

# FA BALÀ L'OEUGG

MOVE YOUR EYE – PAY ATTENTION

RODOLFO RIVA – POLITECNICO DI MILANO – 2013/2014

My projects are based on the generative process. With this kind of approach I were able to develop two different projects following a specific structure and the attributes of my own design style. Clear, variable and simple were my guidelines of my process. Through the transformation rules and the in-

fluence of a catalyst it was possible to realize generative projects that, in an increasingly diverse and unique way, satisfied the proposed qualities of the attributes. The generative approach made me able to focus on the relationship between the different elements and it turned out really interesting.



## 1<sup>ST</sup> PROJECT: GENERATIVE DESIGN LOGO

My first project is a generative logo for the **Generative Design** course at Politecnico di Milano. I started from a catalyst that was interesting for its internal organization, in order to find a structure and some relationship that connect to my attributes. I found these things in a mountain landscape, with a lake and many trees. I found that the relationship between the lake, the mountain and the sky was clear, the relationship between the trees was variable and

finally the relationship between the trees in a way that all could be represented as one was simple. Once the catalyst inspired me I draw these catalyst impressions in a single scheme. From this scheme I was able to create a paradigm, a structure, where all the events, with their own characteristics, are connected by rules. From the paradigm I made I started projecting the logo, starting from the first scenario and going on in an increasing complexity using my transformation rules.



# GENERATIVE DESIGN LOGO

The increasing complexity of the scenarios



## 2<sup>ND</sup> PROJECT:

# THE WONDERFUL WIZARD OF OZ COVER BOOK

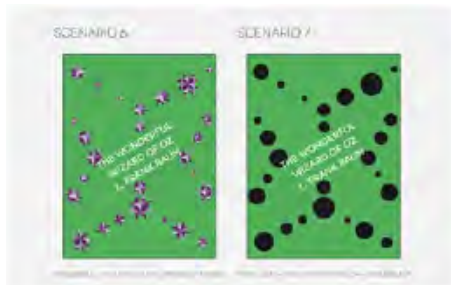
My second project is a cover book for a children's story. The story I choose is **The wonderful wizard of Oz** by L. Frank Baum. I started again from a catalyst that was curious for me both for its internal organization, in order to find a structure and some relationship that connect to my attributes, and for the animal in it. I found these things in a picture of an arctic fox, an animal that really impressed me. I found that the relationship between the colors of the fur was clear, with its black/brown and white.

The relationship between the hair of the fur was variable and finally the relationship between the fox in the picture and the background was simple. Once again I draw these catalyst impressions in a single scheme. From this scheme I was able to create a new paradigm, that turned out having the same structure of the first project. From this second paradigm I made I started projecting the cover book, starting from the first scenario and going on in an increasing complexity using my transformation rules.



# THE WONDERFUL WIZARD OF OZ COVER BOOK

The increasing complexity of the scenarios



VIDEO