AESTHETIC DIMENSION

Integrated Design Services

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Aesthetic Dimension is a strategic and holistic design firm for the interconnected contemporary world. We create integrated, smart and effective digital and physical systems.

We help our clients design and build new websites, applications, brands, books, museum exhibits, signage systems or anything custom. We love to learn how an organization operates and how what we create can help that organization reach its full potential.

It's this approach of thinking from the big picture down to the details that we call *Holistic Design*.

Services

Curation
Content Development
Storytelling
Graphic Design
Branding
Web Design & Development
Custom Web Applications
Exhibit Design
Creative Strategy

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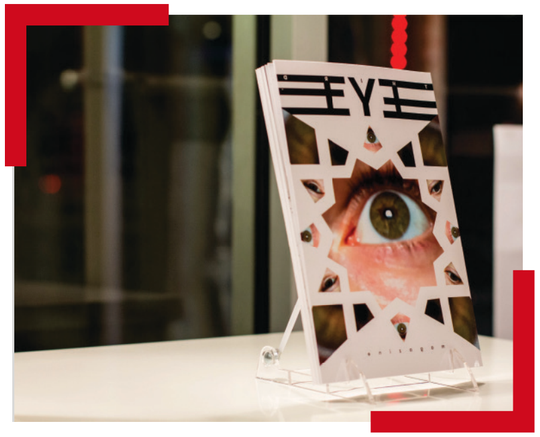
Comprehensive. Future-friendly. Layered. Effective. Everything Aesthetic Dimension creates is built to make the complex simple - to make depth accessible.

Software for Aritifical Intelligence.

Galaxy.AI



A new publication about awareness and modern society.

Third Eye Magazine

The Cost of War

Parsons School of Design

Focused on United States Military spending, a contencious topic, the exhibit was created to be sensitive and understanding while informative and not shy on recognizing impact.

Concept mapping played a key role in defining this exhibit. I ultimately created two interconnected zones: a ‘facts’ zone (previous page), and a ‘questions’ zone (pictured). This would lead people from hard information, to then thinking about the implications of these facts.

Concept mapping played a key role in defining this exhibit. I ultimately created two interconnected zones: a ‘facts’ zone (previous page), and a ‘questions’ zone (pictured). This would lead people from hard information, to then thinking about the implications of these facts. 700 px wide. 36 px spacing btwn elements.

Aesthetic Dimension was founded on the idea of delving deeper into the role aesthetics play in our lives and the world around us. This blog explores contemporary issues in these places.

The Movement of Style across Time

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Politics, Aesthetics, Kazakhstan Jan 30, 2017

One Reason I Find Graphic Design Metaphysically ...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec pulvinar nunc nulla, feugiat eleifend orci pellentesque a. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Politics, Aesthetics, Kazakhstan Jan 30, 2017

Good Design Makes the World a Better Place

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The Most Powerful Job in the World

Treatise #7

The renowned 19th century philosopher Hegel discusses a brilliant concept, termed Second Nature. The meaning of Hegel's concept of second nature is basically things that are outside ourselves that we take to be the natural reigning order. Specifically, it can be understood that things and institutions created by man are understood by most as a second nature. In more plain terms, and for the purposes of our discussion, it is those things that we take for granted as our reality — when they are in fact created by other people -that are a second nature.

With this understanding, everything from having a chair to sit on to the existence of government is a second nature to most. However, quickly, we can imagine the world as being far different without these things.

For example, much of the world woke up to the election of Trump to see a certain order they took for granted shaken to its core. One of the reasons I believe this moment was so shocking for many was because they took the continuing civil order, which would have been continued by his opponent, as almost to the level of a second nature.

As designers, we are shaping what people perceive to be as Reality.

I also believe that this is one of the strongest arguments on the important of design, and for empowering designers. All businesses are seeking to grow and be economically sustainable. History is littered with examples of jobs and business that have become outdated. And maintaining up-to-date design is now more important than ever in the success of any organizations.

Remember Nokia? Nokia was effectively a second nature in its prime, but ultimately failed to keep up. The current second nature is the iPhone — to which Apple has keenly used design to build to this status.

Politics, Aesthetics, Kazakhstan

Jan 30, 2017

If you would like to know more about what we can do for your organization or you had a project in mind, please email us at hello@aestheticdimension.com