

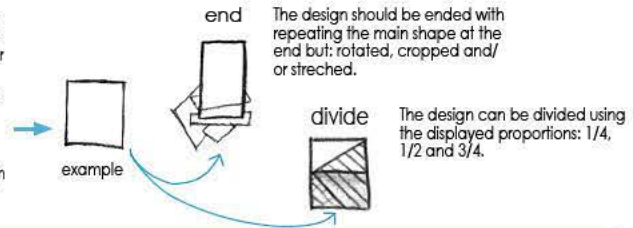
**ATTRIBUTES**

**COMPLEX**



Design should reflect life because we ARE designing ourselves and we use and experience design every day, every minute, it's part of our being. Therefore complexity is an important part of design putting all our experiences and thoughts, (un)consciously, in design makes it a complex process. Complexity gives design more depth and meaning. We recognize and familiarize ourselves with design therefore complexity to me is an important factor.

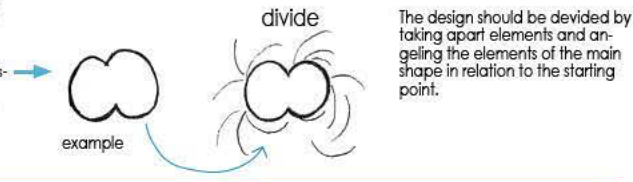
**RULES**



**EXPRESSIVE**



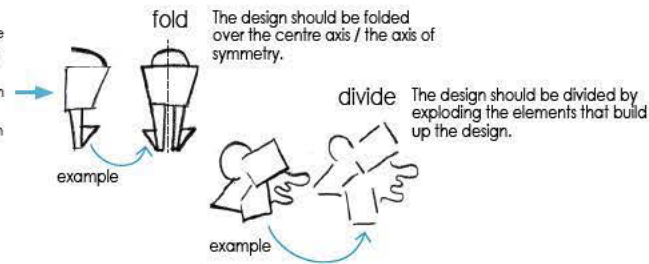
'Character' is an important aspect of design to me. Simple design can be very functional but doesn't express its true spirit and the spirit of the designer through its appearance. I think expression can be used to distinguish/differentiate a piece of design and has an inspiring effect. Design is more dynamic when its design is expressive, with this more depth is created. Expression can be seen as an unnecessary addition at first but in my opinion it has an indirect effect/use, which to me is positive. Design should always evoke a reaction which will inspire the mind of the user or viewer.



**CLEAN**



When experiencing nordic design the first thing that see is clear, clean and practical design. Clean is a broad term, the meaning it has for me is: an object that shows its function in an instant, its construction and its use. If I experience a piece of design I like it when the communication of the piece is clear to the user or viewer to know what the purpose of the product or design is. In my opinion this can be done by always showing the use of the design though it can be expressive.



**PROJECT 1**

THEME + CONTEXT  
ceiling lamp in the interior



**PROJECT 2**

THEME + CONTEXT  
piece of architecture for two people to enjoy bird watching in the nature

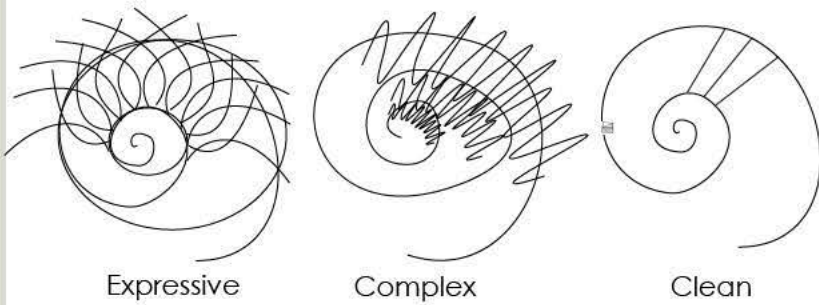
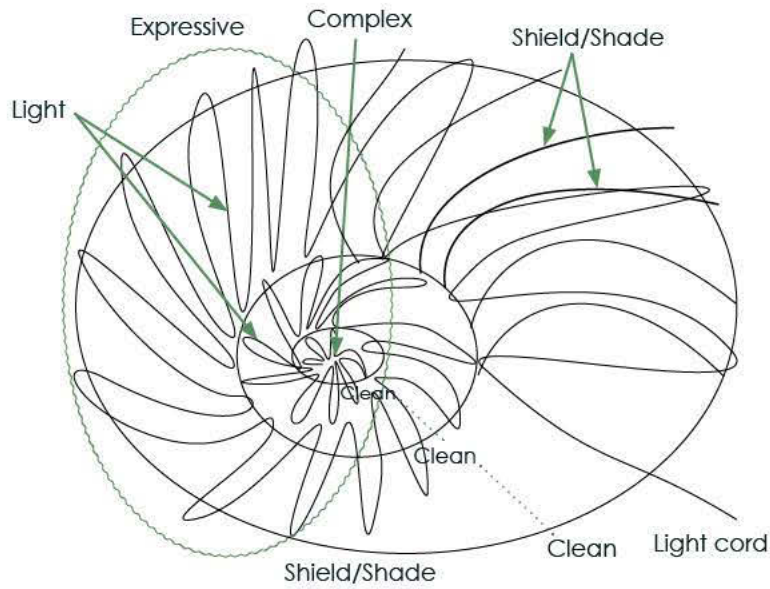


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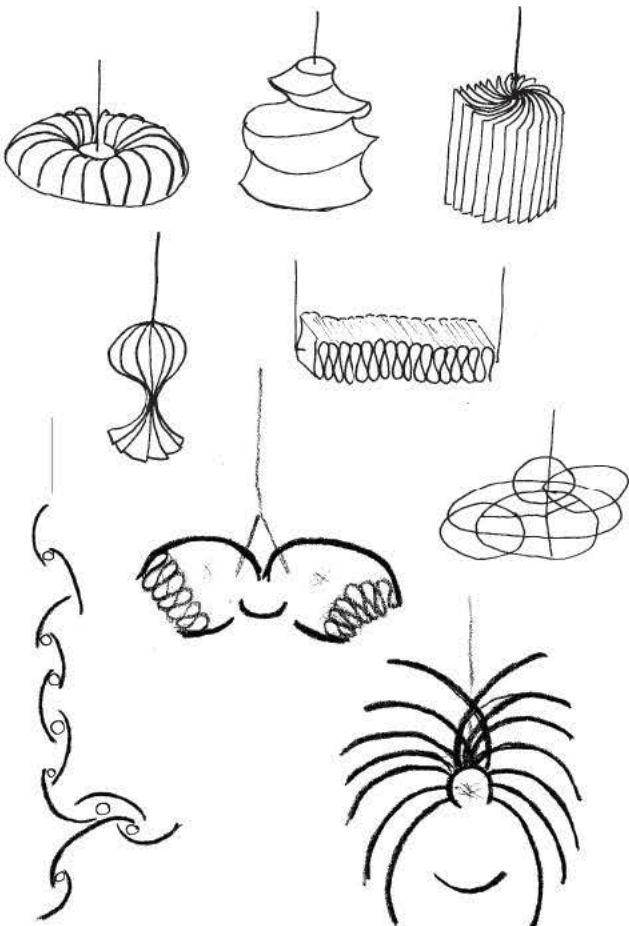
# CATALYST shell structure



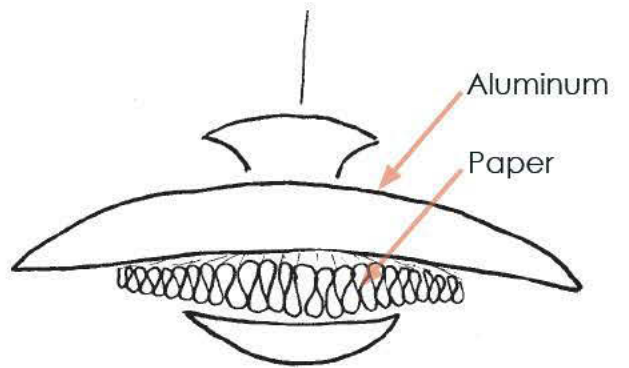
# PARADIGME structure of design



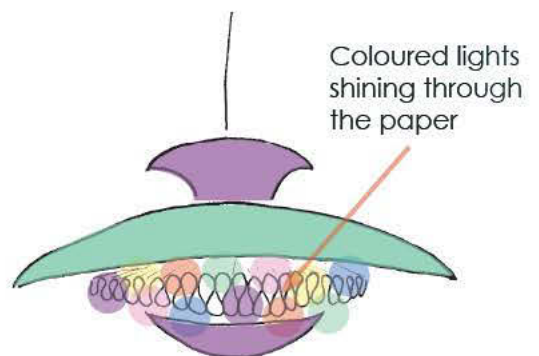
# TRANSFORMATION different scenarios



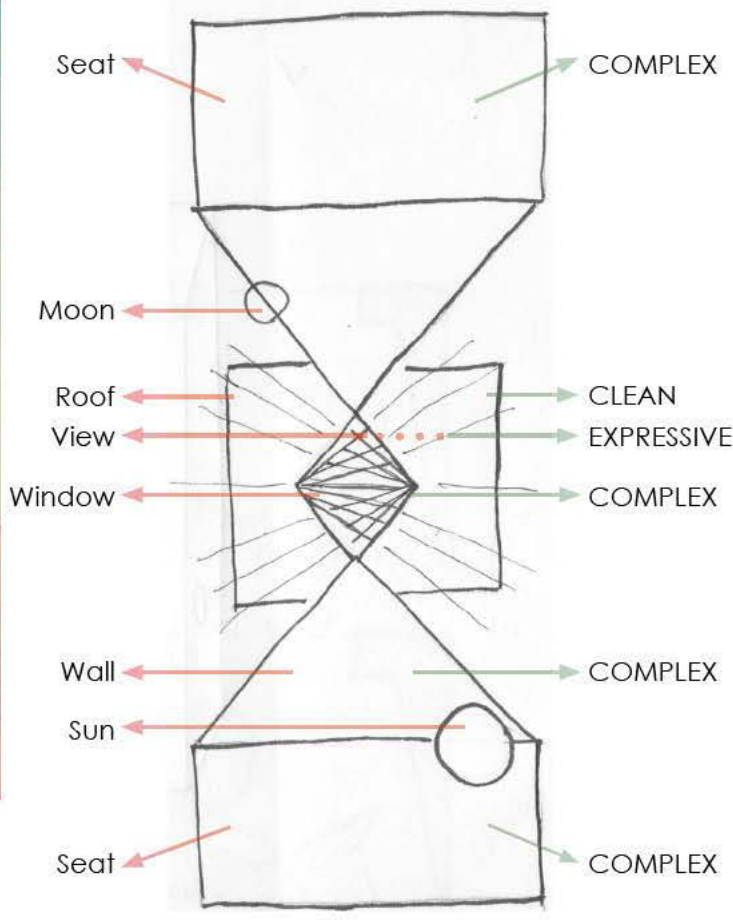
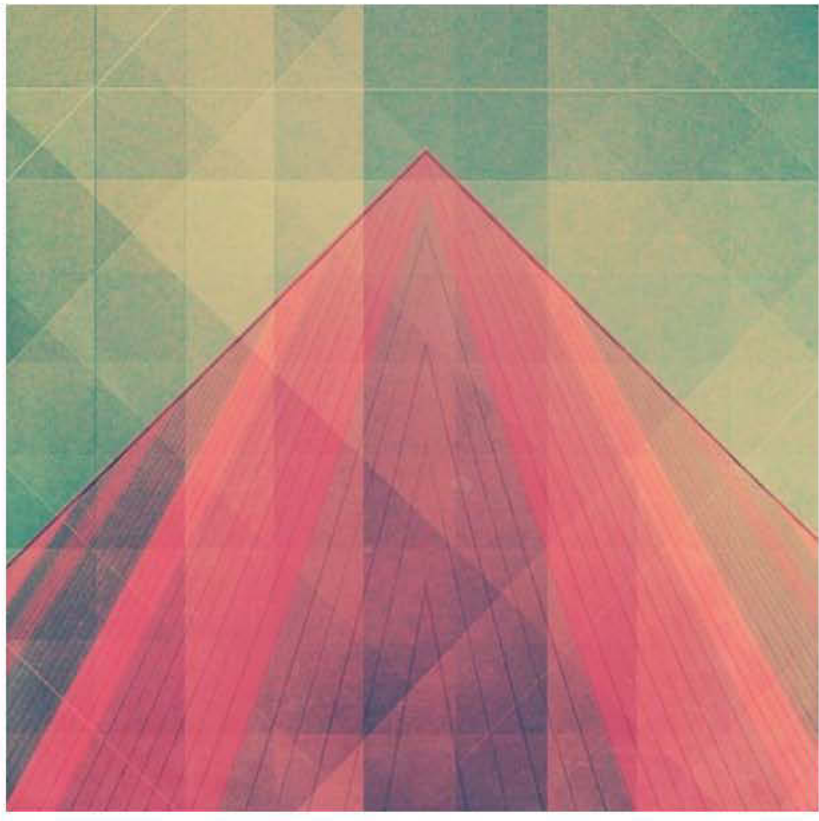
# DESIGN final design



Basic impression



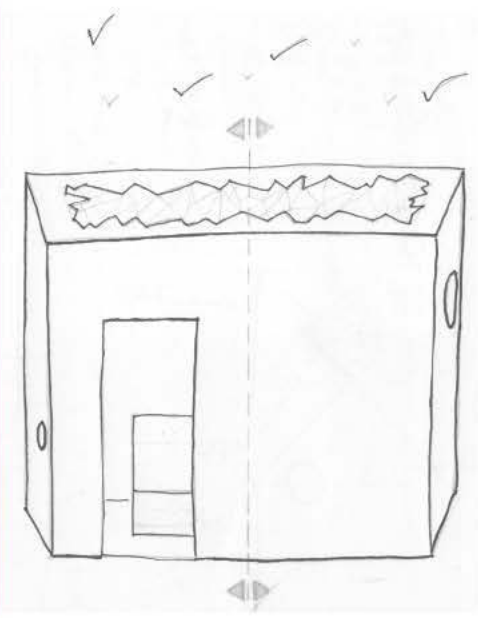
Colour possibility



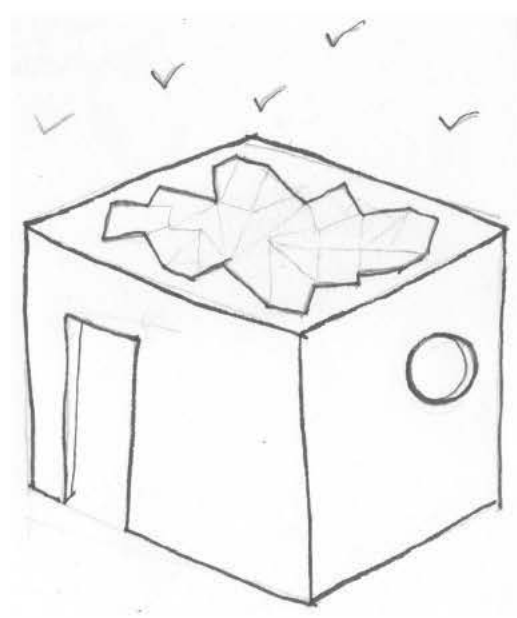
TRANSFORMATION  
different scenarios



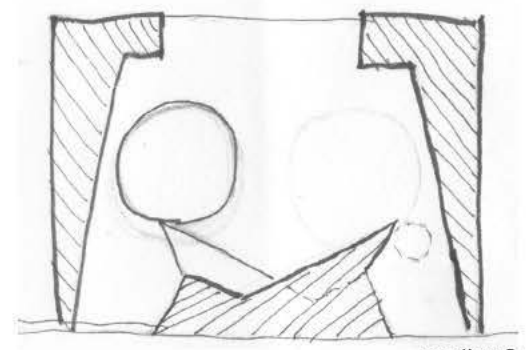
DESIGN  
final design



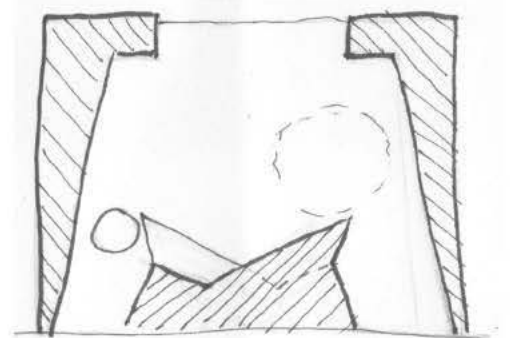
front view



isometrical view



section B



section A