

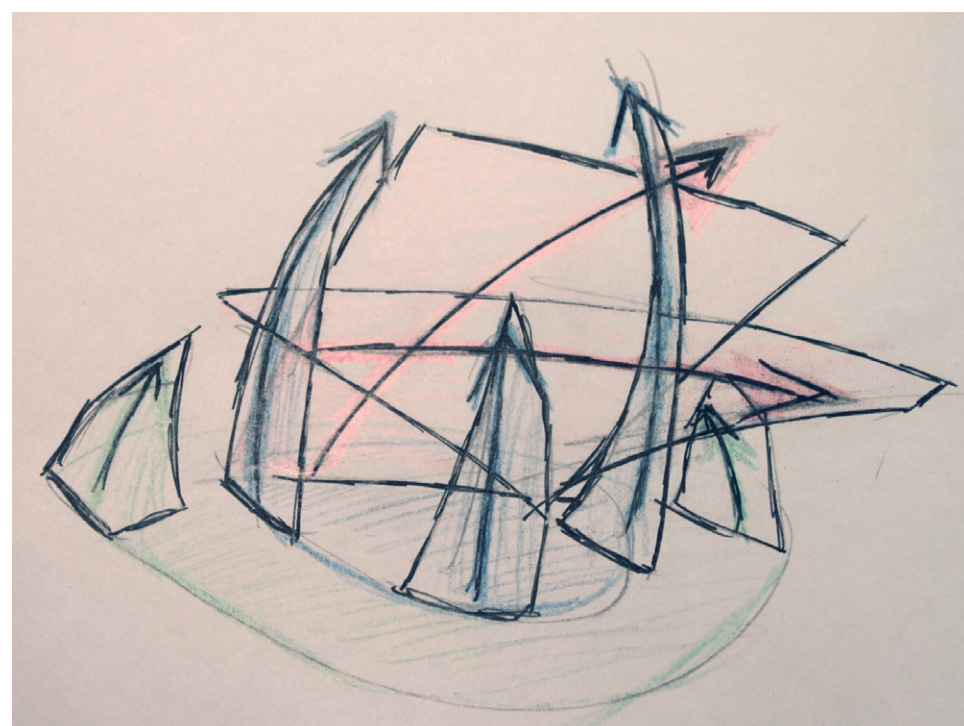
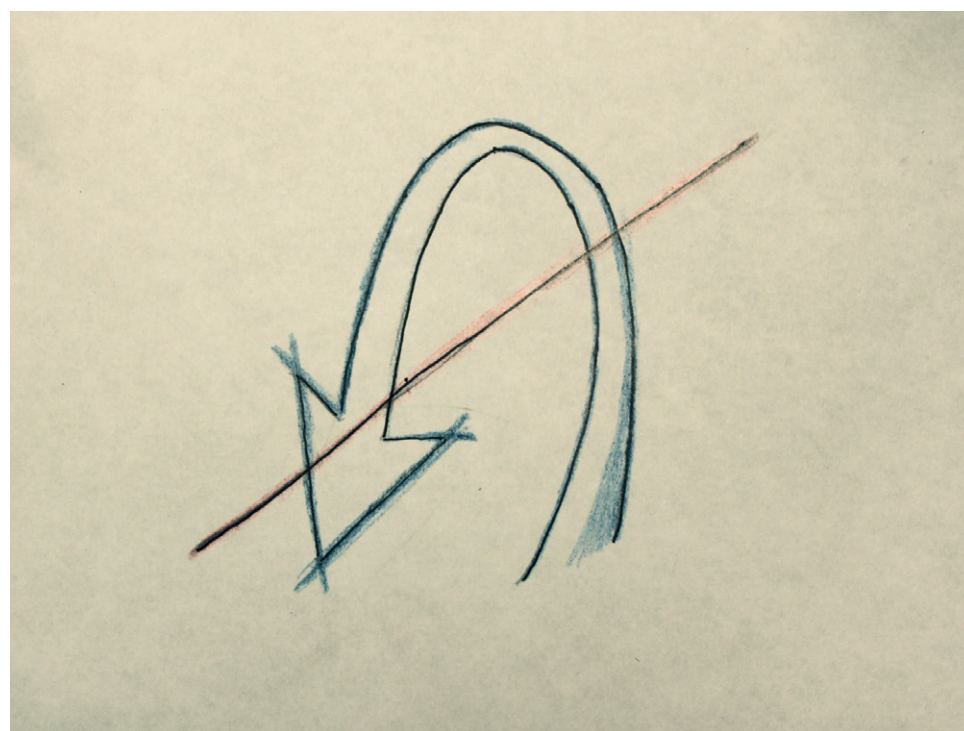


Area/Code and Vitra

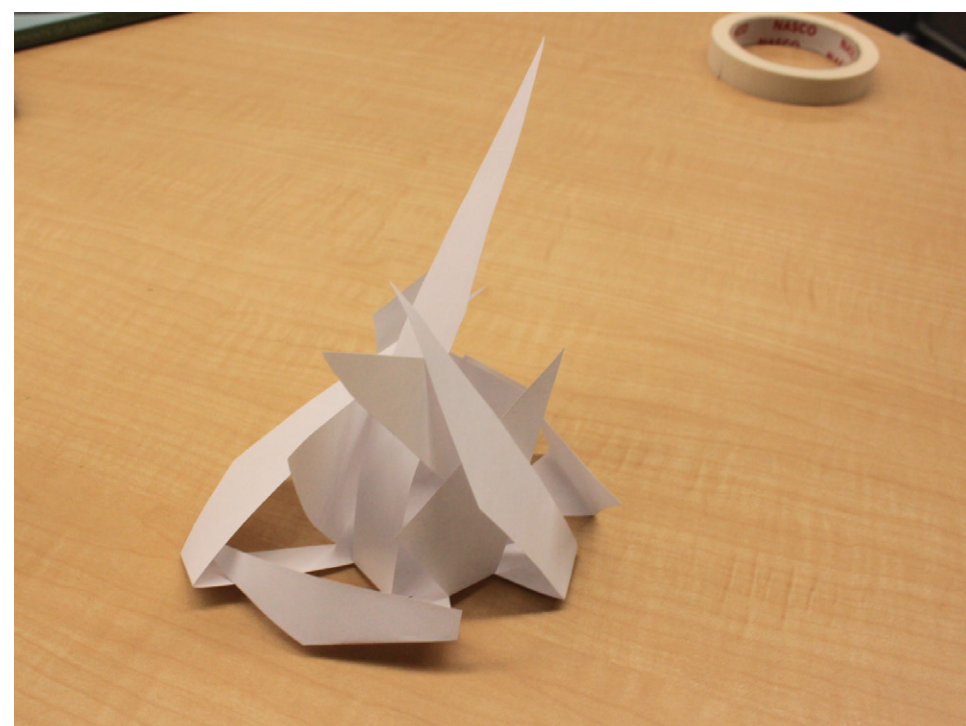
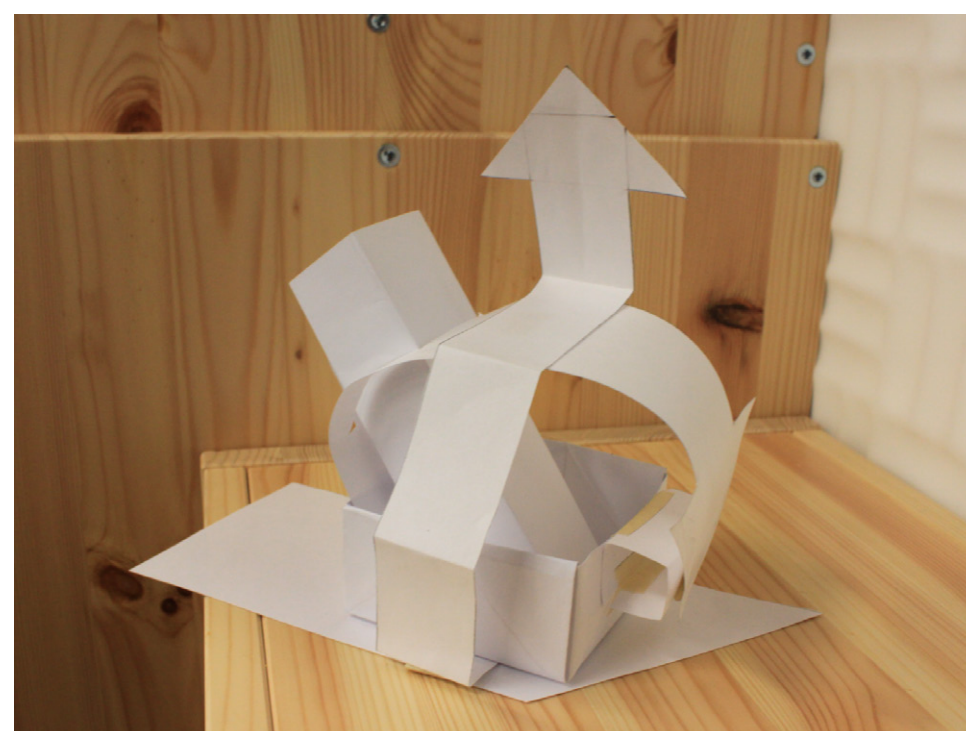
part one:
Explorations
of **Form**

ideation**process**

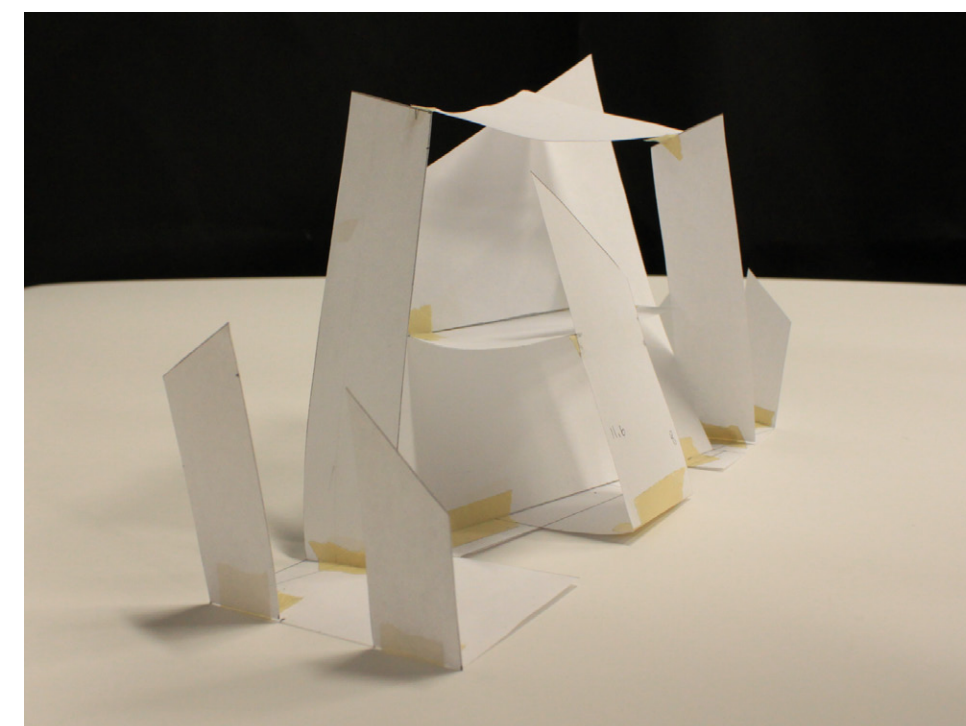
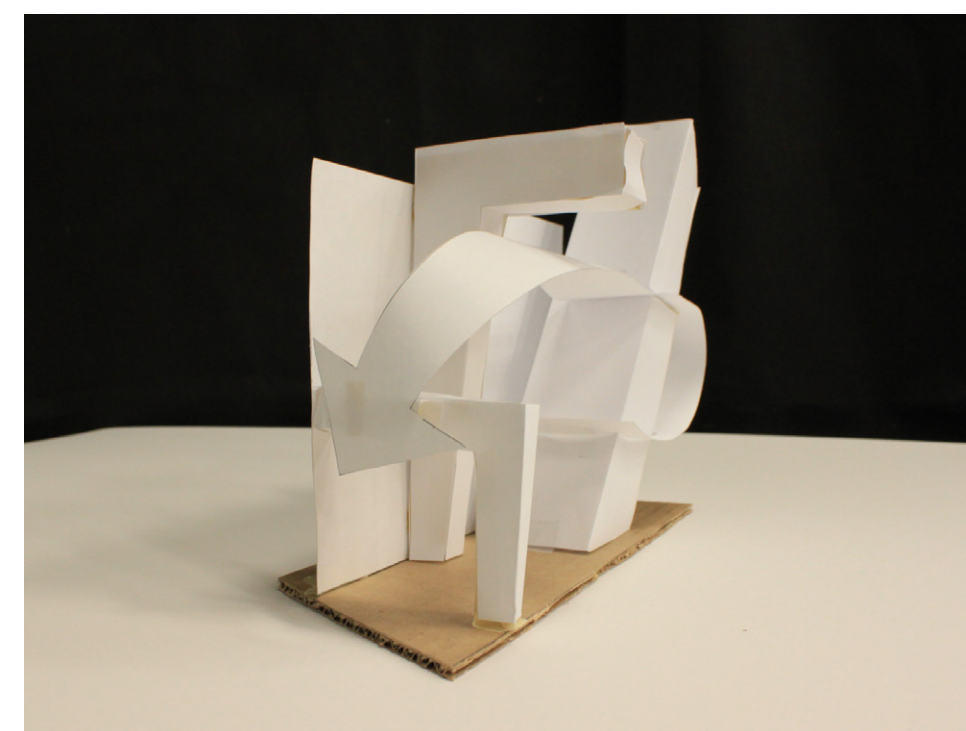
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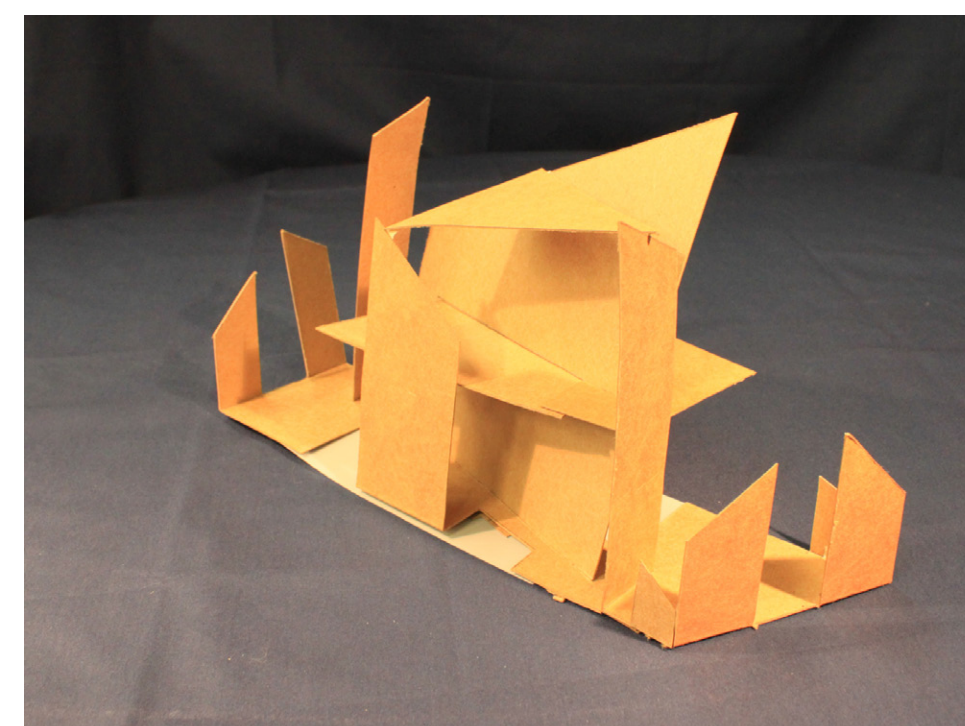
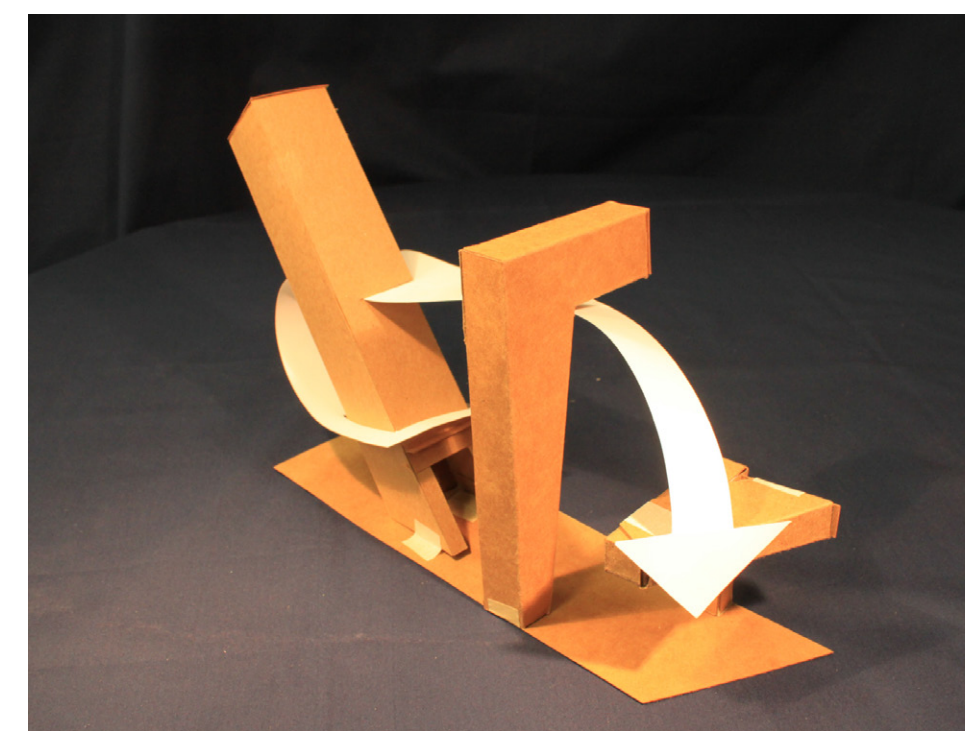
ideation
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ideation
two

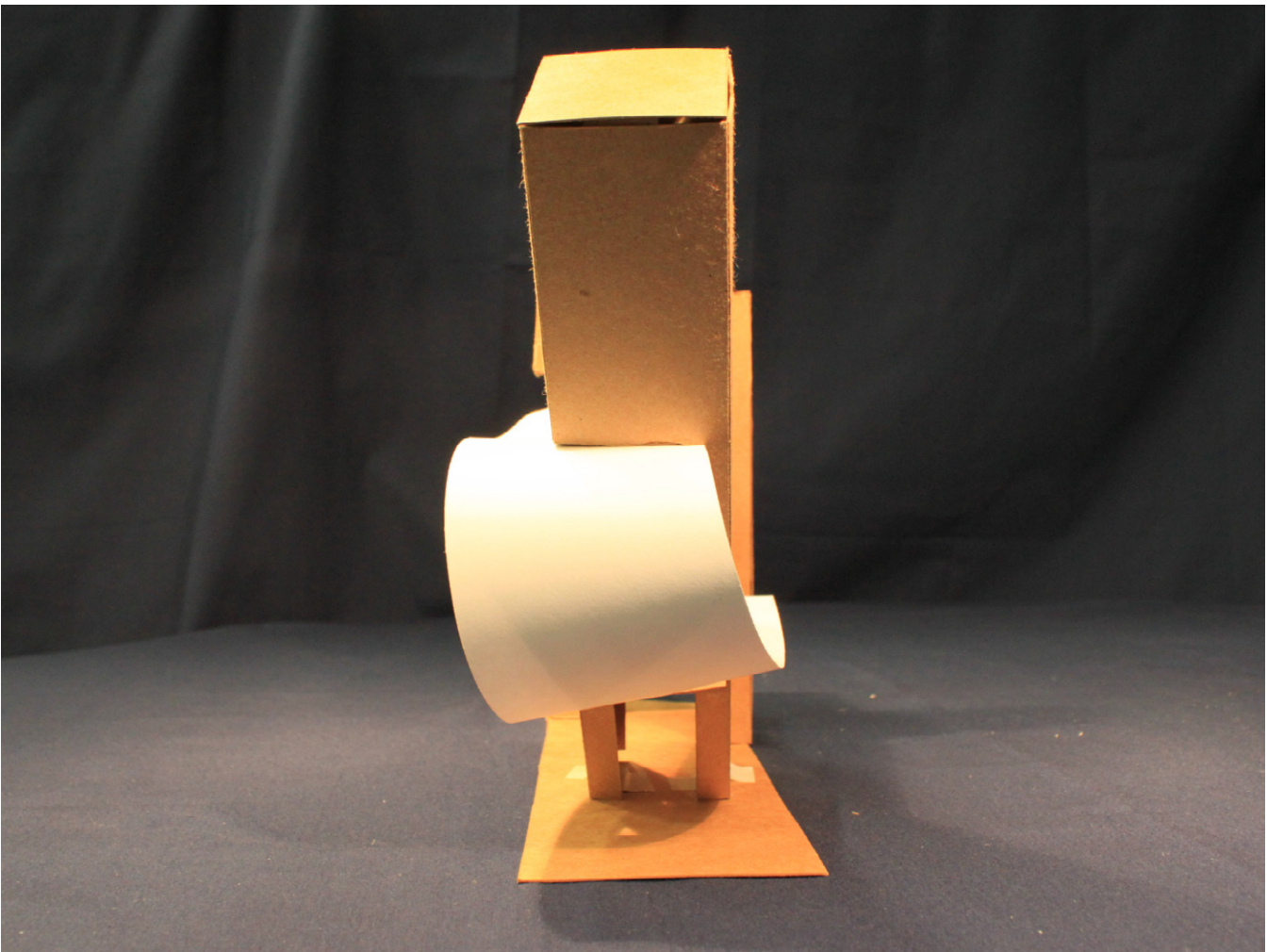


ideation
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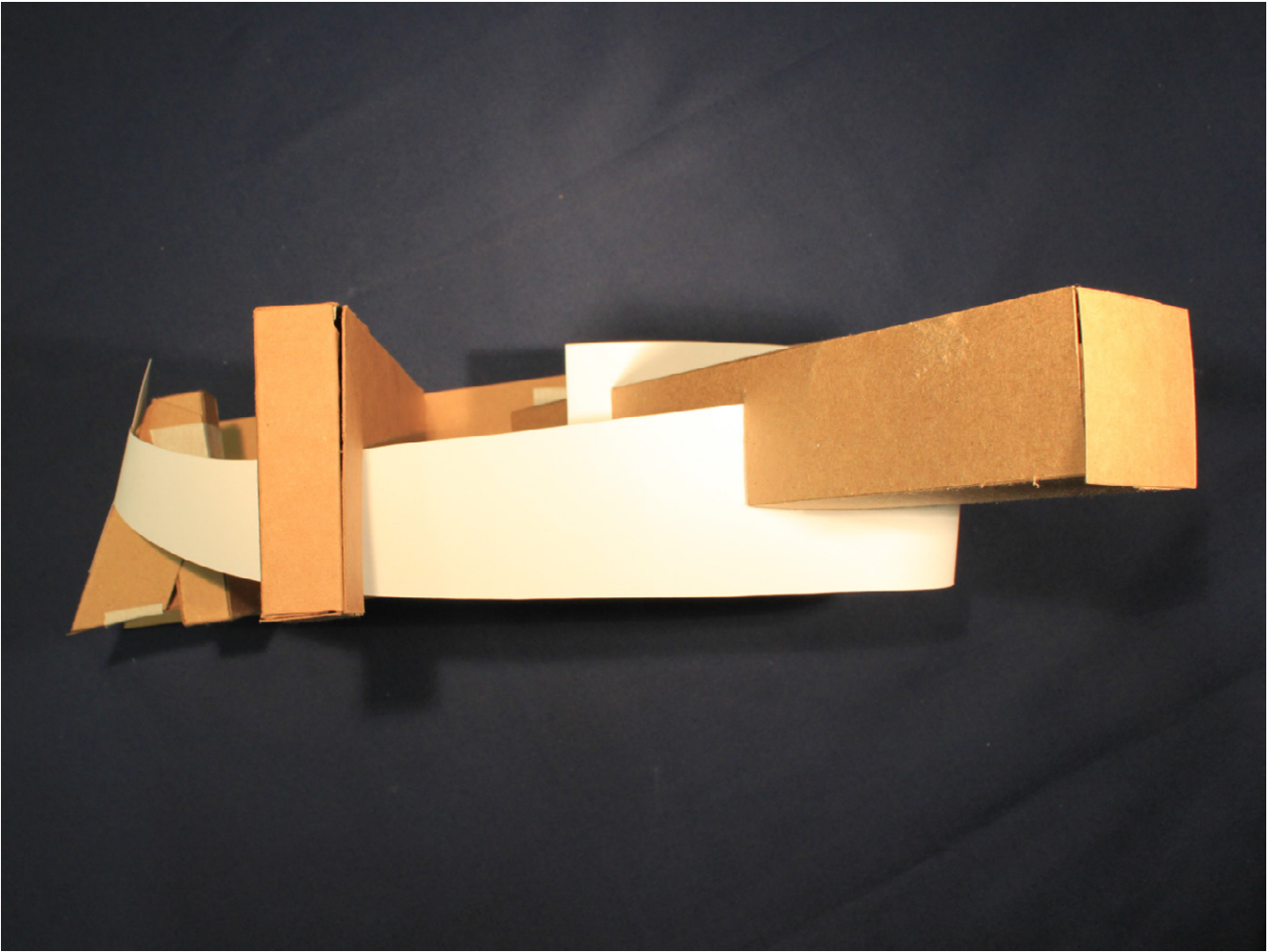


Cordova entrance

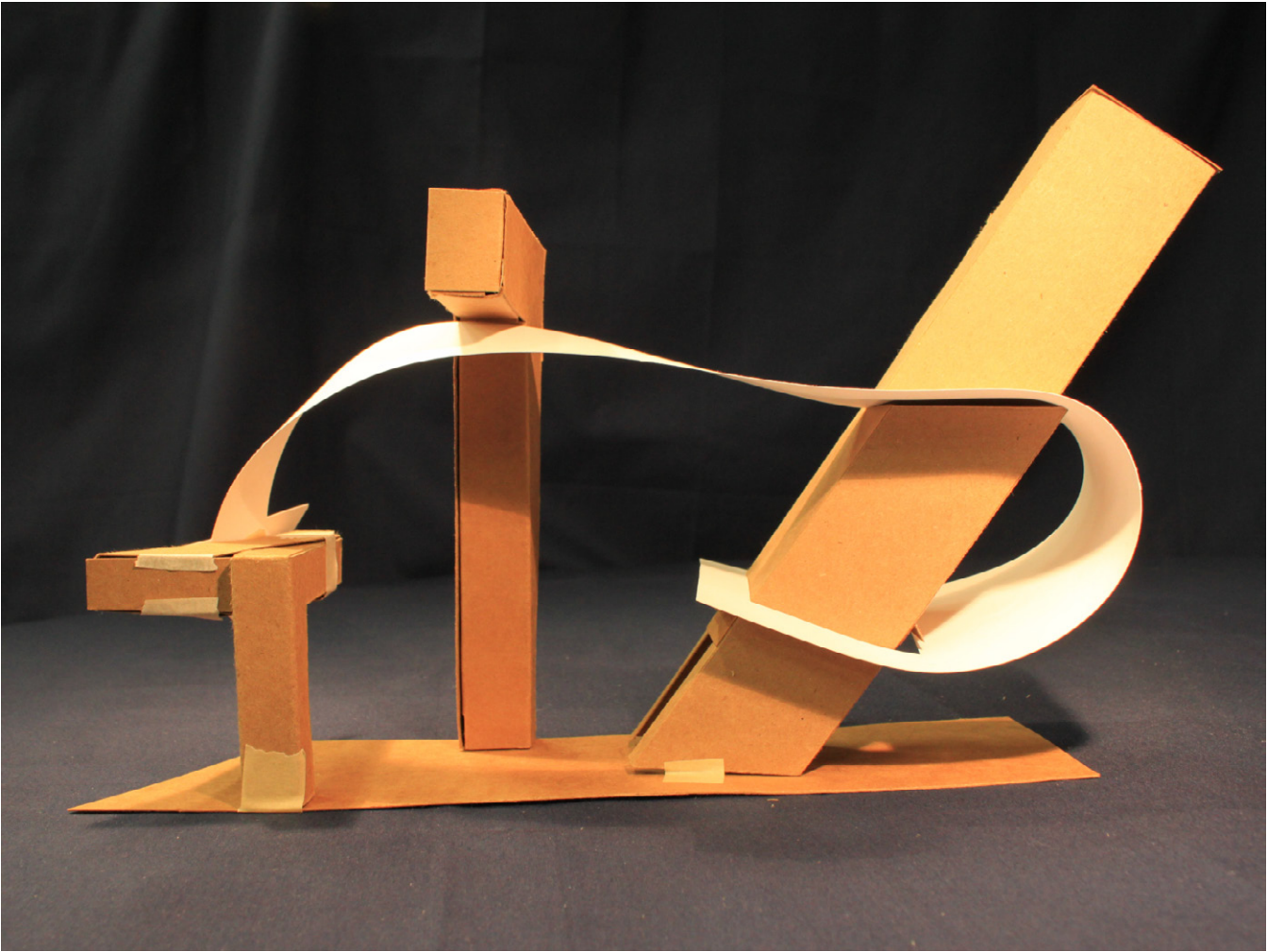


Water entrance

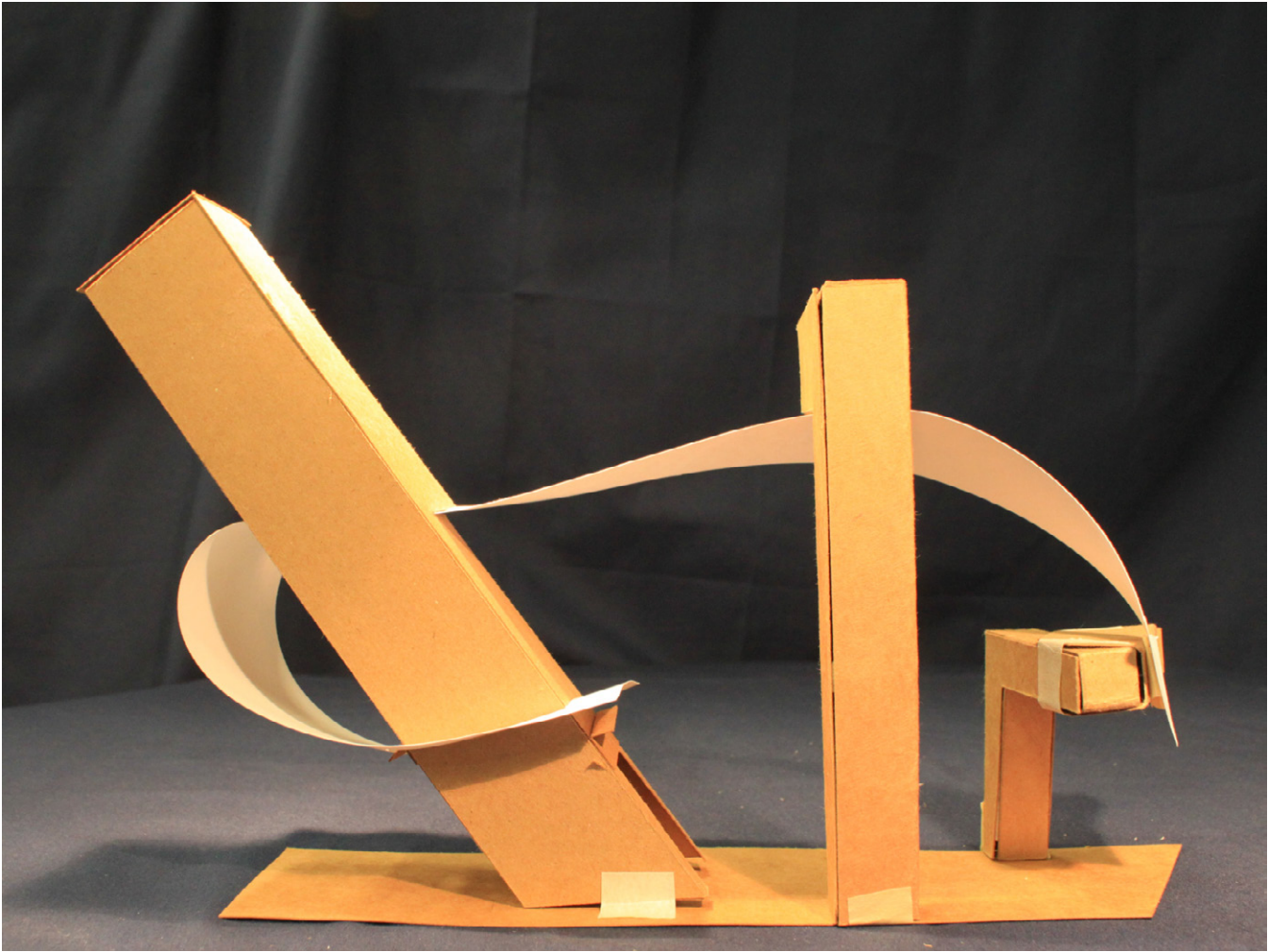
idea**one**



top

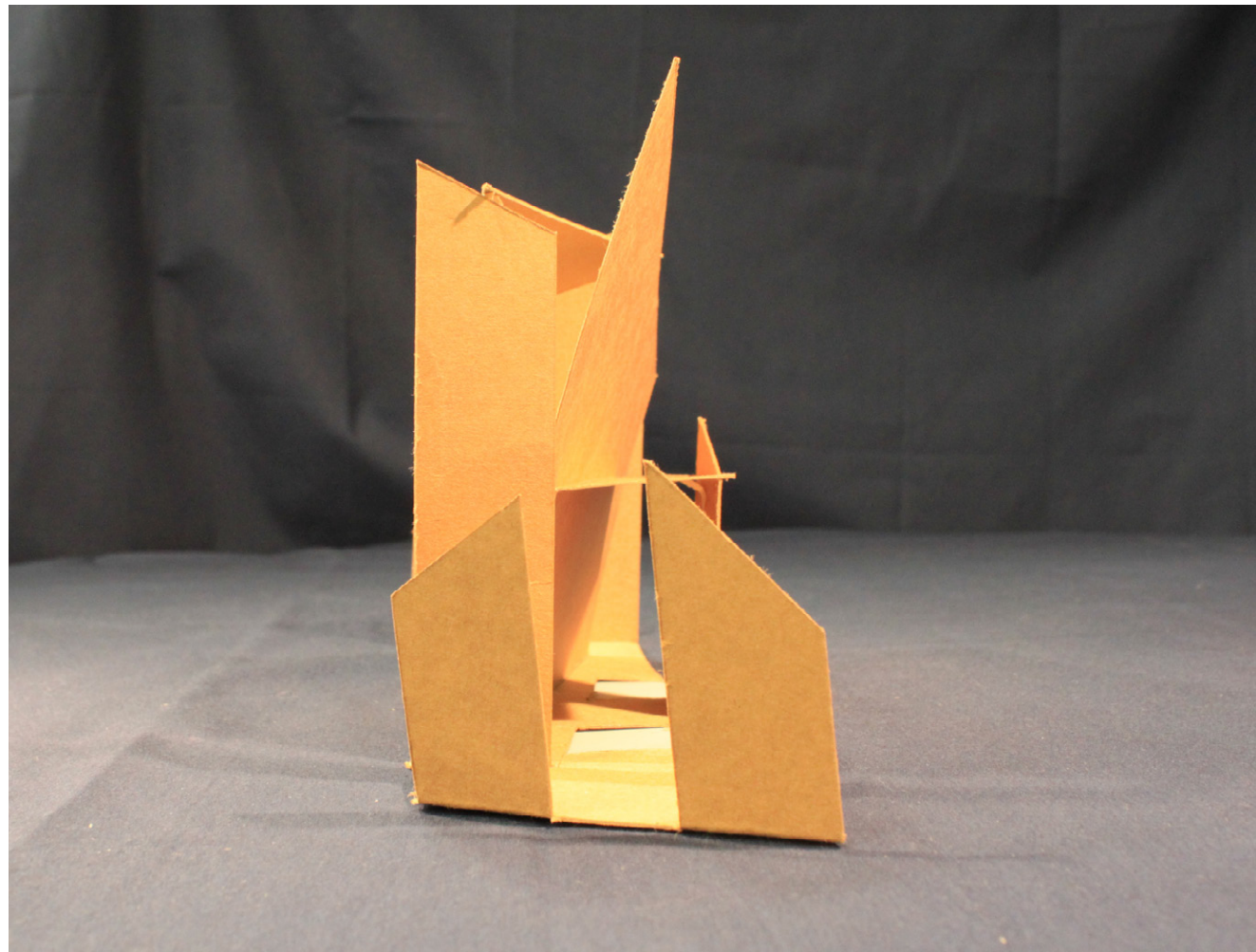


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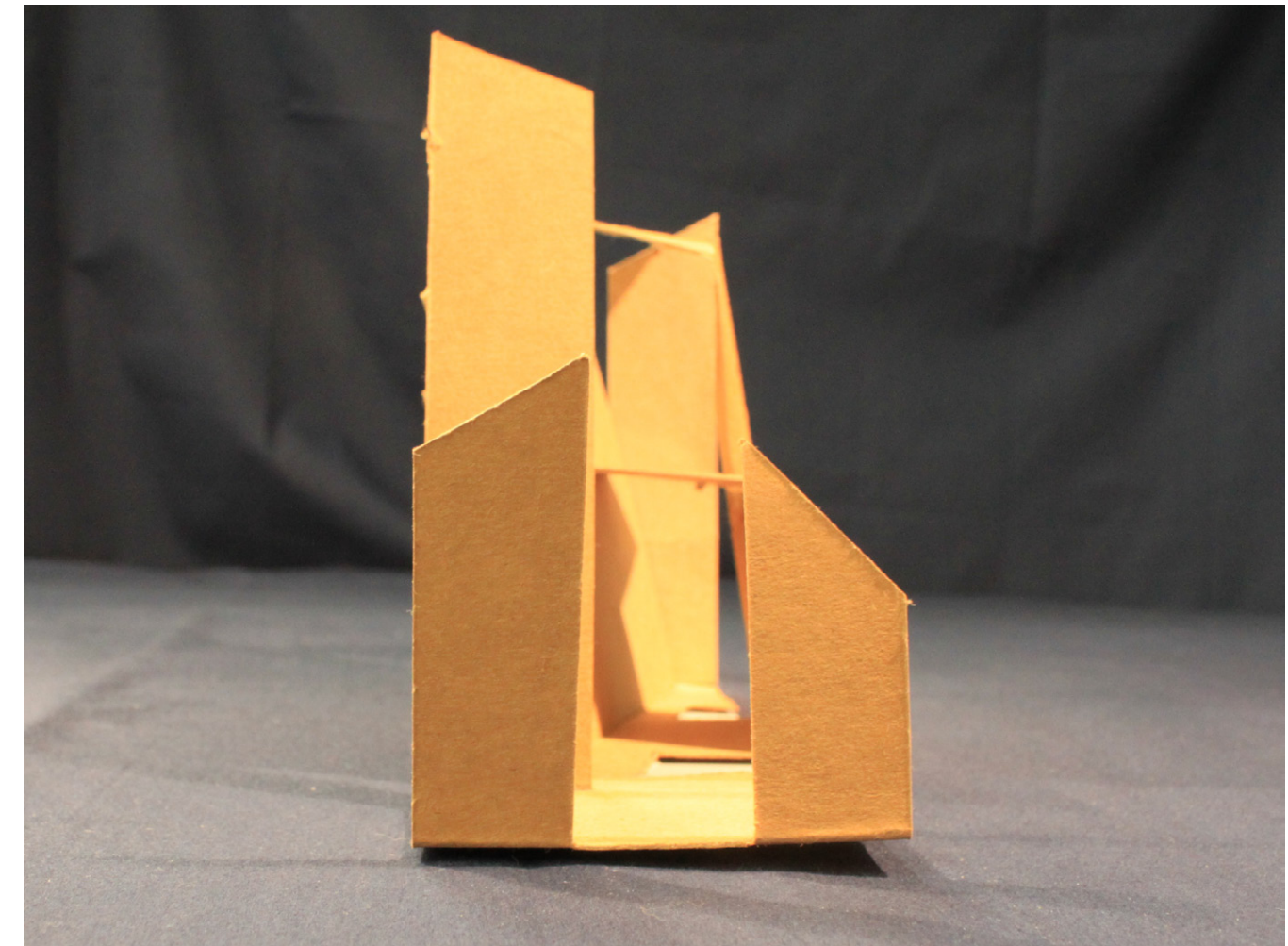


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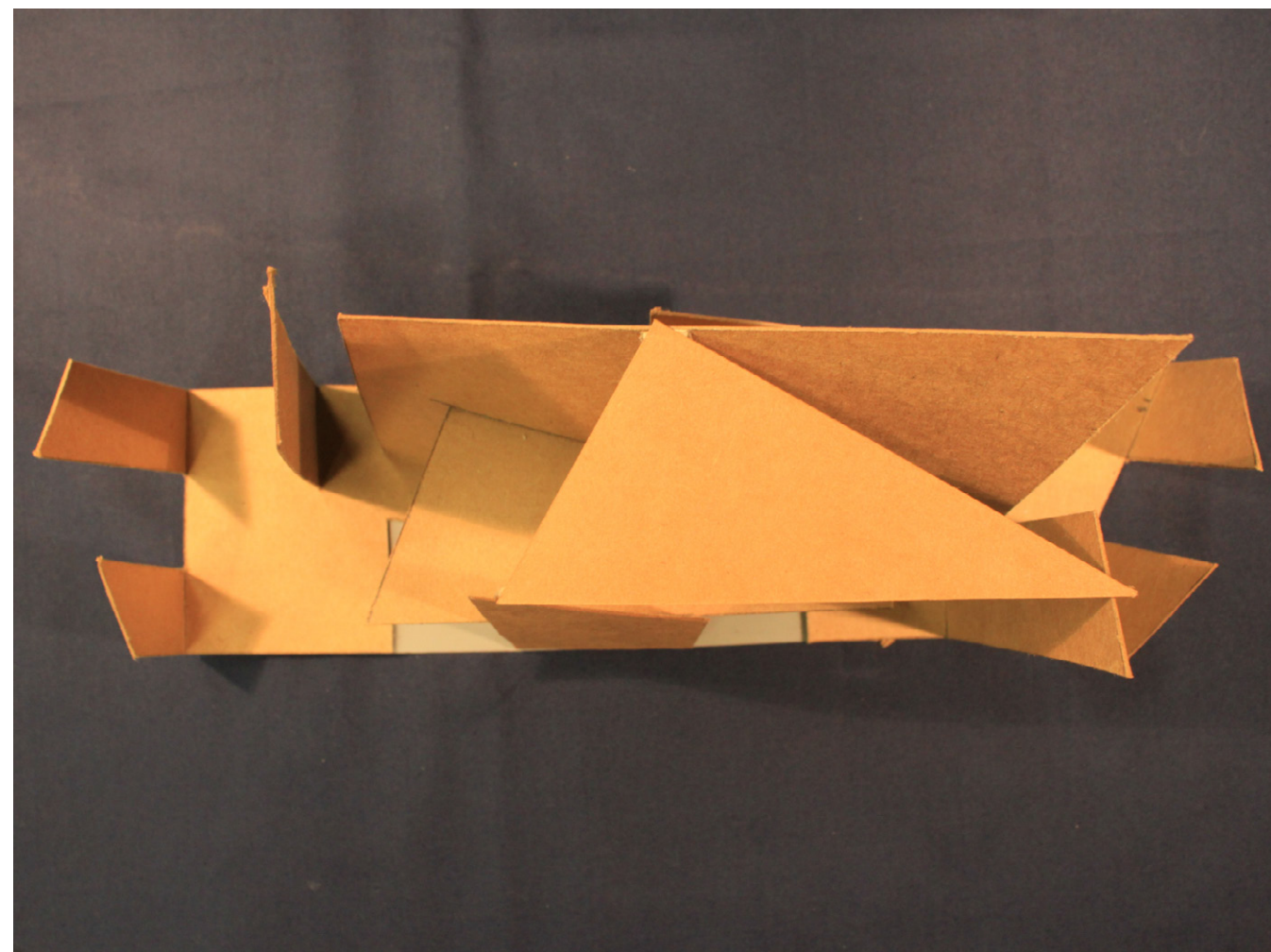
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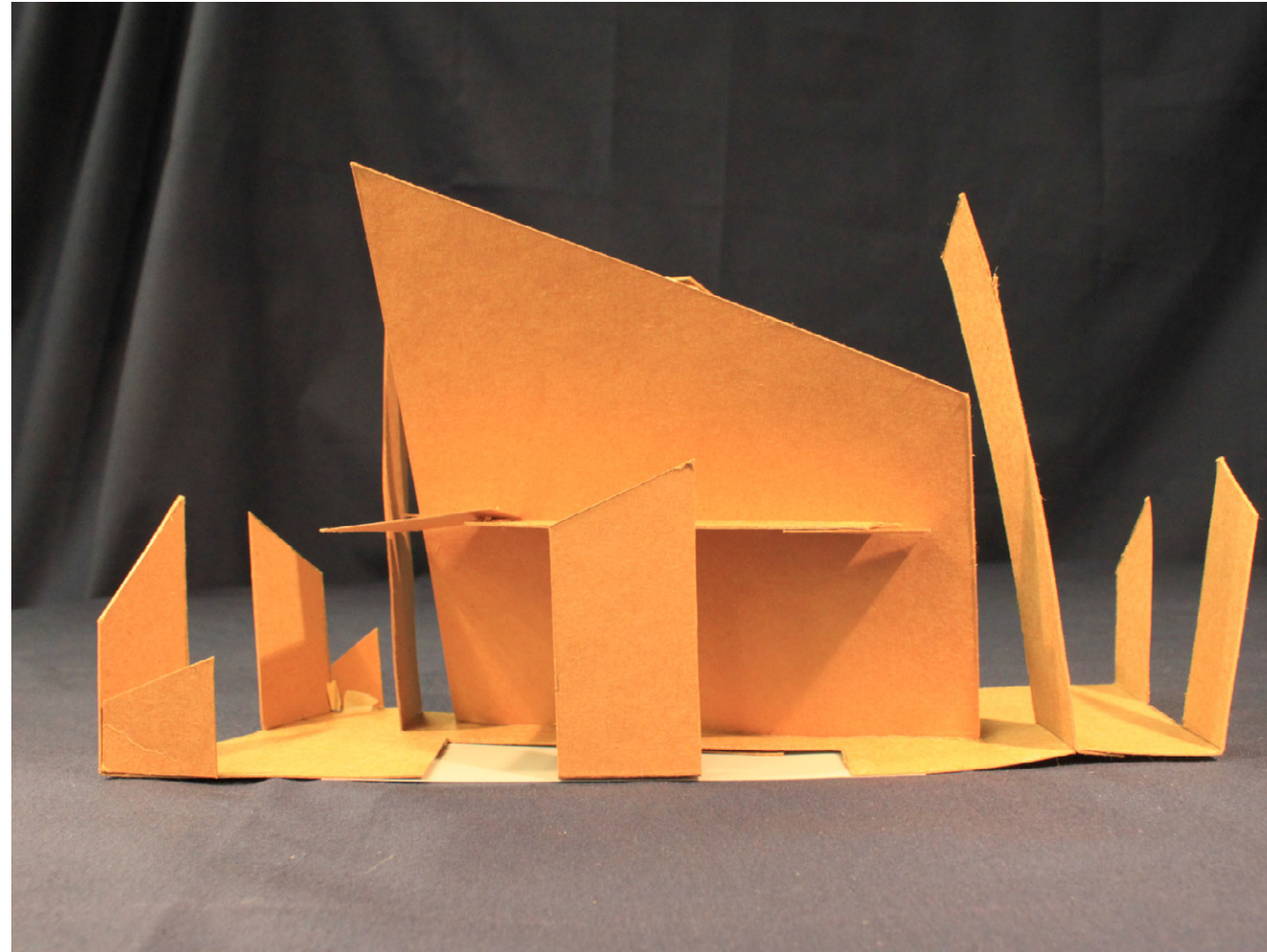
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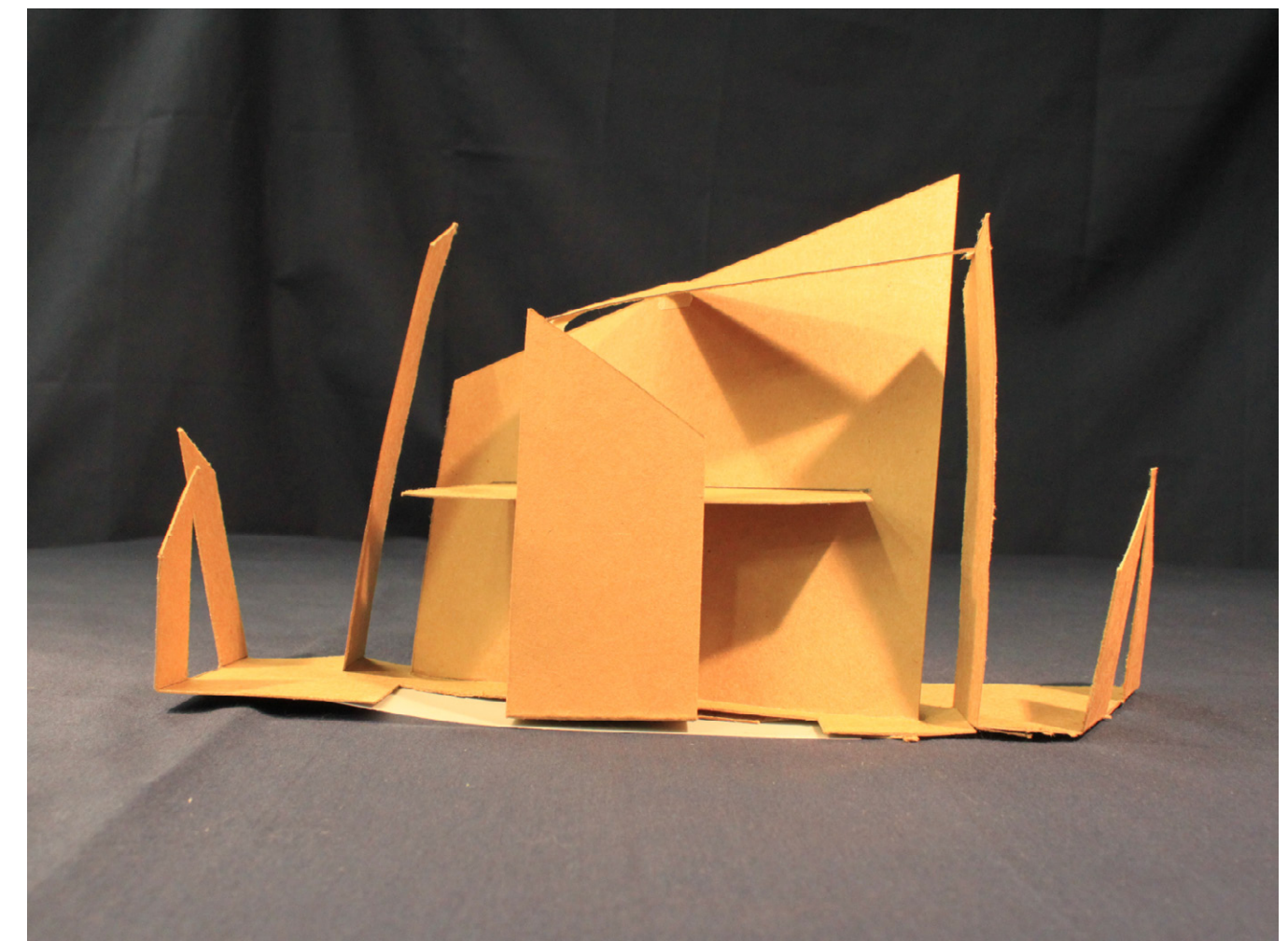
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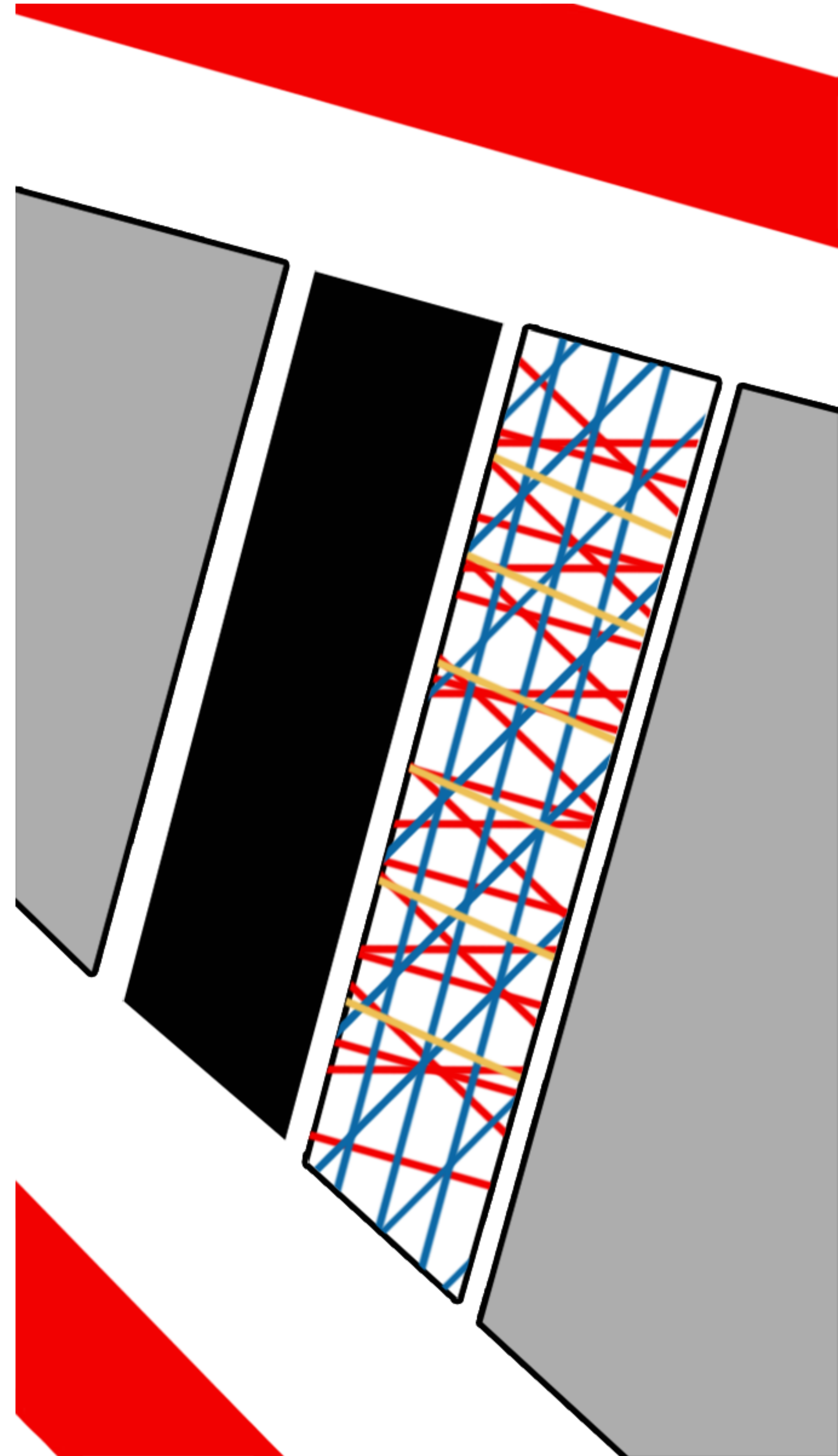
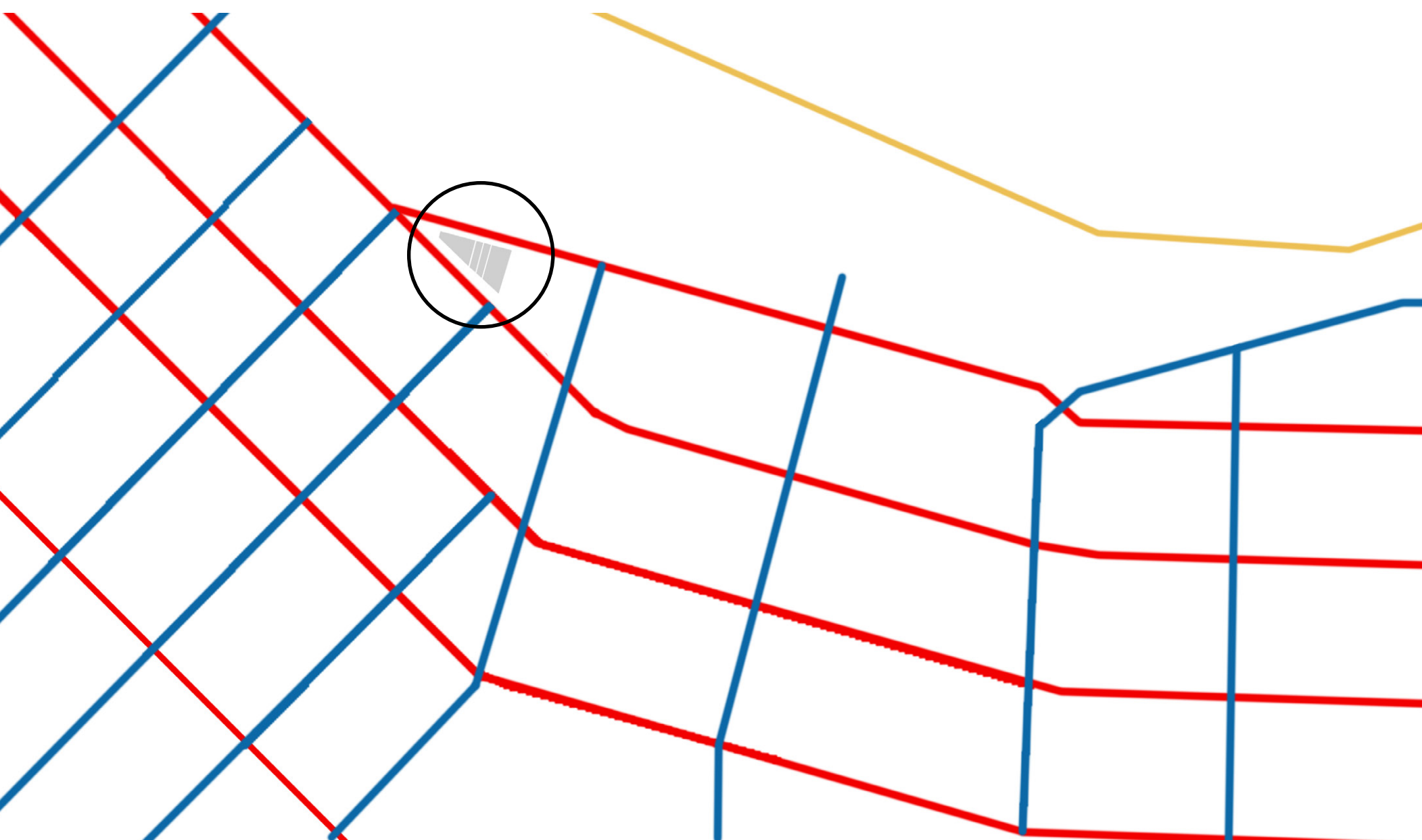


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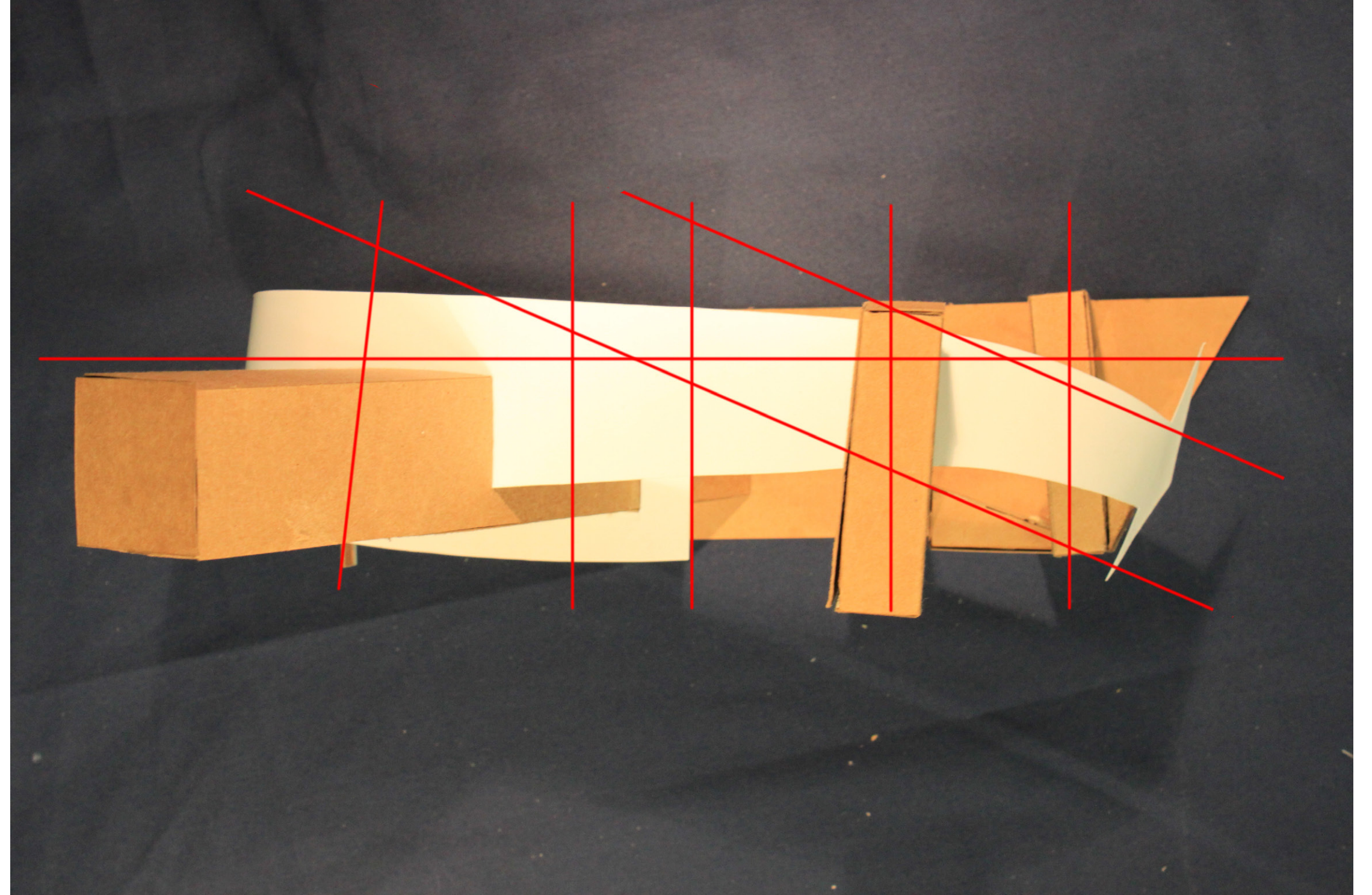


West

deconstructivist
grid

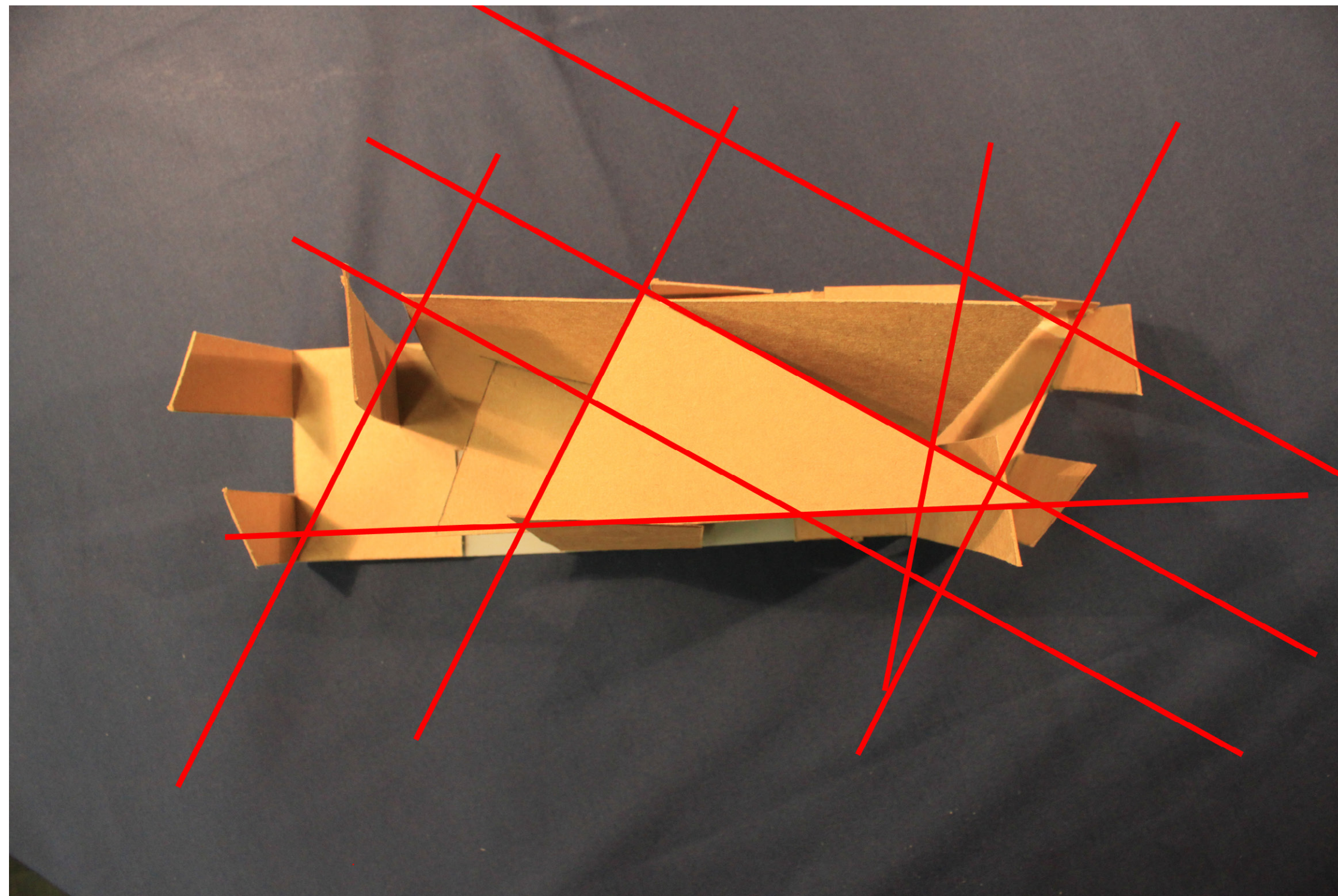


deconstructivist **grid**

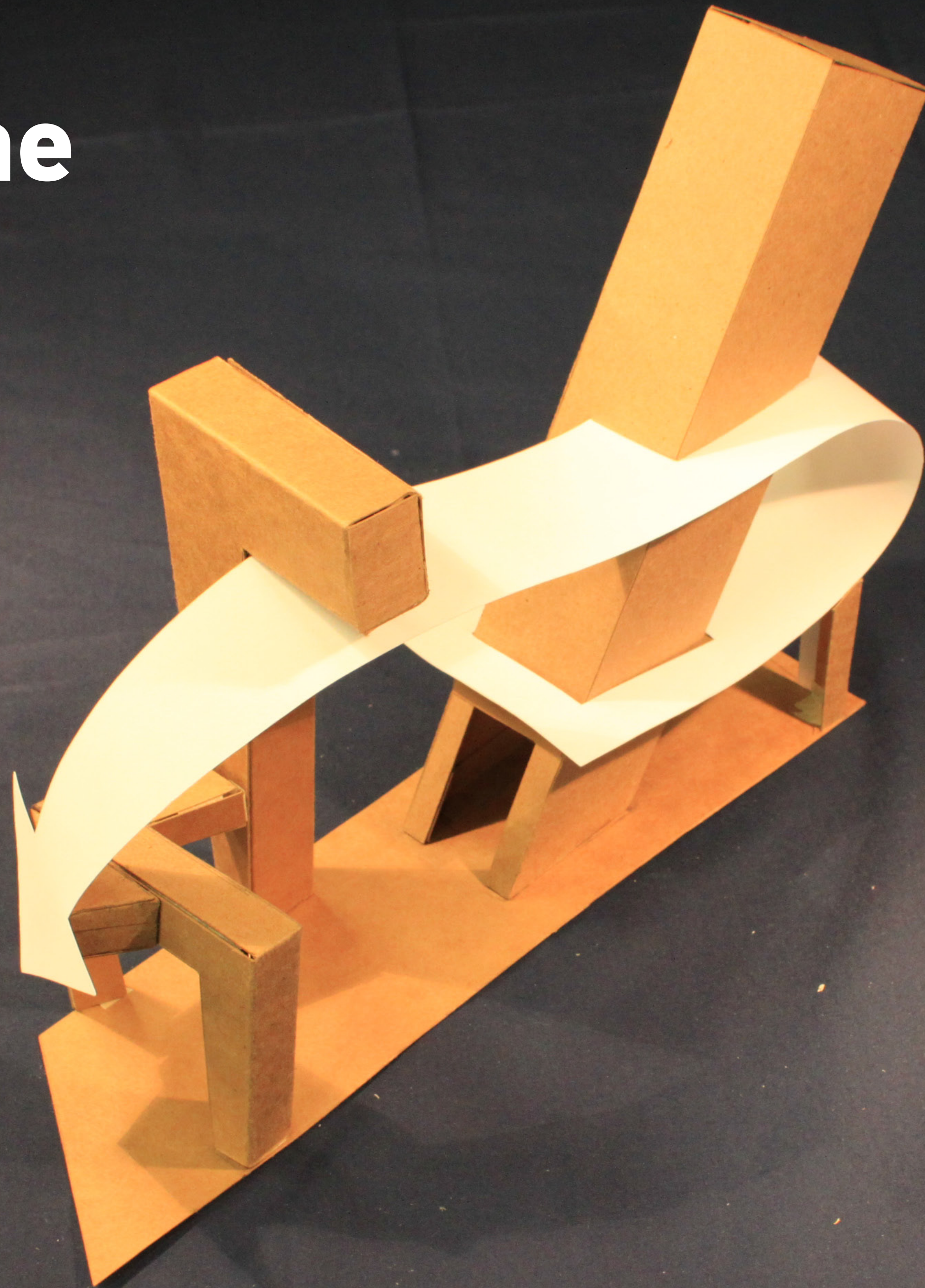


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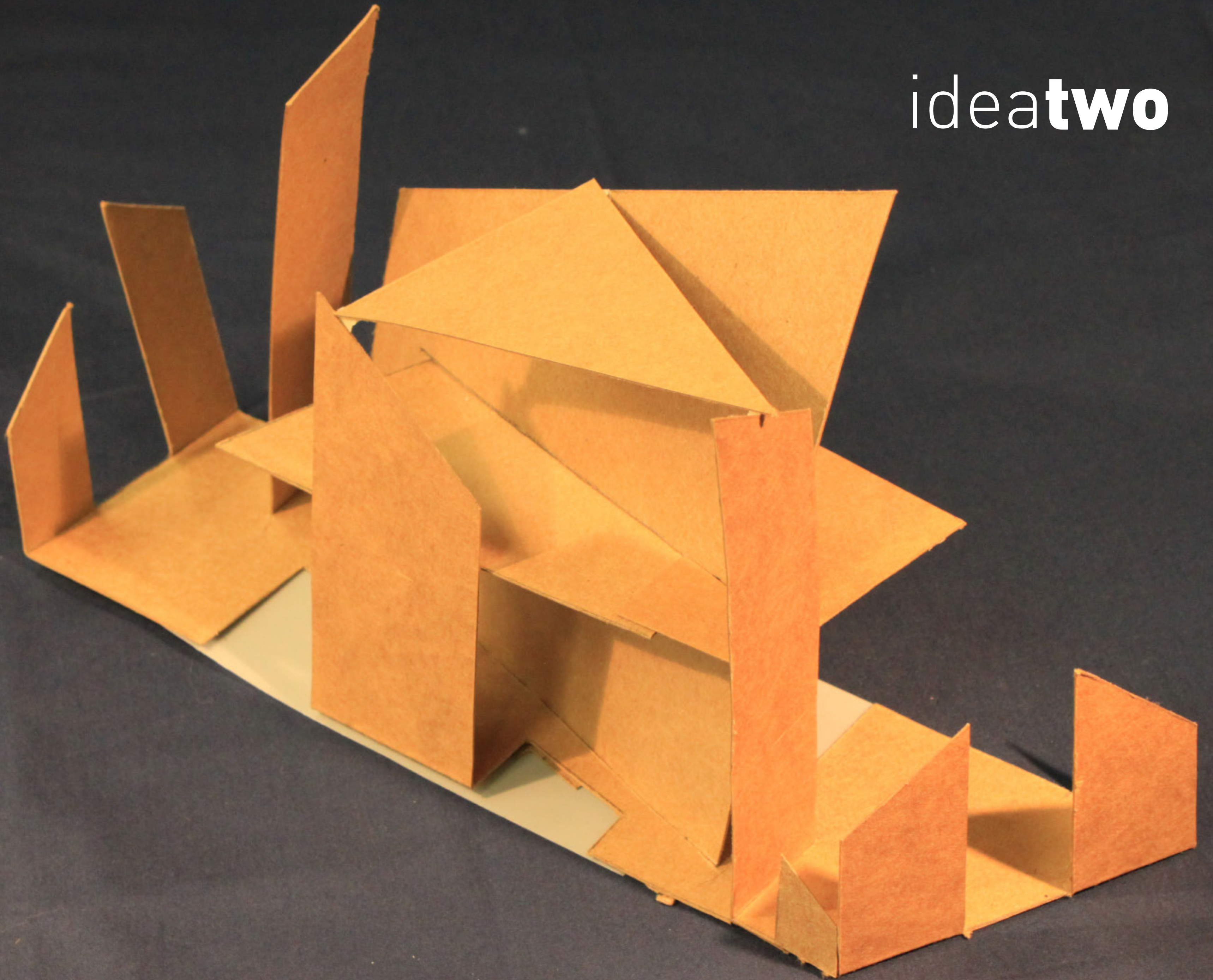
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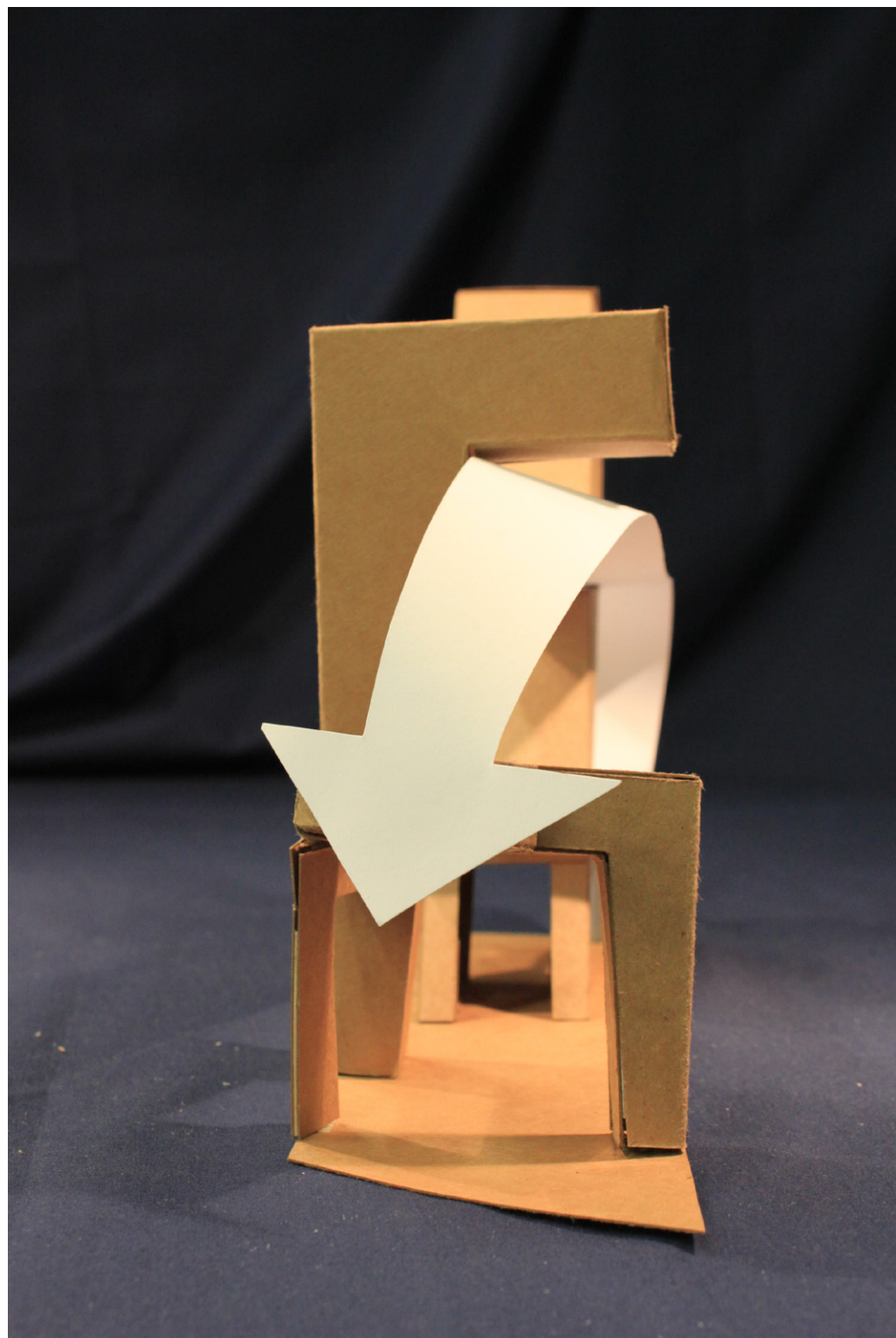


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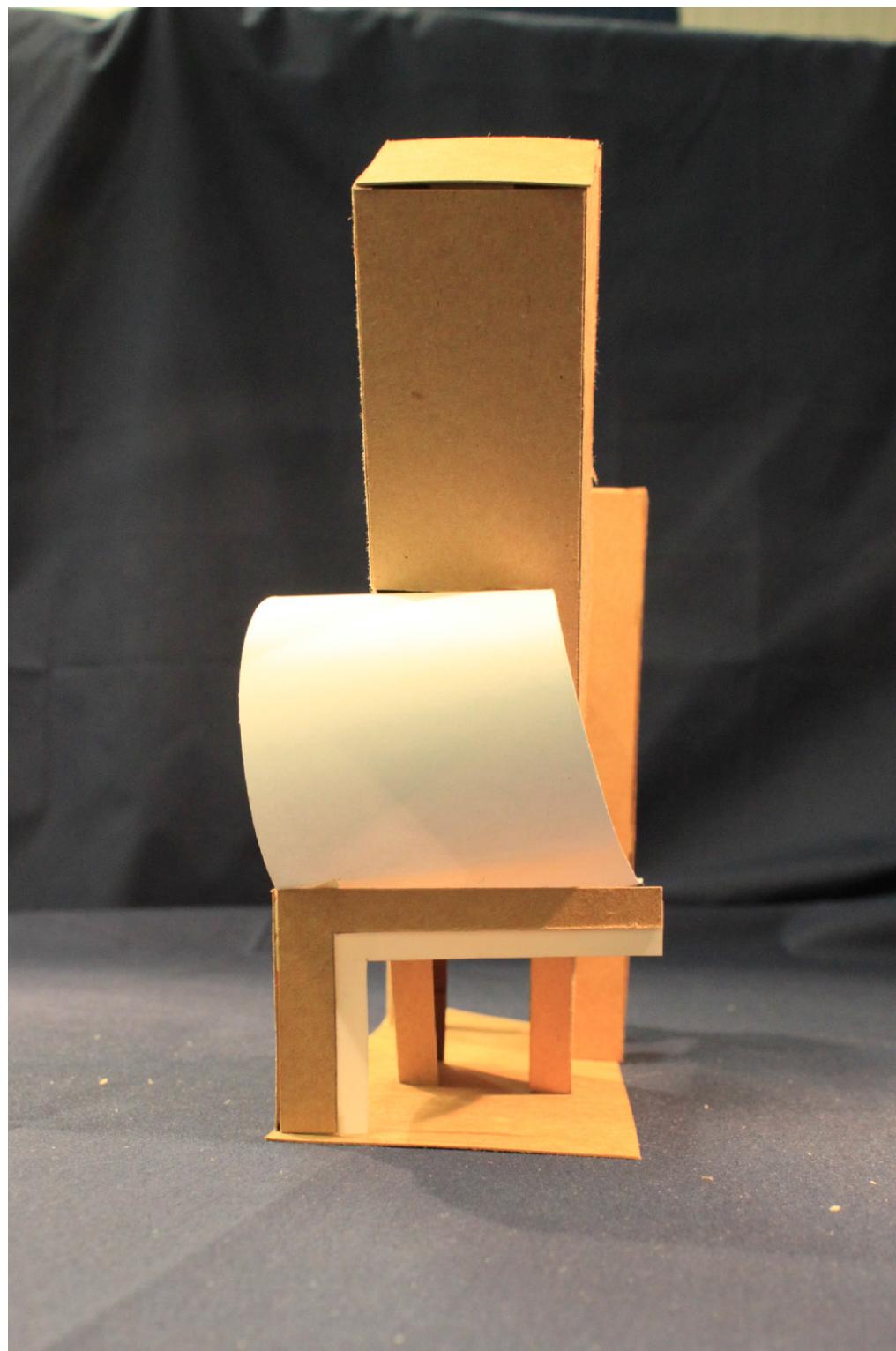


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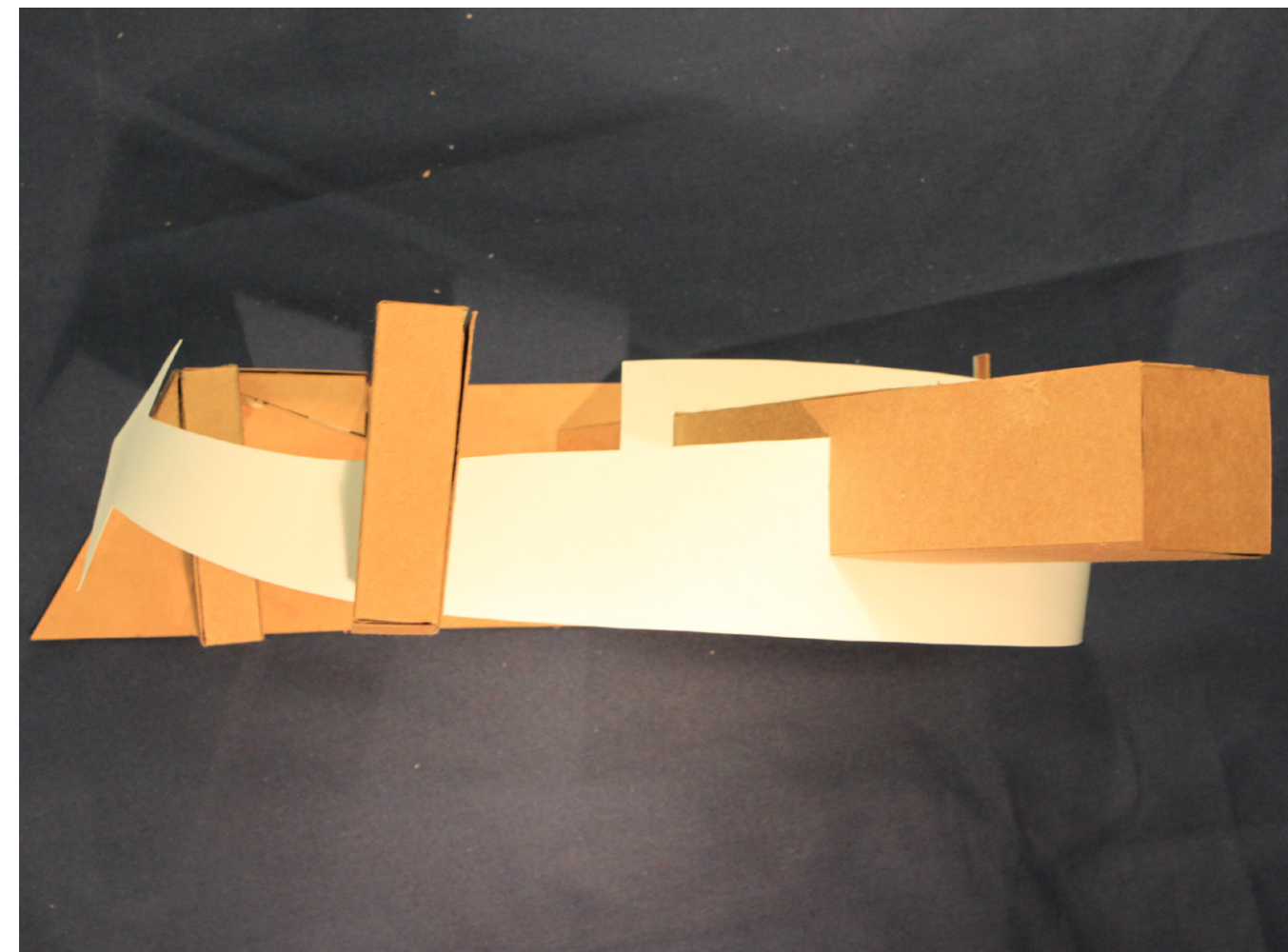




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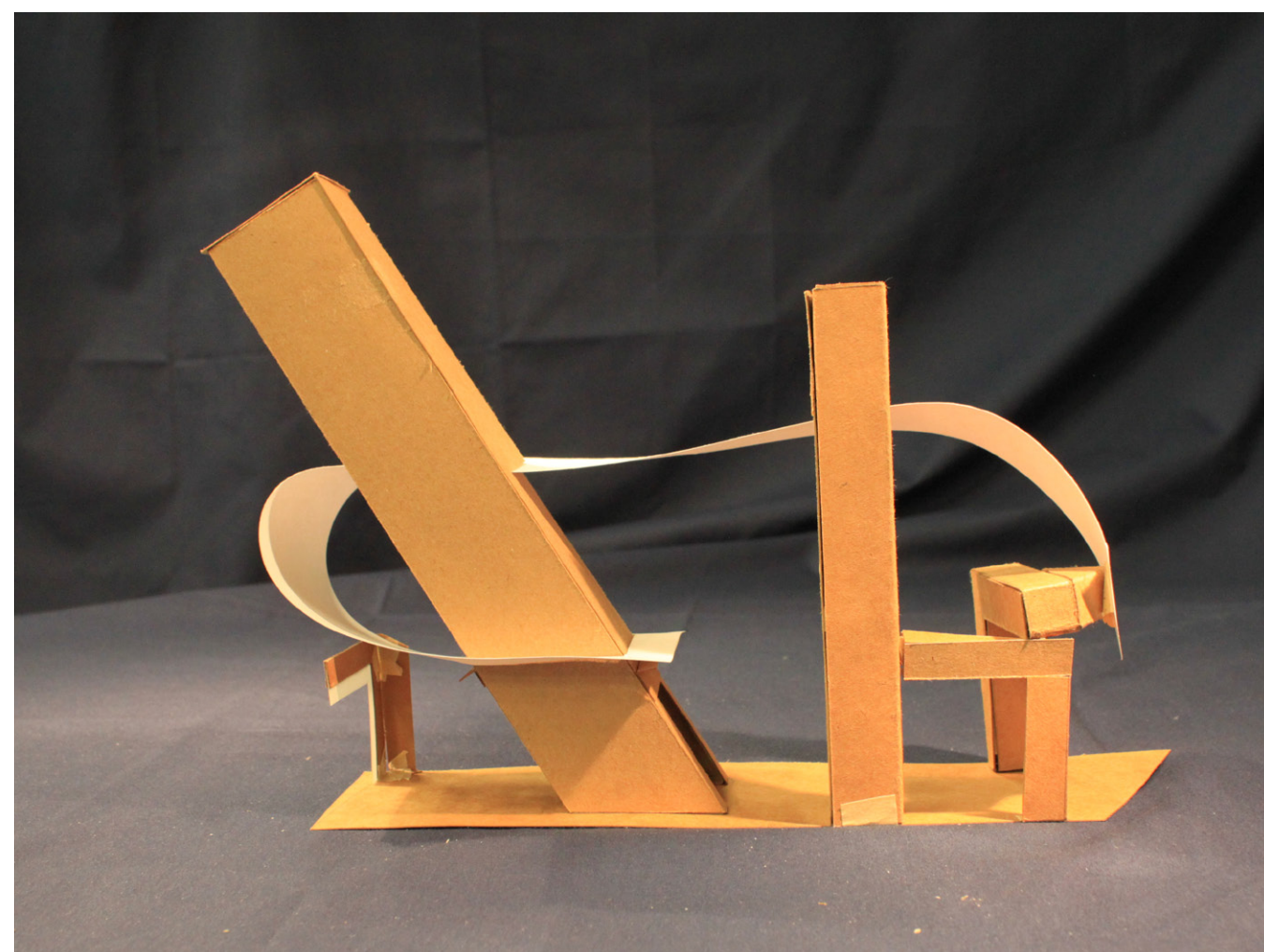
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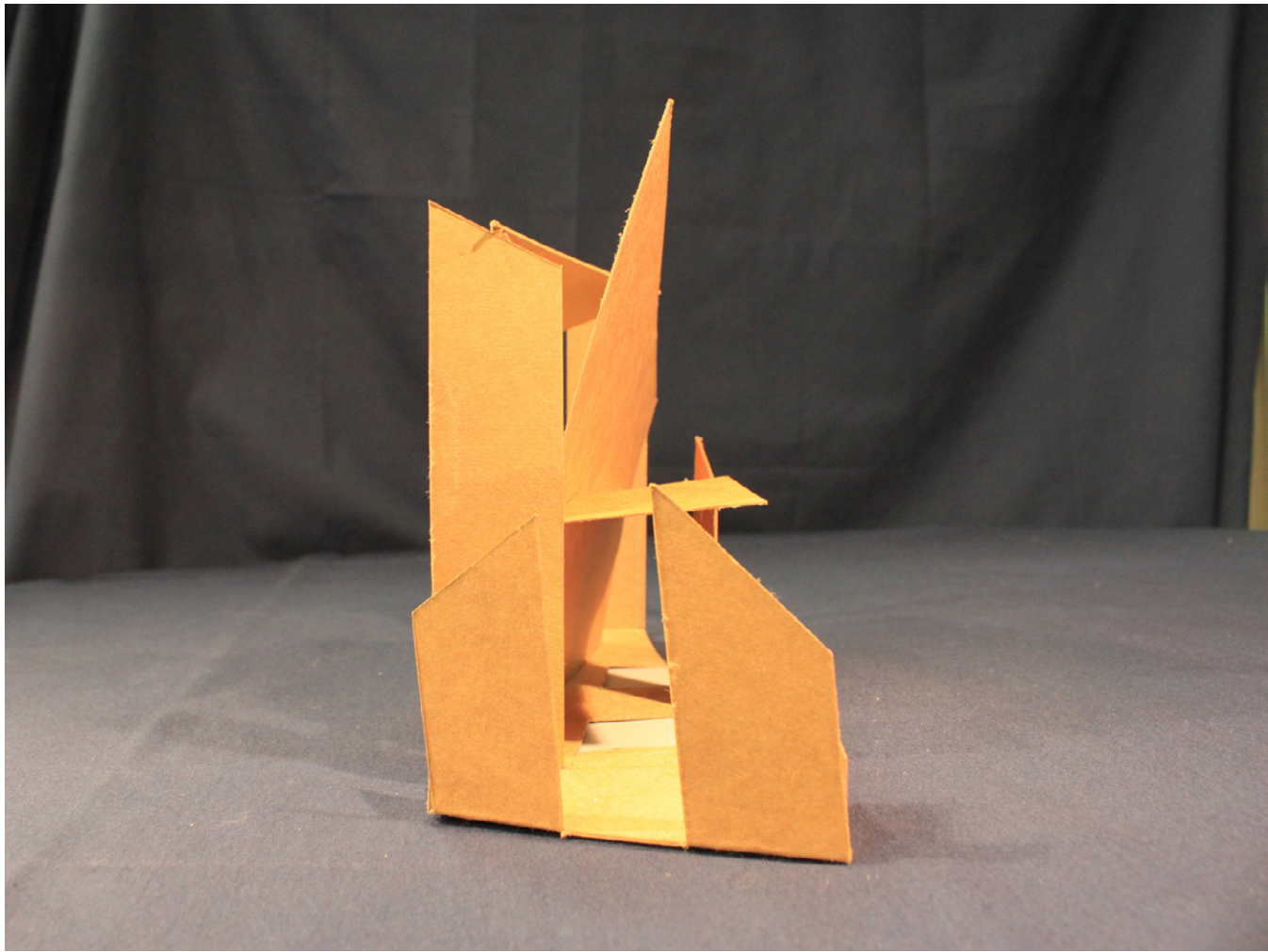


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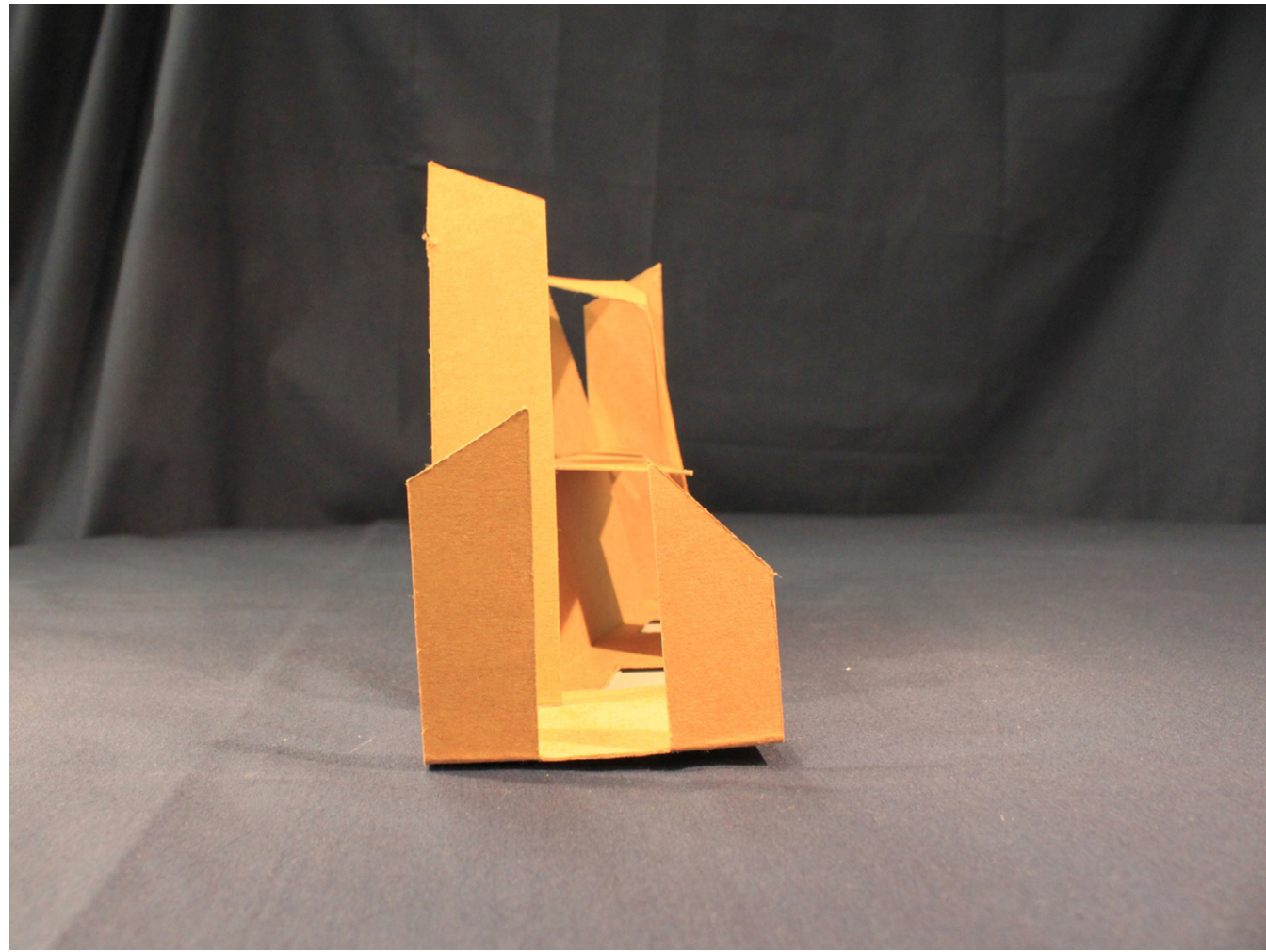


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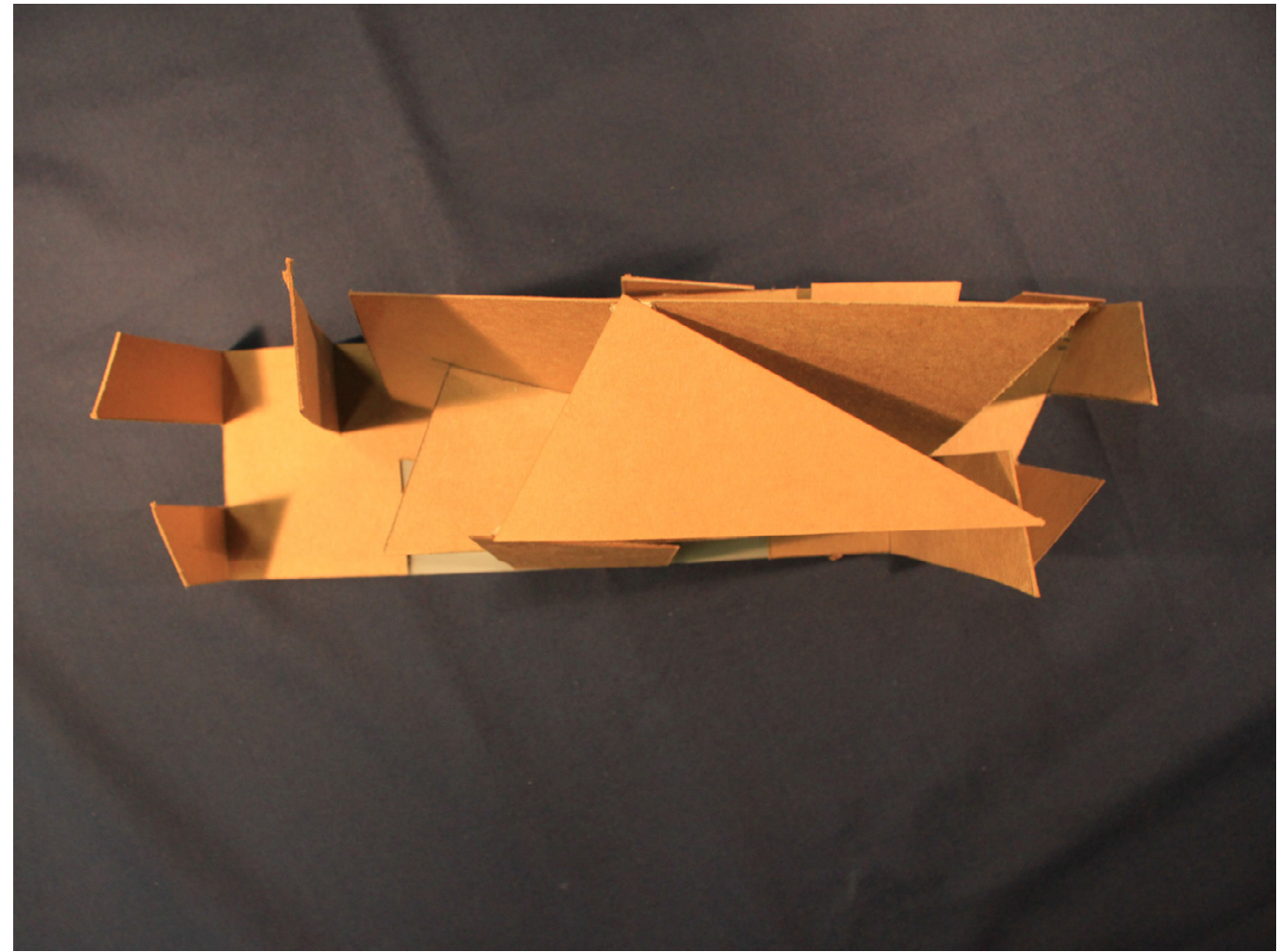
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Cordova entrance

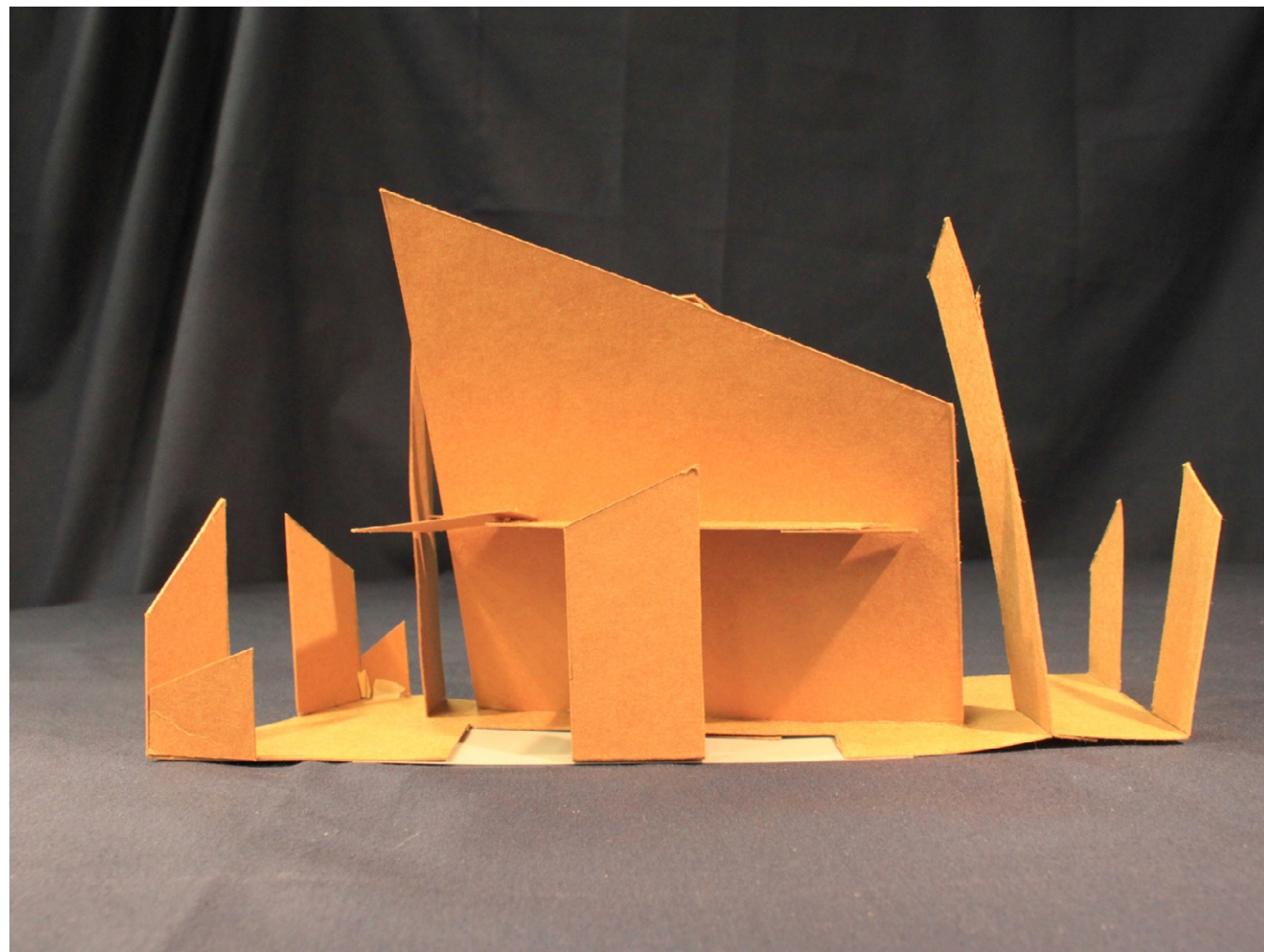


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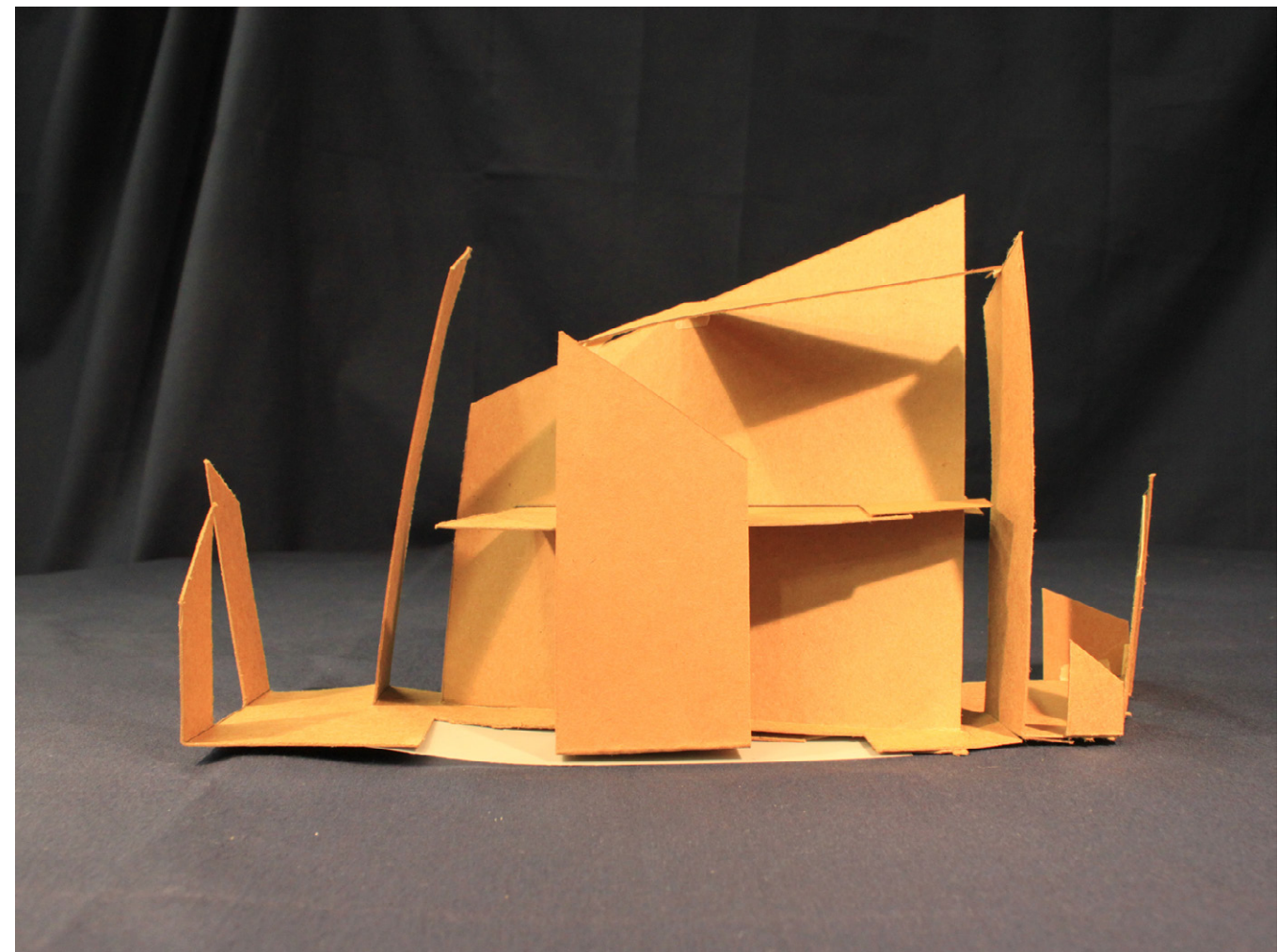


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proposal
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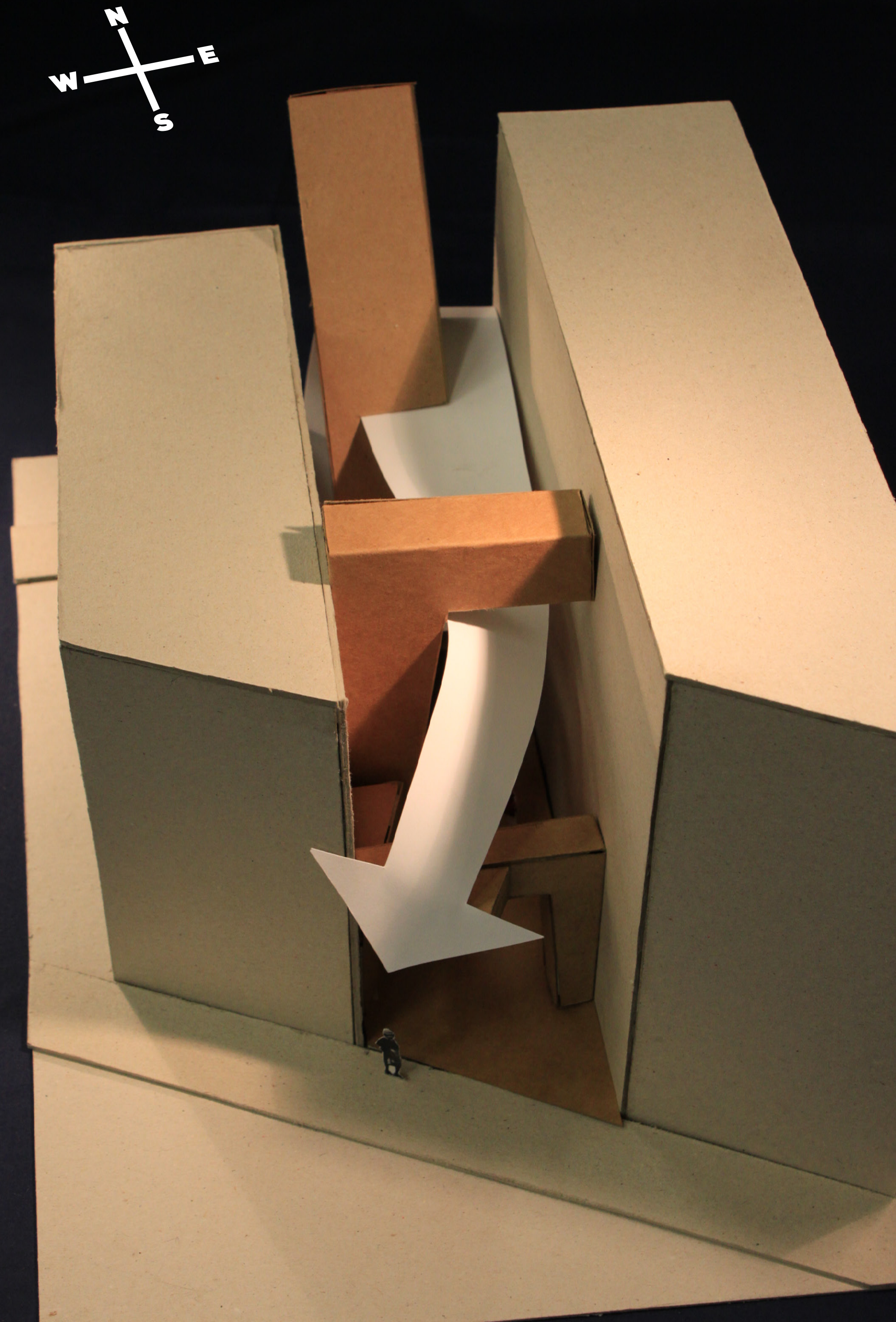


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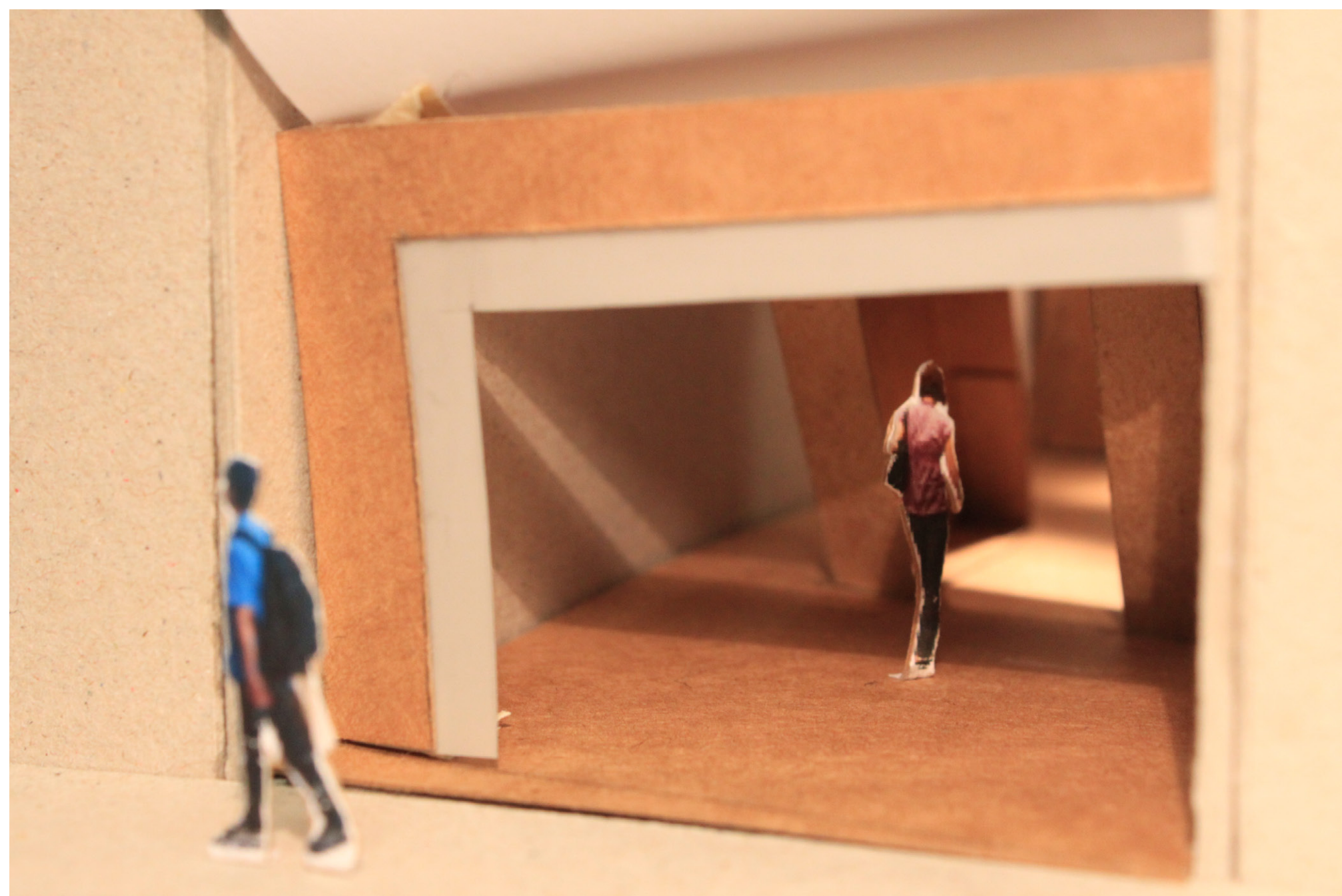
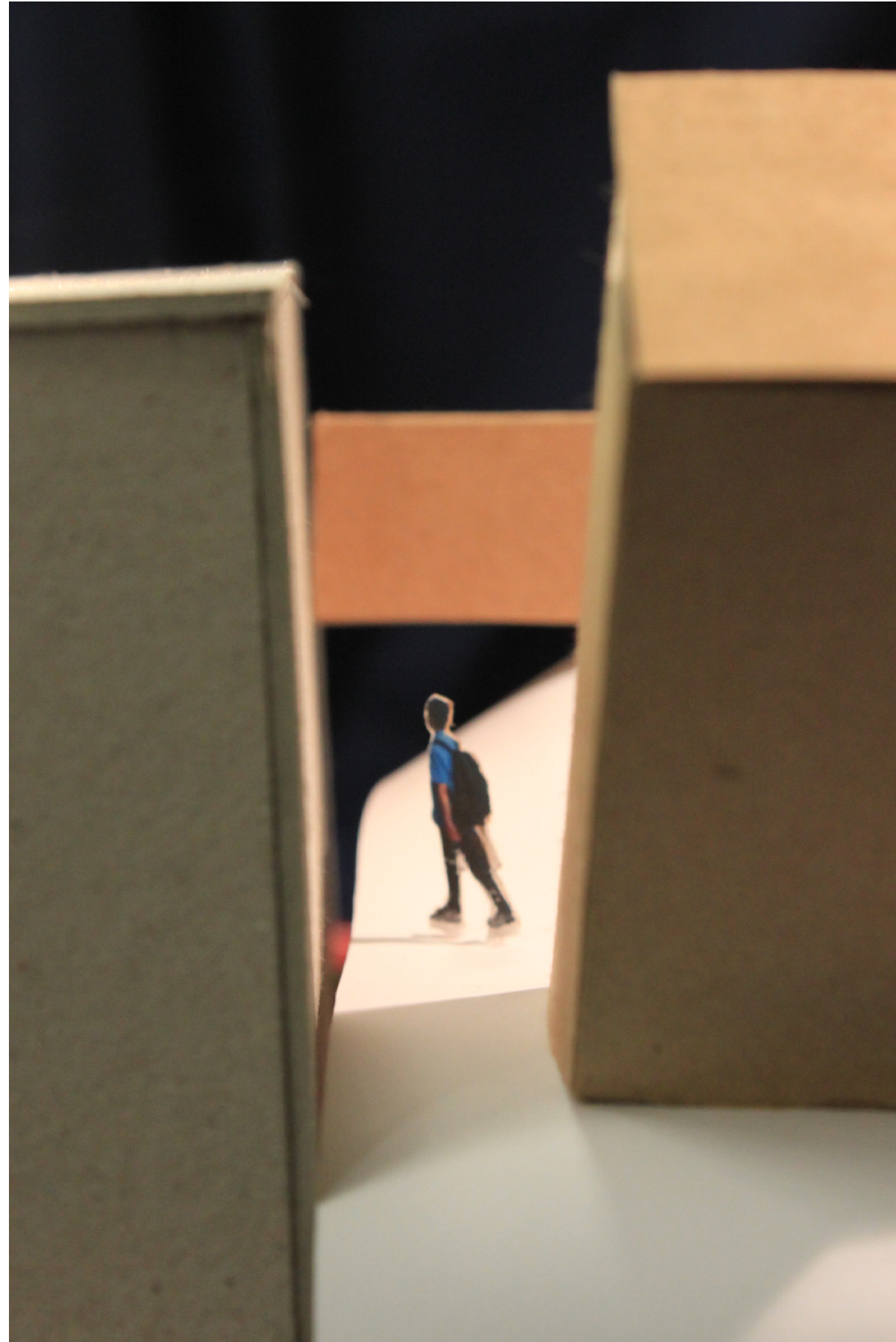
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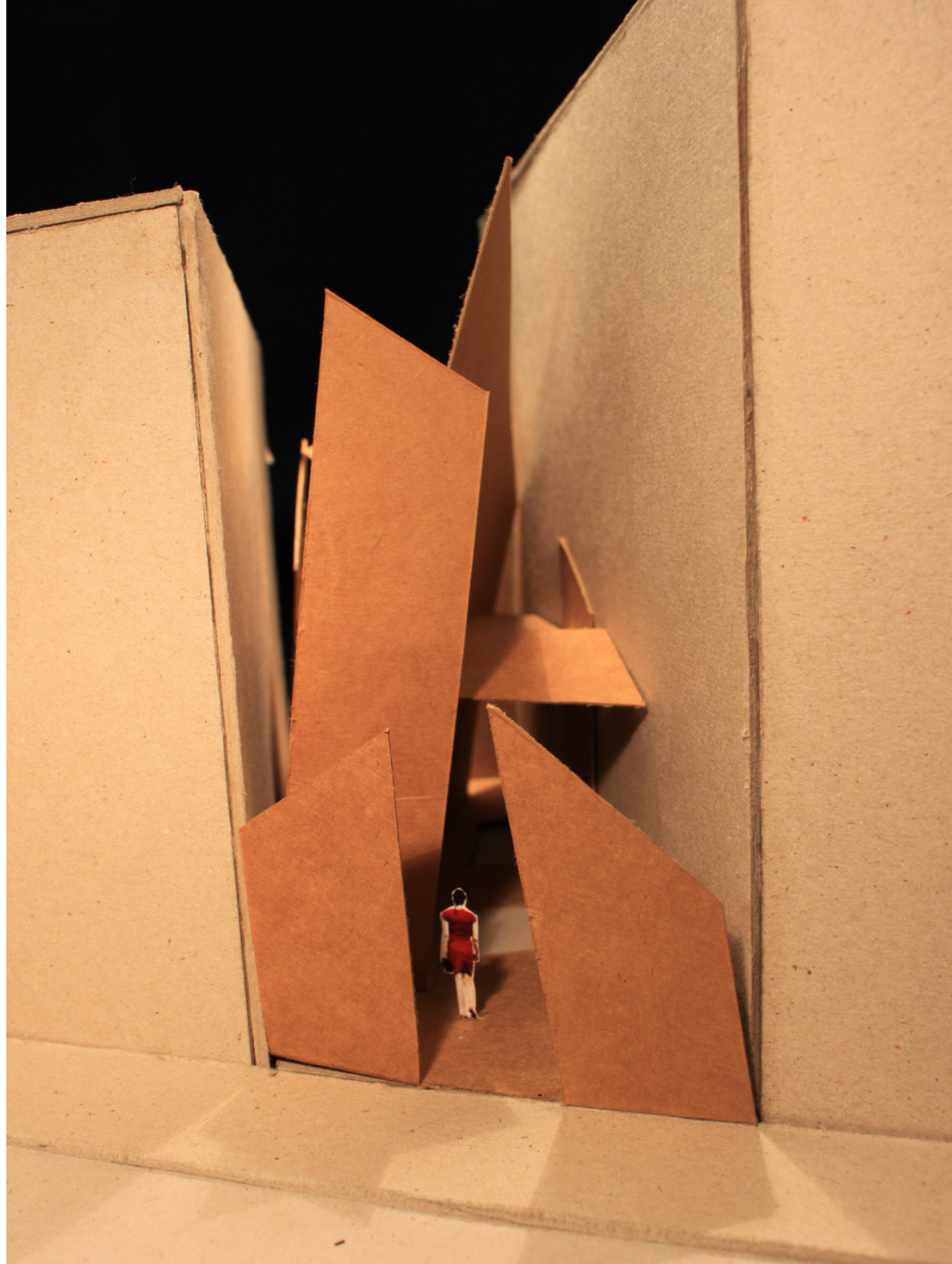


proposal
two

Cordova St

proposal
one





proposal
two



proposal**one**



proposal**two**

the **vitra** project

Originally founded in 1950, Vitra is a Swiss furniture design company founded in Weil am Rhein Germany by Willi Fehlbaum and later acquired designs of Charles and Ray Eames and George Nelson in 1957. Many top internationally renowned designers such as Zaha Hadid, SANNA, and Frank Gehry collaborated and contribute to many of Vitra's design projects. Vitra's main focus is to manufacture functional, yet modern furniture designs for commercial offices, home and for public spaces.



their **approach**



Vitra brings together designers across the globe to get their inspirational minds at work. The goal of Vitra is to look at furniture as more of a comfort product rather than a strict office-like item however, at the same time the company avoids luxurious designs. Vitra chooses its designers by experience and by their ability to “escape from the strict norms and conventions of the furniture industry” (Fehlbaum, 2009, para. 2). This is especially apparent in their Vitra Edition Project where designers are given the opportunity to come up with experimental ideas without constraint.

designing for the **home**

Designer, Ron Arad, came up with T. Vac and the Bad Tempered Chair for Vitra. He was selected to work with Vitra for his experience in designing furniture for series production and handcraft sculptural furnishings made out of steel sheeting. Arad had created the Bad Tempered Chair after working with Vitra on the Well Tempered Chair. The Well Tempered Chair is made of steel metal while the Bad Tempered Chair is made of glass and carbon fibre laminate – a new form of plastic for comfortable measures

(Bad Tempered Chair: At Home., 2002).



designing for the **office**

Antonio Citterio was an external examiner for the Furniture Design Course in Royal College in London and taught in many post-secondary schools. He created Spatio; a product line for executive offices and conference rooms. Made of wood and aluminum, it gives the feeling of “understated luxury” (Spatio: In the Office, 2003, para. 1). The aim of Spatio was to avoid the intimidating atmosphere of current executive offices. What could be better than going to your boss’ office in a relaxing but concentrating manner?



collage

Vitra created a project called Collage to invite business people, designers and users to view their products. Collage has interior concepts, architecture, collections and a museum. Charles Eames, Vitra's first furniture designer, focused on the 'recognition of need' instead of style. Designers since then have been following this tradition to restrain themselves from creating such excessive designs. Vitra looks for designers who have authorship: creative skills but have a personal world view.



net'n'nest

Vitra has recently developed a new underlying idea based upon the new ways they see the office being used. What is occurring is that traditional business hierarchies are being toned down in regards to spatial divisions and moving towards an “open space office”. This is especially prevalent in the creative field. Their idea of an ideal office is one that provides ample large space for working with fewer divisions between people’s work areas. This allows for open communication and is coupled with spaces for people to withdraw or to have private conversations. Many of Vitra’s new lines of office furniture promote the net’n’nest concept.

“If we still need an office then not for work but for communication purposes, nothing more. We work everywhere. Teamwork, direct communication, that's what it's all about.”

(Hanns-Peter Cohn, 2008)



identify **areacode**

Area Code “makes cross-media games and entertainment”

Area Code is a company in New York City that connects the imaginary spaces of games and media to the real world. Some of these connections are: urban environments changed into a gamespace, online games that respond to broadcast TV in real time, simulated characters and virtual worlds that occupy real-world geography, game-events driven by real-world data and situated media that corresponds to specific locations and contexts. The company works with advertising agencies, media firms, networks, universities, and large consumer brands such as Nike, Disney Engineering and MTV.



code**founder**

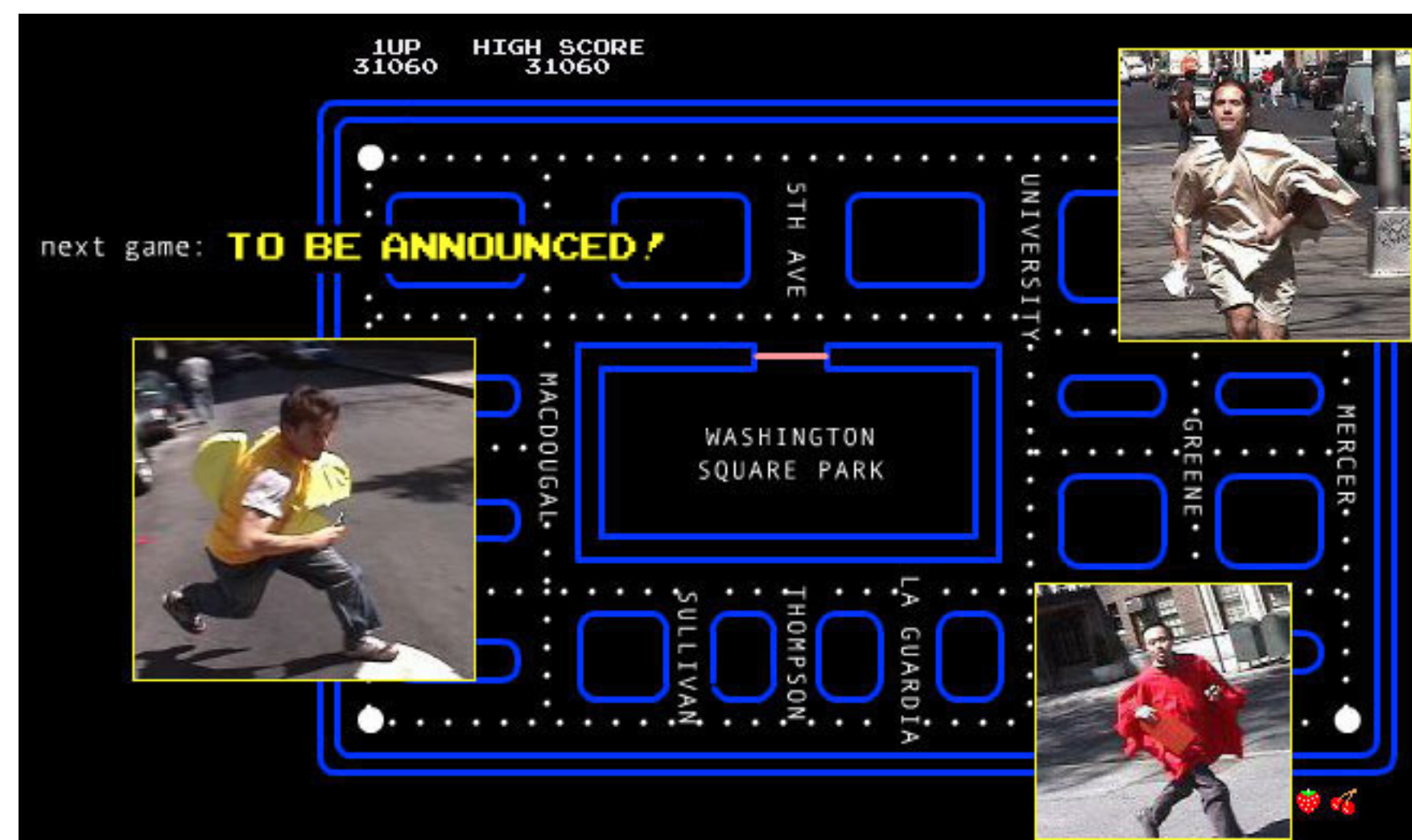
Area/Code was founded by Frank Lantz and Kevin Slavin in 2005. Lantz worked for 20 years in game development and taught game design for 10 years at New York University. Slavin is the Managing Director and co-Founder of Area/Code. He worked at technological based business companies such as IBM, TiVo and Microsoft. Area/Code contains game developers and designers





biggames

The objective of Big Games is to get people to play scaled-up games in an urban environment. An example of this is Pac Manhattan. Students from New York University enrolled in the Big Games course executed this game as their final project. By scaling up the game, the students learned how to play with many spatial and design possibilities. Originally they were to use GPS data to locate each other but it took away the focus on game design. Instead, they used cell phones. Wi-fi connections, GPS system and 3G mobiles with internet access are already bringing virtual and real mediated worlds together. Big Games use skills, tactics, and strategy instead of puzzle-solving skills. They usually have player vs. player competitions within the games.





“Eventually we’re going to stop thinking of games as things you put into your computer and start thinking of computers as something you put into your game.”(2009)

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