

“..the design is no longer an instrument for changing the world, for turning it into something else, for creating a more modern future. The design adds itself to the world, rendering it richer and more complex, increasing the number of possible choices and creating new alternatives” **Andrea Branzi**, *New Domestic Animals*

About Me



University of Cincinnati 1990-1995
(the early years)

A Chair with Utters? 1994





Felt Good 1&2, 1995









Cranbrook, 1999-2001



The Medium is the Message

Tv Cubes, or We Are Never Alone As long As the TV Is
On, 1999









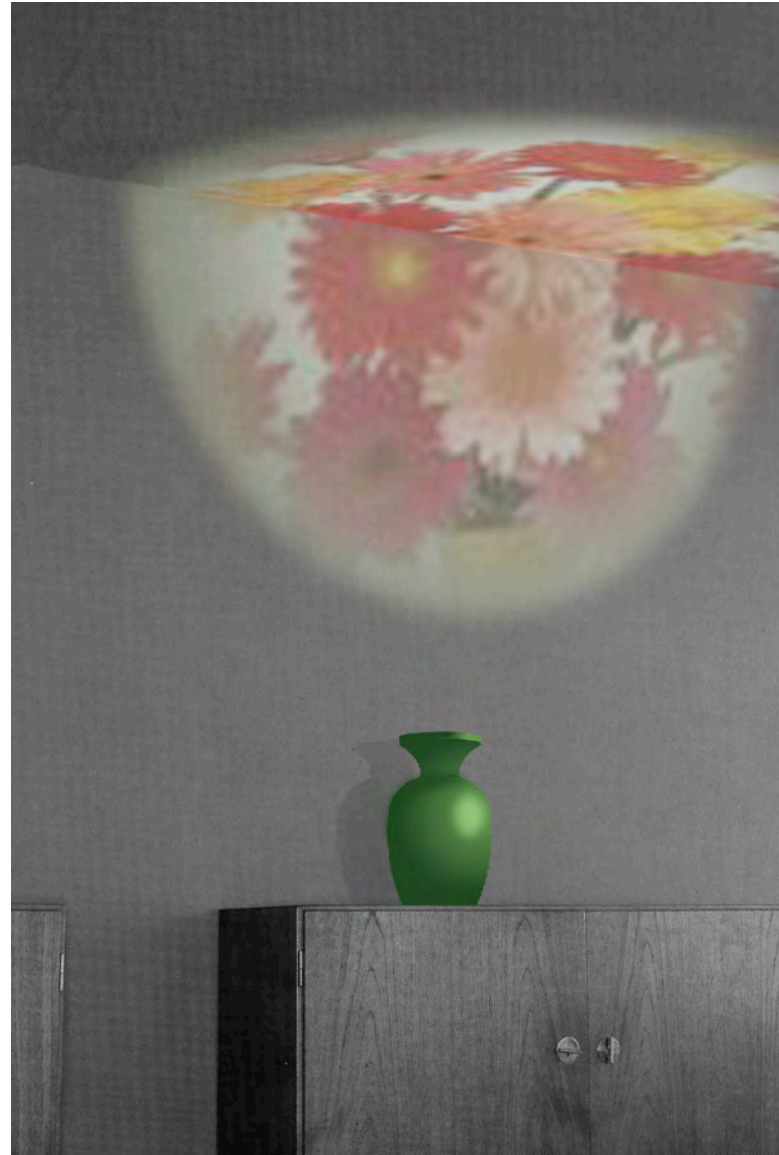
Primetime Storage Unit, 1999



LIT, 1999

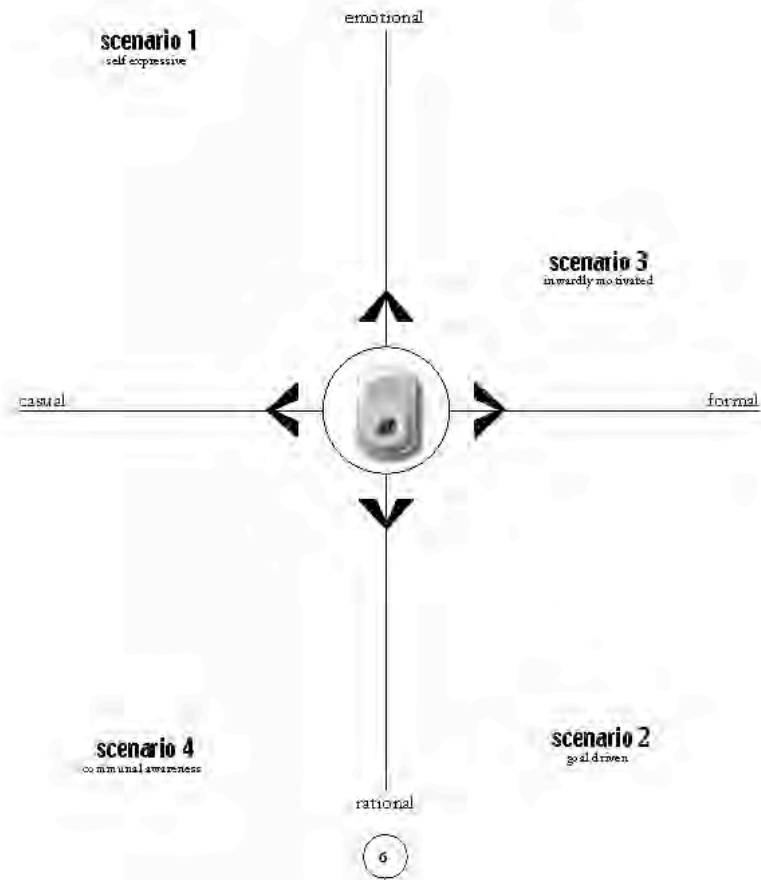


Digital Flowers, 2000



Universal Wireless Access, 2001

***communication styles differ**



mobile professional

at home professional

college student

retired living

align products into diff categories

cross section of e.objects

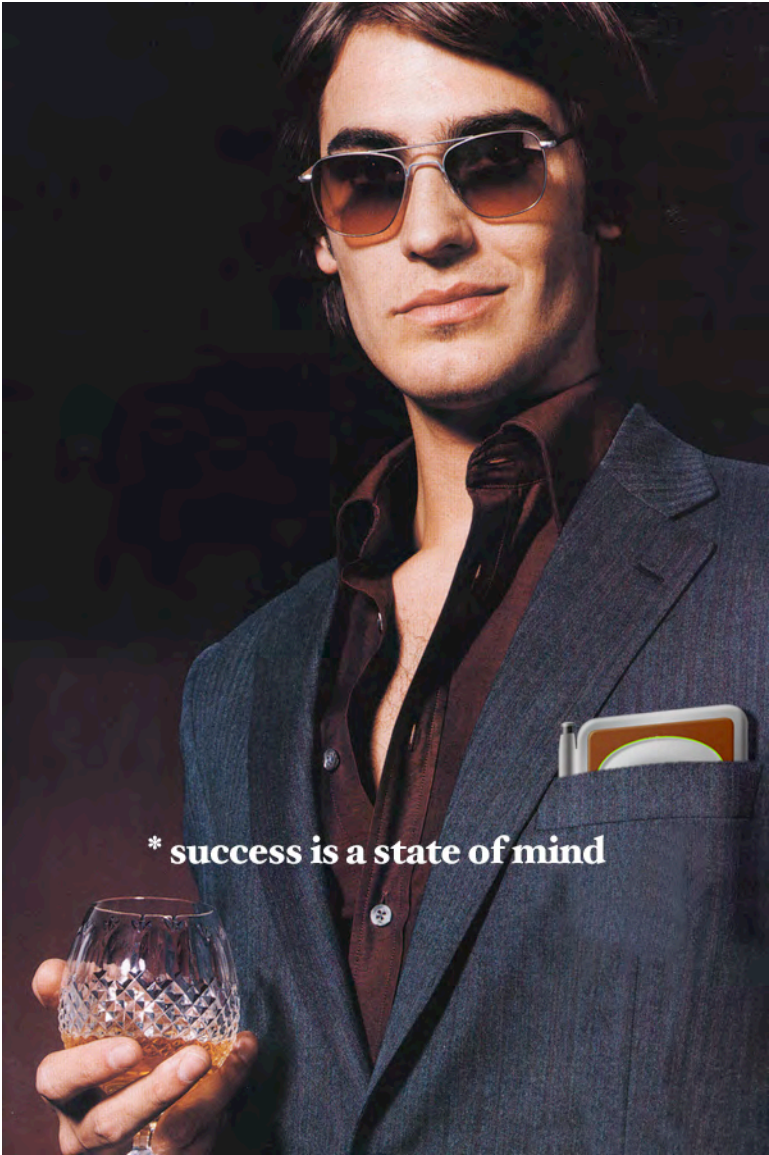


* mental state not included



***hair dye and jewelry not included**





*** success is a state of mind**

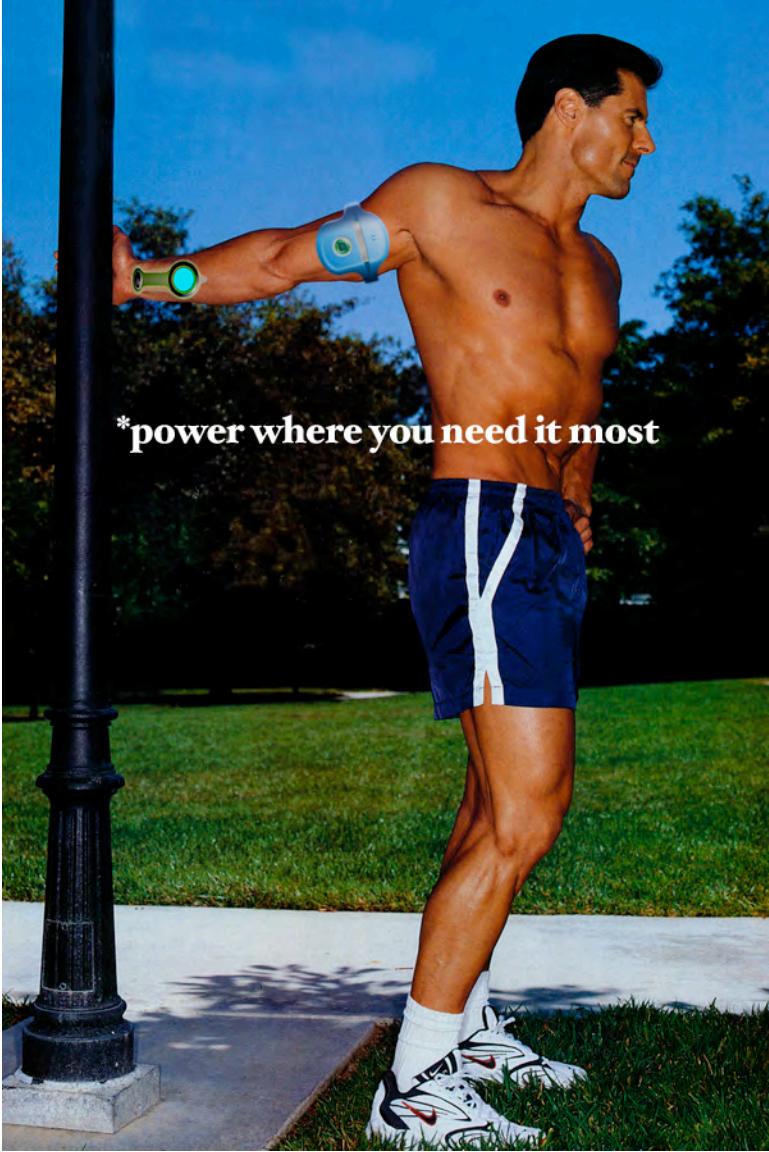


*some investments are better than others



***slightly less resistance than you imagined**





**power where you need it most*



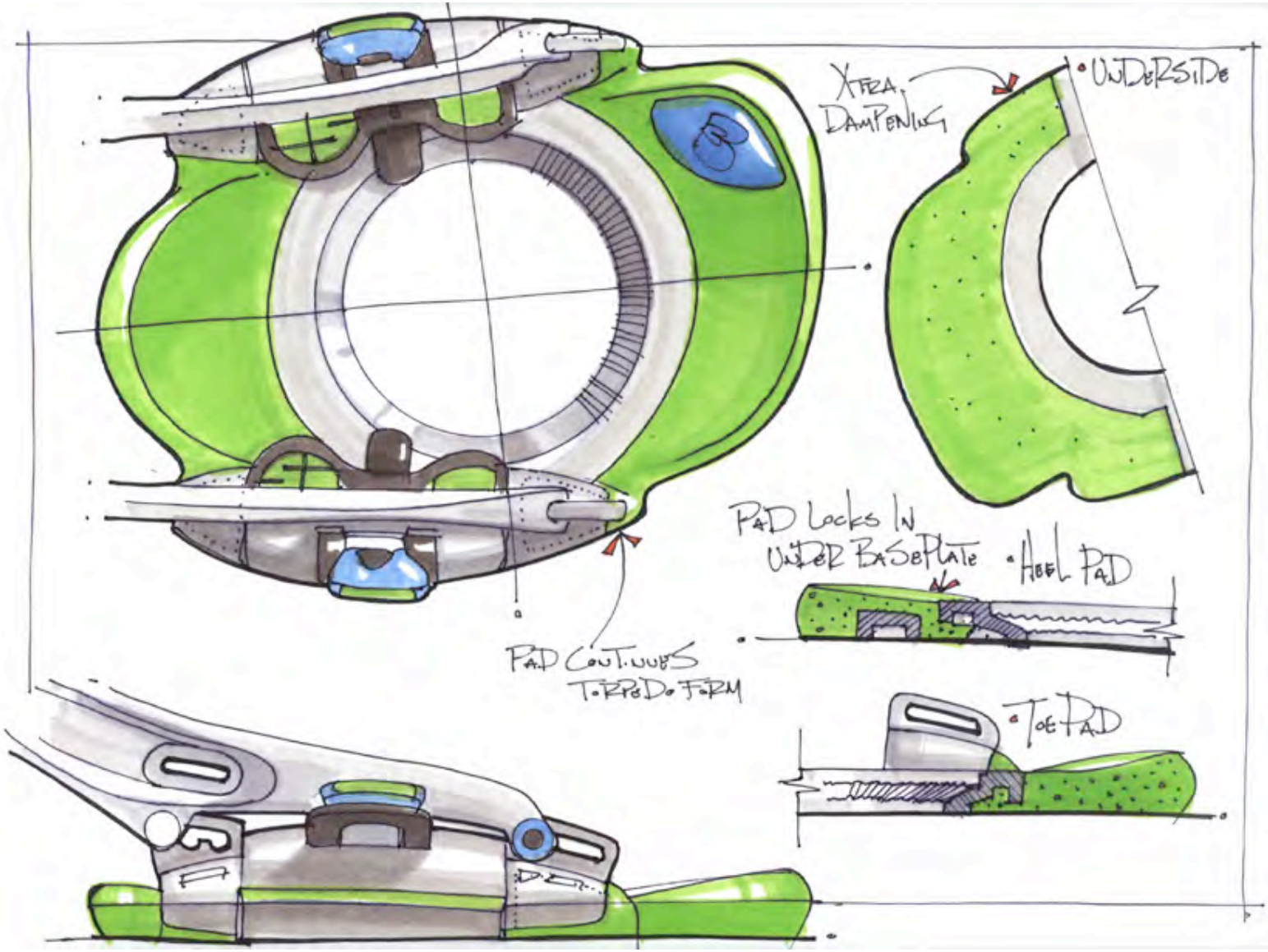




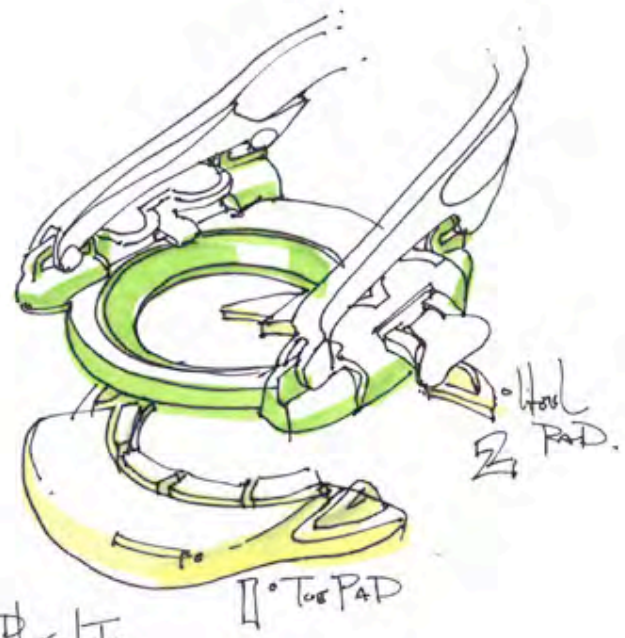
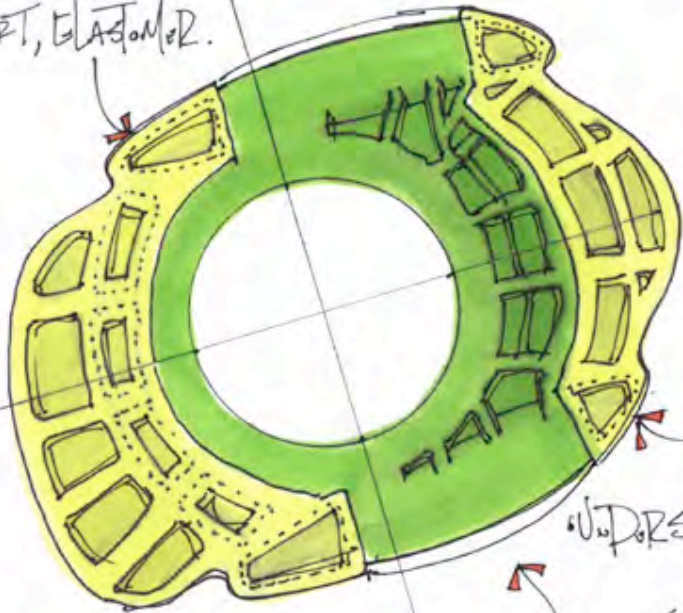


Burton Snowboards, Bindings, 1997-1999



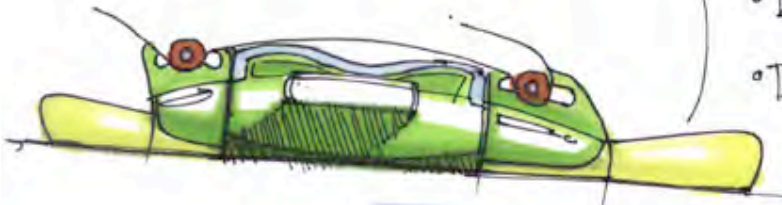


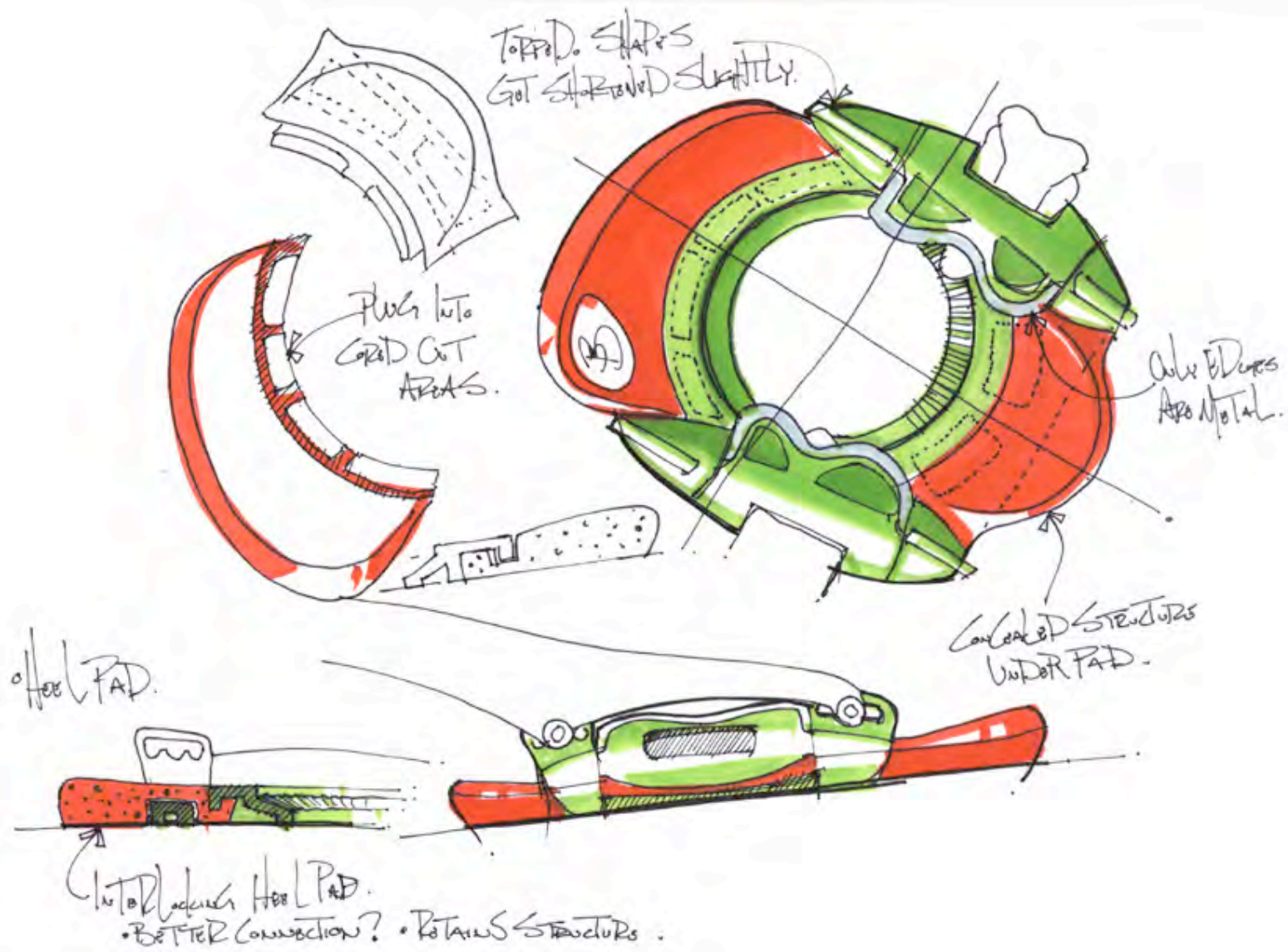
Molded Separates
PART, ELASTOMER.



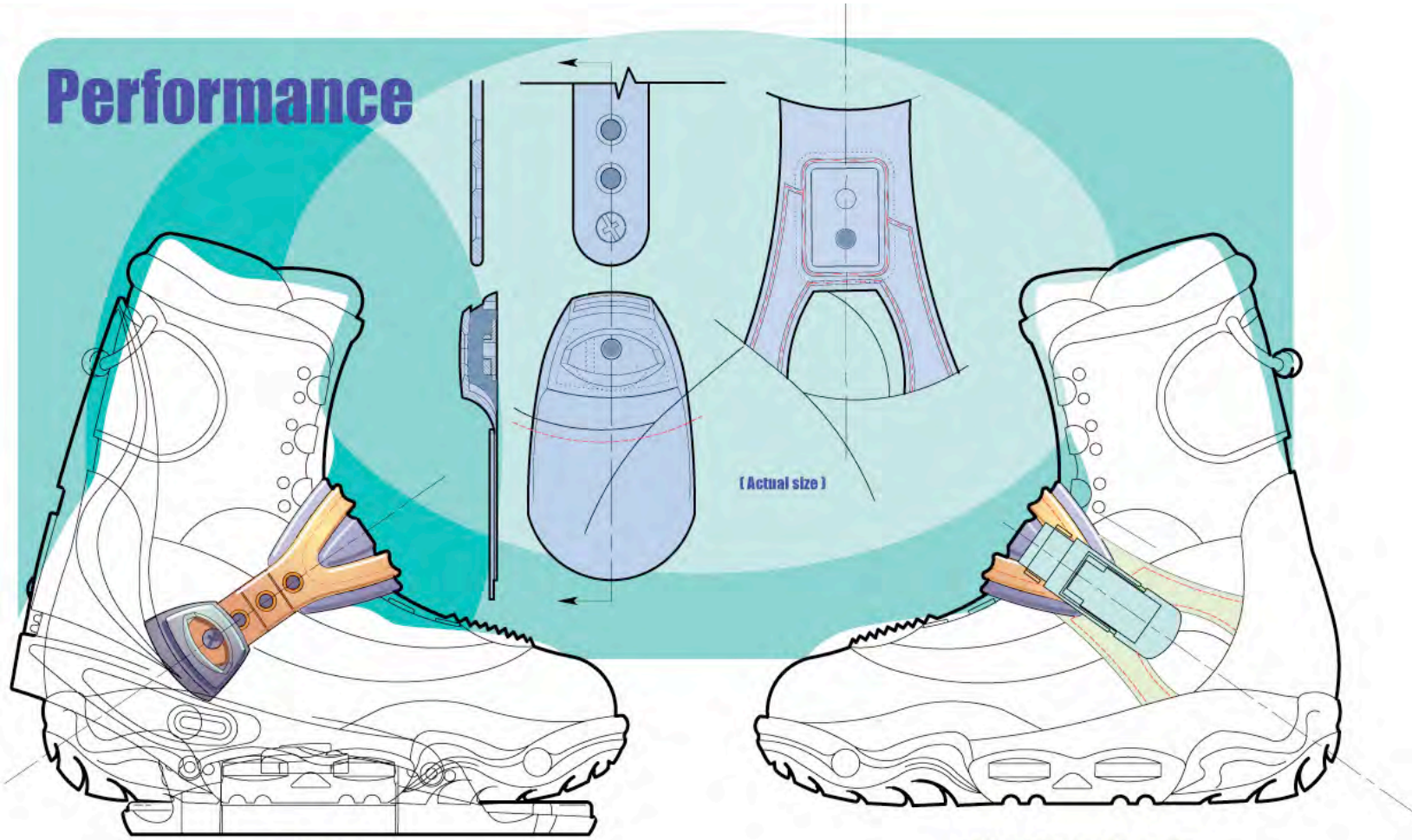
Pads Plug into
Toilet Core Cut
UPSIDE.

- Size Adjustment?
- Ride Adjustment.
SOFT PAD. VS STIFF PAD.
- DIFFERENT STYLE, FORM.





Performance



Medial

Lateral Without Binding



Polaroid “One”, 2002













Margaret

Age 58
British
Writer

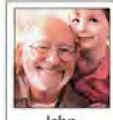
Her children having moved out, time is spent writing and tending to her garden. She is a philosophical woman, and enjoys quiet time to herself.

Photographic Behavior: She is likely to photograph her grandchildren, or an old friend that may happen by. She also loves to snap her beautiful rose bushes in full bloom.

consumer taste



consumer aspiration



John

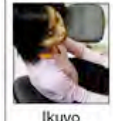
Age 62
American
Retired repairman

Fascinated by 19th Century technology, this grandfather loves teaching his grandson how things work. He repairs old watches and clocks in his spare time and has a model train project in his basement.

Photographic Behavior: He will photograph his grandson with his old gadgets and toy trains. He also photographs some of the old timepieces brought back to life on his workbench.



ROCKPORT



Ikuyo

Age 24
Japanese
Grad Student

Although young and single, her weekends are spent in her Boston apartment studying. She has a degree in business, and is currently attending graduate school at MIT.

Photographic Behavior: She may photograph the inside of her apartment to show her family, or a window shot of the city outside. She seeks easy documentation of her stay in America.



NIKKI net



Kay

Age 41
American
Bookkeeper

This busy soccer mom spends the days keeping records for her husband's small contracting business. Nights are usually spent running her son to and from soccer practice.

Photographic Behavior: She likes taking shots before and after the big game or a muddy practice. Her husband often borrows the camera to take to the job site. He likes to document jobs to promote his business, and likes to look back on a job well done.



Footlocker



Laura

Age 30
German
Clothing store cashier

The single mom spends any available time with her daughter. She works long hours, so this time is limited. However, she makes the most of their time together.

Photographic Behavior: Photographs are of her daughter playing or sleeping, and sometimes of the huge messes she makes in the playroom.



Target Design Space



key qualities

traditional

accepted **familiar**

friendly well-known

recongnizable

time-honored



basic

straightforward

simple

functional rudimentary

effortless



conventional



handy

durable

everyday

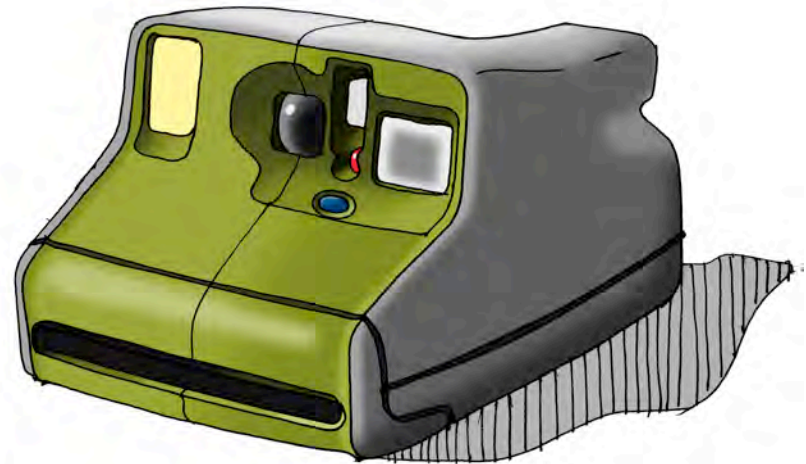
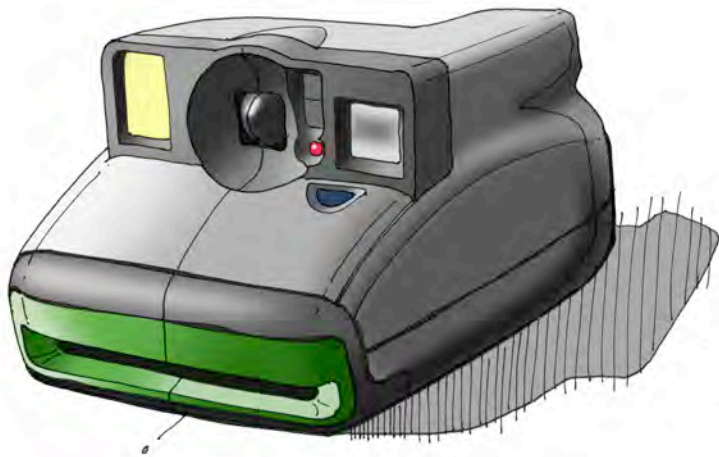
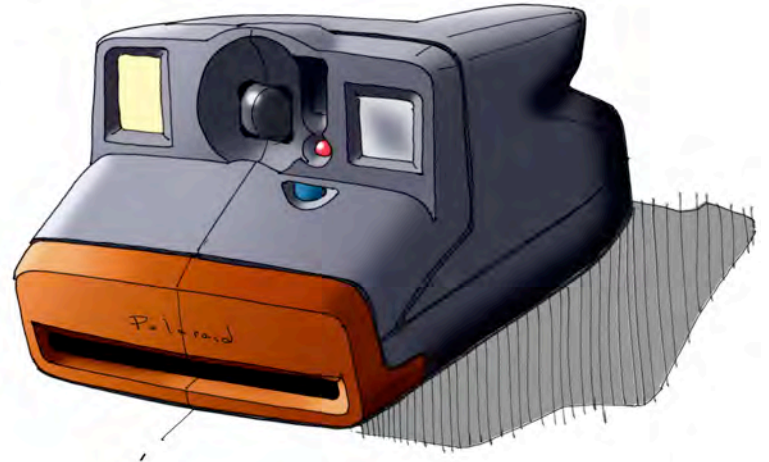
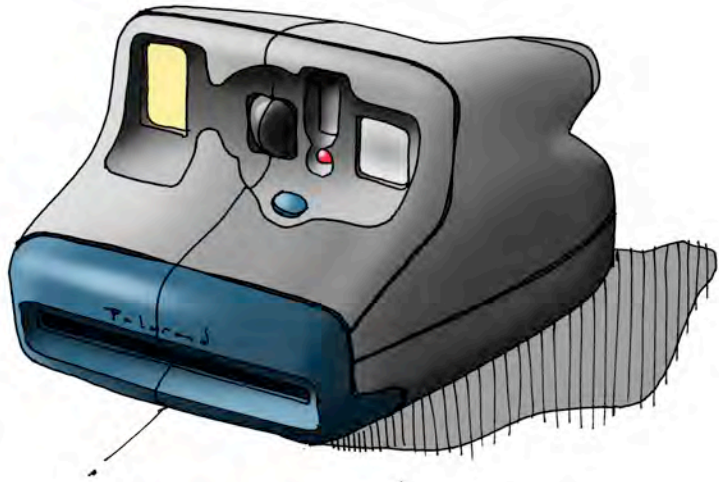
dependable

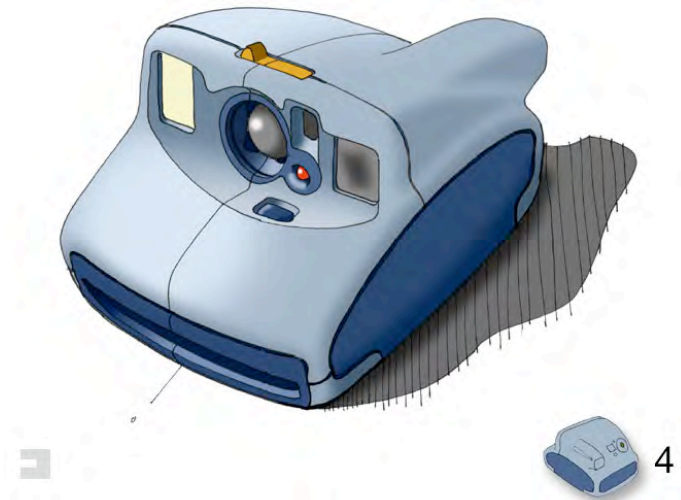
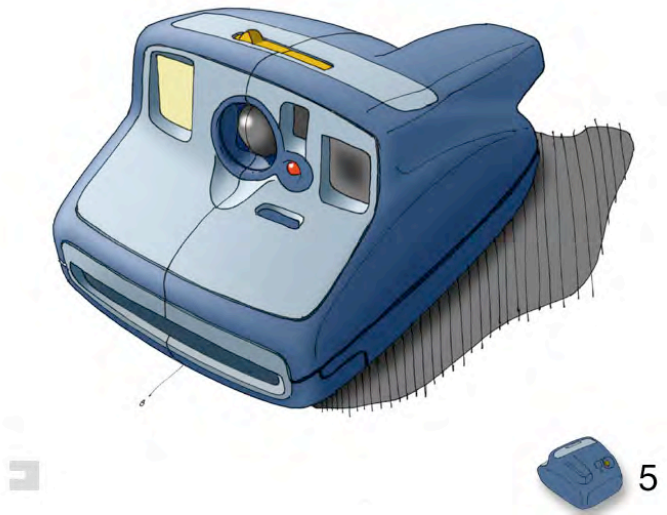
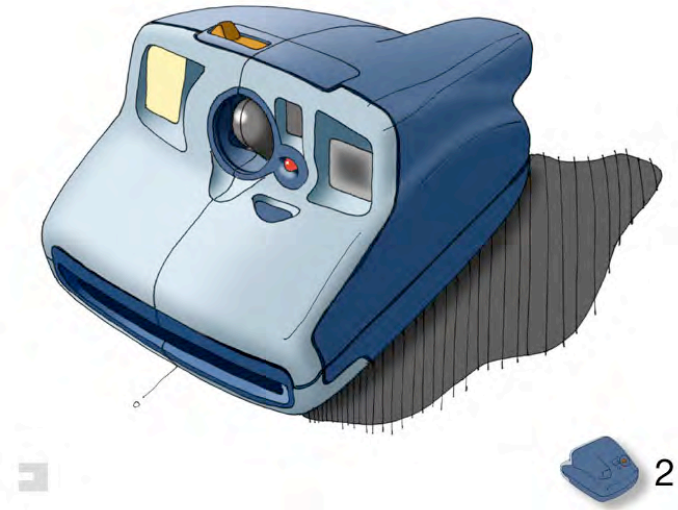
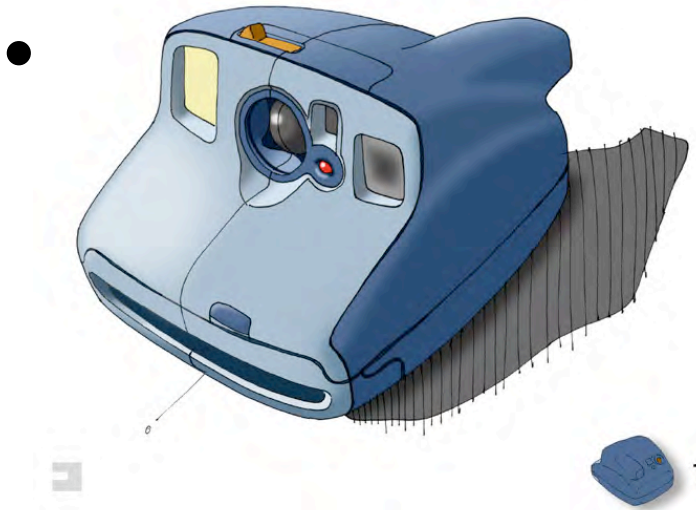
reliable

trustworthy











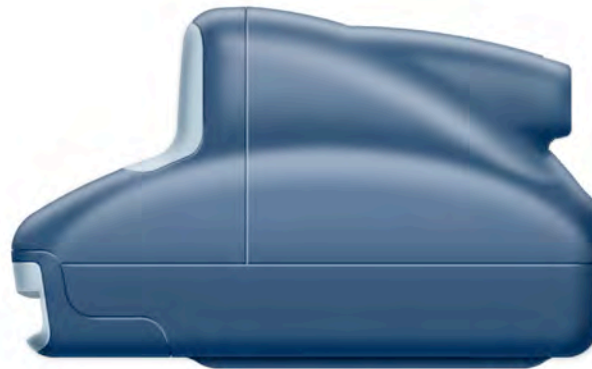
Concept 1

June 24, 2002





Concept 2



June 24, 2002





Snip, 2001



POP, 2001





Ceramics, 2002



Joint Effort, 2003





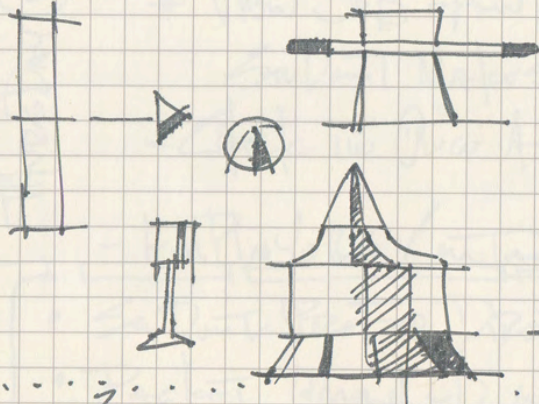
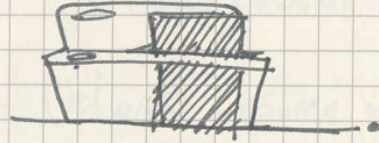






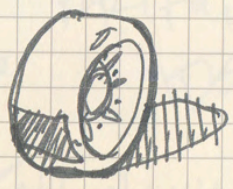
Doodle (whenever I can)

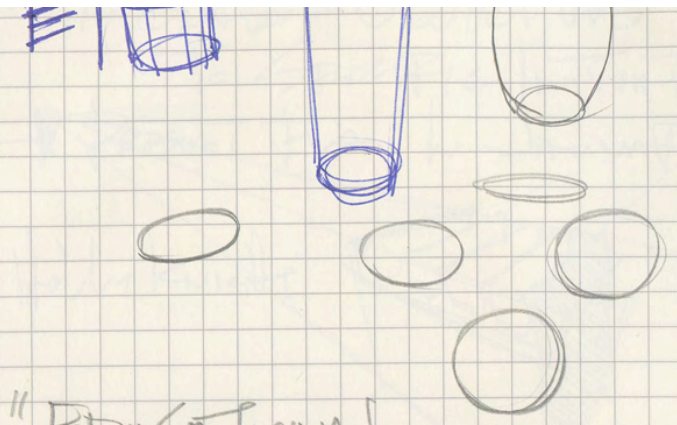
→ Sophomore Year



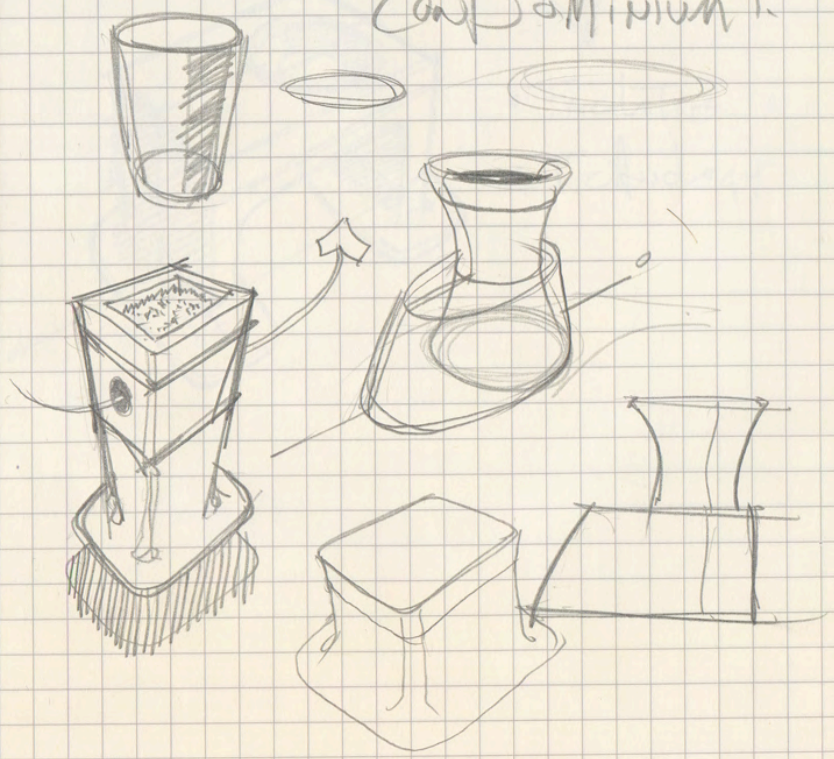
1 yr out 5 yr out 12 yr out

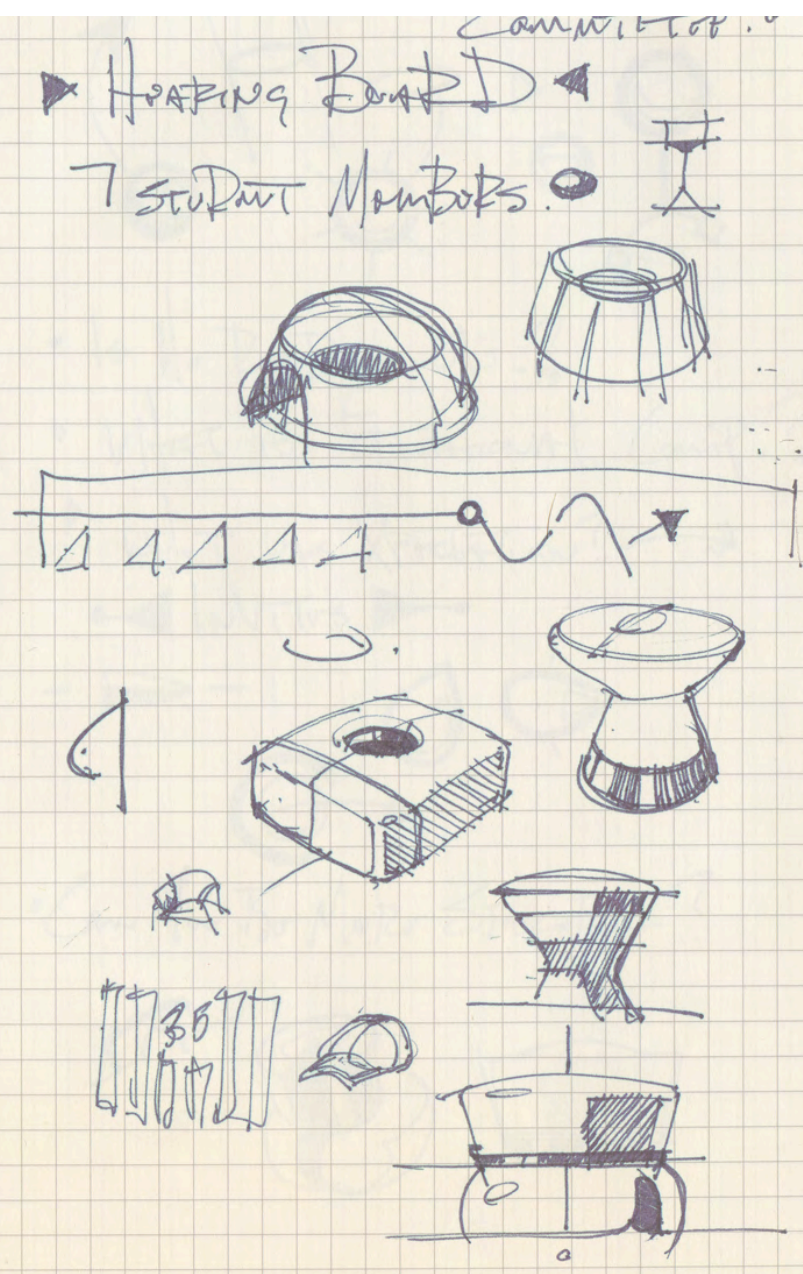
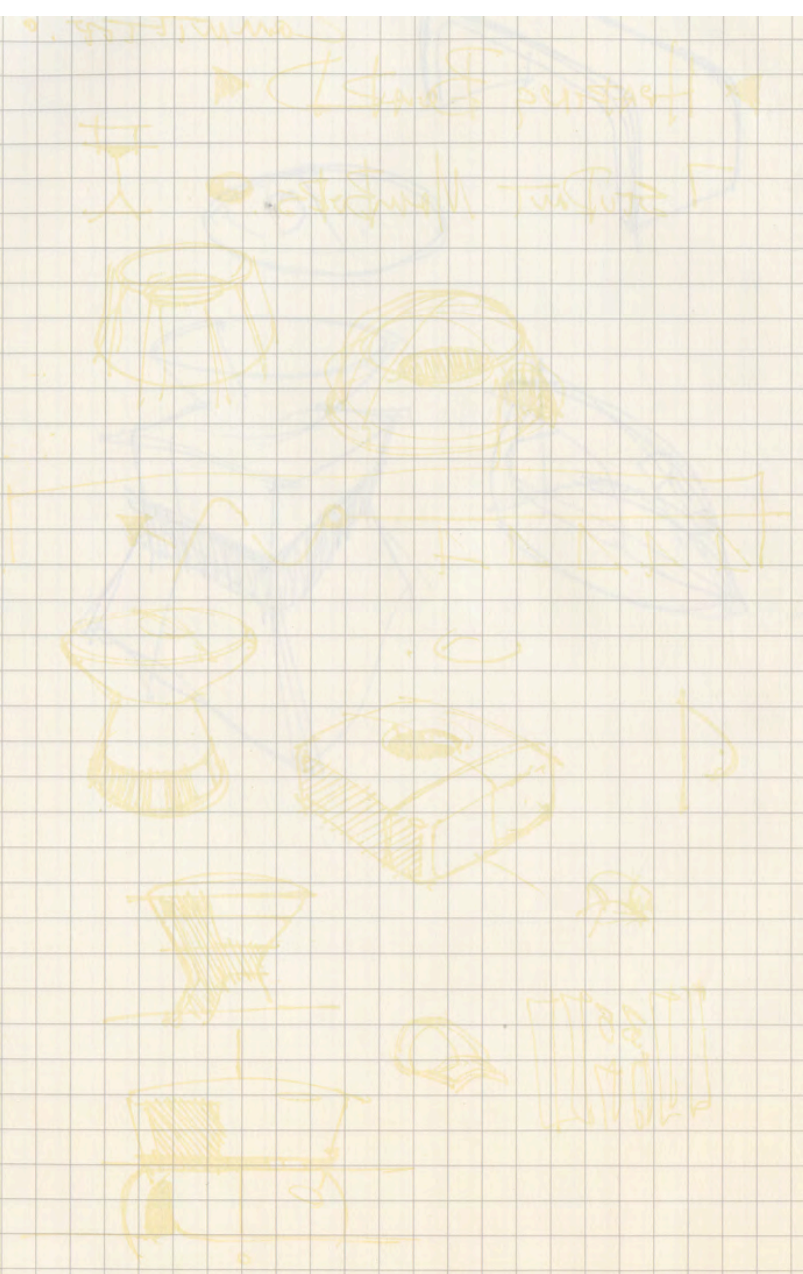
Intro to Design w/ Volwrodow →
Professionals.





"EDUCATIONAL
CONDOMINIUM I."



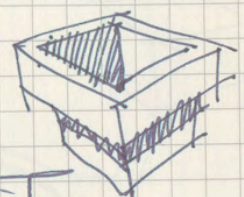
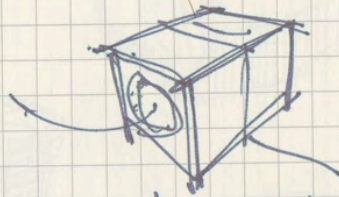
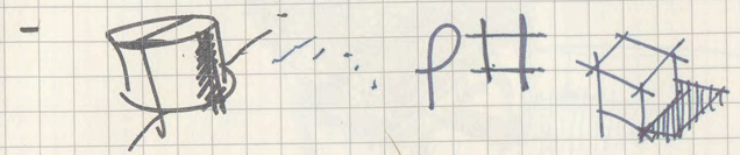




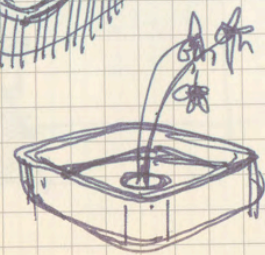
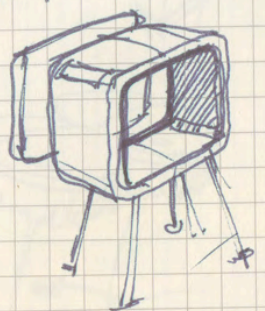
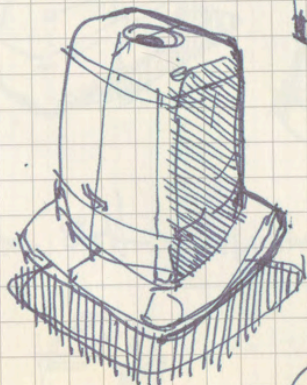
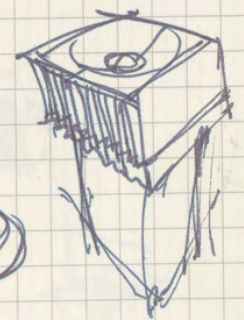
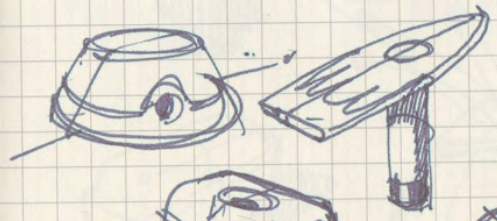
Jim Kaufman

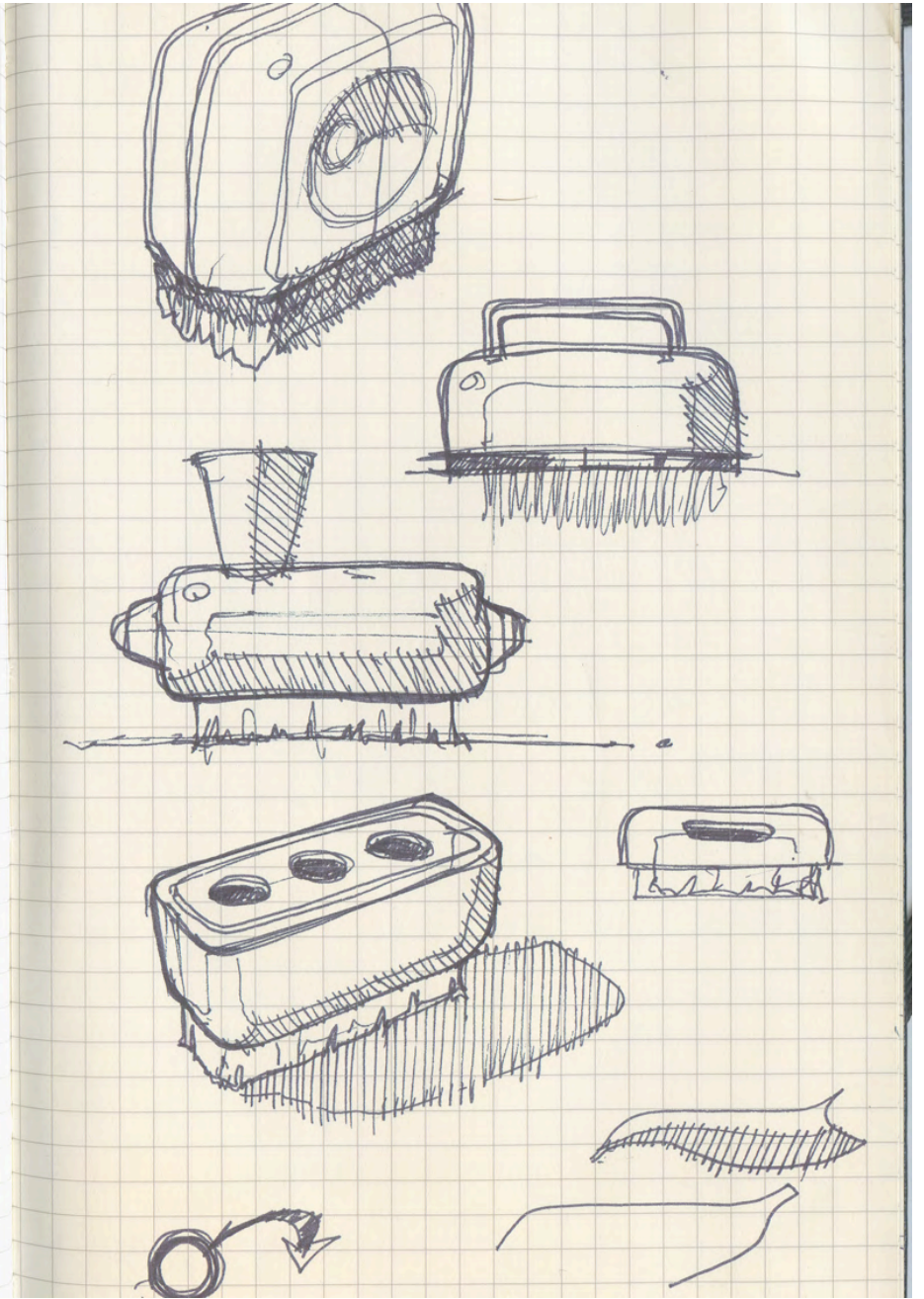
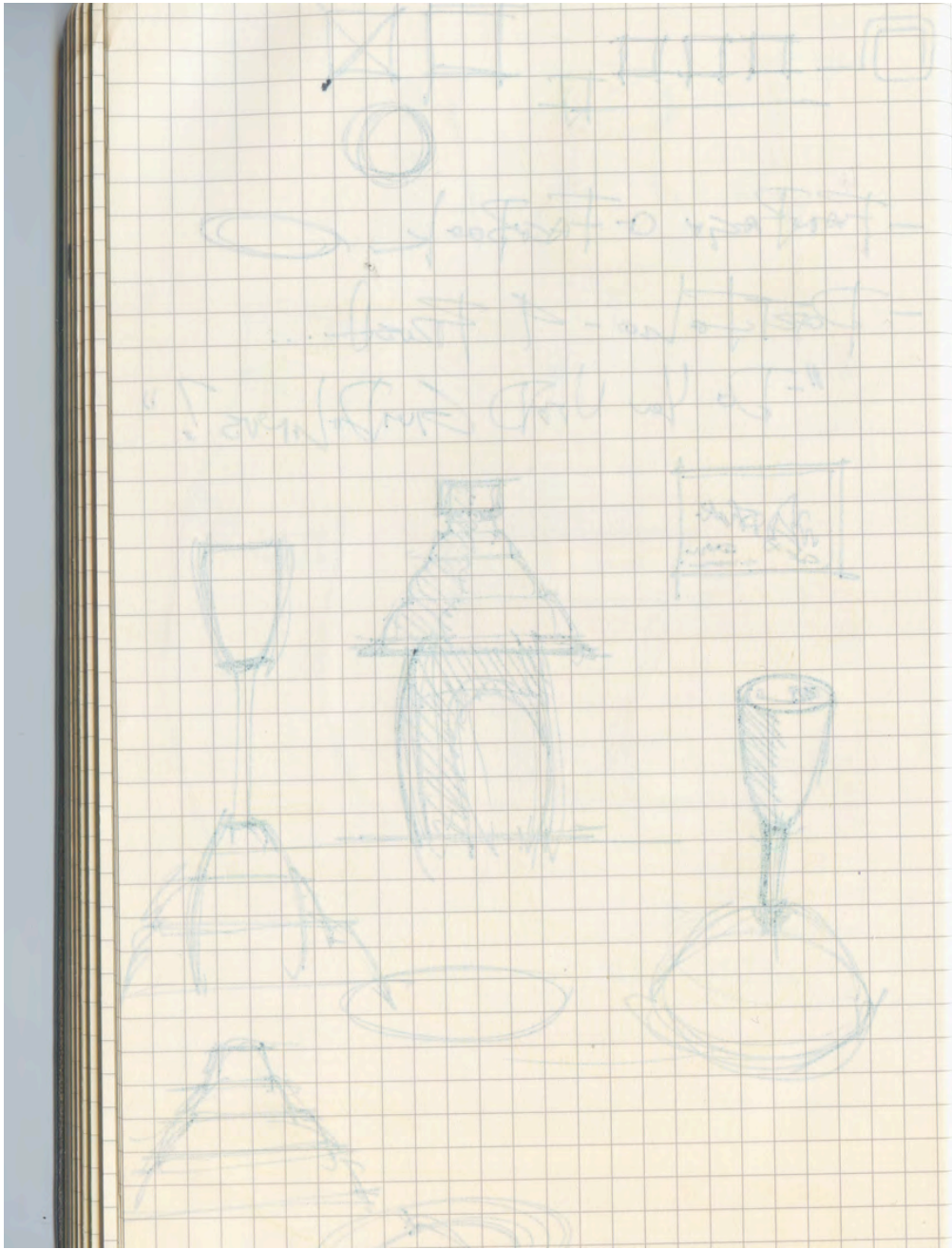


• BACK UP HARD DRIVE *

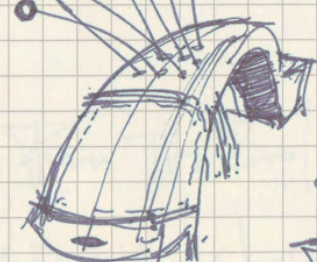
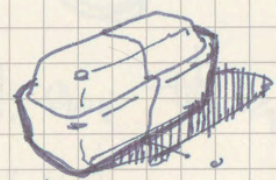
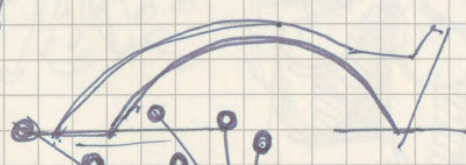
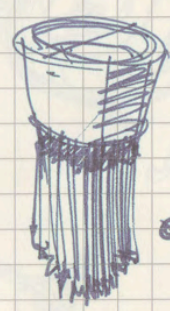
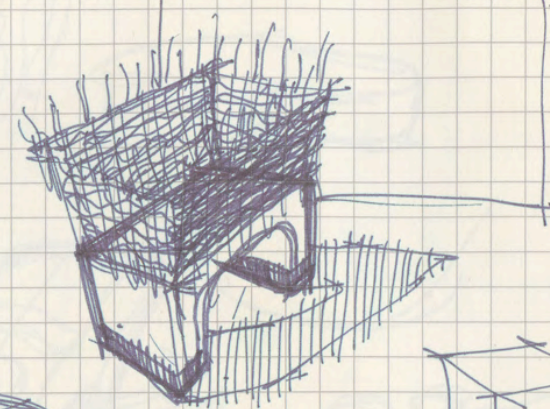
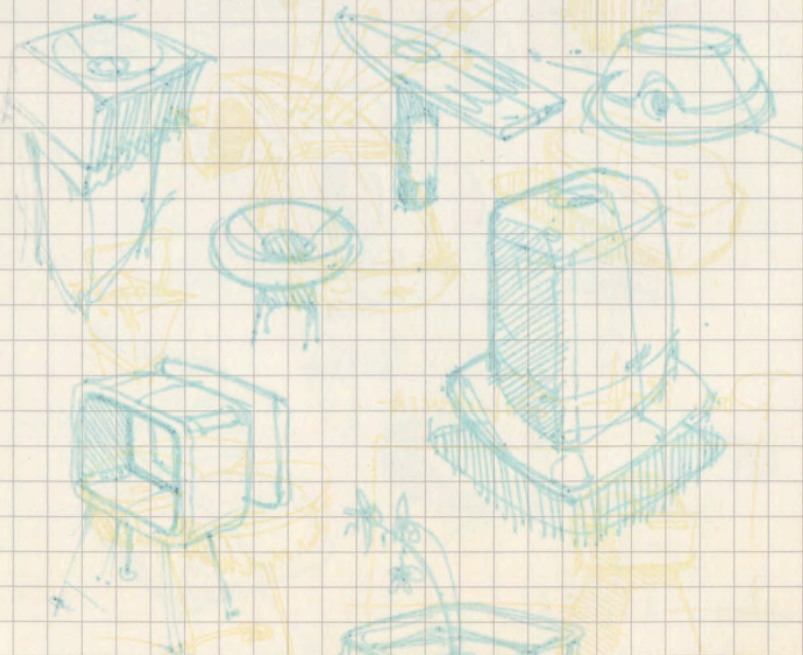


10.17.06. Faculty Meeting.

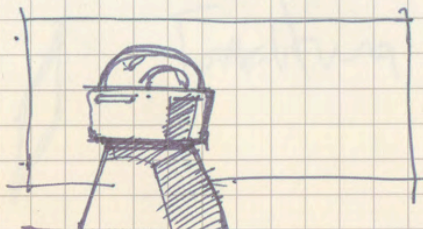


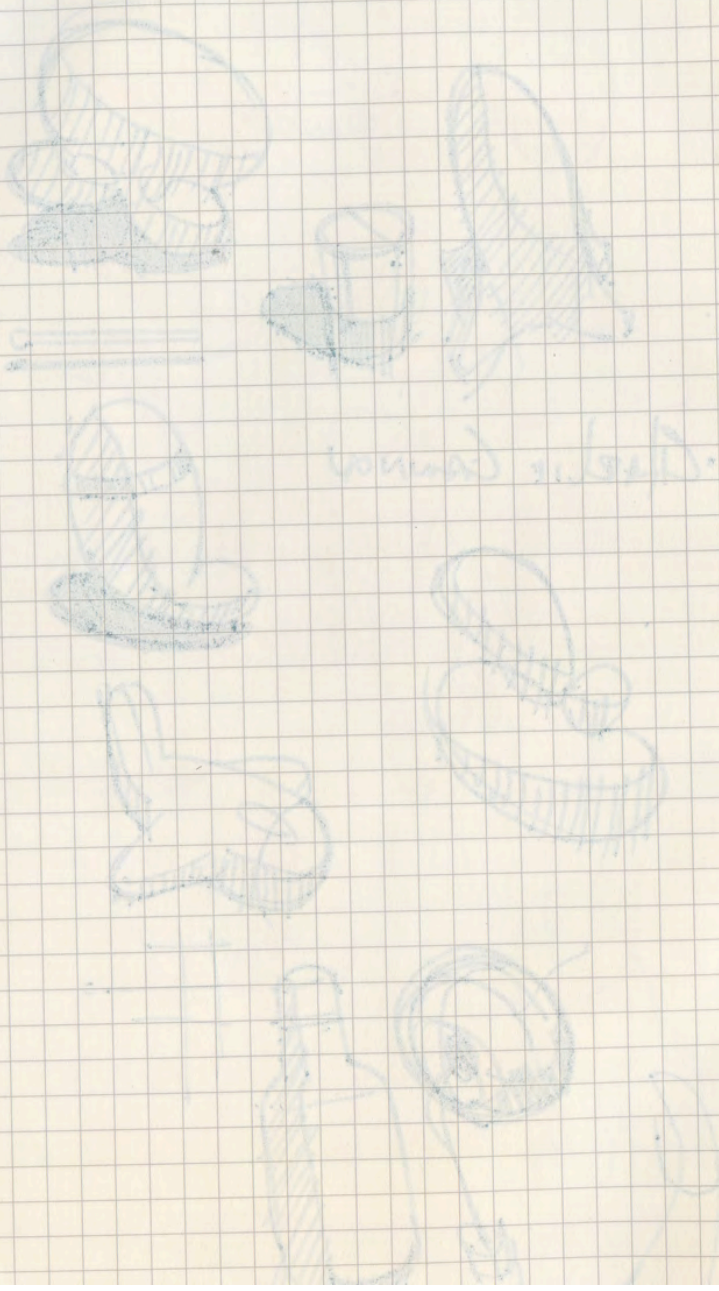


10-11.00 Fachbereich Wirtschaftswissenschaften

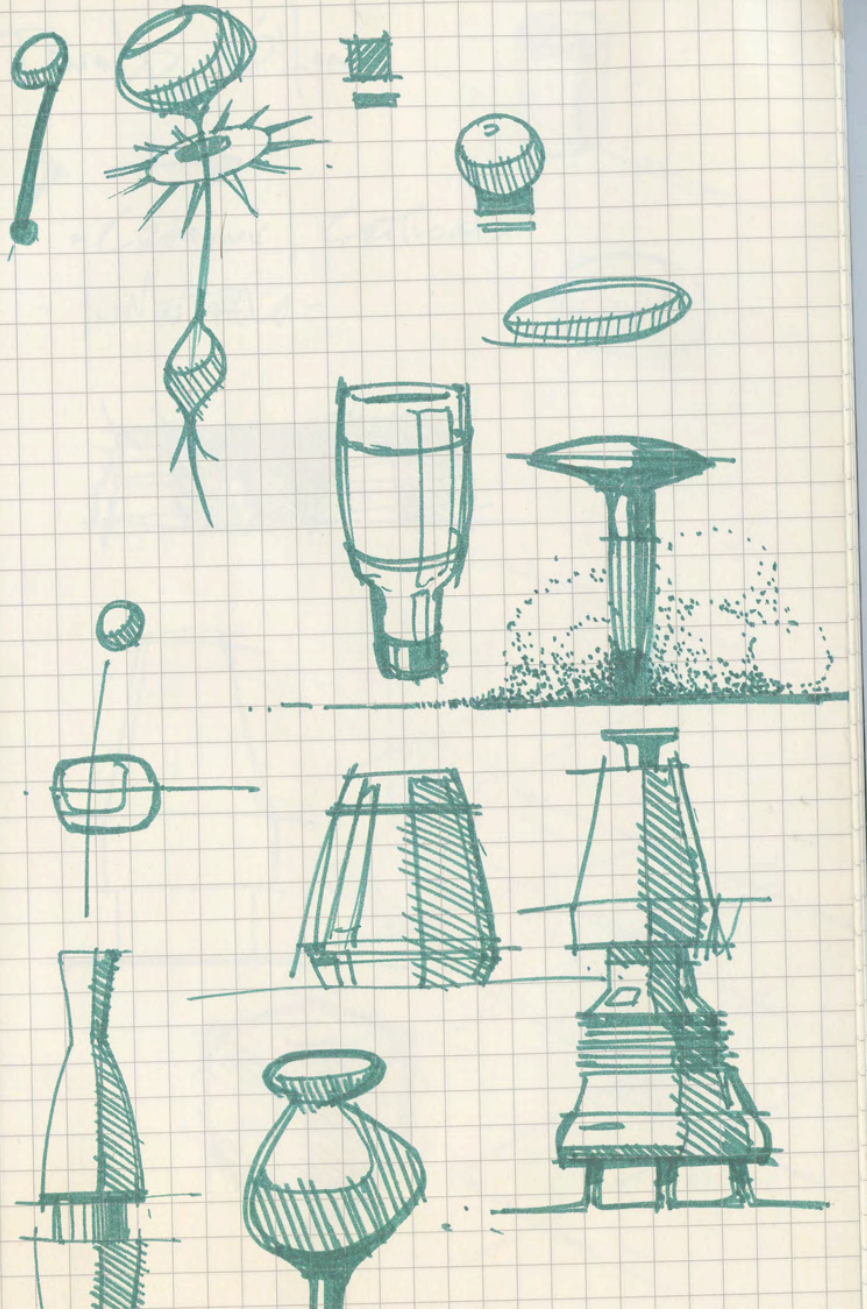


Doc. 8th. Silvania.





Handwritten text, possibly a name or title, written in pencil and oriented upside down.

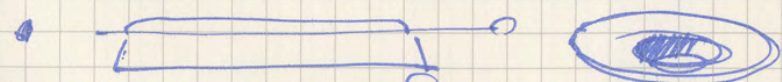
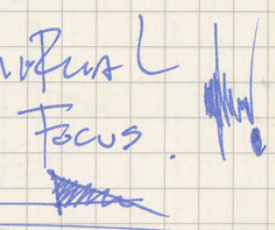


Lounge: Enhancing Studio
Experience.

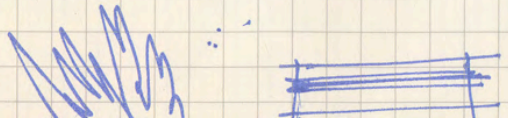


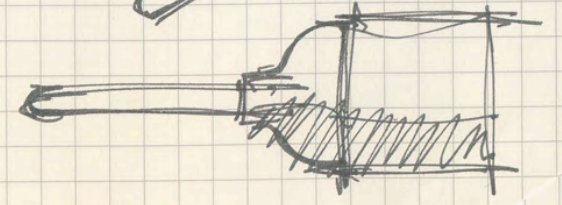
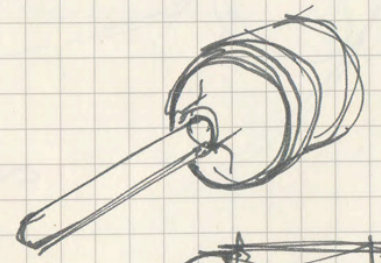
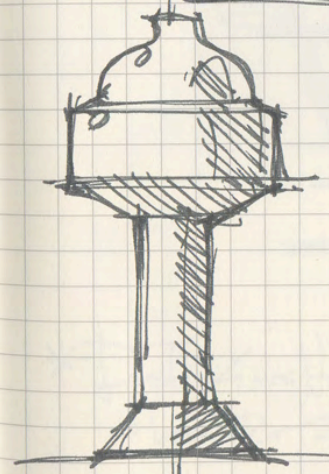
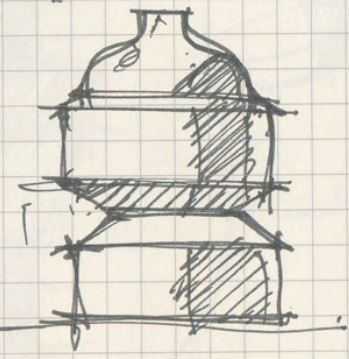
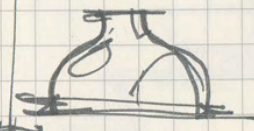
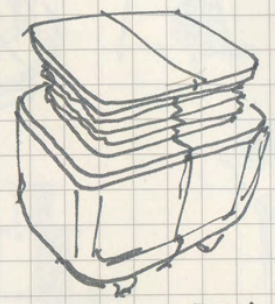
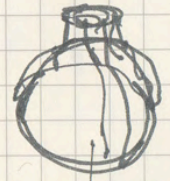
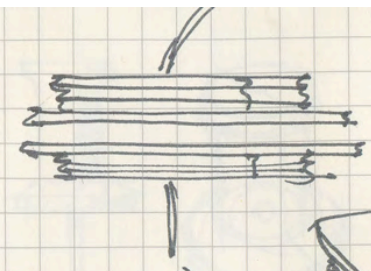
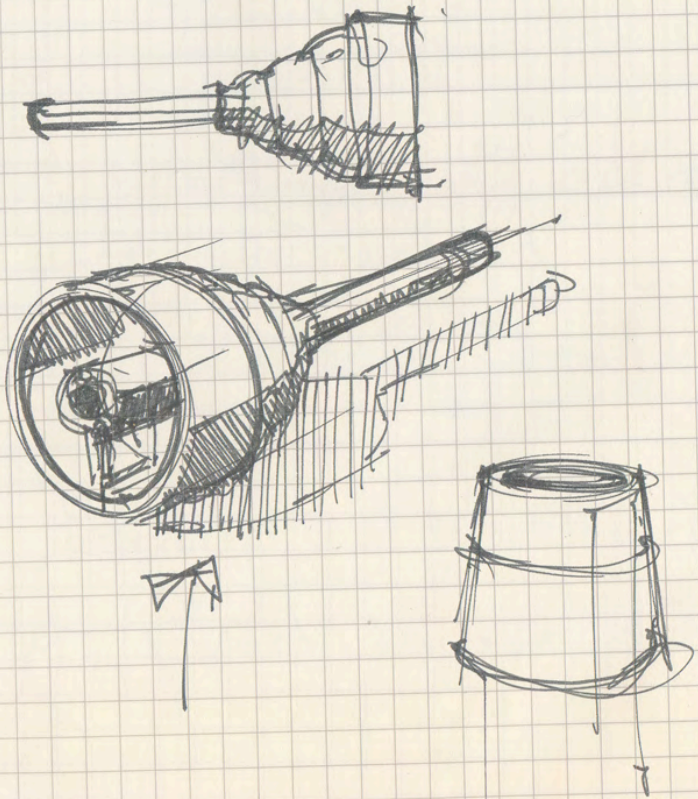
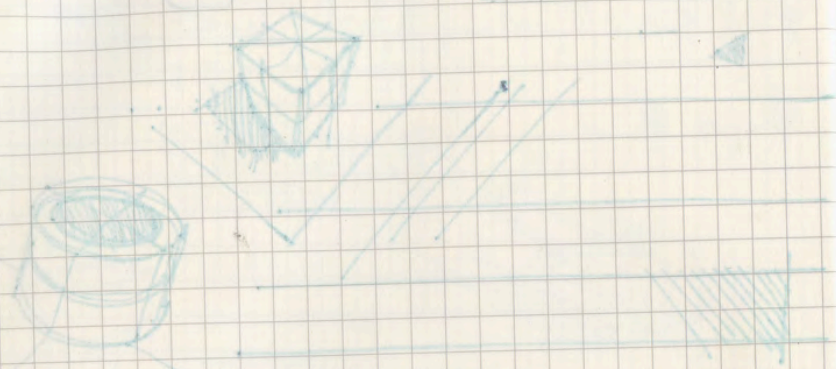
• Assumptions - Campbell

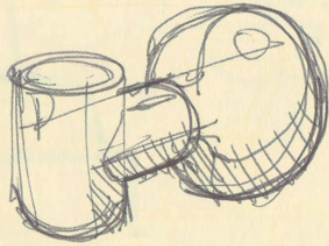
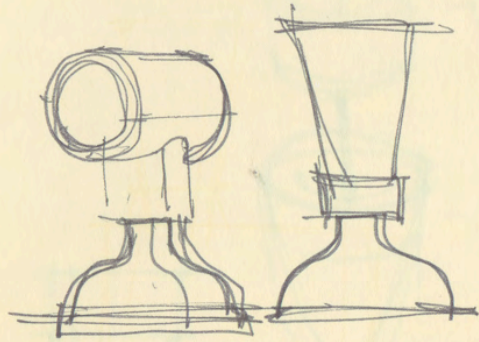
• B.H.A.G.



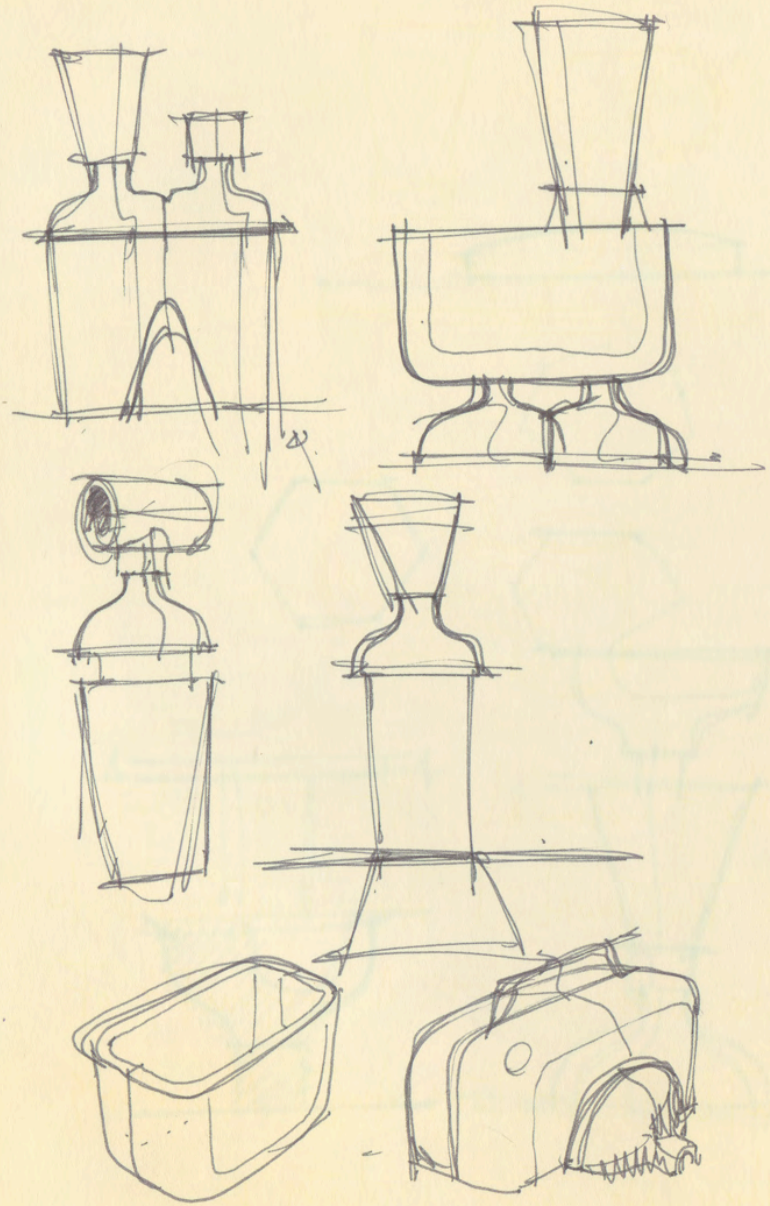
• S. WORMANE @ WIT. EDU.







The functional and the not
 so functional. I am interested in
 the vessel, of a group of
 implied utility and measure.
 without no real utility is
 required.

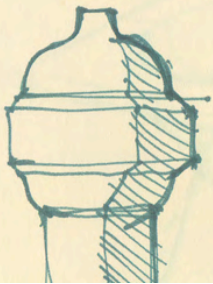
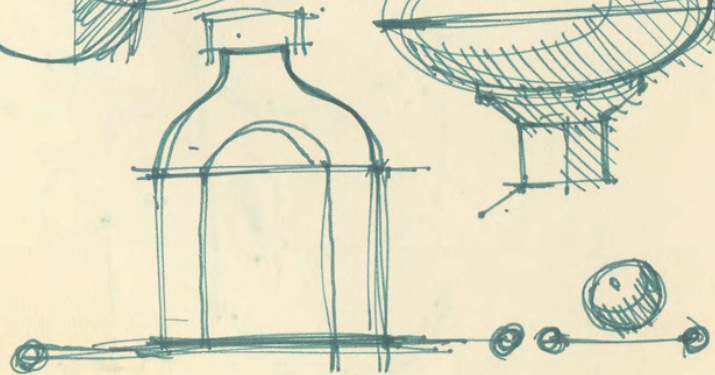
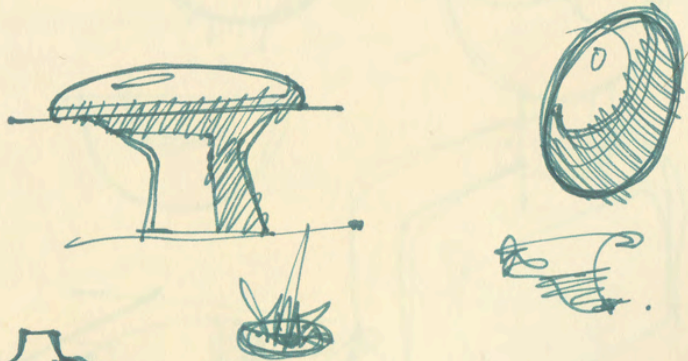
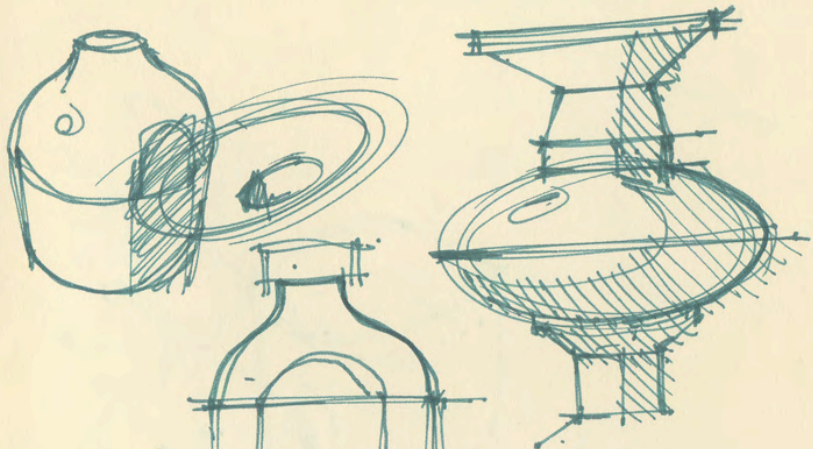
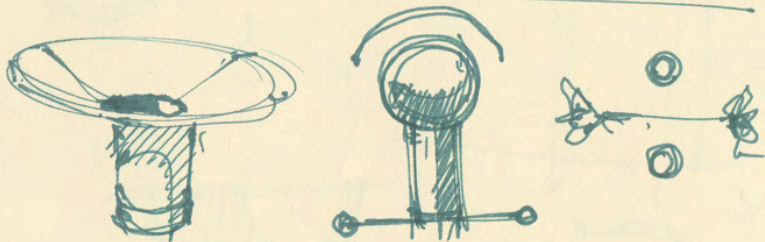
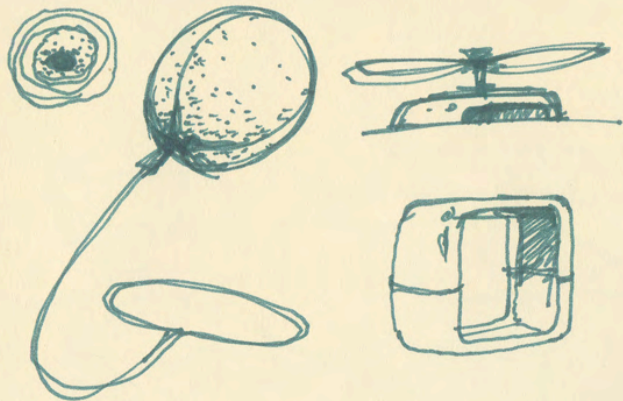
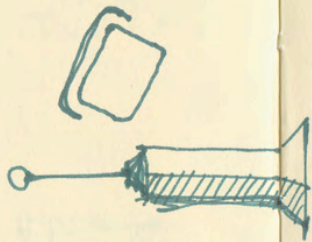


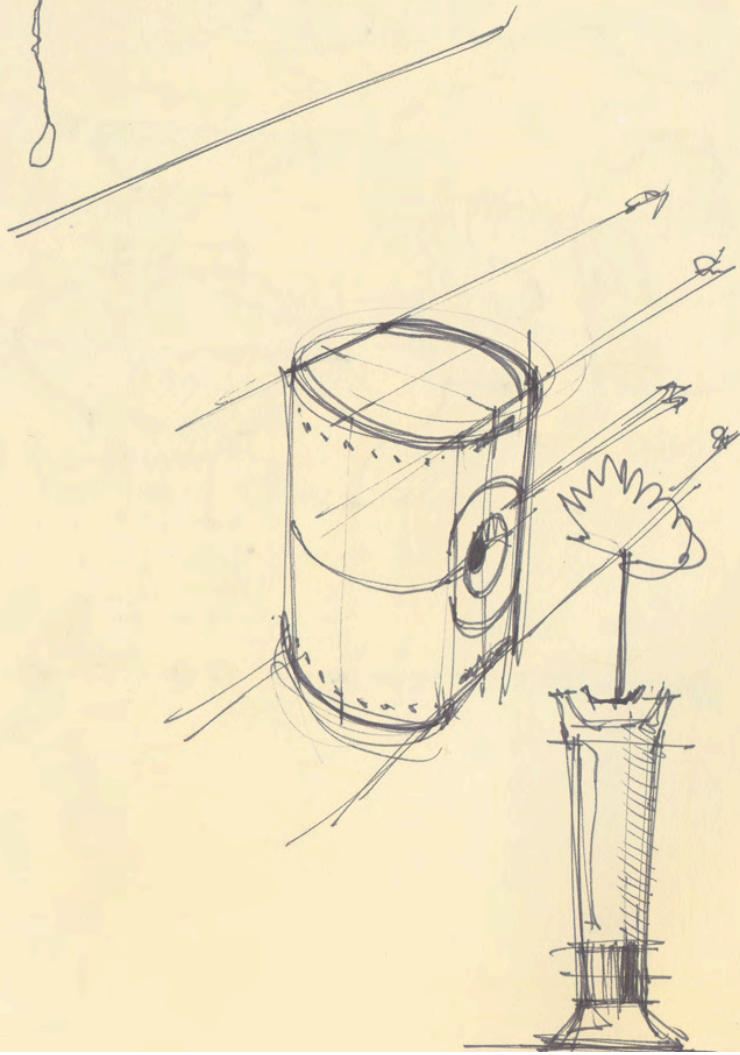
• Nick. -

- Email Rospowso -

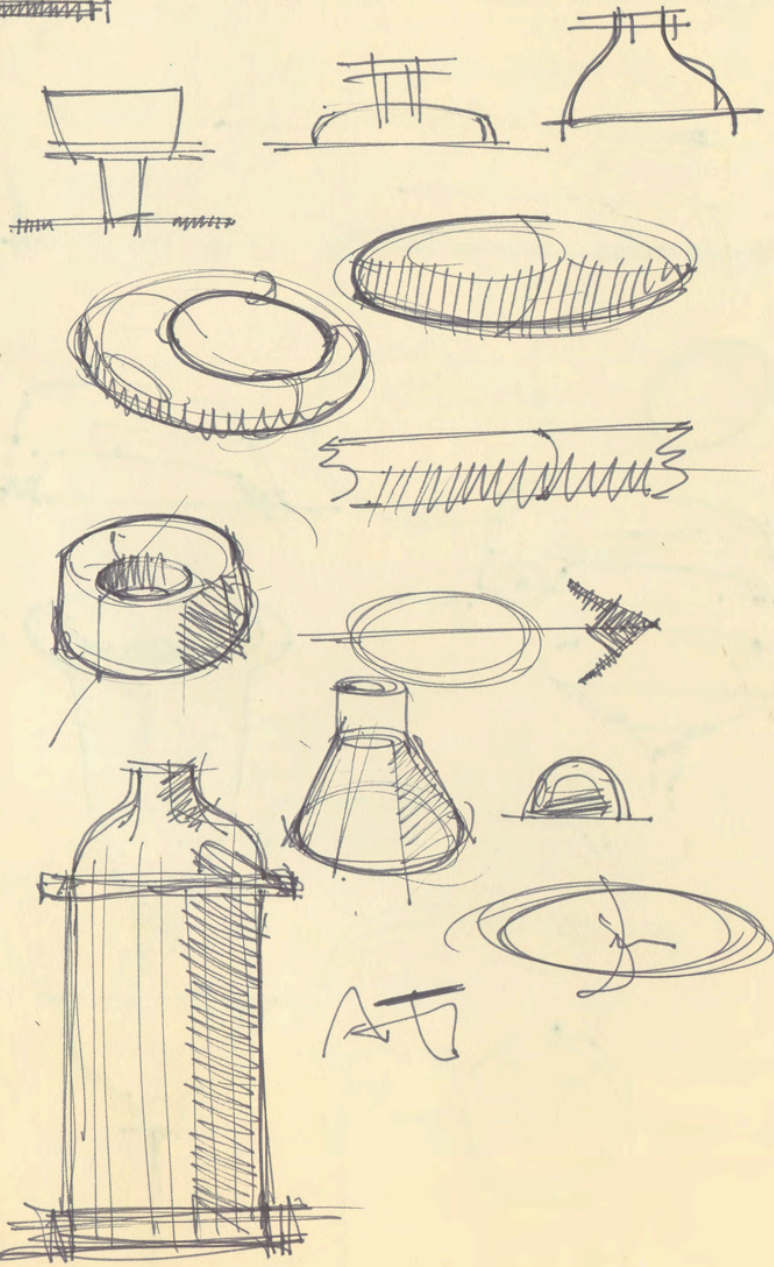
- UnAmmas -

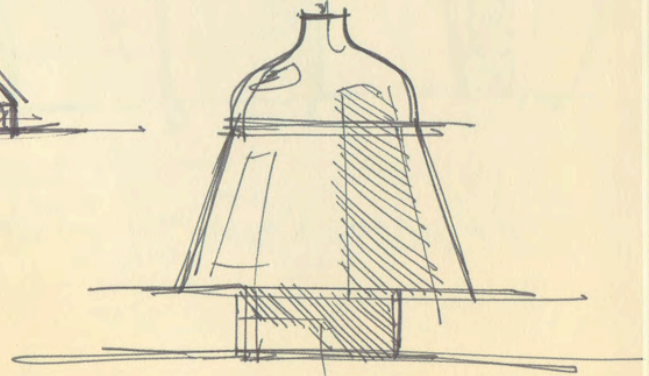
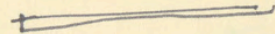
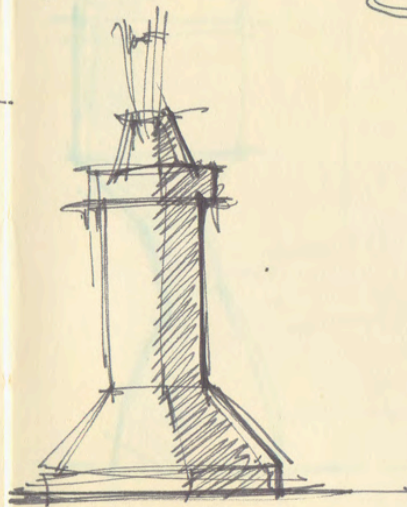
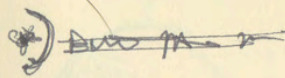
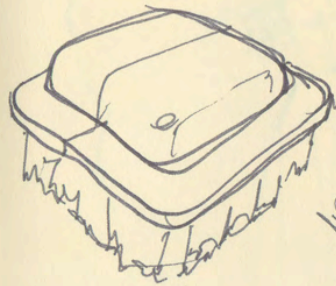
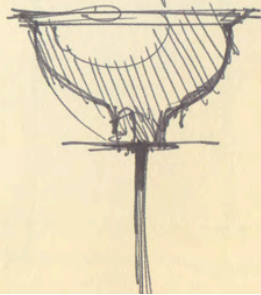
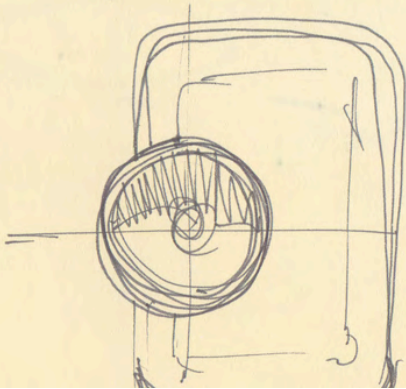
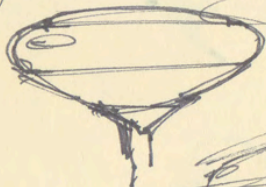
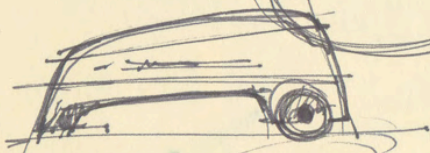
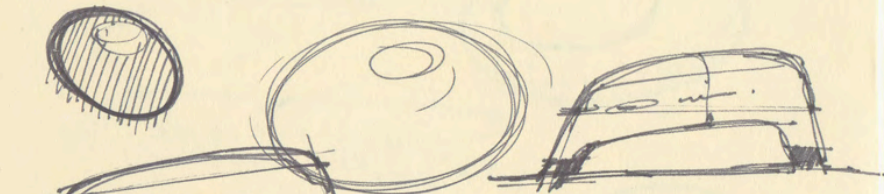
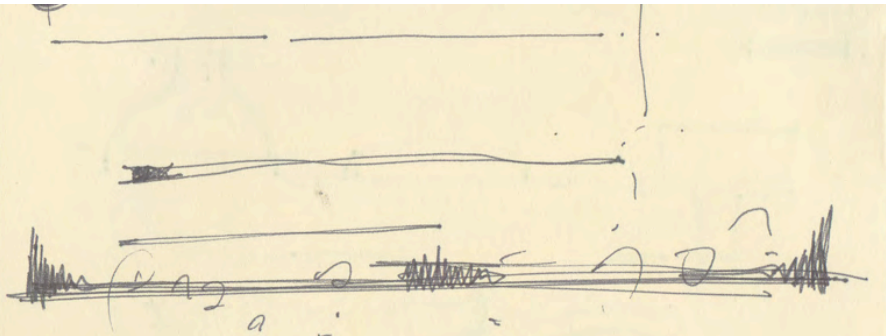
- Address Comments in letter -

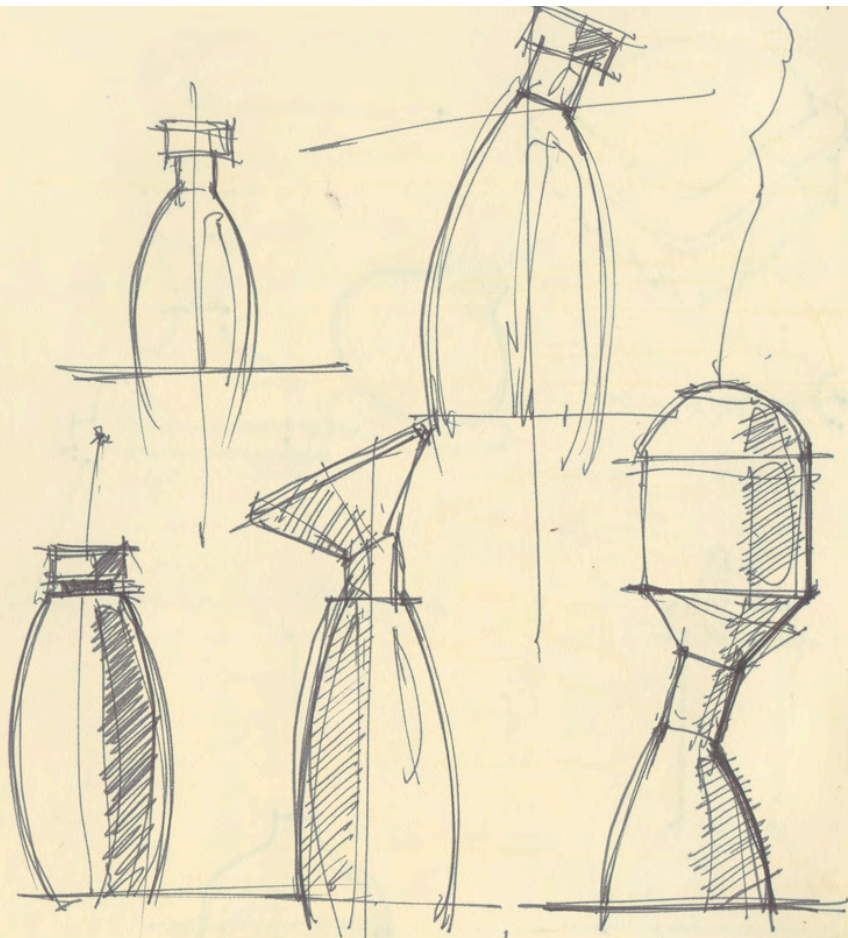




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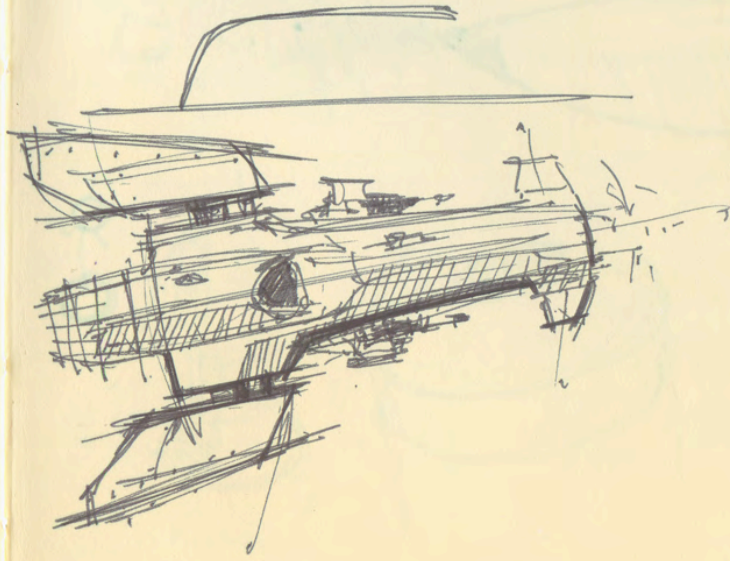
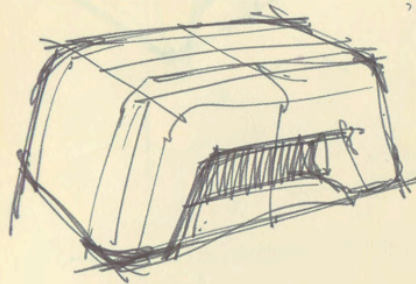
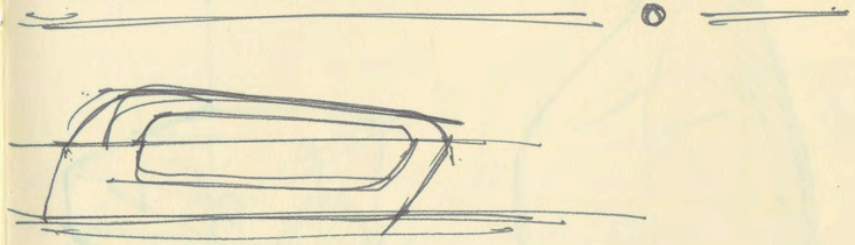


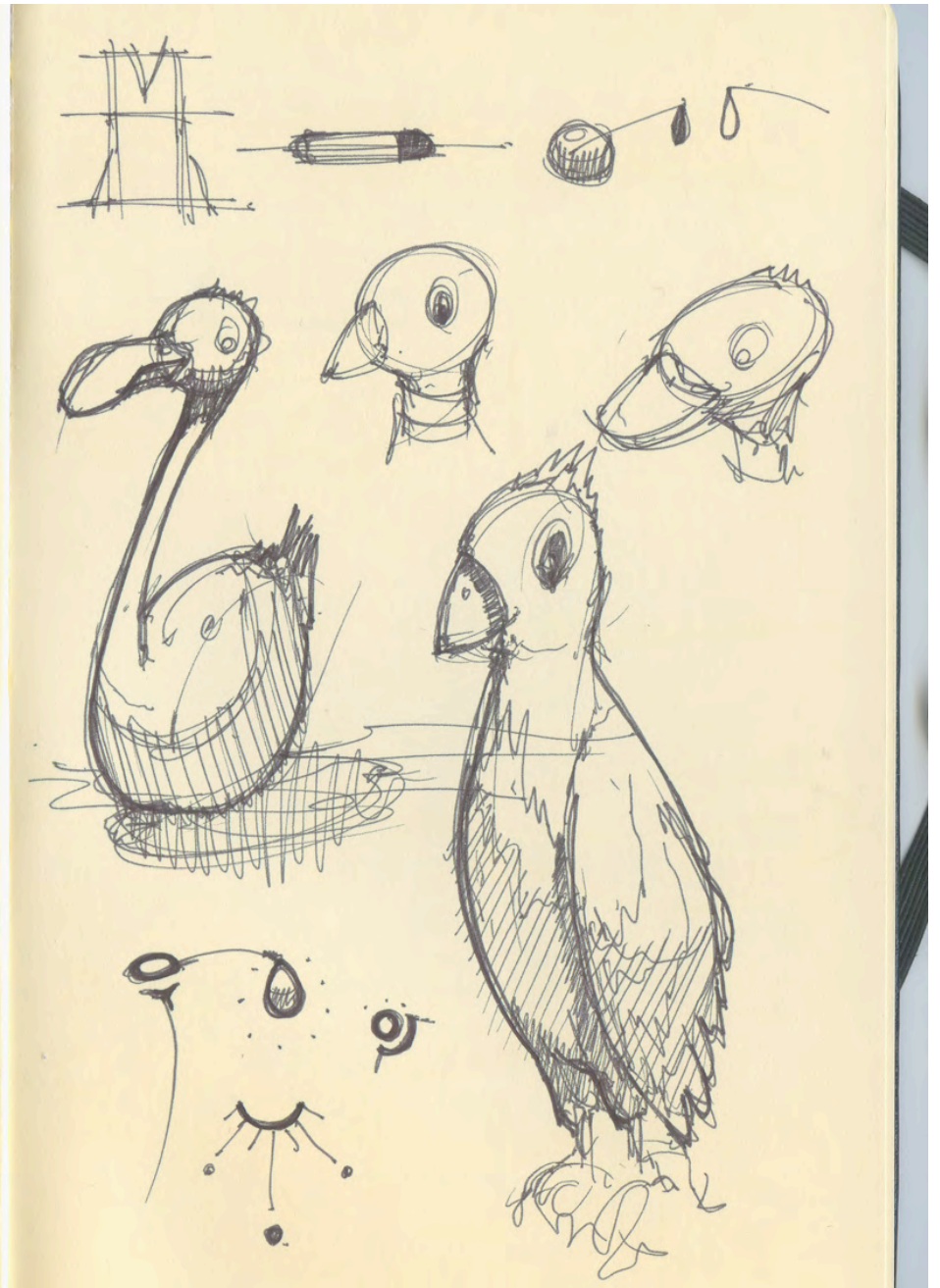
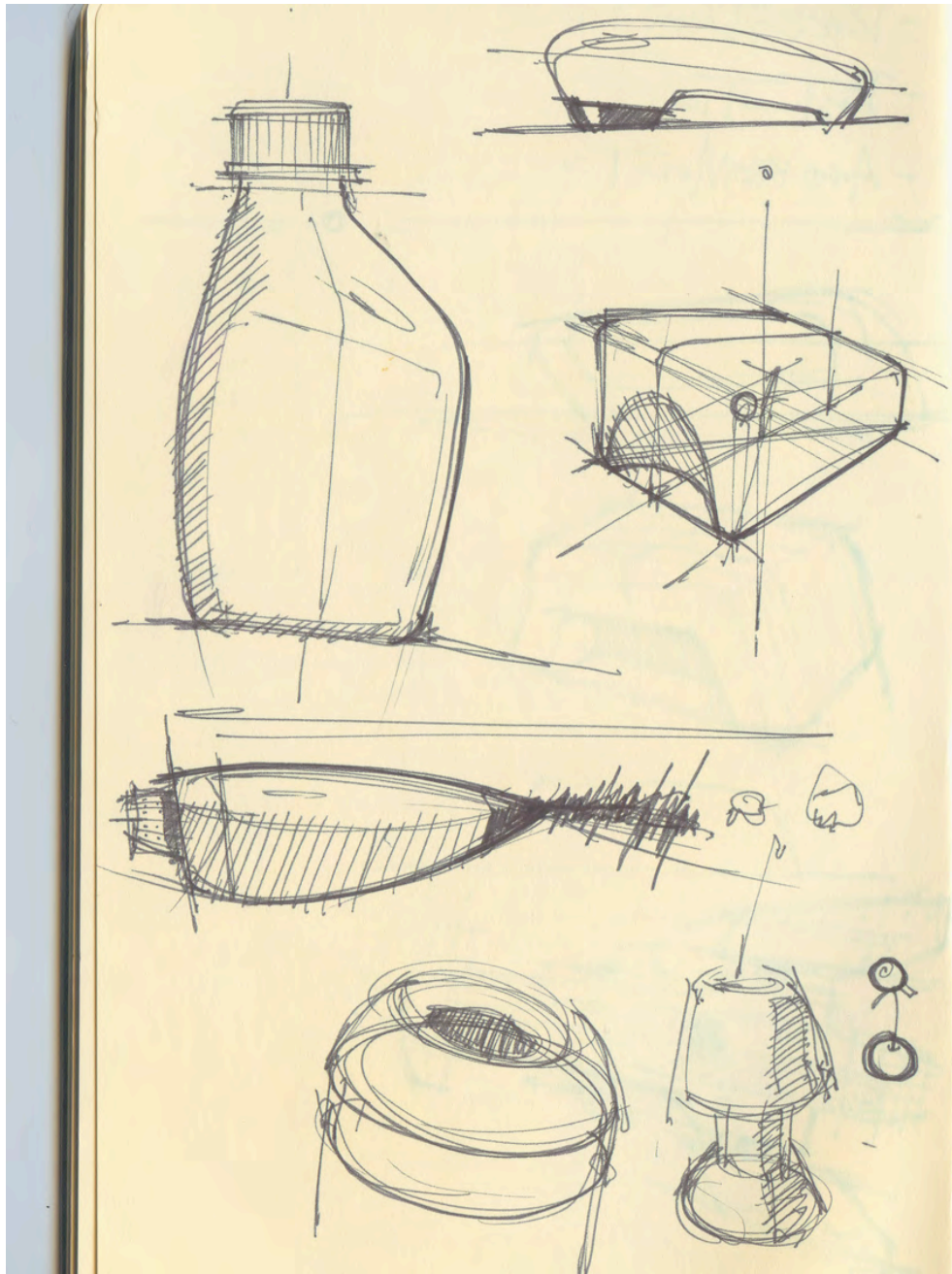




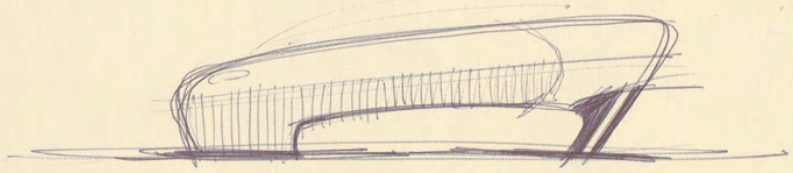
- MADISON WATSON / STAW

- Protection
- Assembly





- What are/is your P.O.V.
- What are Passions in ~~the~~ ~~field~~?
- Sketches / Workpieces
- Know the WH'S.

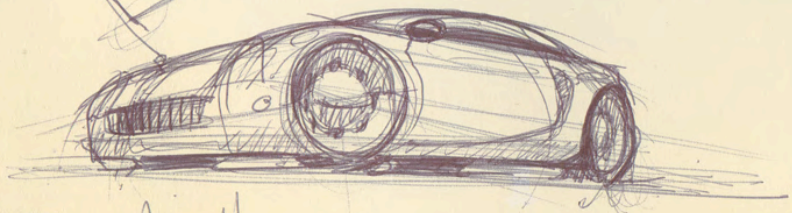
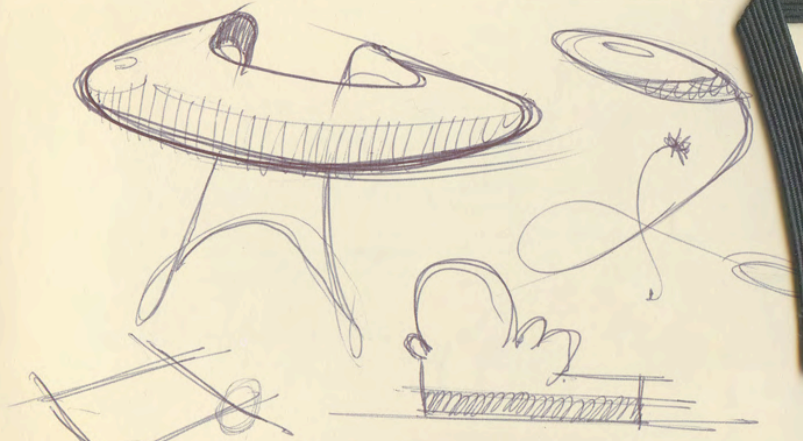


- SEND IDEAS
- How Do You Think
- DATA To Be NARR



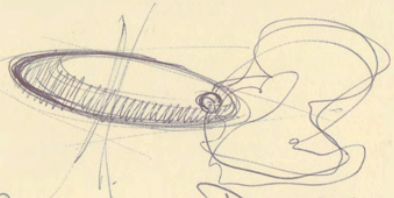
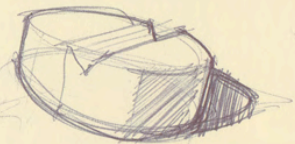
How should we be writing assignments?

- Validate Design Decision-Making - ?

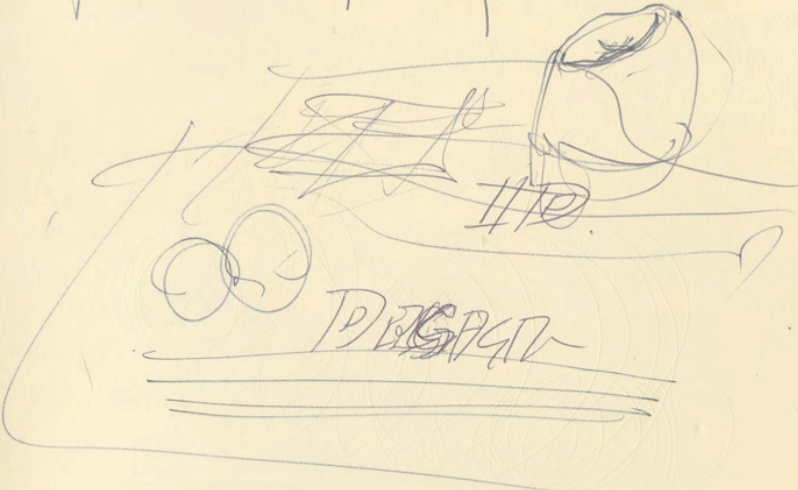
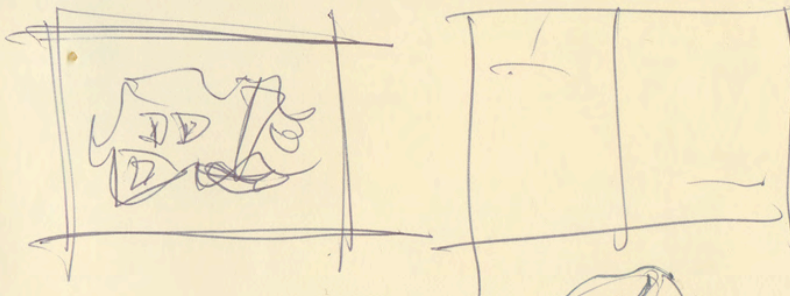
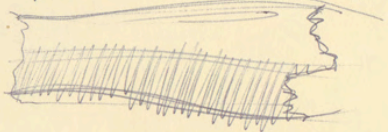
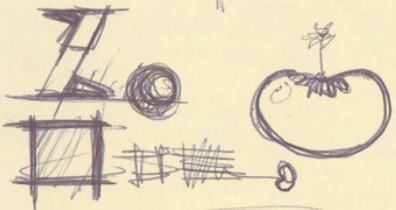
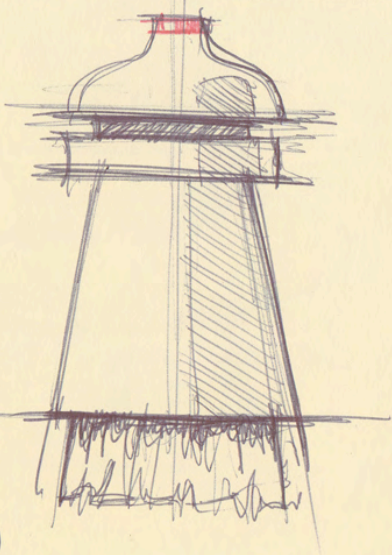
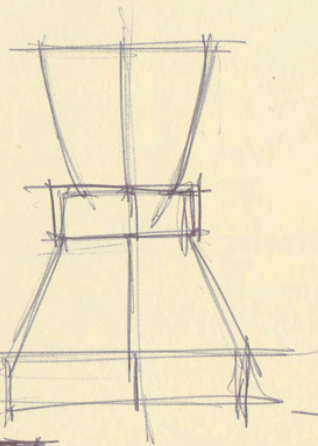


Be Authentic

- Visual Resume



▶ Malco Suto H's ORGANIC ▶



Ceramics, 2003-?









































“Still I can’t get it out of my mind what a discrepancy there is between ideas and living. A permanent dislocation, though we try to cover the two with a bright awning. And it won’t let go. Ideas have to be wedded to action: if there is no sex, no vitality in them, there is no action. Ideas cannot exist alone in the vacuum of the mind...The aesthetics of the idea breeds flowerpots and flowerpots you put on the window sill. But if there be no rain or sun of what use putting flowerpots outside the window?” Henry Miller, Tropic of Cancer