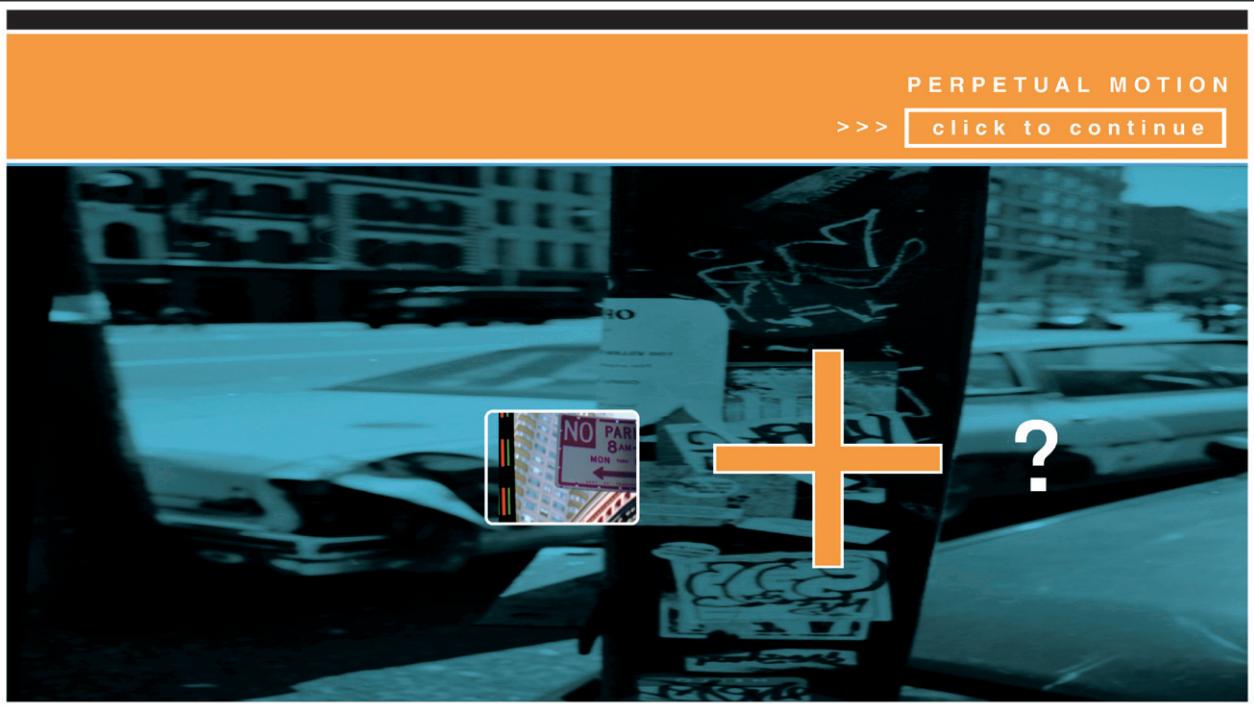


Perpetual Motion

GRAPHC MACHINE





{8:52a} automatic coffee pot begins brewing

Perhaps in the middle, where an understanding of the past is necessary to project forward, is where we begin. Maybe all of the textures of the past will lead us to understand where the future is likely to land.

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Despite our belief in a cumulative form of understanding, however, it seems apparent that zeal and a lack of clarity present us with surroundings that defy the idea of a linear progression. Perhaps, in our desire to achieve perpetual motion, we have created an insatiable information-consuming machine which ultimately, we hope, will feed itself.

Intertwined in the content that we build, the images that we produce, and the material we design is a trace of the complete integration of multiple sources of information from our surroundings. What was once design manifested from a set of clear sources has become a replication of the fragmented nature of culture—mixing disparate sources of information as a means to understanding. This is our material, the tactile and the oppressive, which we confront on a daily basis.



{10:02} check e-mail

As a result of this phenomena, a glut occurs. Streaming bodies of text, images, and any combination in motion causes a once pristine landscape of typography and image to become an eye-shattering menagerie of the strange and the exotic.

{10:17} breakfast (frosted cherry pop tart)

In the city of New York where we have chosen to work, lie cryptic and fascinating tales left on every building, bench, light pole, and subway car. The continuous stream of graphic art and texture which have been added store a record of the events which have shaped this place. New ideas, changing sentiment, and political injustice find their ways onto the monuments and minutiae of the city. The permanent is shaped by an ever-changing newness. It is in this overwhelming environment where hyper-stimulation is inevitable. Those who have given attention to ideas which are unmistakably clear and recognizable become victors in the endless sea of information.

{11:06} 5 mile run

With consideration to our surroundings, we recognize the necessity to develop tactics to communicate effectively—to go beyond words and to develop implied meanings. When we have filtered the information to be designed, a core idea becomes apparent. The central idea, or metaphor, guides us as we seek to foster the design of information which becomes more meaningful because of its composition. Suddenly the mindless variety is replaced by thoughtful consideration and a strong understanding of the problem.



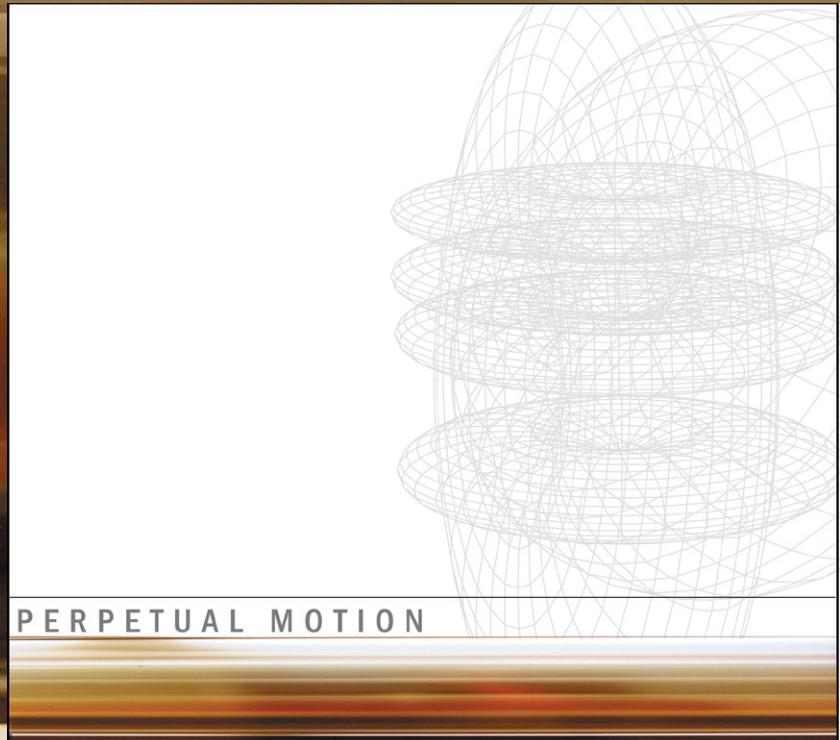
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UPTOWN

DOWNTOWN

{12:10} lunch

Moving beyond the core, we find the next level of boundaries begin to erupt through the variety of mediums that we use. We have chosen to approach design through consideration of its multiple incarnations before we determine the resolution. It is through these movements in format that we can reach a dynamic relationship between print, the moving image and the internet granting a full understanding of the design problem as we develop it. As the cycle continues, clarity (or rigorous complexity) is the result as we gain energy and understanding through this process.



{1:13p} – meeting with client, subway ride downtown

In a cacophony of information, speed of understanding and elimination of ambiguity becomes paramount. By delivering self explanatory content, more can be said, quickly, with less. Taking this as our fundamental guide, we start, or rather we work as no longer is there a beginning—only perpetual motion.

{3:35p} – coffee, two sugars from I Love New York packets. One cream.