, 2011



Cobra Dogs, 2008  
Space Shuttle Redesign, 2010

Nike Air Max by Nemo/DOC, 2005  
DOC, 2003



Notable Works