

Hi!



Why do people paint?
What influences the choice of colours?

Would the choice of colours change if the conditions during the drawing phase changed?

What rules do we respect when we paint?

Can the choice of colours vary according to our life experience?

Can our choice of colours vary according to our experience as creatives?

Children's choice of colours can be conditioned by something, or is it completely free.

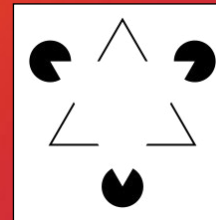
Can the choice of colours be instinctive and primordial or is it always conditioned by our past experience?
If it is conditioned, is it from what age?

How much can a shape influence the choice of colours?
From what age does a shape influence the choice of colours?

How much does Gestalt influence the choice of colours?
Is Gestalt perceived by everyone or only by those who know the term?

What influences the act of painting?
Do these influences vary according to our age and general knowledge?

Why do people paint?



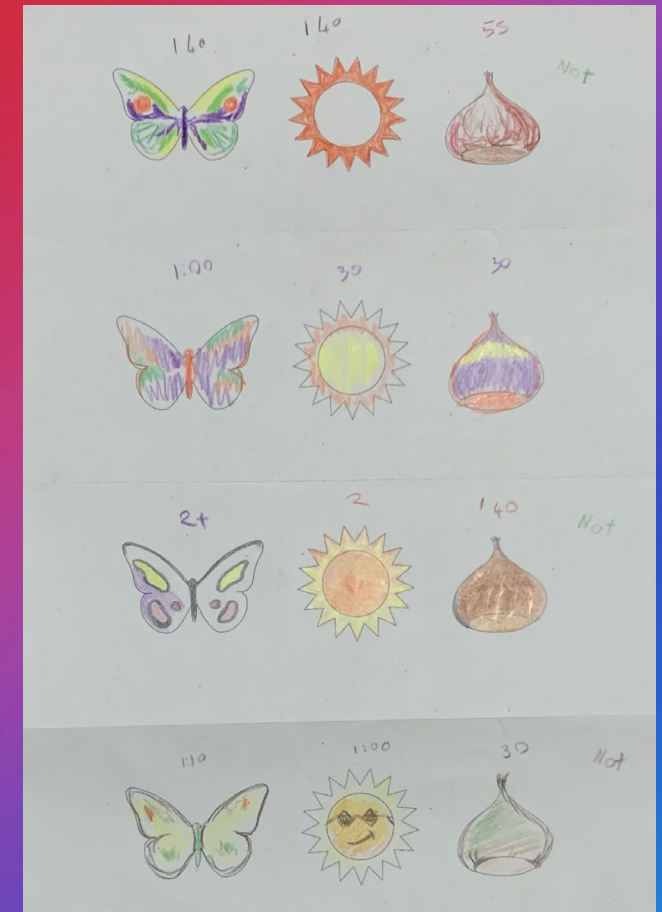
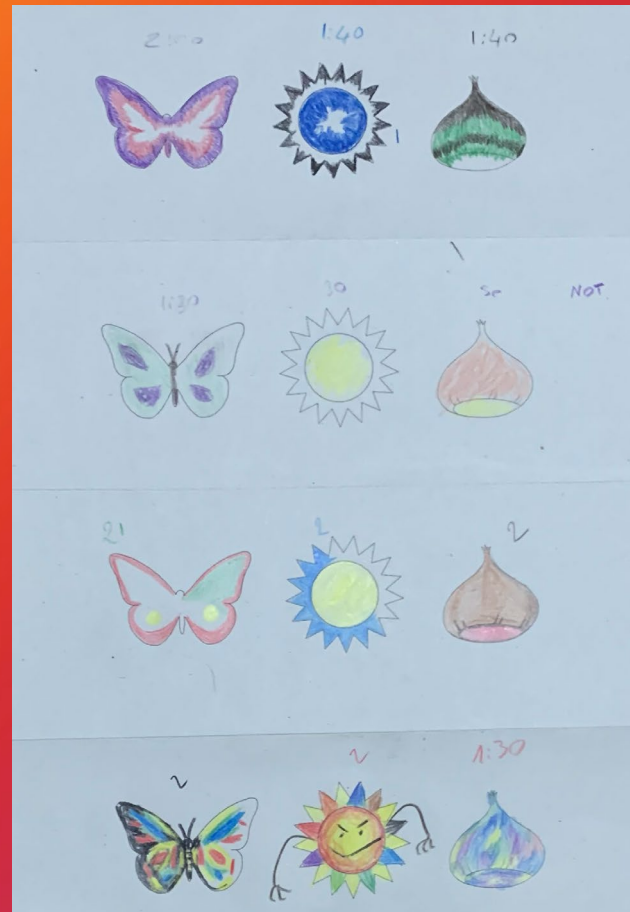
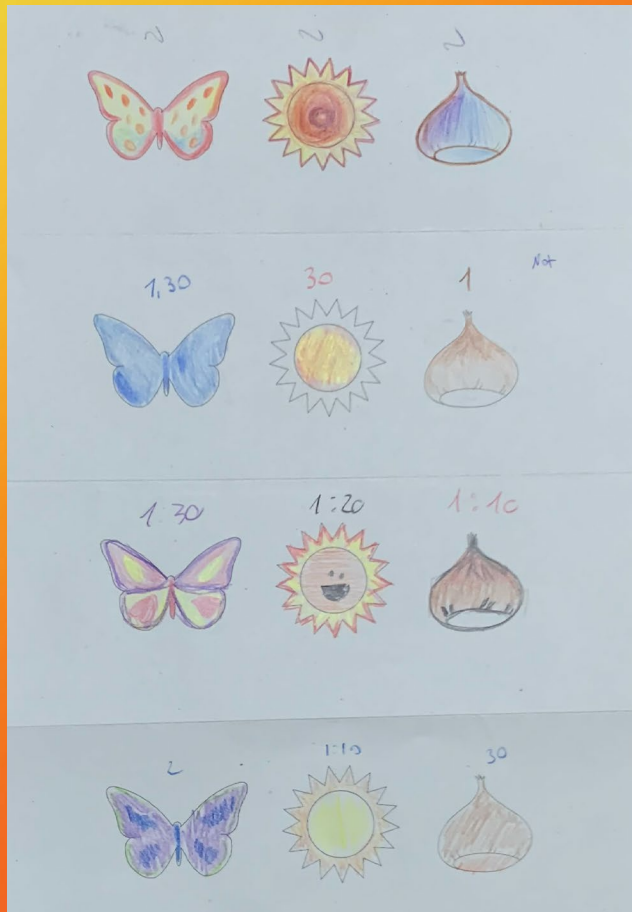
Simple Gestalt tests on various ages

Purpose:

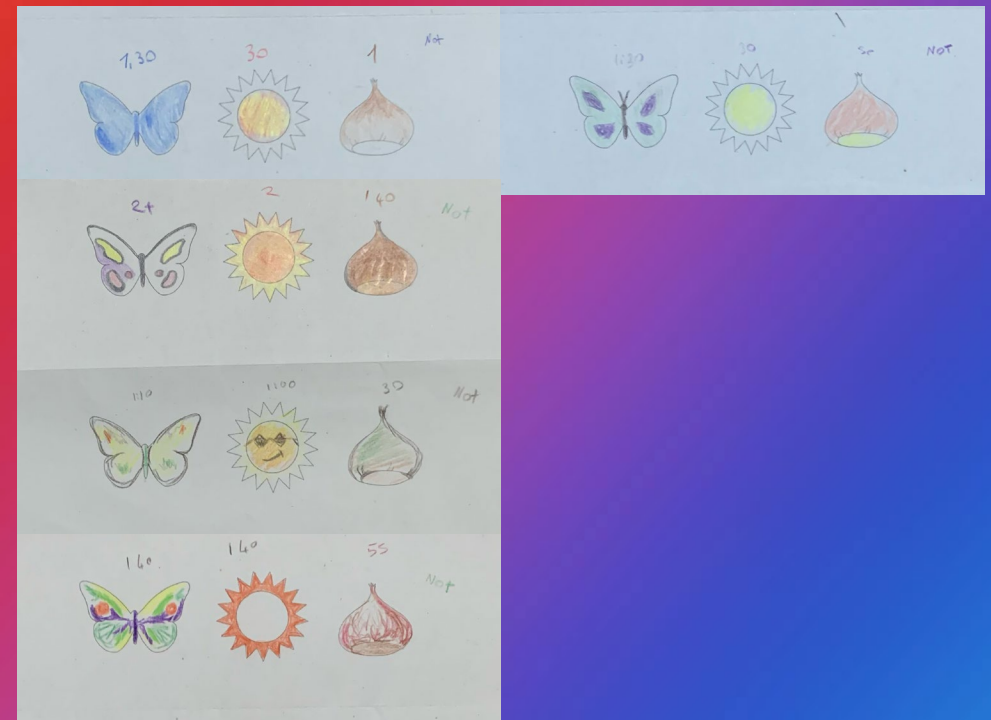
To understand the approach of people with different personalities and different ages to the act of colouring certain shapes.

- Kids (3-10)
- Non-creative people (18-30)
- Creative people (18-30)

Test 1.

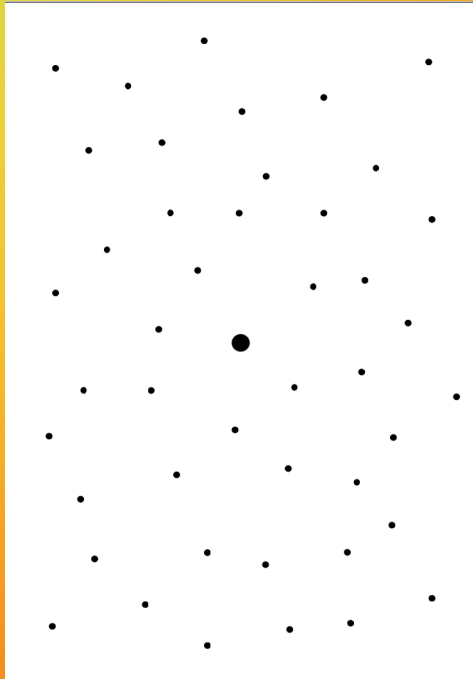


Test 2.



Test 3,4,5...

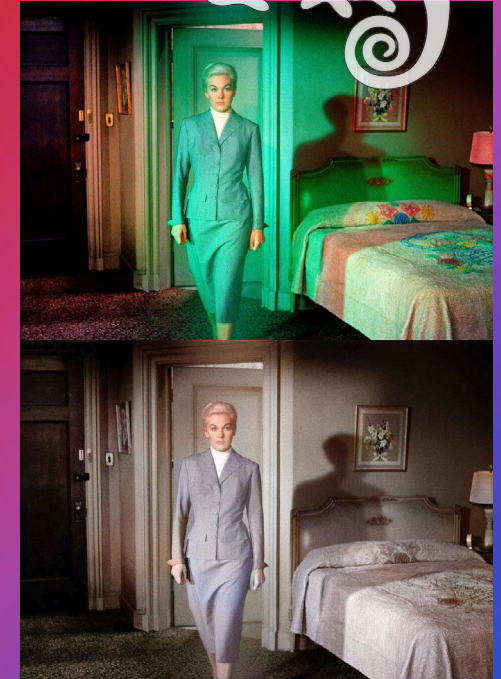
More tests?



**Connecting
the dots**



**Infinite
Palette**

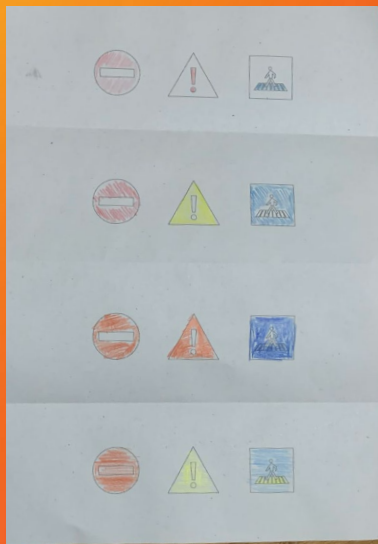
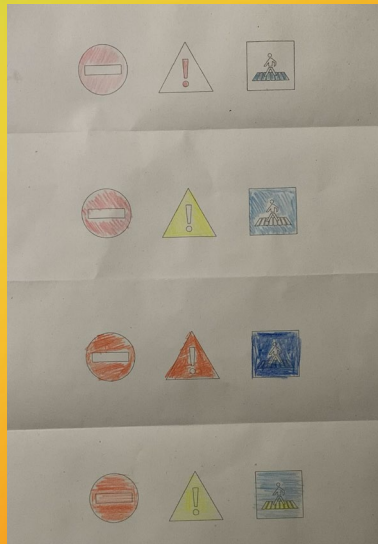


**Movie
Scenes**

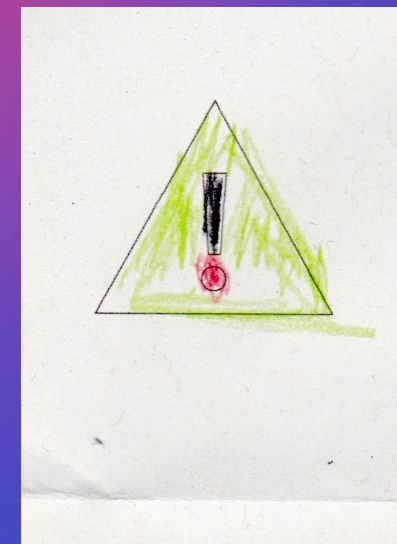
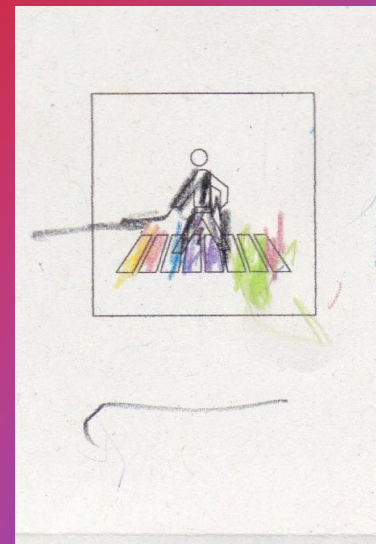
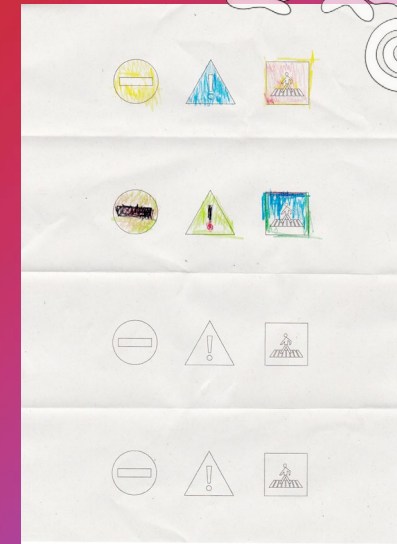
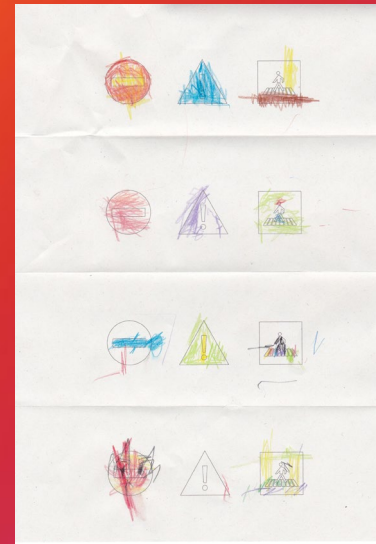
Others: Tactile test, Style test, Glasses test, Videos...

People who do not approach the colouring process in a creative or unconventional way (standard approach).

People conditioned by past experience that limits creativity in the act of colouring.



Possible audience ?



Conditional Design

The book *Conditional Design* sets out to provide insight into the method in an exciting way and to invite others to apply the method themselves. *Conditional Design* plays with chance, frameworks and generative systems and is a 'play' method that provides possibilities for every creative person.

The system is surprisingly simple, and allows every team to set their own rules. The book functions as a workbook; the designer Julia Born has organized the material step-by-step, and shows in *Conditional Design Workbook* just how this exciting process works.

Conditional Design?



Anything
about me?



Mimicry / Thermoregulation / Communication / Emotions / Protection / Light regulation



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The chameleon reorganizes its nanocrystals to change colors

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Many chameleons have the remarkable ability to exhibit complex and rapid color changes during social interactions. A collaboration of scientists within the Sections of Biology and Physics of the Faculty of Science from the University of Geneva (UNIGE), Switzerland, unveils the mechanisms that regulate this phenomenon. In a study published in *Nature Communications*, the team led by professors Michel Milinkovitch and Dirk van der Marel demonstrates that the changes take place via the active tuning of a lattice of nanocrystals present in a superficial layer of dermal cells called iridophores. The researchers also reveal the existence of a deeper population of iridophores with larger and less ordered crystals that reflect the infrared light. The organisation of iridophores into two superimposed layers constitutes an evolutionary novelty and it allows the chameleons to rapidly shift between efficient camouflage and spectacular display, while providing passive thermal protection.

Male chameleons are popular for their ability to change colorful adornments depending on their behaviour. If the mechanisms responsible for a transformation towards a darker skin are known, those that regulate the transition from a lively color to another vivid hue remained mysterious. Some species, such as the panther chameleon, are able to carry out such a change within one or two minutes to court a female or face a competing male.

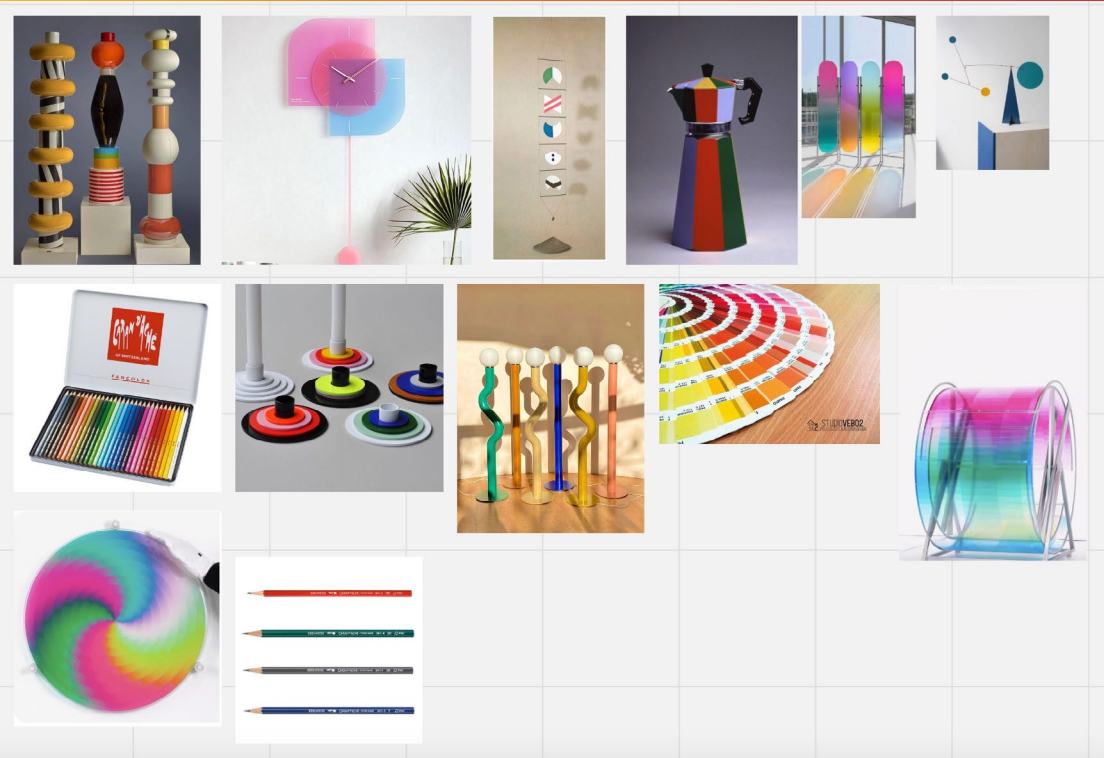
[Blue, a structural color of the chameleon](#)

- Condition
- Choice
- Metamorphosis
- Necessity
- Communication
- Interaction
- Zelig, etc...

Objects?



Colour in objects



Animals and objects



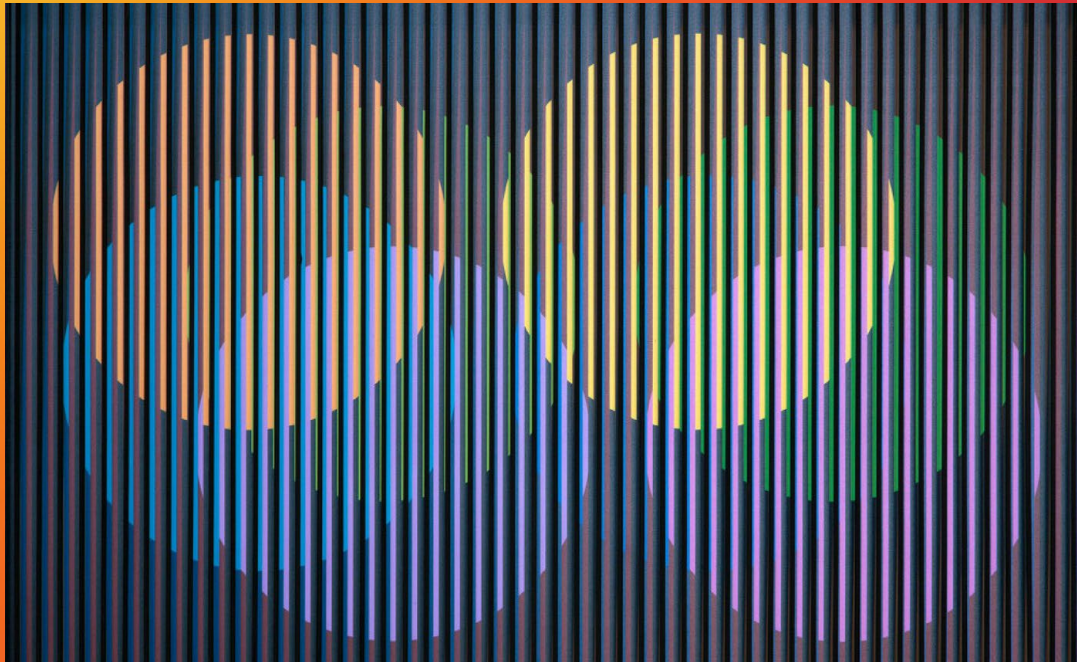
Metamorphosis

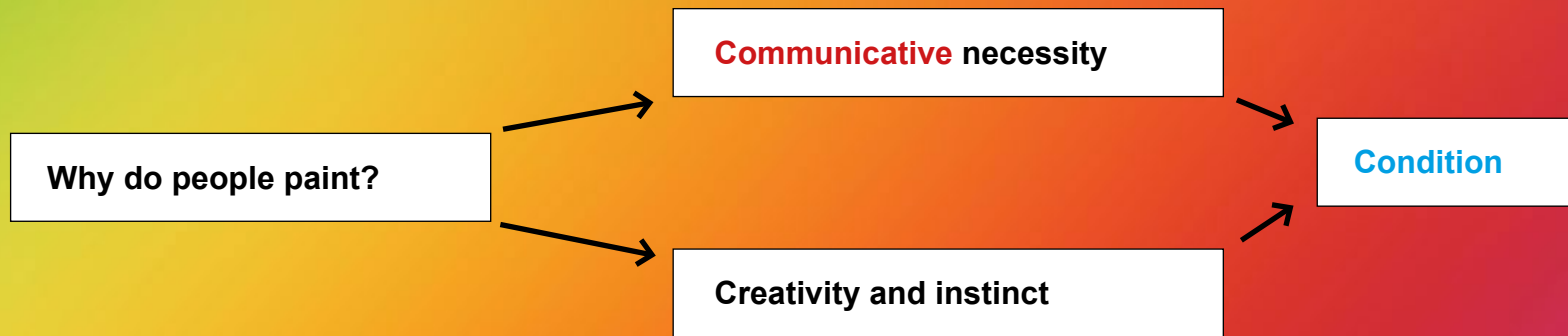


Art? Light?
More???



Kinetic Art





Who?

Potentially everyone, but particularly non-creative people or people **conditioned** in the act of colouring by past knowledge (Gestalt).

People who do not approach the process of **communication** through drawing in a creative or unconventional way.

Condition and choice

What?

Create an object that through **metamorphosis** makes the **communicative** necessity in drawing creative and unconventional.

Metamorphosis and nature

Why?

The aim is to **condition** the act of colouring in order to avoid predefined schemas and preconceptions.

To obtain an original and playful process through a **condition** imposed by a **metamorphosis**.

Conditional Design

METAMORPHOSIS AS A CONDITIONAL METHOD TO IMPROVE CREATIVITY

Any questions?



Thanks

