

ITINERARY

Wednesday April 3

Leave from LA 121 Design Studio
Drive from Lexington, KY to Knoxville, TN.

Thursday April 4 - Knoxville

9 am- 10:15 am: Hedstrom Design
10:30 am- 11:45 am: Robin Easter Design
1 pm- 2:15 pm: CRJA
2:30 pm- 3:45 pm: Elastic Pictures
4:30 pm- 5:45 pm: Design Sensory

Drive to Chattanooga

Friday April 5 - Chattanooga

8:45 am- 10:00 am: WMWA Landscape Architects
10:15 am- 11:30 am: Widgets & Stone
12:30 pm- 1:45 pm: Brett Weaver
2:00 pm- 3:15 pm: Workshop Architecture
3:30 pm- 4:45 pm: HK Architects
5:00 pm- 6:15 pm: Range Projects

Drive to Lexington, KY, late arrival



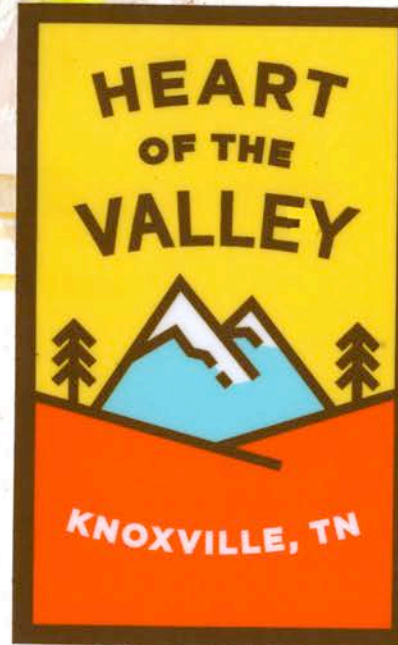
creative
study
tour

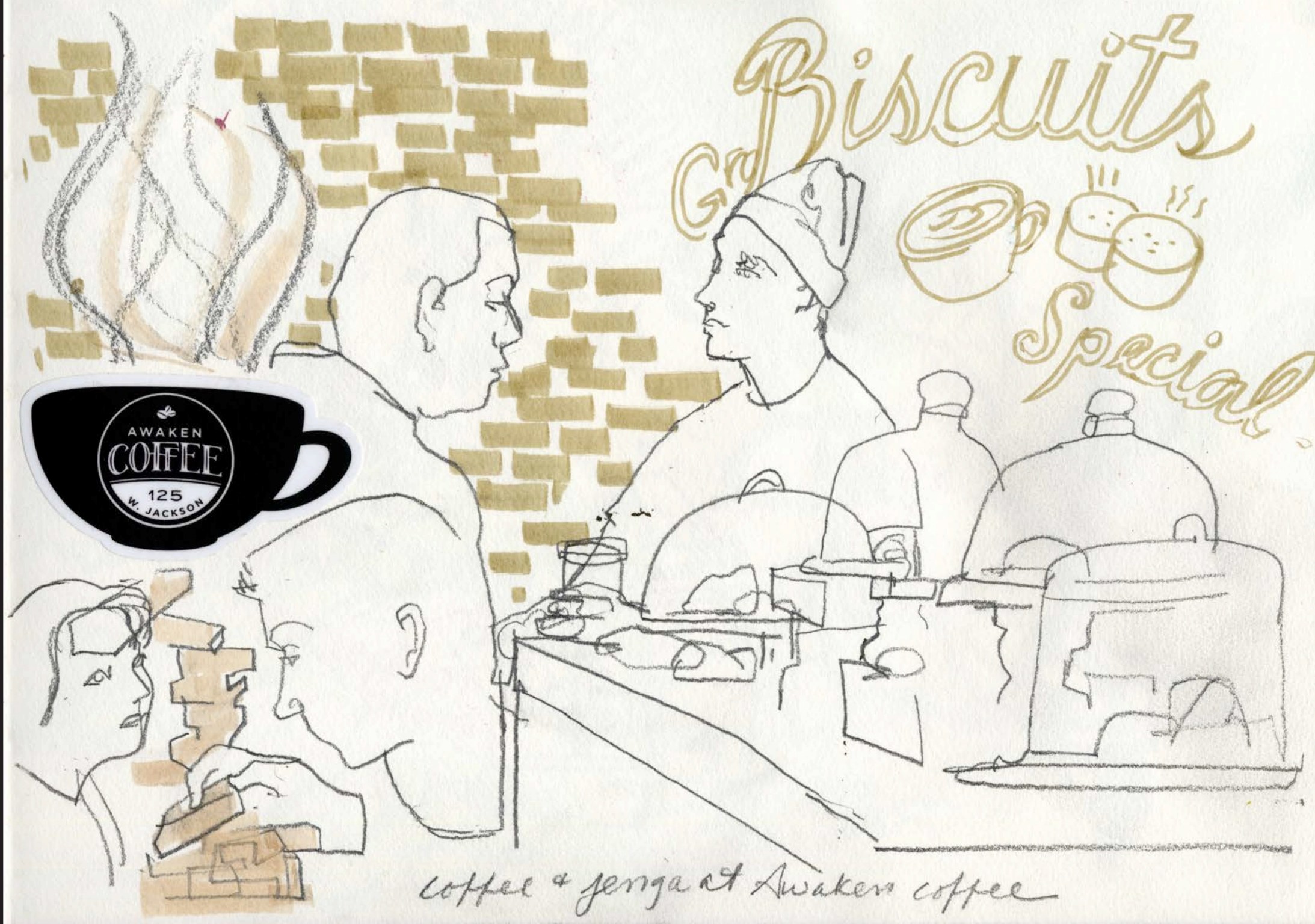
Kentucky
Tennessee













BLUE SKY THINKING

COMMUNICATION

STORYTELLING

"A Good artist borrows a great artist"

hand graphics are soft



Storytelling
will guide you

intention

it starts with scribbles
fat pencil
keep it loose
and then start
to narrow it down
if you start rigid
you are in
trouble

storytelling
3D models
help explain



Fat-
penning
your
concept!

inputs

But you have to
start sketching
with site constraints



playful

start with
forms.

"don't
make
assumptions"

not plants

=BUILD skills that transfer"



you have
to visit
the site and
take plenty of notes



in a small office
environment we
learn on each other

BLUE SKY IDEA

then comes the
cost of production

OLD CITY

Great Smoky Mountains

mountain

contribute for the environmental graphics aspect

TAKO TAGO

STORIES

looking at the world design

builds taste

hand painted carpet

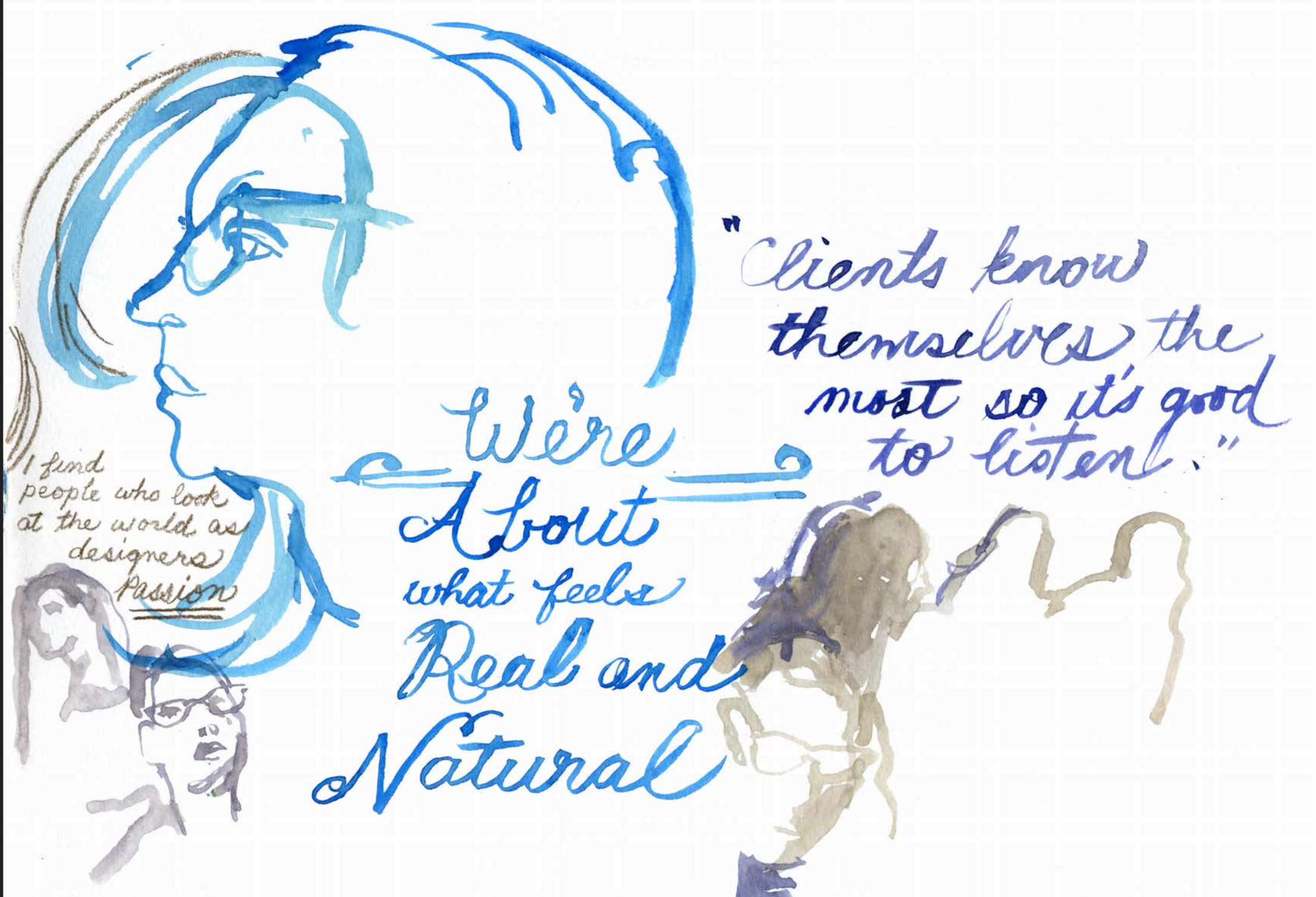
OLD CITY

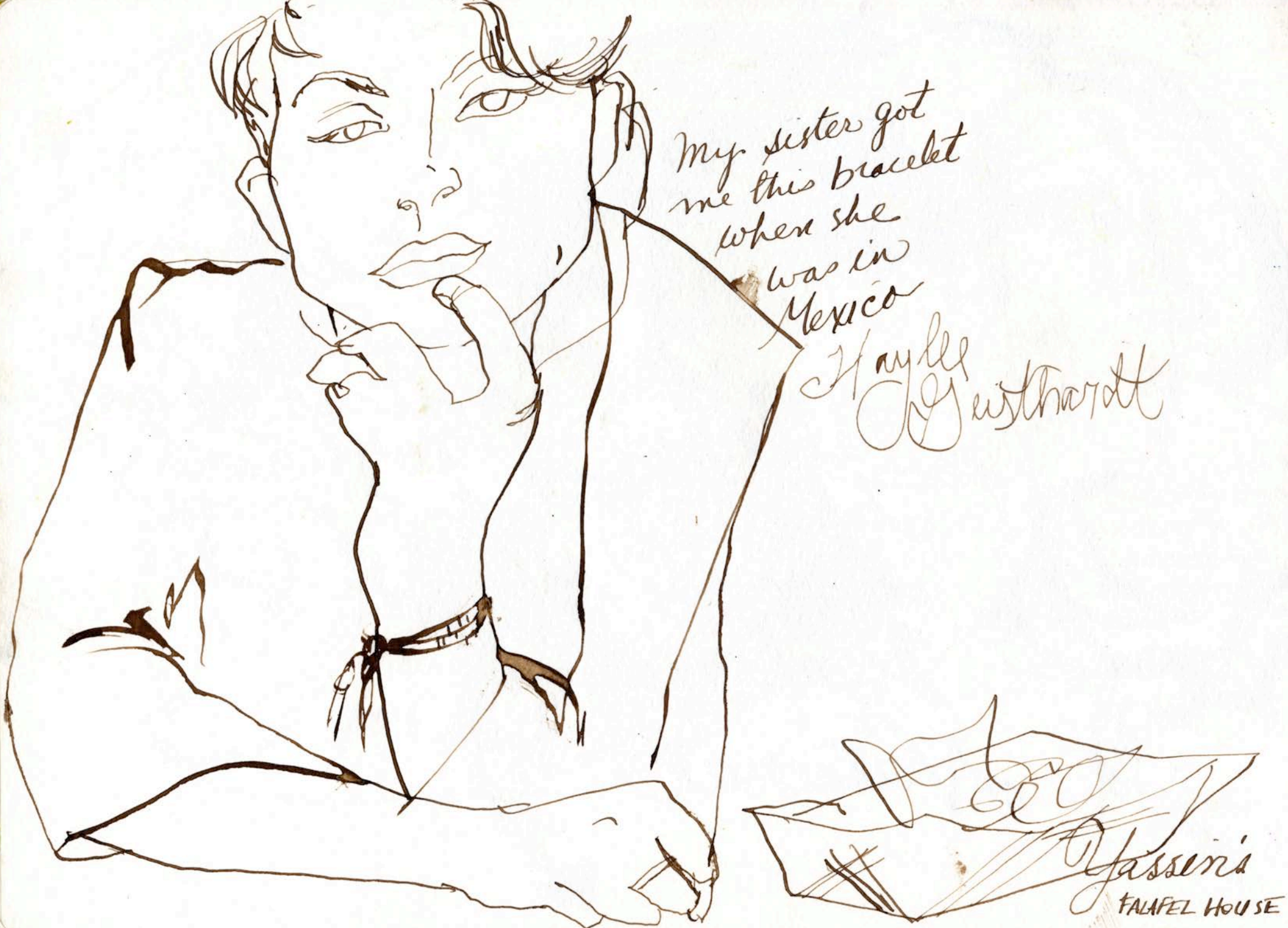
Packaging



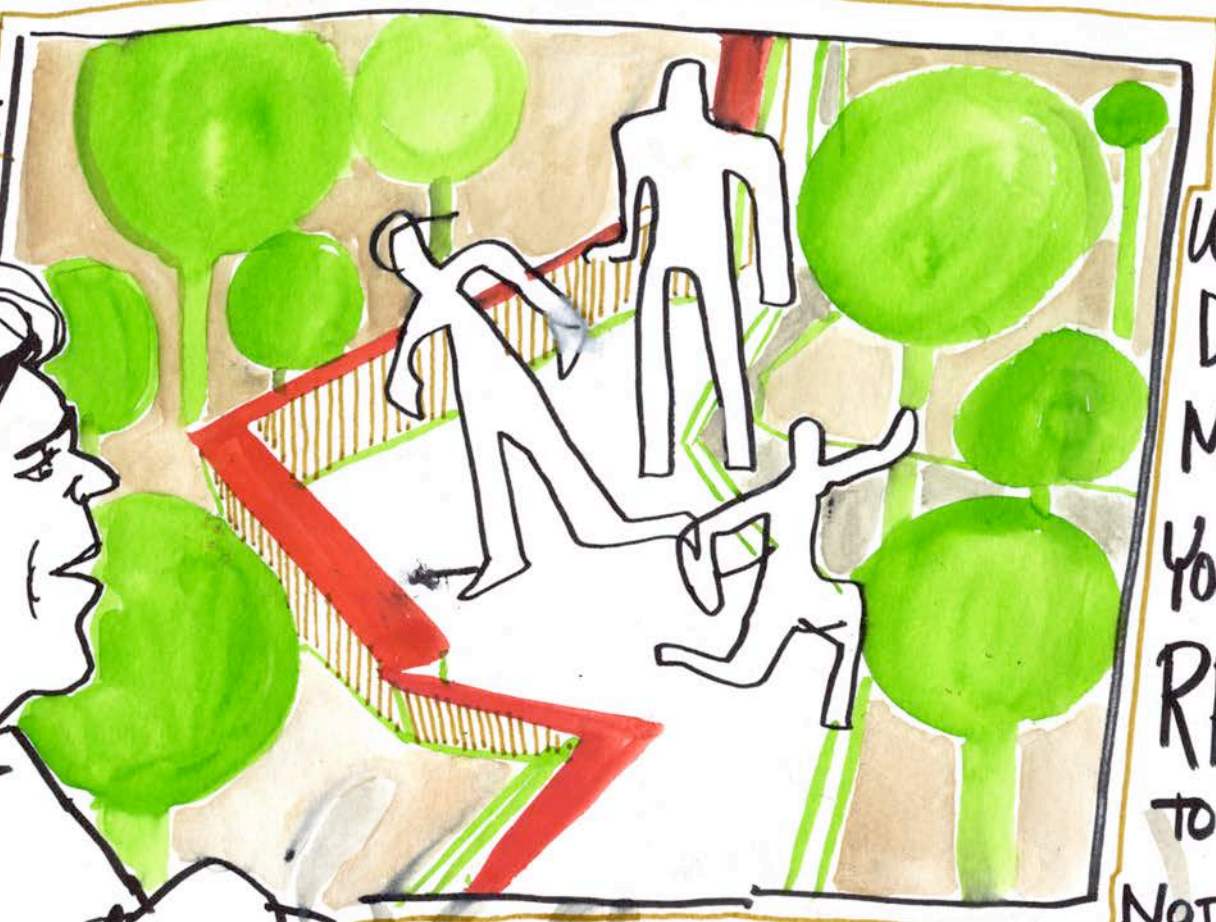
we do a lot of cross discipline work







FIRST QUESTION I ASK A PROSPECTIVE EMPLOYEE:
DO THEY LIKE PEOPLE?



WHEN YOU DO SOMETHING
MAKE SURE
YOU HAVE A
REASON
TO DO IT.

NOT JUST
BECAUSE IT LOOKS PRETTY!



I love gardening!
Look up Monty
Don



so keep your own projects going

Use YouTube to learn 3-D modeling... we do!

client work has to please them

everything in film is altered - you'd be amazed

On Creative Blocks - Don't stare at the blank piece of paper for hours and hours.. go do something. I get my best ideas when drawing or showering or gardening...

but just take a tiny part of a project and start that.

Elastic PICTURES



I started out making tea and coffee in an ad agency

then I told them, buy the digital software and I'll learn it.

It's good to flick through the pages of your memory when starting a project

"Every New Technology needs things to put in it."



we use premiere quite a bit because it ties things together

(and Davinci Resolve)

the important thing is to know what you want to make

We want to reinforce the client's story



You can be a musical composer but you need to know about electronic production

I started as a classical musician at the University of Tennessee, and I hated it! Then I did my first commercial gig and made \$250.00. And I said, hey, I like this!

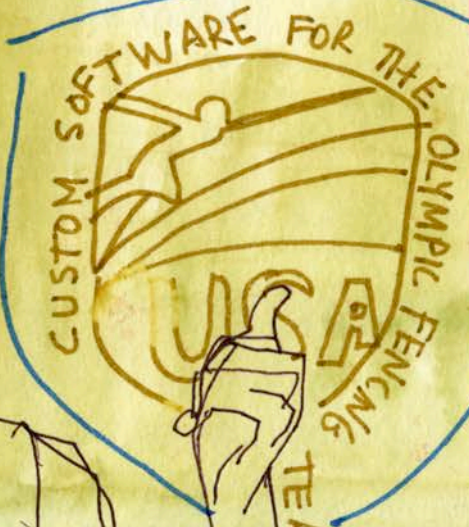


original
CONTENT

↓
CX Journey
↓
CRM

You are creating
a pathway
for interaction

We do a ton of
mood boards
how something looks
vs one thing but
how does it
make you
feel



NINJACAT

the clearest
path from
idea to
action

designsensory™



I'M A PAINTER
as well.



SITE 3 Home page

metrics

I do the
design of
the site

UX - SAVING
THE UNIVERSE
ONE WEBSITE
DESIGN AT A TIME

designsensory™

STEM

SCOUTS

Rally

Utility

SETTING
GOALS

THE
UX
DESIGN
LOFT

MOBILE
IS THE
WAY
THINGS
are going

map

awareness driven

action driven

Awareness driven

→ stays local

→ direct use

→ content buckets

Service

horizon line

1

Hero/HUB/HELP

communication
toolkit
products

Content
TV/commercial prod
USER





*the road
to Chattanooga*



out the world



the tree that (almost) budged...

waterfront



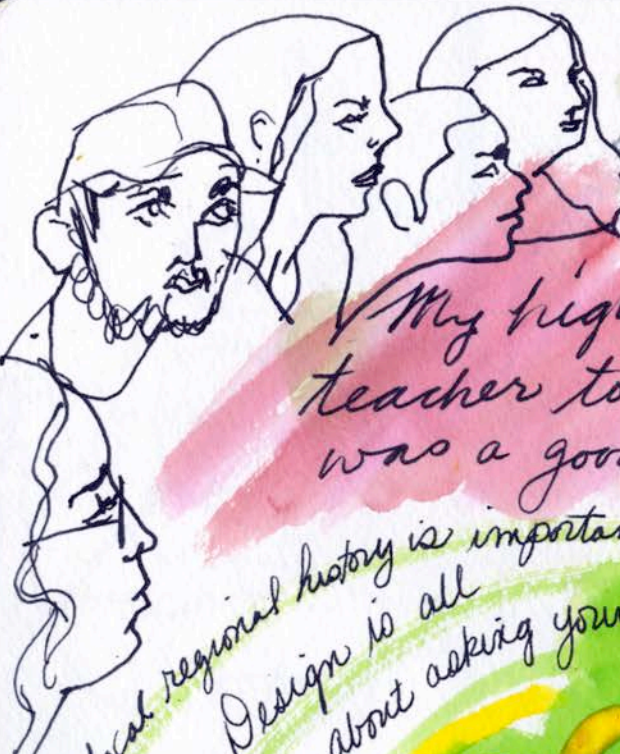
Chattanooga TN

The tree that (ALMOST) budged



pass taco taco to nate





My high school art teacher told me I was a good designer

Local regional history is important. (That surprised me.)
Design is all about asking yourself questions. Research
How do people move through space?

SKETCH EVERY DAY

Landscape architects are the best at collecting stories + weaving them together

Collaboration

Matt - good story, science, left brain

Thomas - design - look at the constraints

KAPLAN principles

COLUMNS BECOME TREES



Follow these rules...
Understand your AREA

Look at cultural history + natural history

Then add some classical forms of design...

PROBLEMS FORCE CREATIVITY

Look at the Constraints

+ design what was meant to be there

what is the physiology of the region?

you have to learn the Language of design

The Culture

is important -
Designing for a place in Saudi Arabia + they said "what about the monkeys?"





Where does the wood go, and why?
ANALYZE



STICK TO YOUR GUNS
you don't want unintentional patterns.
LITTER

watch out for laziness
don't just say OK we don't have a lot of money so let's just put some plants in.
KEEP PUSHING

SAY YES
* plus we had to keep the cars out
Landscape Architecture can be more
BECAME
THE PAVERS
* The Limitations can force your creativity

get internships
as much
as you can

Builds
Trust

The STORY
helps
communicate
the
Design

try to see through
someone else's
point of
view?

think about
how things
feel from
the same person
but
different

Design is
relationships

WIDGETS & STONE
|
imaginary solid

DESIGN TRANSFORMS
INTO
POETRY

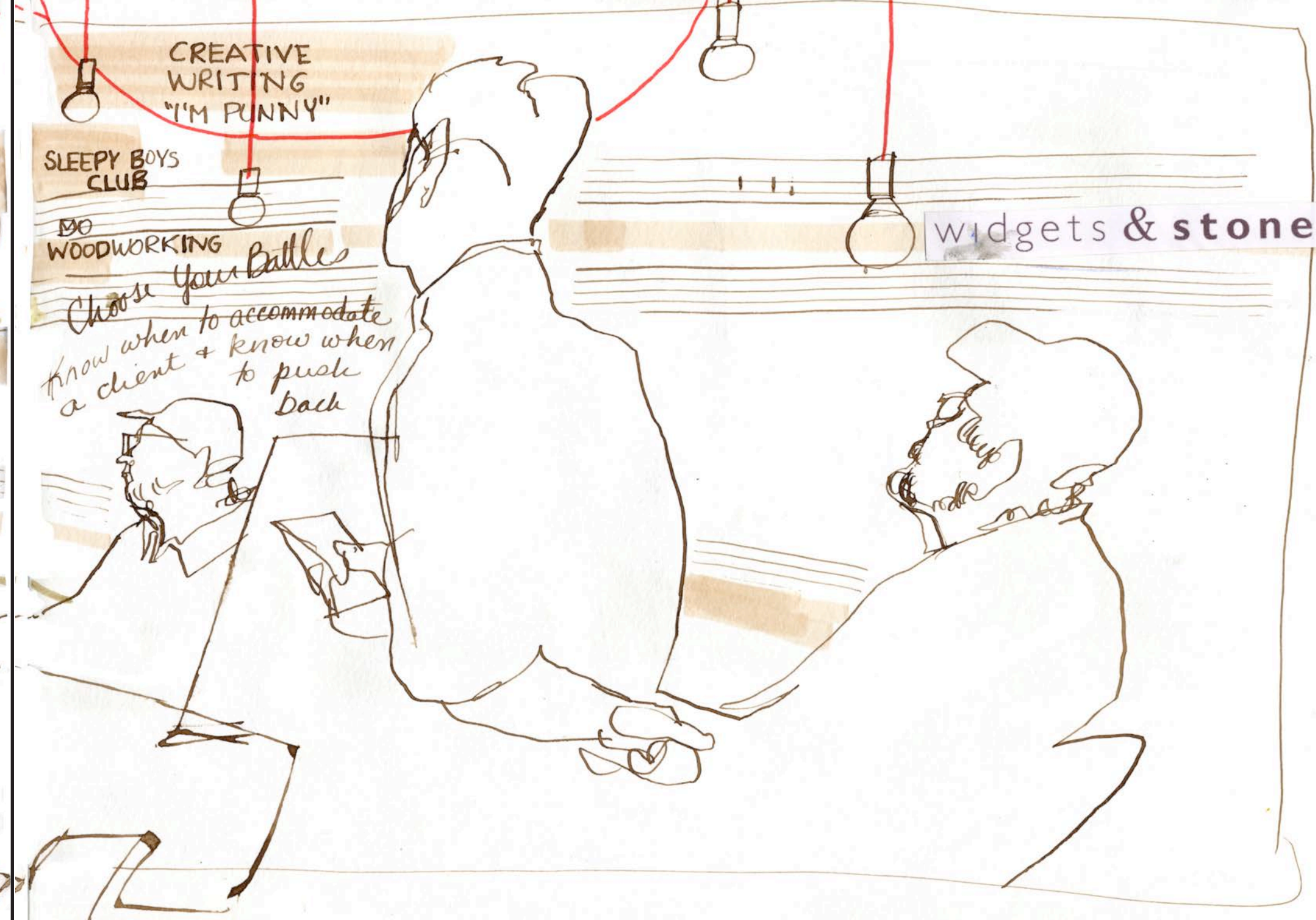
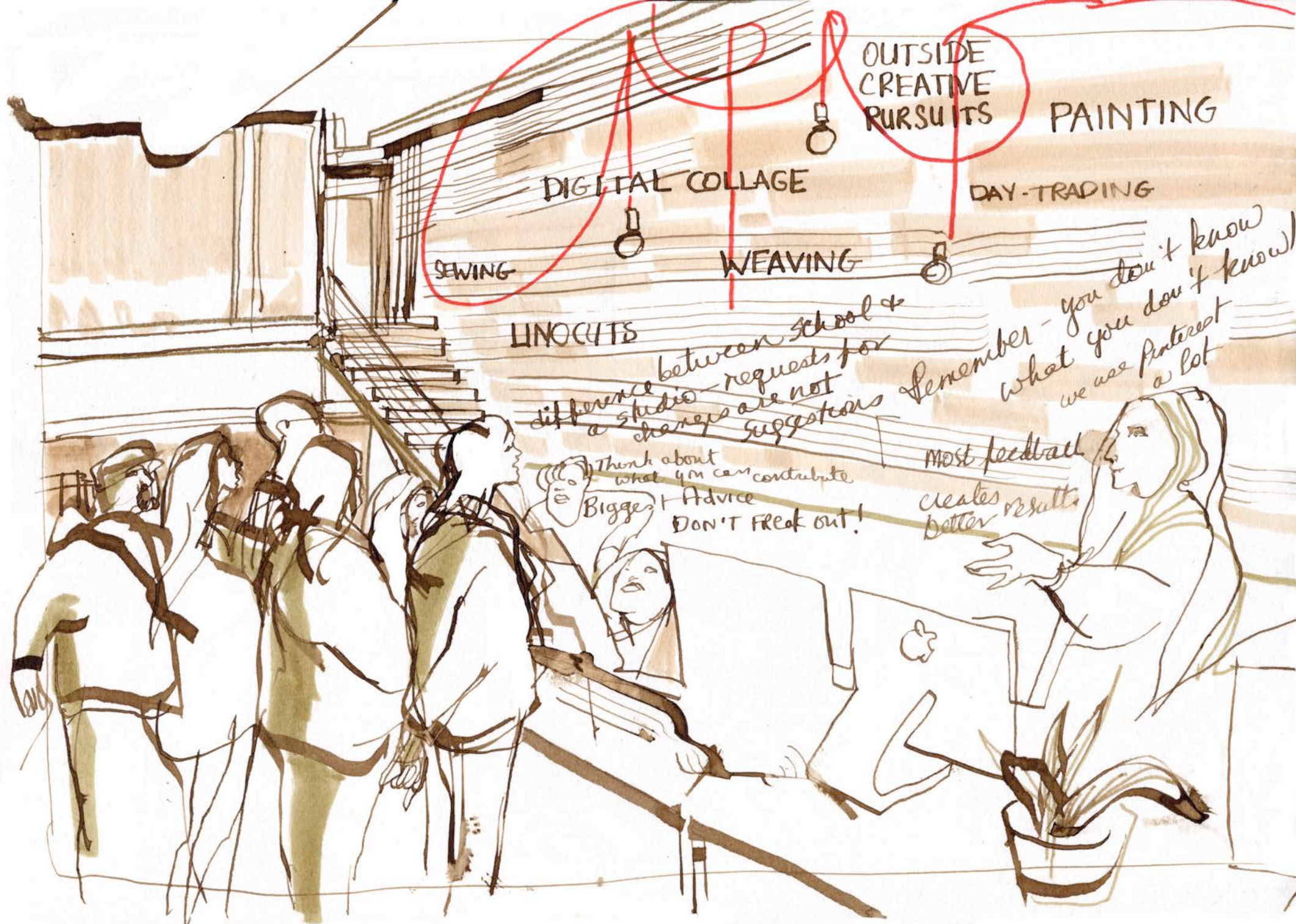
Paul Rand

Design is making
things Right
Ralph Kaplar

MS PROSE

Be their
translator
and then, who
needs to
hear
them
story

and then
you have to
keep telling
the story.



BRETT WEAVER

A Painting
a Day



you've got to
have something
to say

IF YOU HAVE TOO
MUCH OF A "PLAN B"
YOU'LL BE DOING PLAN B.



"more isn't
always better"

The process of
switching to full
time painter -
I saved up enough
money to
live for
2 years



My parents thought
I was crazy
to become an
artist

YOU
GOTTA

BELIEVE

IN YOURSELF

Commissions
fill the
gaps between
gallery shows.

How would I
earn a living?



*DELAY THE NAPKIN SKETCH

HOW TO WORK BETTER.

1. DO ONE THING AT A TIME
2. KNOW THE PROBLEM
3. LEARN TO LISTEN
4. LEARN TO ASK QUESTIONS
5. DISTINGUISH SENSE FROM NONSENSE
6. ACCEPT CHANGE AS INEVITABLE
7. ADMIT MISTAKES
8. SAY IT SIMPLE
9. BE CALM
10. SMILE

DEDICATED RESEARCH PHASE*



HGTV is the DEVIL

Workshop is the first time in the professional world where I feel the skills I learned rebuilding New Orleans after Katrina.

We strive to be collaborative (even though architectural firms use that word the way high school boys say "love.")

WE discuss each project as a team at each stage.

It's not just Pinterest **IT SITE ANALYSIS**

SITE ANALYSIS CHECKLIST

GOALS

Market townhouse

1620

We try NOT to Loop back

PROCESS

Each Step Leads to Another

It's an iterative process

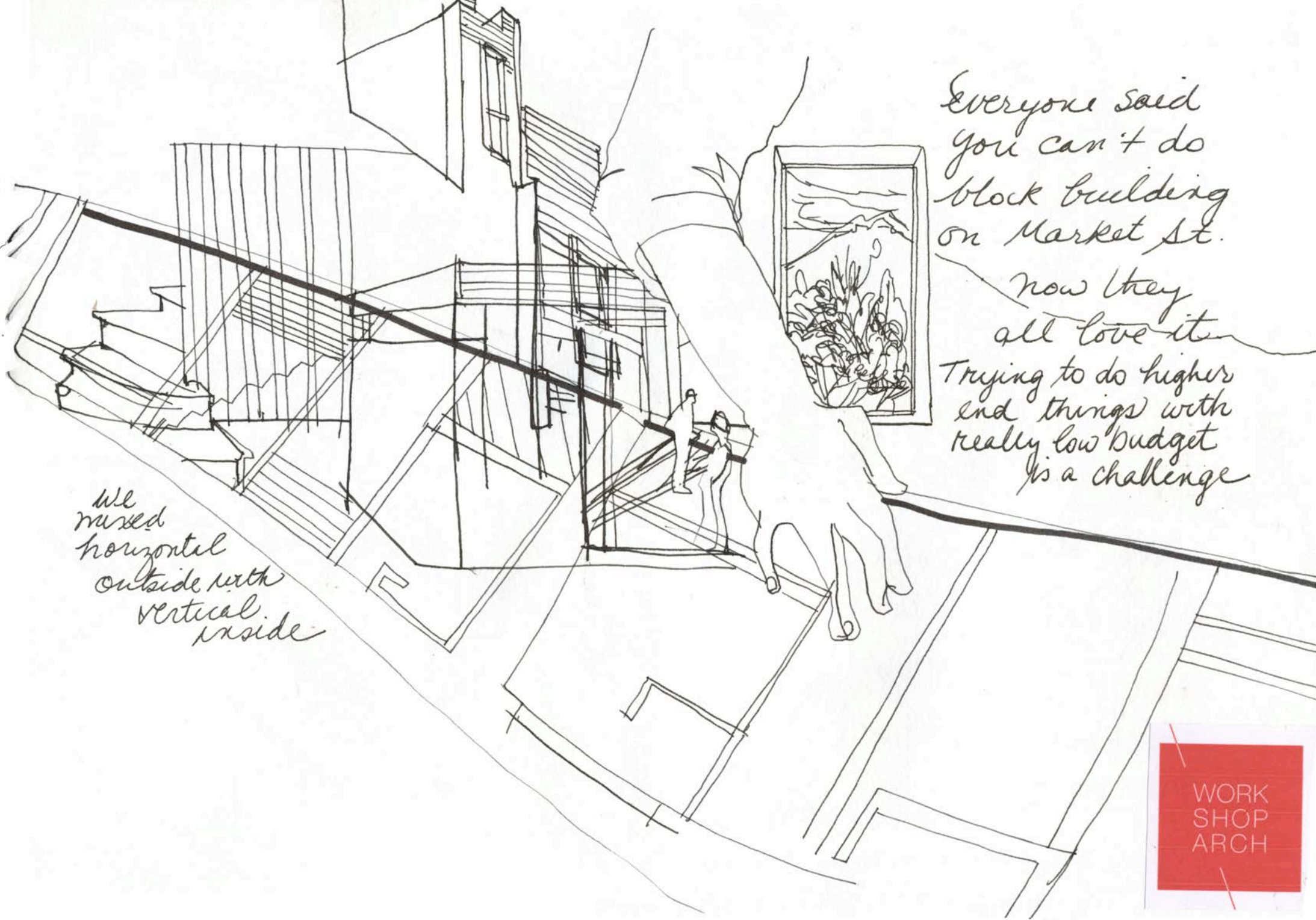
A TIGHT BUDGET DOES NOT MEAN NO OPPORTUNITY

PROJECT

POST-MORTEM

the Blog documents our process + is good for us to do

Our firm allows some "what ifs", even if it seems straight forward. We allow that time.



Everyone said you can't do block building on Market St.

now they all love it
Trying to do higher end things with really low budget is a challenge

We mixed horizontal outside with vertical inside



metal is allowed to rust.

integrated landscape with architecture is powerful

It starts with drawings on a sketchbook then you have a drawing of the existing conditions and what needs to be changed

Our mission is improving people's lives through good design.

we like to explore I learned that if you write it down it then the happens then come the models

we use models as a way to study form

you have to design your business and then plan the steps to get there.

HK

I started
out building
condos for
my pet
rabbits...

Then when
I was 11
I saw what
an architect did
at my uncle's house.
We changed the look of
Chattanooga



Most of my inspiration
comes from nature

The coolest
houses
have a great
relationship
to nature.

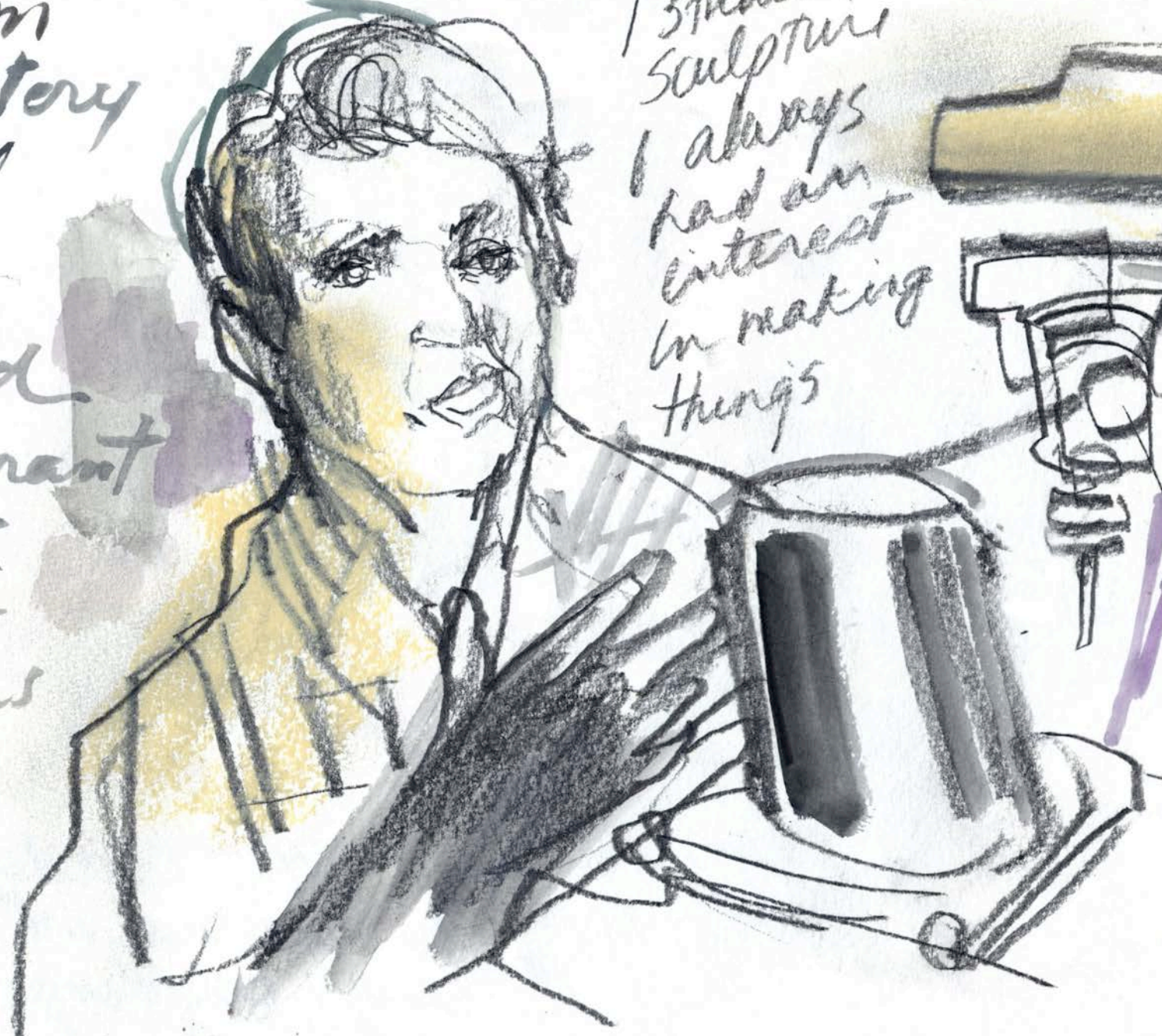
Architectural influence Le Corbusier

If you don't know
what you want to do,
look at the daily life
of a
profession.



Plants adapt
to nature, why
can't buildings
do that?

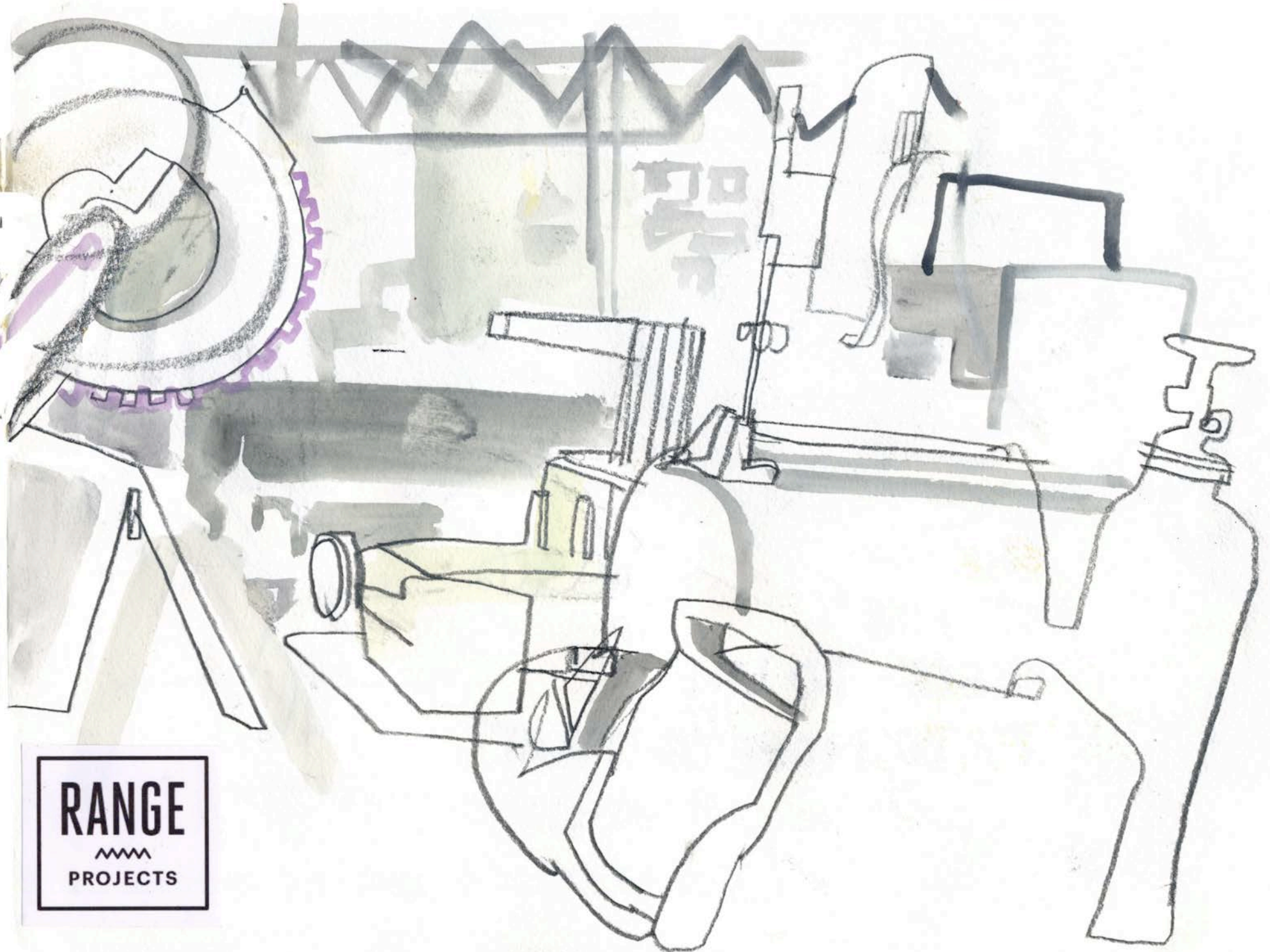
We do
Custom
upholstery
steel
doors
and
wood
restaurant
work
tables &
chairs



I studied
Sculpture
I always
had an
interest
in making
things



LASER
CUT
STEEL



RANGE
PROJECTS



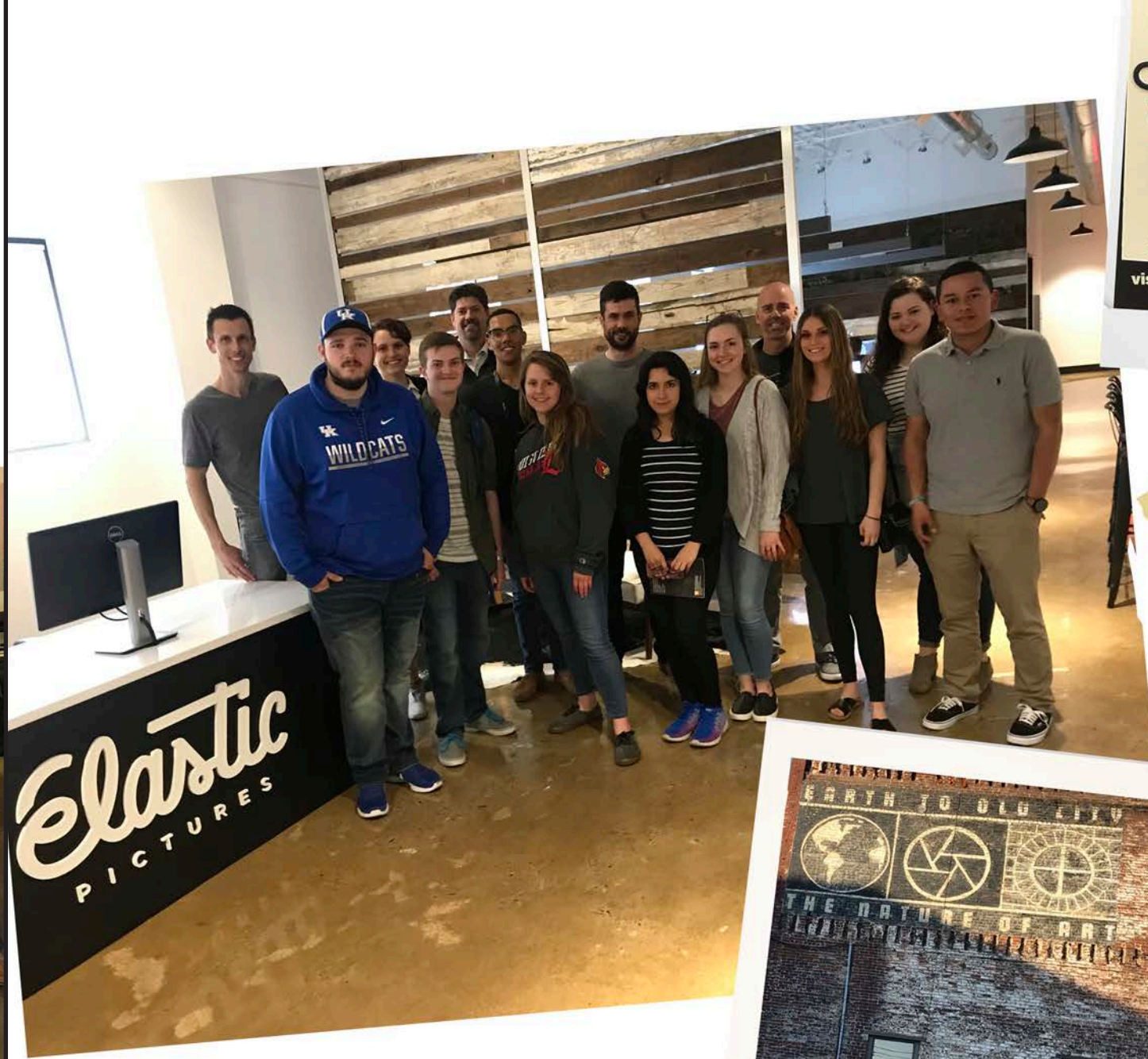
CHICAGO
ART-FAB
PIECE - I'D LOVE
TO DO MORE OF THAT

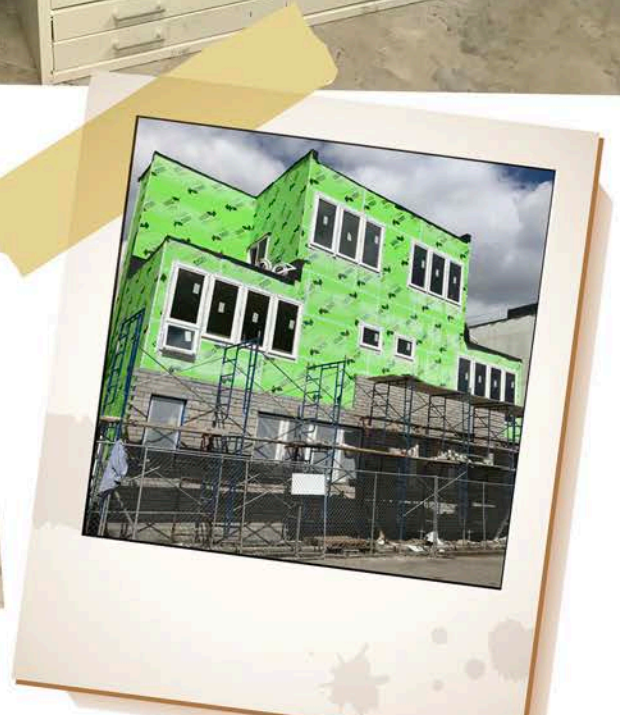
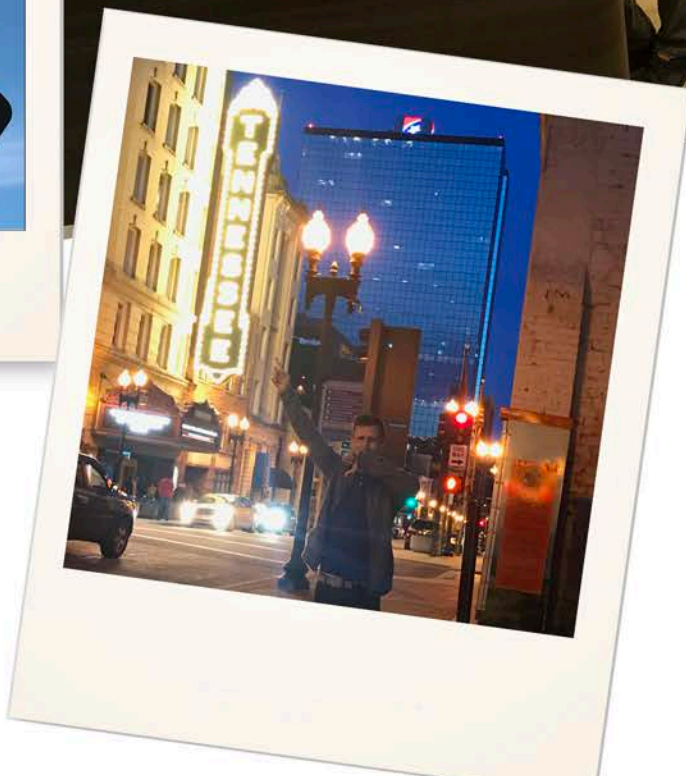
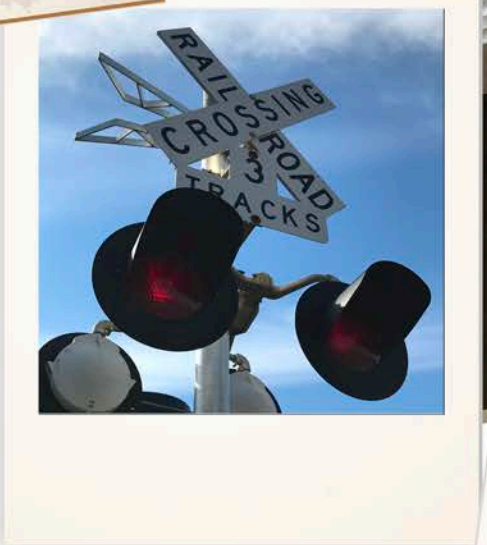


if i couldly direct now
sometimes i get to make



Back to
Lexington ♡

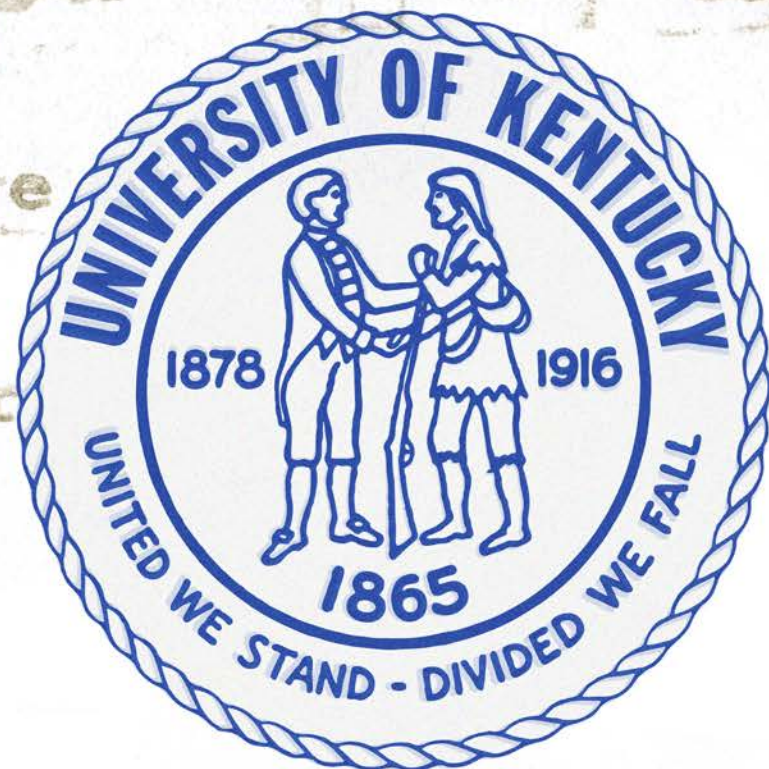




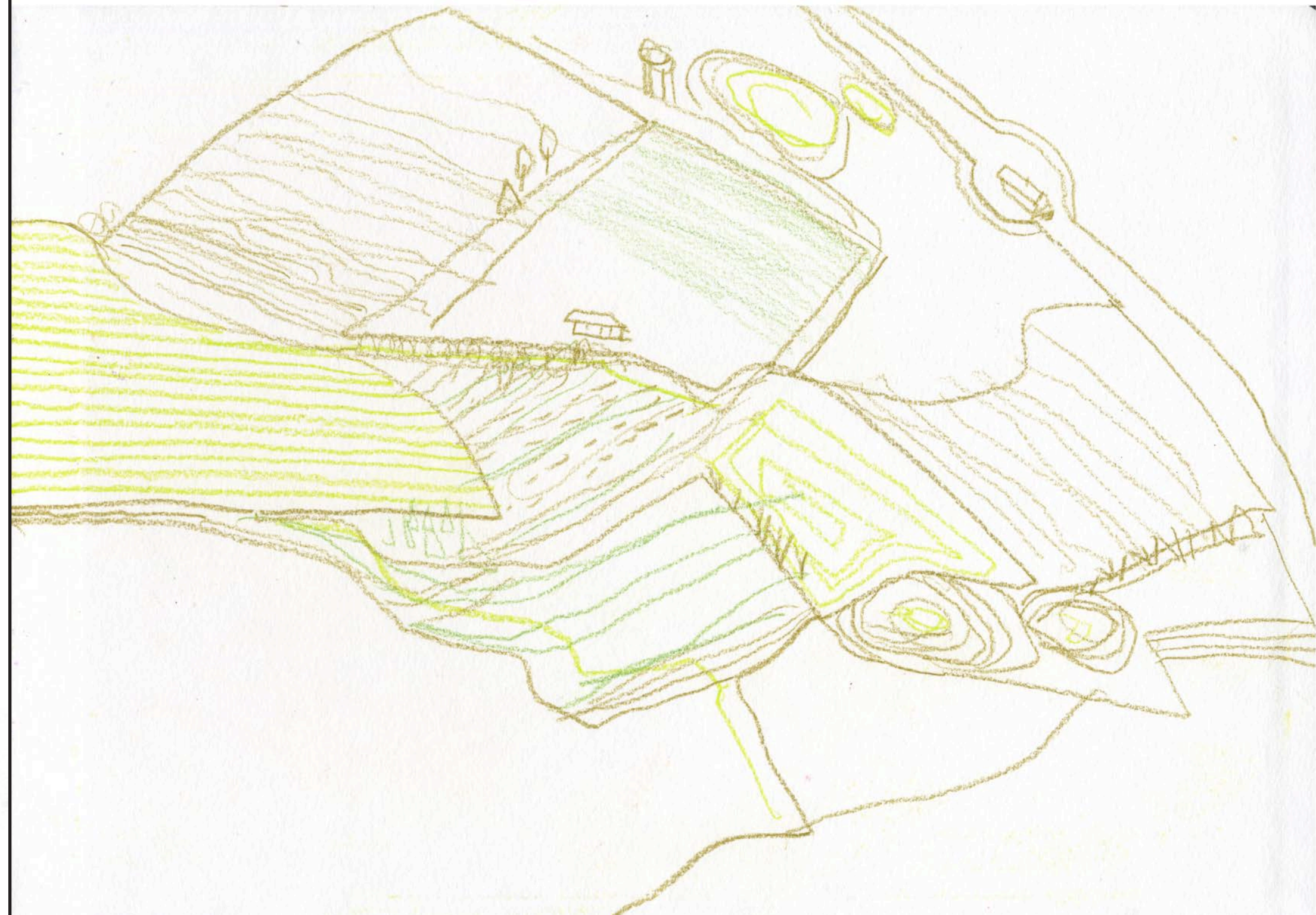


see you next time

creative
study
tour



wait i forgot my dog blanket



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