

GENERATIVE DESIGN

“El que piensa pierde” - “There’s paralysis in analysis”

Camila Lichtenauer

ATTRIBUTES

MINIMALISTIC : Minimalistic for me is explained with the frase, less is always more. Is to bring the object to his essence, to his minimum design, without forgetting his function.

CLEAR : when i think about clear , I always imagine something that is really easy to understand, that is clear to the view. An object that doesn’t need explanation to be used or to be comprehend.

SPONTANEOUS: Spontaneous is for me something that has no previous planning, is something that is created in the moment from nowhere. Whit a result you never thought about.

RULES

MINIMALISTIC :the edges become even more rounded

MINIMALISTIC: dividing the object in equal sections until a more minimalistic one.

SPONTANEOUS: dividing the object in a unsuspected way

CLEAR: the object surfaces become thinner

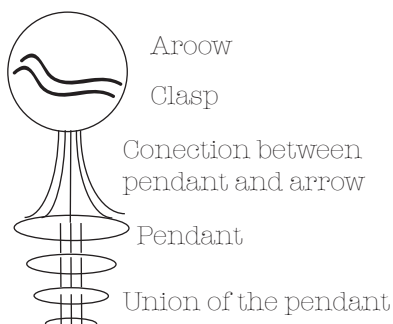
CLEAR: all lines are conected

NECKLACE

CATALYST 1



PARADIGM 1

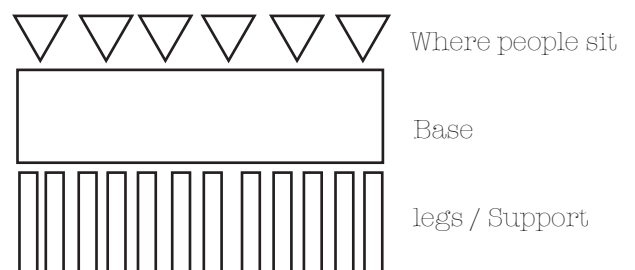


CHAIR FOR TWO IN THE WOODS

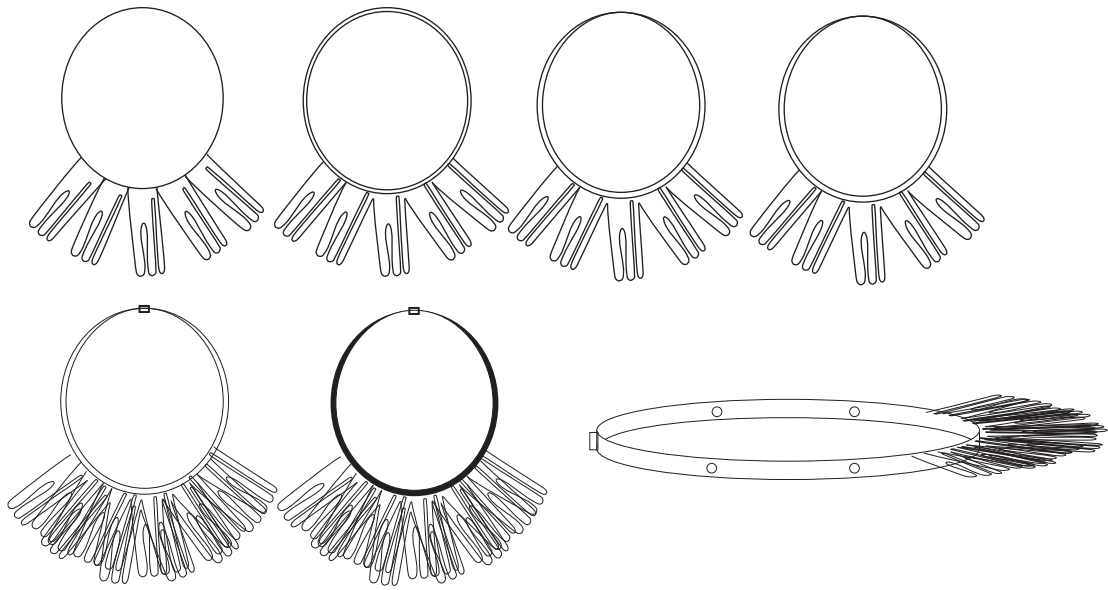
CATALYST 2



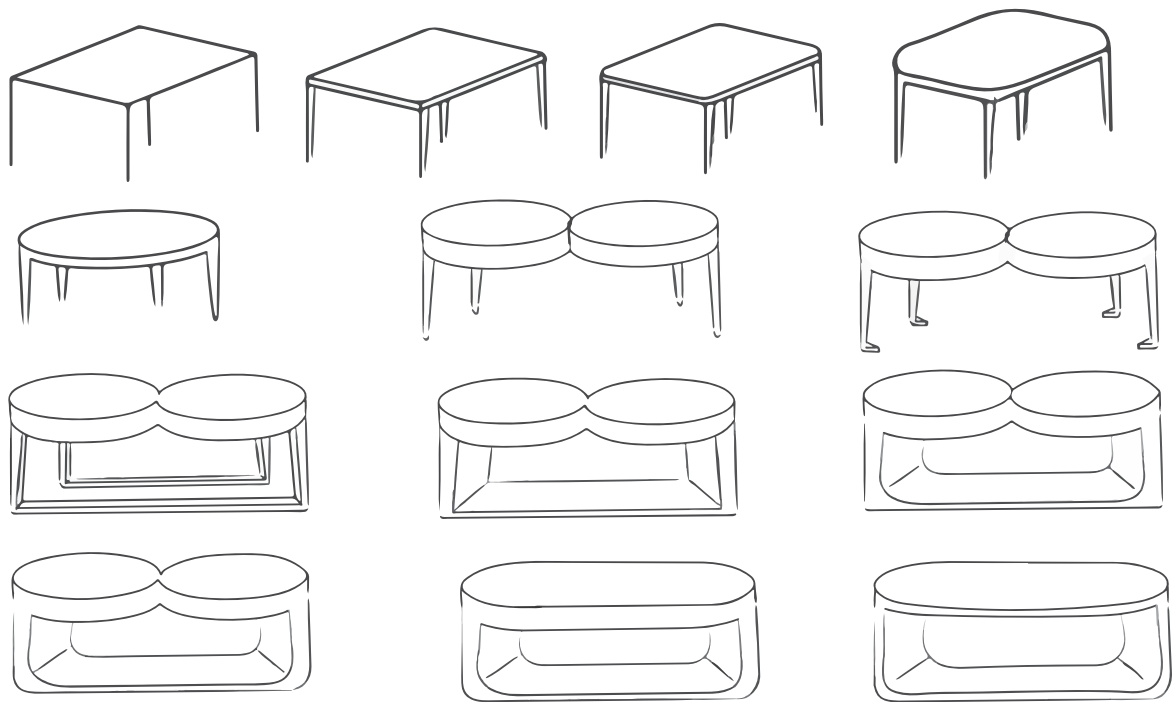
PARADIGM 2



SCENARIO 1



SCENARIO 2



By having the **Attributes**, was easy to find out, how is it that I wanted my design to be. It was an unconscious way to see what is it, that I want to express, with what I was going to create. Once I found the **Catalyst** and **Paradigm**, I had already an idea of the

arrangement of my product, then with the help of the **rules** I transformed the design in different scenarios, until the point where the design was what I wanted, either more **minimalistic, spontaneous, clear** or all of the above.

CHAIR FOR TWO IN THE WOODS



NECKLACES

