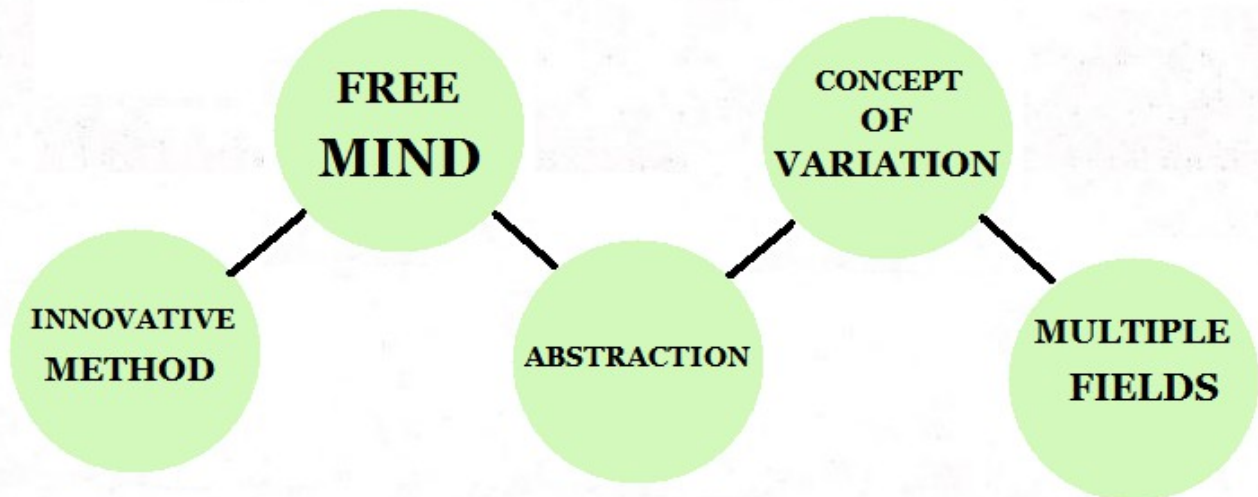


## GENERATIVE DESIGN VISION by CLAUDIA FERRER PUCHALT



Generative design is for me a new and original designing method. I find it very interesting because is the way to design having your mind free. I mean that it enables you to design using your one creativity, because you find your inspiration in an abstract concept as music or an image. And departing from this point, you are able to develop a design that will have your own style. This style is introduced in your design through different transforming rules based on the attributes that characterize your own style, these attributes have to be defined before you start working on your process.

The most interesting part of this method is the concept of variation. You can define a lot of different transforming rules that will be tools to reach that your design is more close to your own style. But these rules can be infinite, you can create the amount of rules that you want to reach that your project seems more to your attributes. That's something that opens the process, since you discover that you have a lot of possibilities to pick the ones that you are going to apply to your final result. One more of the advantages of this method is that you can apply it to multiple fields.