

Week 9

This week's interview lecture with Sam Winston looks at the relationship between form and function and how we read, understand and engineer communication.

Sam Winston

Playing with idea of message and medium.

Screen based media – Craft

Being able to use certain tools. With hands – intuition and knowledge.

“At some point you need to work out how the idea manifests.”

Physical embodied way of problem solving – naively picking up tools and playing with them

Learning through touch – clumsy and not manageable and full of mistakes

Embracing the unknown

Problem solving from other viewpoints.

If you enter a brief with a preconceived idea you “collapse” the opportunities available to you.

Trust you will come up with something useful – use the fear as it is excitement.

The Solar Annual Report

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<iframe width="560" height="315" src="https://www.youtube.com/embed/hm0tRDW9wgl" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture" allowfullscreen></iframe>
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Strategies without answers

Textures / Sounds /

Being receptive to possibilities

A new pattern of working

Time management for a project. Allow the time to fully investigate the project.

Discovering the unknown makes for really interesting projects.

Commercial deadlines at logger heads with this approach. However, “if you want to do something new or original you have got to go to this space.”

Process / material / language and design

Design, across a city or place, is intermingling constantly and isn't concerned with an overall aesthetic. Its quite normal to see a hairdressers' next to Portuguese café which is also next to an art gallery.

Relationship between picture and text to include multiple messages. SW example – The dog is looking for his ball (text) dog confused (image) – Say one thing but looks like another. A second voice.

Design as an emotional experience.

Personal toolkits

<https://www.instituteofmaking.org.uk/materials-library>

uniqueness of your location is really important selling point to what you do.

Storytelling - Creating a narrative through data. Begin to give meaning.

Client is society and culture you live in.

Materials –

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Letterpress plasters – Mental Health – Im Fine.

<https://apracticeforeverydaylife.com/projects/richard-wentworth-if-history-could-be-folded-where-would-you-put-the-crease/>

<https://apracticeforeverydaylife.com/projects/dirt-the-filthy-reality-of-everyday-life/>

<https://apracticeforeverydaylife.com/projects/>

“We created four-metre-long typographic messages on the city streets, which were revealed by cleaning off areas of carbon emissions built up on surfaces around the city. They revealed buildings, walls, and tiles which have been hidden for years under the grey blanket of pollution. The project had an unexpected, positive impact – as the borough councils considered these interventions to be graffiti, they were obliged to remove each design, taking with it the pollutants we had aimed to draw attention to, and in some small way cleaning up the city.”

The cat thing paradoxical box – poem / drawings – not seen.

<https://www.dezeen.com/2017/02/05/morag-myerscough-bright-colour-wards-sheffield-childrens-hospital-interiors-uk/>

design process which connects with people.

“People are tools”