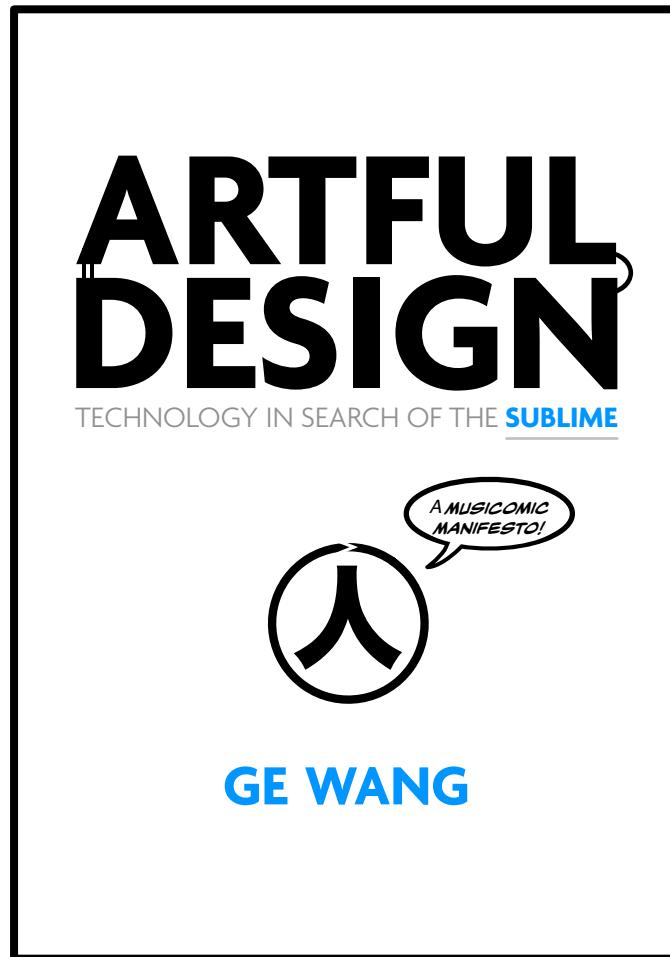


## "Converge"

excerpt (pp. 144-156) from *Artful Design*,  
Chapter 3 "Visual Design"



<https://artful.design/>

STRANGE DESIGN LOOPS ARE BUT ONE FORM OF DESIGN NARRATIVE. SOMETIMES, A NARRATIVE MANIFESTS THROUGH METAPHOR...

# CONVERGE

BY JIEUN OH AND GE WANG

AN "OMNI-BIOGRAPHICAL" AUDIOVISUAL COMPOSITION  
OR... THE MOST DEPRESSING PHOTO ALBUM SOFTWARE OF ALL TIME!

THE CONVERGE CUBE OF CROWDSOURCED IMAGES FROM EVERYDAY LIFE

IT BEGAN AS A PUBLIC INVITATION TO SUBMIT EVERYDAY MOMENTS, EACH CAPTURED THROUGH A PHOTOGRAPH, A SHORT AUDIO RECORDING, AND BRIEF TEXT DESCRIPTION. IT WAS uploaded TO A CENTRAL REPOSITORY USING A SIMPLE MOBILE APP THAT ALSO NOTED THE TIME AND LOCATION OF EACH MOMENT.

IN 2012, JIEUN OH AND I CREATED AN EXPERIMENTAL COMPOSITION THAT USED MOBILE PHONES TO CAPTURE AUDIOVISUAL MATERIAL FROM EVERYDAY LIFE, RECONTEXTUALIZED IN THE AUDIOVISUAL "BLENDER" OF THE COMPUTER...



CONVERGE WAS MOTIVATED BY A SIMPLE THOUGHT EXERCISE: WHAT IF WE WERE TO CLASSIFY MOMENTS AND MEMORIES ALONG A CONTINUUM OF RELATIVE "ORDINARY-NESS"? LOGIC SUGGESTS THAT ONLY A SMALL PERCENTAGE OF MOMENTS ARE "OUT OF THE ORDINARY" (I.E., EXTRAORDINARY) COMPARED TO THE VAST MAJORITY OF ORDINARY LIFE MOMENTS "IN THE MIDDLE."

JIEUN

A DISTRIBUTION OF LIFE MOMENTS ACCORDING TO "ORDINARITY"

EXTRAORDINARILY SAD

LOSS OF SOMEONE OR SOMETHING DEAR

REJECTION

JARRING PERSONAL EXPERIENCE

NATIONAL / WORLD TRAGEDY

WORKING

NAPPING

MAKING COFFEE

WALKING SOMEWHERE

PLAYING MUSIC

MOST OF LIFE SEEMS TO CONSIST OF MOMENTS IN THE MIDDLE

WAITING IN LINE THE COOKING ORDINARY

CLEANING

PAYING BILLS

CONVERSING

PLAYING WITH CATS

WATCHING TV

PLAYING

LISTENING

DAYDREAMING

EXTRAORDINARILY HAPPY

GRADUATION!

WEDDING!

PROMOTION!

AWARD!

BIRTH OF CHILD!

CAREER MILESTONE!

REUNION WITH LOVED ONE!



CONVERGE WAS A CELEBRATION NOT OF THE EXTREMES, BUT OF THE MIDDLE, THE MUNDANE. THERE IS A BEAUTY TO THESE MOMENTS, IF ONLY BECAUSE, SIMPLY, THEY ARE LIFE.

AS HUMANS, WE CAN ALL RELATE TO THESE UNREMARKABLE EVERYDAY MOMENTS, EVEN IF THEY ARE NOT OUR OWN. HENCE WE CALL THIS AN OMNI-BIOGRAPHICAL WORK.



THESE MOMENTS FRACTURE,  
BREAK APART...

...INTO A SEA OF FRAGMENTS,  
SPEAKING TO IMPERMANENCE AND  
FRAGILITY OF MEMORY, EXPRESSED  
THROUGH VISUAL METAPHORS.



THE MOMENTS DRIFT APART, SILENTLY  
EXPLODING, AND FILLING THE VOID  
WITH SHARDS OF MEMORIES...



...A SIMPLE METAPHOR OF MEMORY IN TIME.

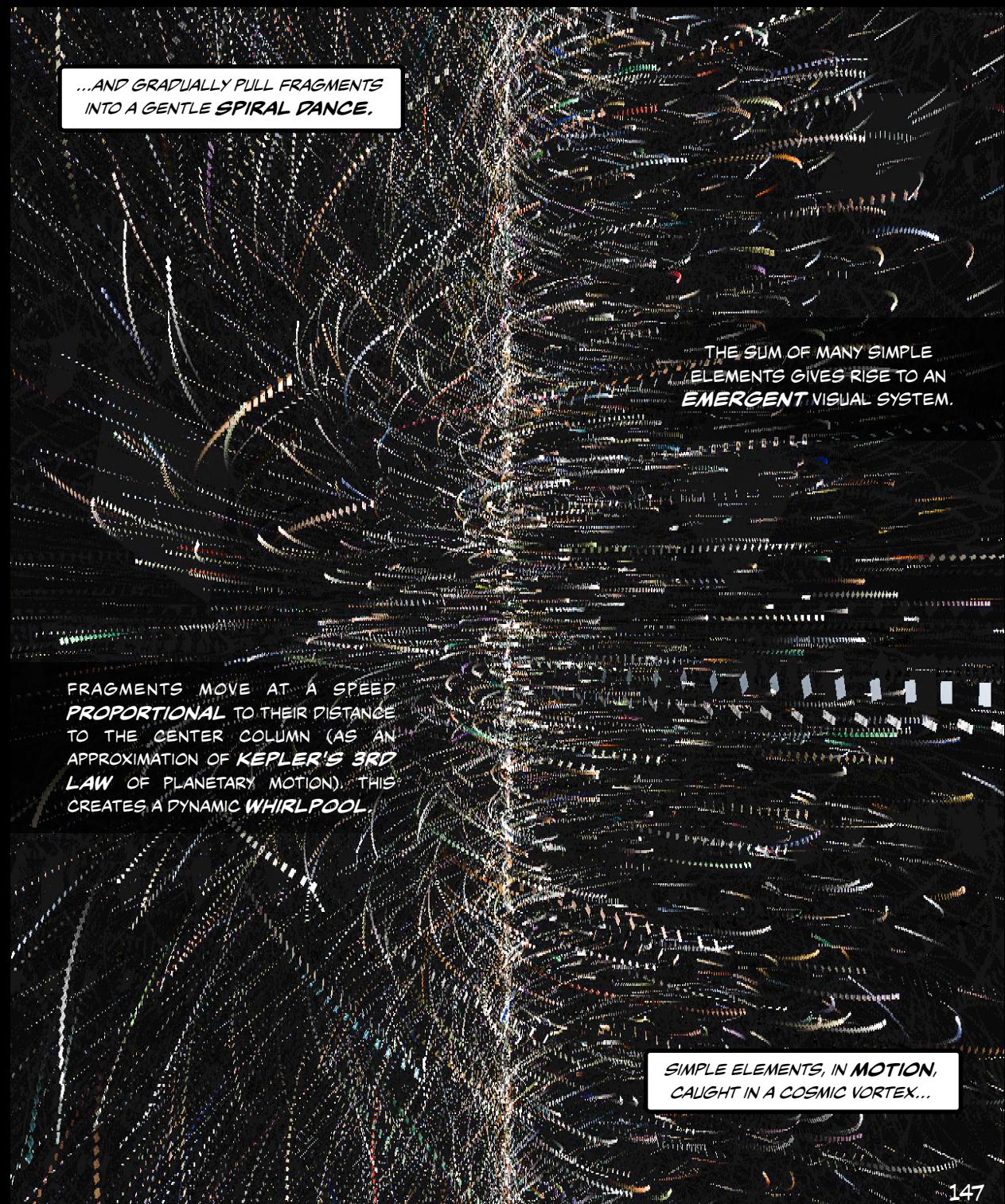
BUT THERE IS TACIT ORDER IN THE CHAOS...



...AS "CURRENTS"  
BEGIN TO FORM...

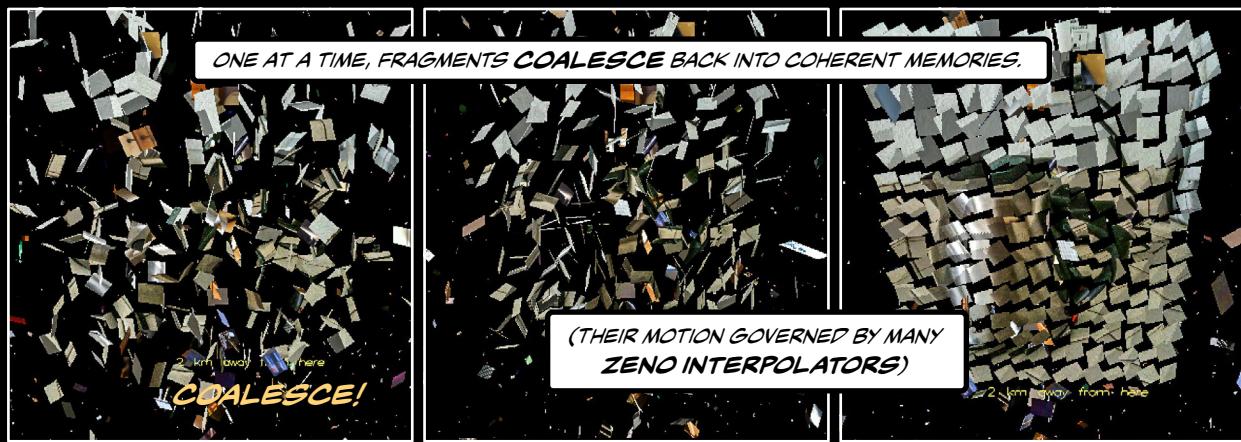
...AND GRADUALLY PULL FRAGMENTS  
INTO A GENTLE SPIRAL DANCE.

THE SUM OF MANY SIMPLE  
ELEMENTS GIVES RISE TO AN  
EMERGENT VISUAL SYSTEM.



FRAGMENTS MOVE AT A SPEED  
PROPORTIONAL TO THEIR DISTANCE  
TO THE CENTER COLUMN (AS AN  
APPROXIMATION OF KEPLER'S 3RD  
LAW OF PLANETARY MOTION). THIS  
CREATES A DYNAMIC WHIRLPOOL

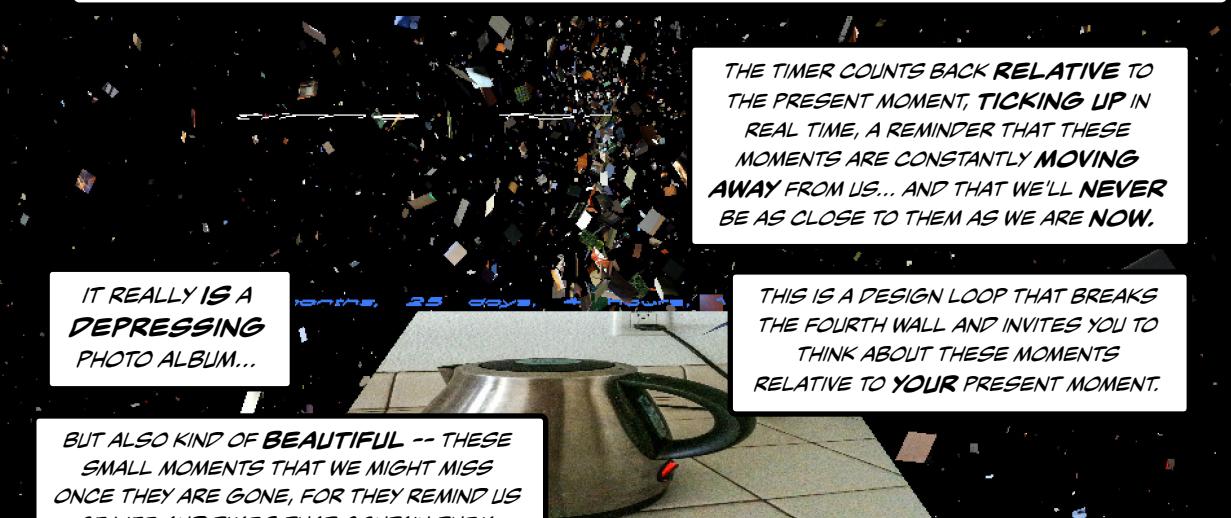
SIMPLE ELEMENTS, IN MOTION,  
CAUGHT IN A COSMIC VORTEX...



6 years, 2 months, 25 days, 4 hours, 16 minutes, 9 seconds ago.



6 years, 2 months, 25 days, 4 hours, 16 minutes, 10 seconds ago.



2 km away from here



6 years, 2 months, 25 days, 4 hours, 16 minutes, 9 seconds ago.



6 years, 2 months, 25 days, 4 hours, 16 minutes, 10 seconds ago.



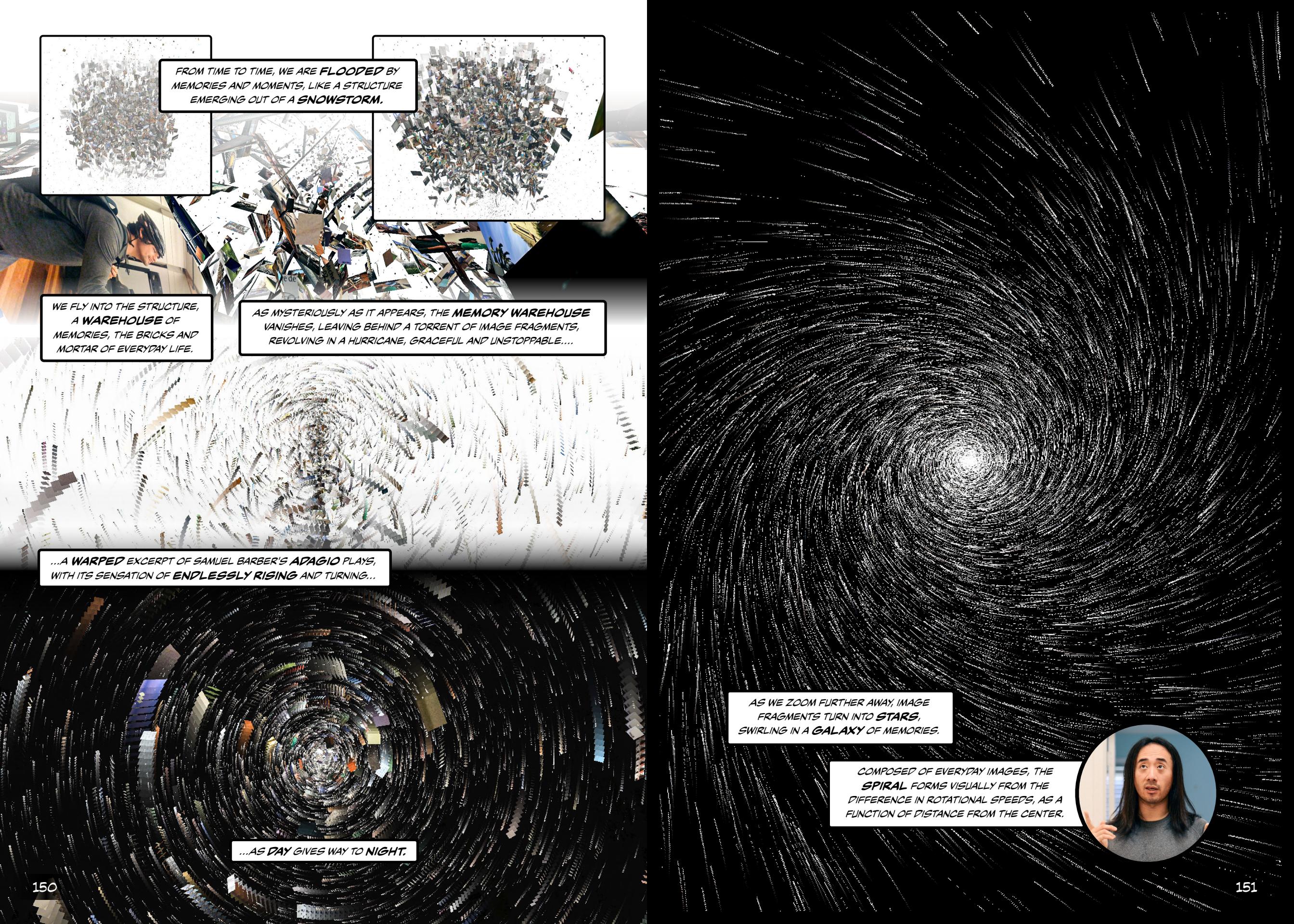
6 years, 2 months, 25 days, 4 hours, 16 minutes, 11 seconds ago.



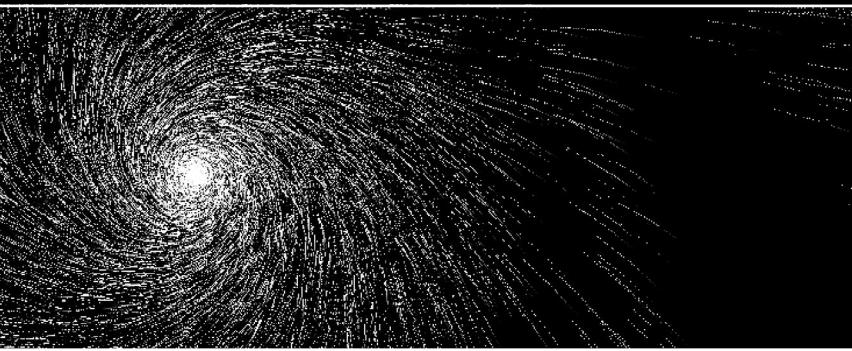
2 km away from here

148

149



THIS IS WHERE OUR COLLECTIVE  
MEMORIES CONVERGE...



UNTIL THE STARS CONVERGE  
TO A SINGLE POINT



THE STARS BEGIN TO COLLAPSE...

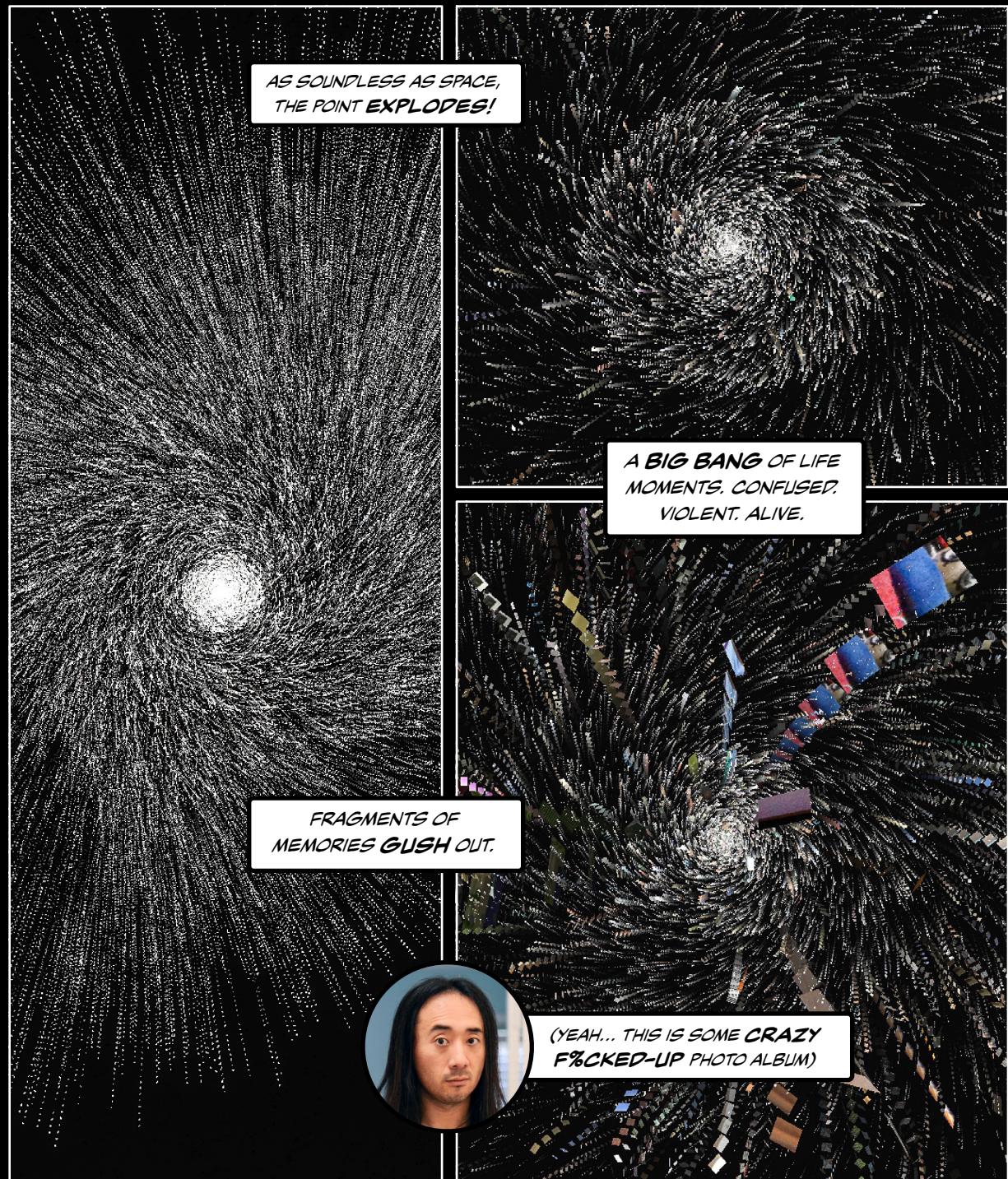


THEN... SILENCE.



MEANWHILE, THE SOUND IS REDUCED TO THE SIMPLEST AND PUREST  
OF TONES... A SMALL, **FRAIL SINUSOID**. THE BUILDING BLOCK OF  
SOUND, IT IS THE SONIC ANALOGUE OF SIMPLICITY ITSELF.

SUDDENLY...

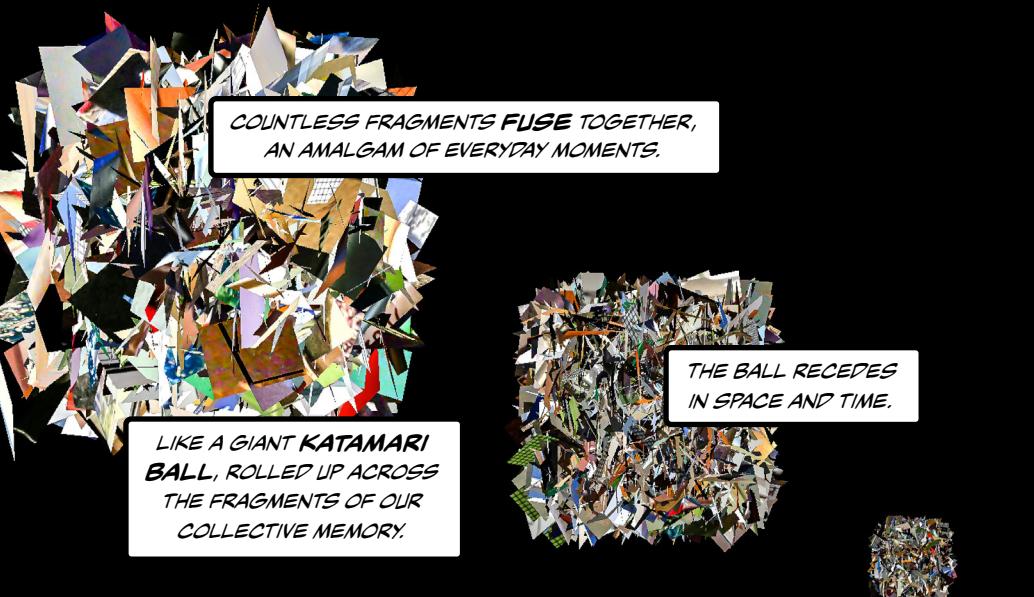




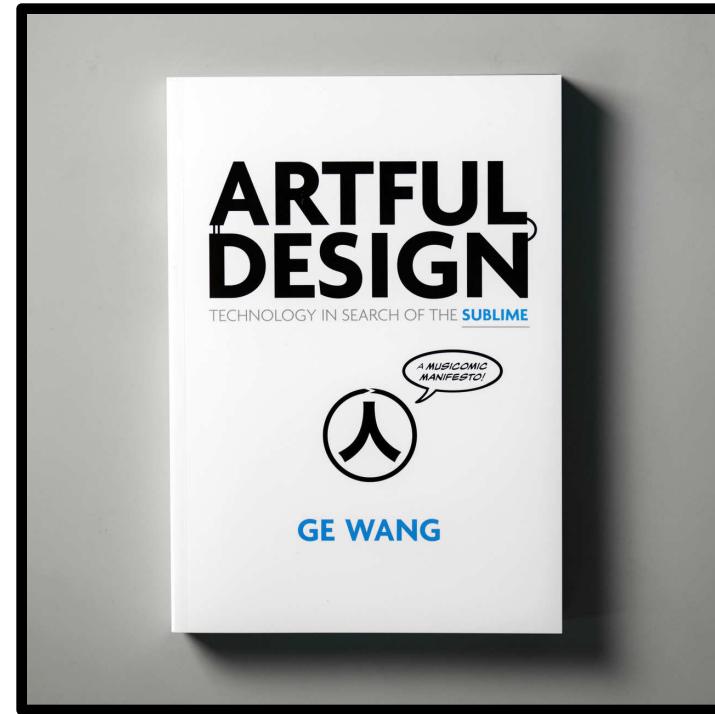
THE FRAGMENTS -- INFINITESIMAL AND YET INFINITE REPRESENTATIONS OF MEMORY OF EVERY SMALL NOTHING -- COALESCE, BUT ONLY BRIEFLY...



BEFORE THEY CRUMPLE...



WHERE IT GOES, WE DO NOT KNOW...



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