

Architecture 101

Part 2: From Place to Space

40/101

Week 2: Proportion

Tuesday: #TheSimplestWay



*The simplest way to achieve simplicity
is through thoughtful reduction.*

John Maeda



Tuesday: #TheSimplestWay

John Maeda is a pretty cool chap.
At the end of this pdf, we give you some
nice links for you to explore...

To complete John Maeda, we add this
sentence by William of Occam: *Plurality
ought never be posited without necessity.*

By the way,
Simplicity is the ultimate sophistication was
used as an early slogan at Apple Computer
in 1977 (introducing the Apple II personal
computer), and was also attributed to
Leonardo Da Vinci!

A lot of references (thanks to Claire
Bolsens), but we'll talk more about this at
the end.

Now, let's get into our daily tasks...





What will I do today?

Yesterday, we were at Zabriskie Point.
Today we (you) go to Nazca, in Peru.

Another very special “place”.
Imagine yourself as a prehistoric person,
living peacefully in the Death Valley, way
before Las Vegas and L.A.

Then, one day, some aliens or UFO arrive
to your little hut and through a big beam
of green light, you suddenly find yourself
flying all the way to Peru.

You get to see works made by some
colleagues of yours living thousand miles
away. Fantastic works.

Check **what they do** with your eyes.
Get to **know more...**



Ok.

Open up Google's satellite (or Google Earth if you prefer) and get there.

Find all the information you need before the aliens take you back to Zabriskie Point.

The task of today is to make your very own lines in your world.

Transforming your world into a special place.

What do you draw?
How?



Once you have your "lines" drawn in the Zabriskie desert, find a way to add yourself (remember that this time, you should be seen from above), choose your specific and general proportions and there you go.

Ready to take a picture.

Once you have your image, post it to Instagram using the hashtags:

#TheSimplestWay
#Architecture101





What will I learn?

Day after day, we teach you some extremely simple (but powerful) ways to transform the world into a place.

Last week, we were in Stonehenge.

This week, we travelled between Zabriskie Point and Nazca.

Why do we do this?

To show you that there are many different strategies for making a place.

We observe and get lost into prehistoric cultures, because our ancestors were best (at this exercise of making place).

Yesterday, it was about yourself,
the earth and the sky.

Today, it is about yourself, the earth,
the sky and a message to share with others.

Once again,
the key ingredient is proportions.

The relationship between your body,
the world around and your message.



Further inspiration

John Maeda's Laws of Simplicity

One line, two links but you could spend years browsing the whole thing...



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