

AWARD OF DISTINCTION



Project Title

**Analog-Digital Light Box :
“Blender Box”**

Student Name

**John Houser, Matthew Haynes,
Justin Kyle**

Level

Forth Year

Course

Architectural Studies Seminar

Advisor/Instructor

Bennett Neiman

Principal Investigator

Bennett Neiman

Department/School

**Architecture Department,
Texas Tech University,
Lubbock, Texas**

blender box



SUMMARY DESCRIPTION OF PROJECT:

Blender box -00h:01m:00s appliance, catalyst , unconventional, apparatus, vehicle, instrument, enclosed, sinister, disturbing, ominous, worrying, threatening, transparent, dormancy, peace -00h:00m:10s suspense, anticipation, tension, isolated, trepidation, concern, remote 00h:00m:01s explosion, ignition, blast, bang, discharge, transformation, alteration, illumination, kinetic, transitory,, climax, disorganized, momentary, hectic, frenzied, erratic, enclosed, active, lively, energy, irregular, variable, liberated, ephemeral, organic, unrefined, crude, temporary, contained 00h:00m:05s abeyance, interruption, reflection, interpretation 00h:00m:08s continuation, resume, reckless, broken, busted, wrecked, shattered, disharmony, inconsistent, chaotic, disordered, 00h:00m:20s aftermath, repercussion, outcome, traumatized, crushed, fragmented, shattered, disarrangement, result, disarray, disorder, jumbled, consequences, scrambled, blight, disfigure, marred, devastated.

The concept of the blender box develops an environment that maximizes the amount of possible variables in a contained space. The concept is only the beginning of a greater experience and does not dictate the path of the exploration through the development of this project. Although some design methods follow a strict analytical path that fetishizes on an original concept, this group chose a liberated exploration of the endless possibilities of event.

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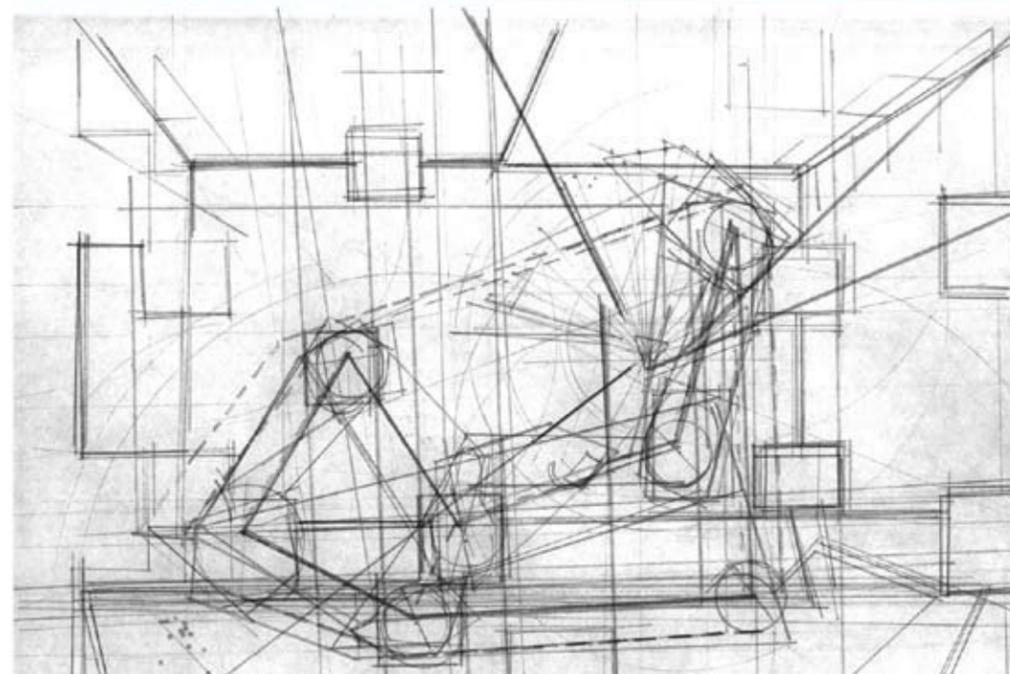
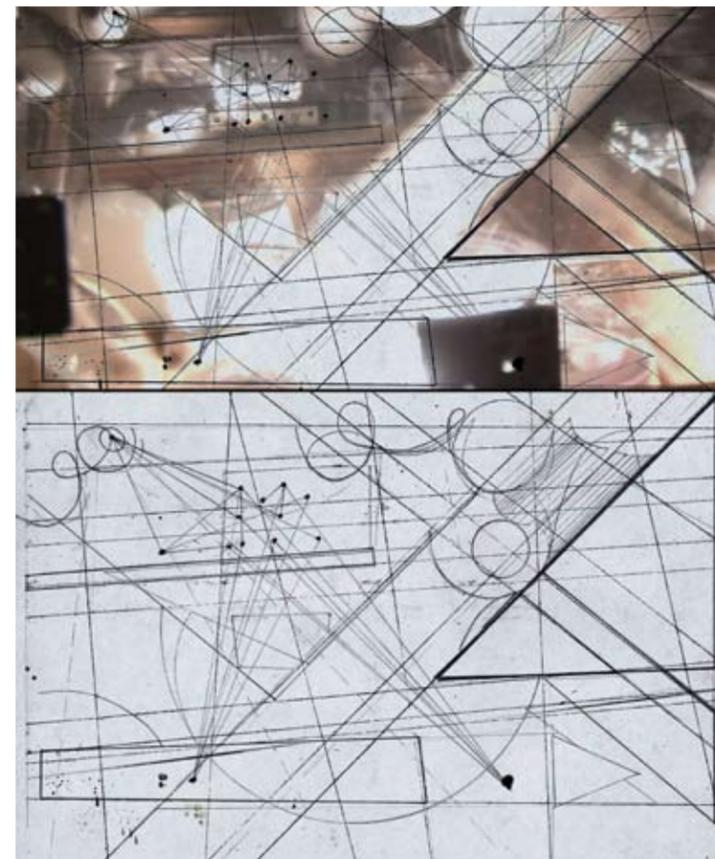
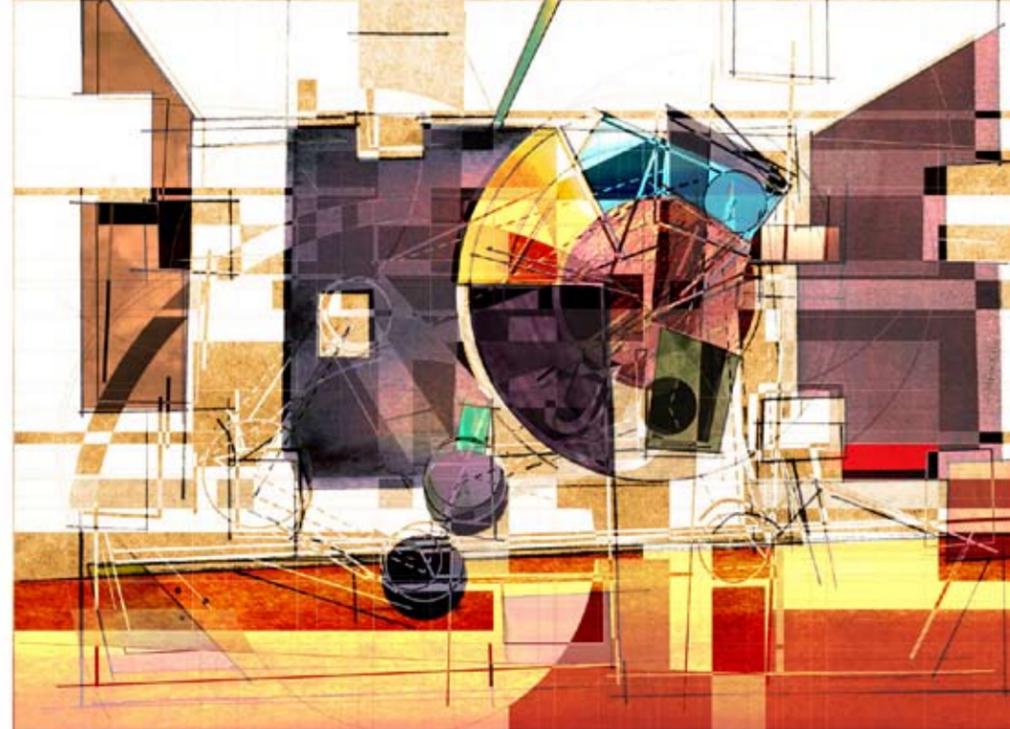
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REASONS FOR THE NOMINATION:

The Architectural Studies seminar teaches students how digital media and physical material can be used interchangeably as instruments in a design environment. Using form•Z as the primary visualization device, the students seamlessly transition between the roles of creator and critic, conducting the exploration of the performance. Unbounded by linear process, each designer is free to pursue a design for its unique qualities rather than its connection to the original concept. This approach requires each designer to generate a multitude of variations that provide a large pallet from which he/she chooses the most appropriate solutions. From digital and analog studies, a vocabulary of building blocks develops. These blocks become the constants from which the original information is variably restructured. In the end the final performance is not a recreation of the blender box concept, but rather it is another experience produced through the exploration of the original event.

[blender box] performance 7:00pm wednesday december 7th room 507 advl



blender box *three dimensional, fiberglass, rectilinear box containing six blenders in the bottom that ultimately invokes a fantasma, multivariate synthesis of light, movement, and sound*

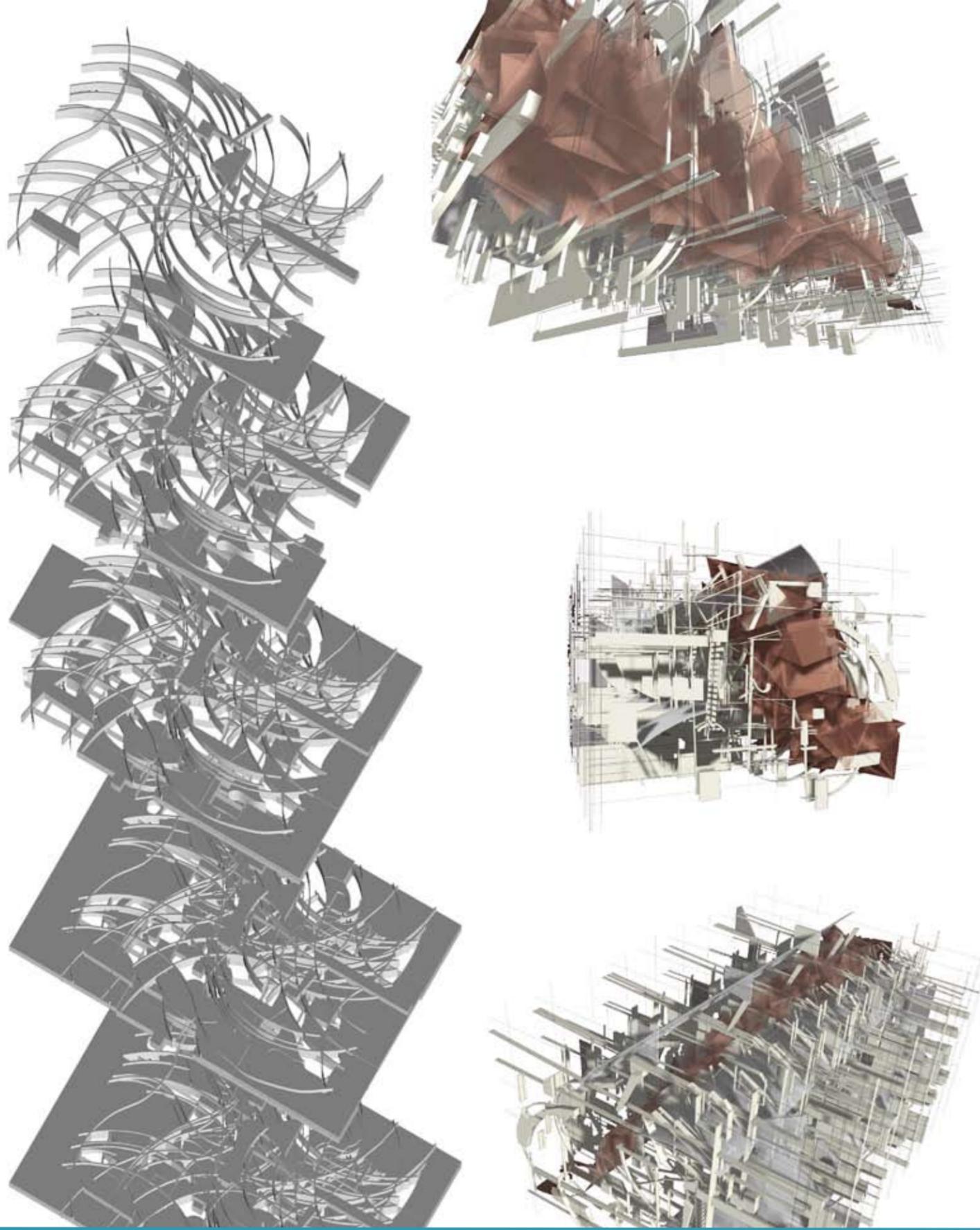
This is a very ambitious and thoughtful exploration of analog and digital approaches to instigating a certain mood in the viewer. The digital work almost matches the intensity of the analog work. The animations are particularly unsettling and draw you in to attempt to understand them.
– **Wassim Jabi**

JURY COMMENTS:

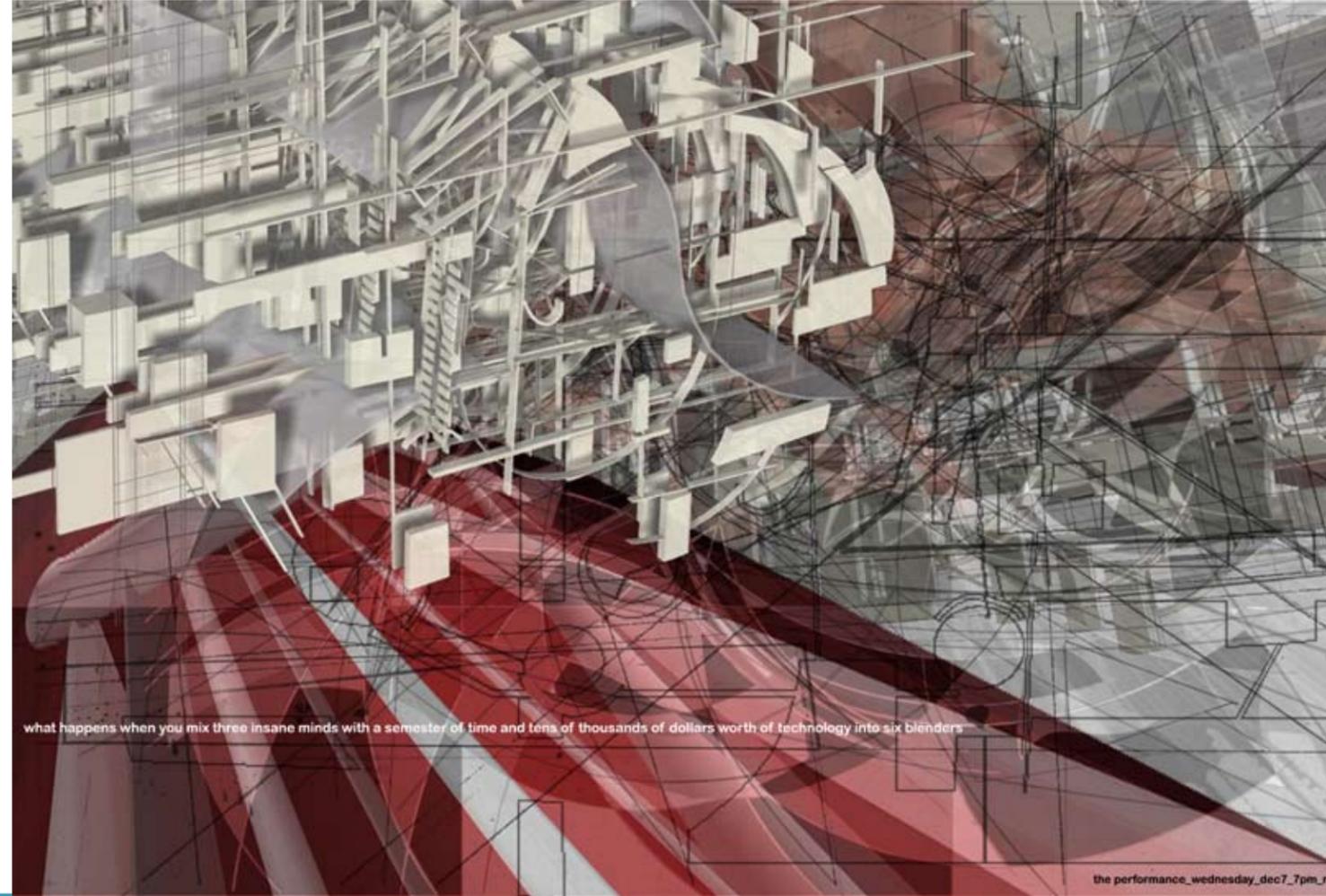
This is an incredible experimental academic investigation. It was inspiring to see the use of many tools (form•Z, sketching, compositing, physical modeling and digital fabrication) working so well together in the production of a clear hypothesis of “production for the pure effect of production.”
– **Bart Overly**



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I felt that this project was not only the strongest project in this category, but also perhaps, the most interesting project of all the categories. What an interesting project – so twisted, dark and raw, but at the same time, beautiful to look at. The renderings are perhaps some of the best, not because they are the best lit, the best shaded, etc., but rather because they display a level of abstraction that, when inserted into the whole of the project, they reinforce the mood and aesthetic of the work. Thus, the combination of different media (drawings, models, photos, video) all work in unison to create a cohesive expression that evokes both beautiful and uncomfortable moments that makes for a very interesting project.
– **Victor Martinez**



what happens when you mix three insane minds with a semester of time and tens of thousands of dollars worth of technology into six blenders

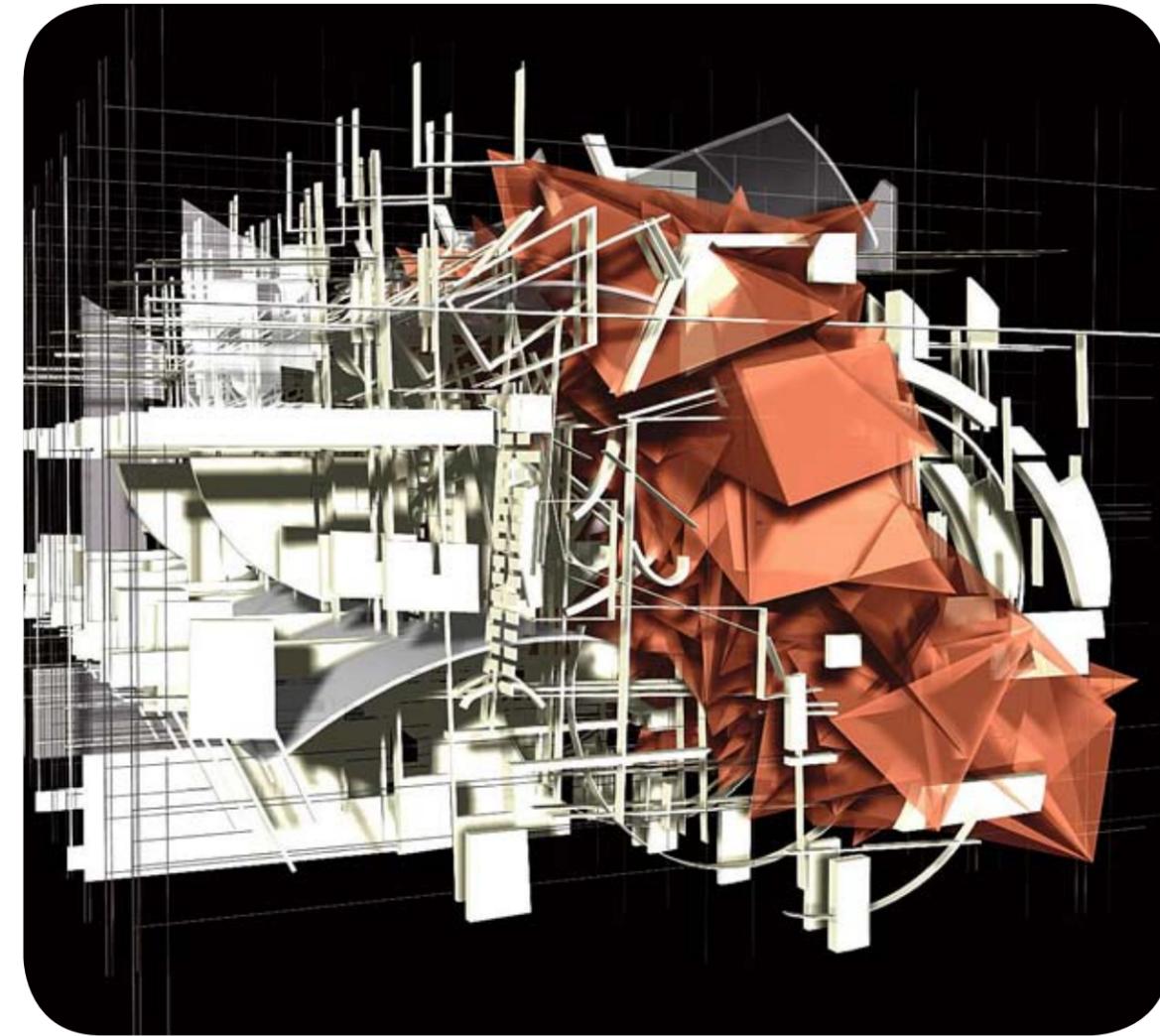
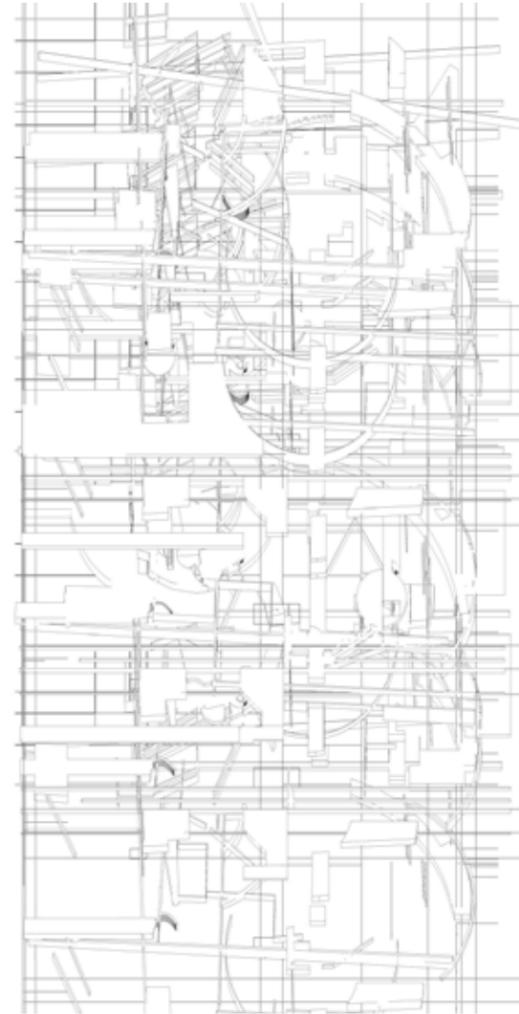
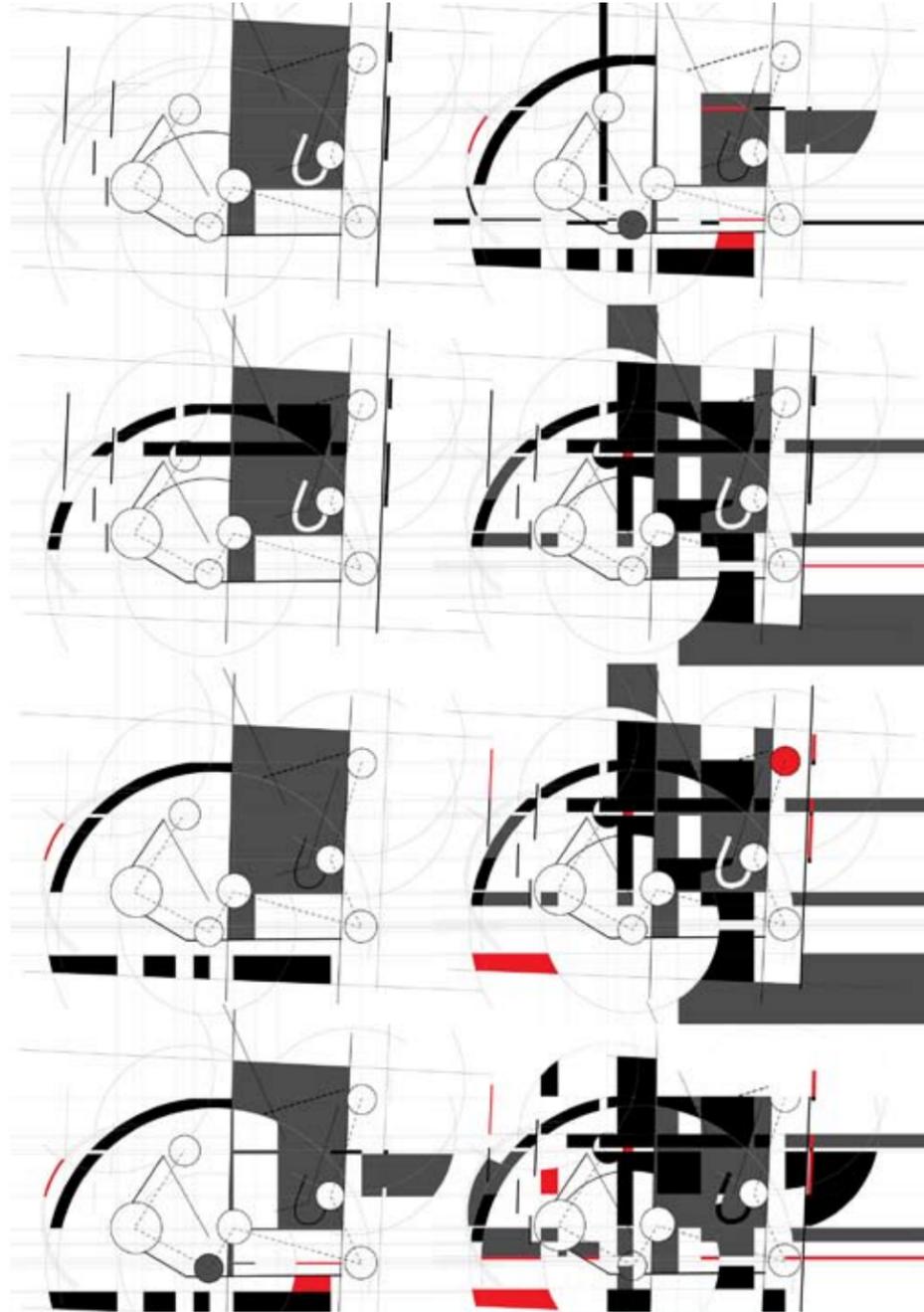
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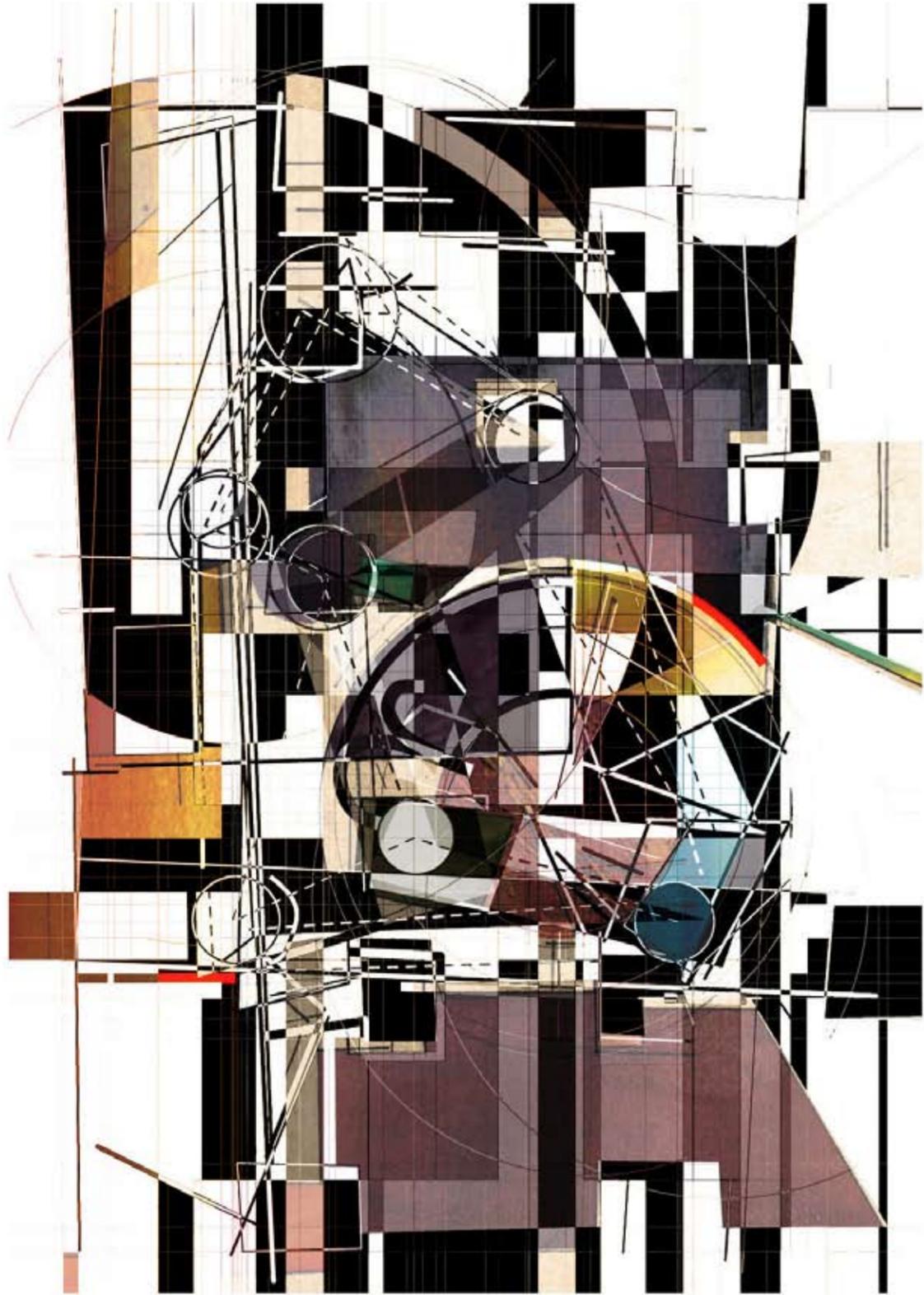
Visualization Design

ex-plo-ra-tion: to travel for the purpose of discovery
ex-pe-ri-ence: the apprehension of an object, thought, or emotion through the senses or mind; active participation in events or activities; an event or a series of events participated in or lived through

The designers' spontaneity is optimized to its full potential by eliminating the over-analysis aspect of design. The moment a thought pertaining to the project is brewed, it is acted upon. The biggest obstacle to overcome in the process is no longer, "is it good? does it work? is it right? how does it apply?", it is simply having the courage and work ethic to follow through.



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of course the whole point of the project is lost if you keep it a secret

why don't you tell the whole world

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