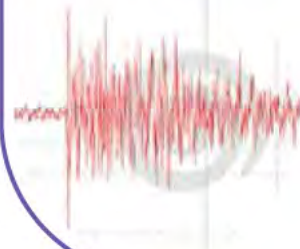


INTUITIVE

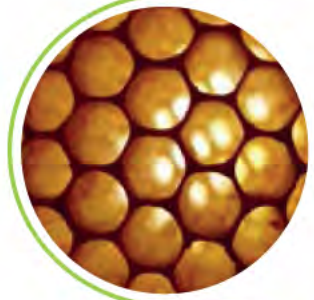
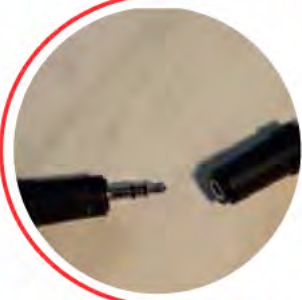
UNEXPECTED

HARMONIC

How to START



How to CONNECT



How to OPEN



How to DIVIDE



How to FOLD



How to END


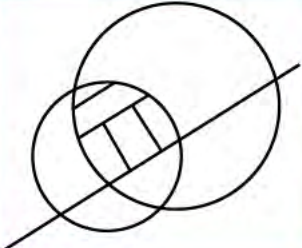
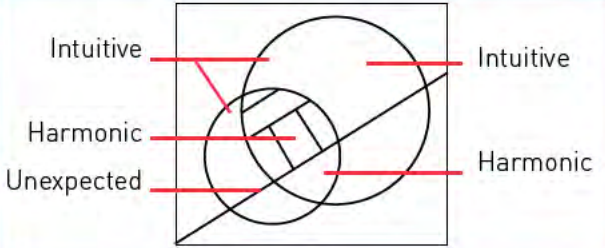


INTUITIVE

UNEXPECTED

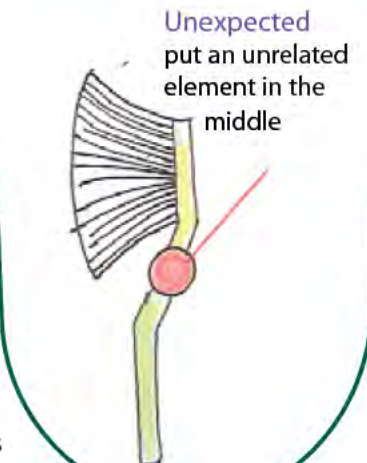
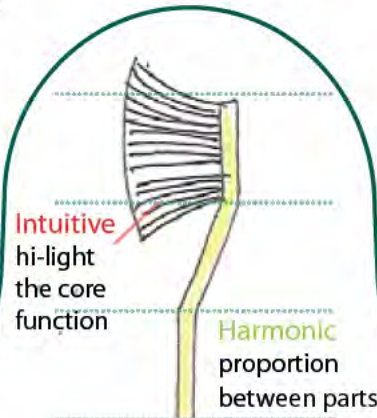
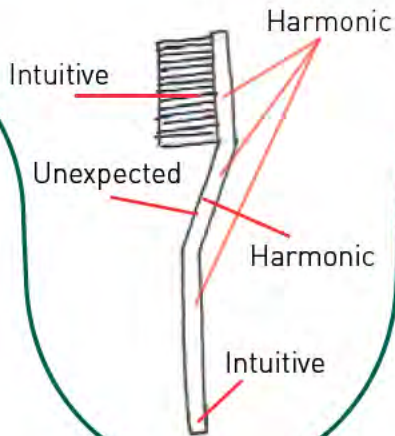
HARMONIC

	How to START	How to CONNECT	How to OPEN	How to DIVIDE	How to FOLD	How to END
	Start from a point and progress enlarging the dimension of the structure.	Create a complementary connection between the parts.	Extend and exaggerate the point of contact that users have to approach.	Cut in the half, as a section of the element.	Fold following the vein of the material in a sinuous way.	Direct all the elements to a unique point.
	Exaggerate the usual proportion at the beginning of the element.	Combine and extend two or more elements in contrast.	Divide in a rigorous and sharp way.	Put an unrelated element in the middle of another one.	Fold in an unpredictable and irregular way. (don't follow pattern)	Reduce the element and put the scaled ones inside the original one.
	Develop a structure from a starting point using the golden section rules.	Put two or more parts in the same size and geometry.	Use different layers to allow a soft veiled discovering of contents or images.	Divide in a harmonic relationship between solids and voids.	Fold in a structured way that allow to obtain a precise planned result.	Soft conclusion of the structure reaching a final point.

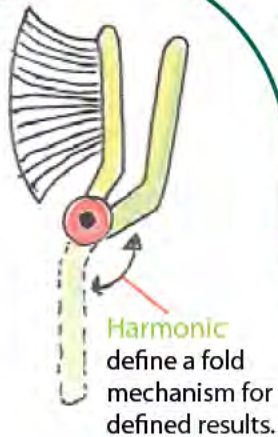
Subject	Catalyst	Paradigm	Paradigm: logical connections
1ST PROJECT			
"Toothbrush"			

1st SCENARIO

After link my attributes to the elements in the paradigm, that I perceive as in a specific relation between them, I start associating to each element of the "toothbrush" those logical connection.

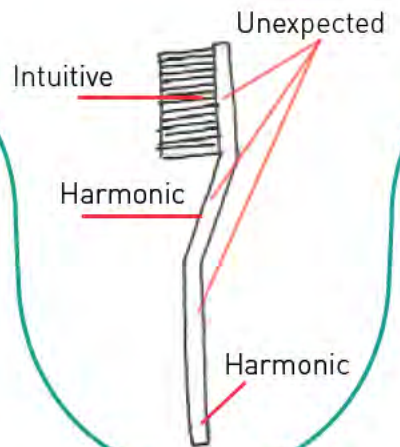


Intuitive convey all the elements to a point



2nd SCENARIO

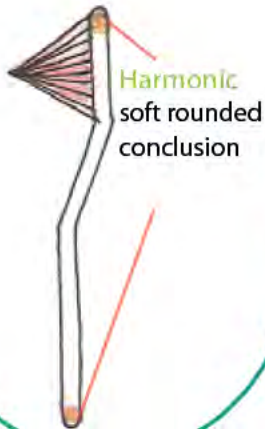
Referring to the same paradigm, I decided to re-associate some of my attributes, or keeping the same using a different transformation rule.



Intuitive convey all the elements to a point



Harmonic soft rounded conclusion


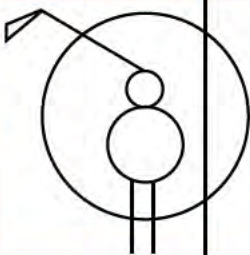
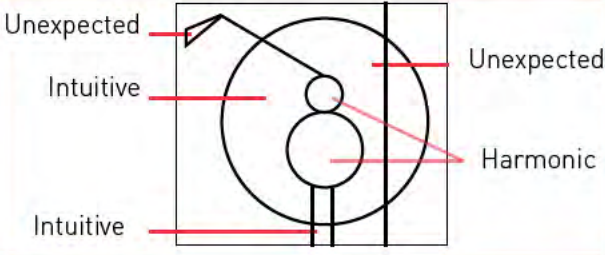


Unexpected fold the structure irregularly



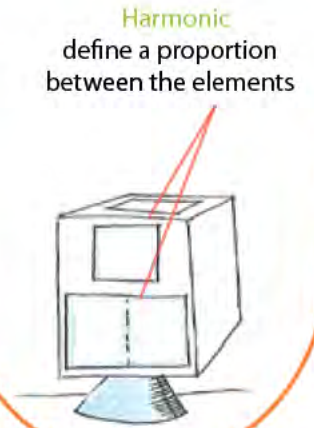
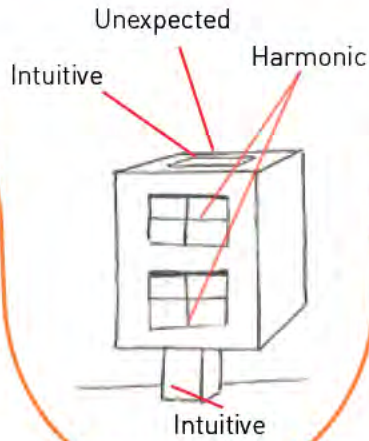
Harmonic balance solids and voids



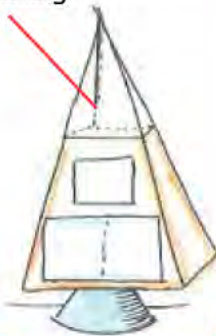
Subject	Catalyst	Paradigm	Paradigm: logical connections
<p>2ND PROJECT</p> <p>"PLACE FOR WATCHING THE FLIGHT OF BIRDS"</p>			

1st SCENARIO

As in the first project, after define the logical connections of the paradigm, I'll start associating them to each element of the "place for watching the flight of birds"

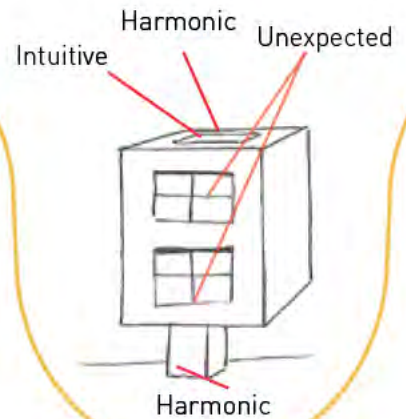


Unexpected create a persepction of double ending

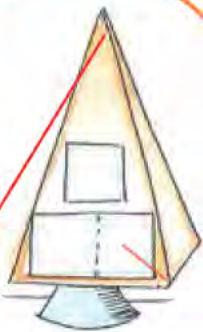


2nd SCENARIO

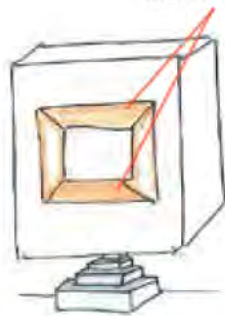
Referring to the same paradigm, I decided to re-associate some of my attributes, or keeping the same using a different transformation rules.



Intuitive convey all the elements to a common point



Unexpected put one element inside the other



Intuitive cut the structure in the middle



Harmonic define a proportion between the elements, from big to small

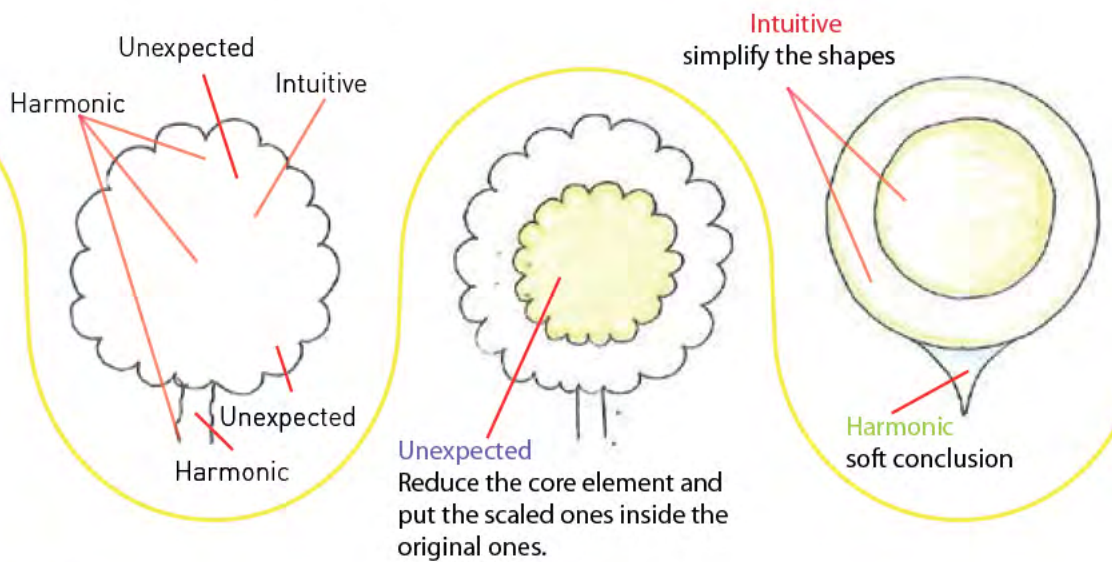


Harmonic define a proportion between the elements, from big to small

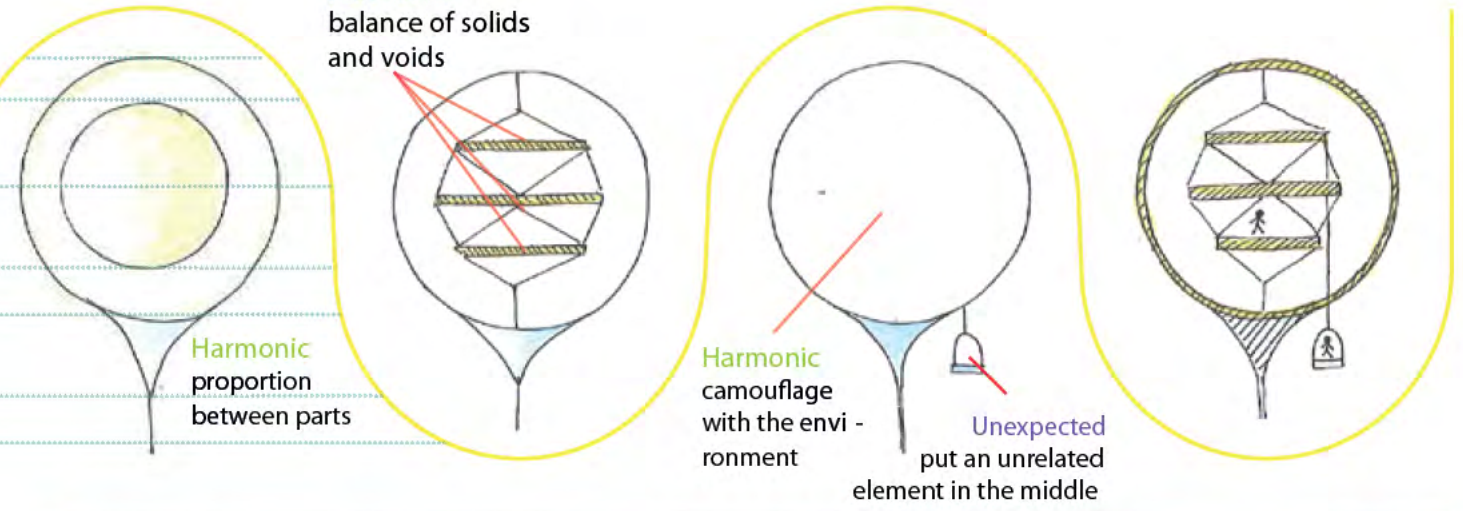


3rd SCENARIO

As in the first project, after define the logical connections of the paradigm, I'll start associating them to each element, but this time I decided to start from the symbolic shape of a tree.



Harmonic
balance of solids
and voids



AMBIENTATION

5/5



"Flock of birds against a dark sky" by Michael Vigliotti