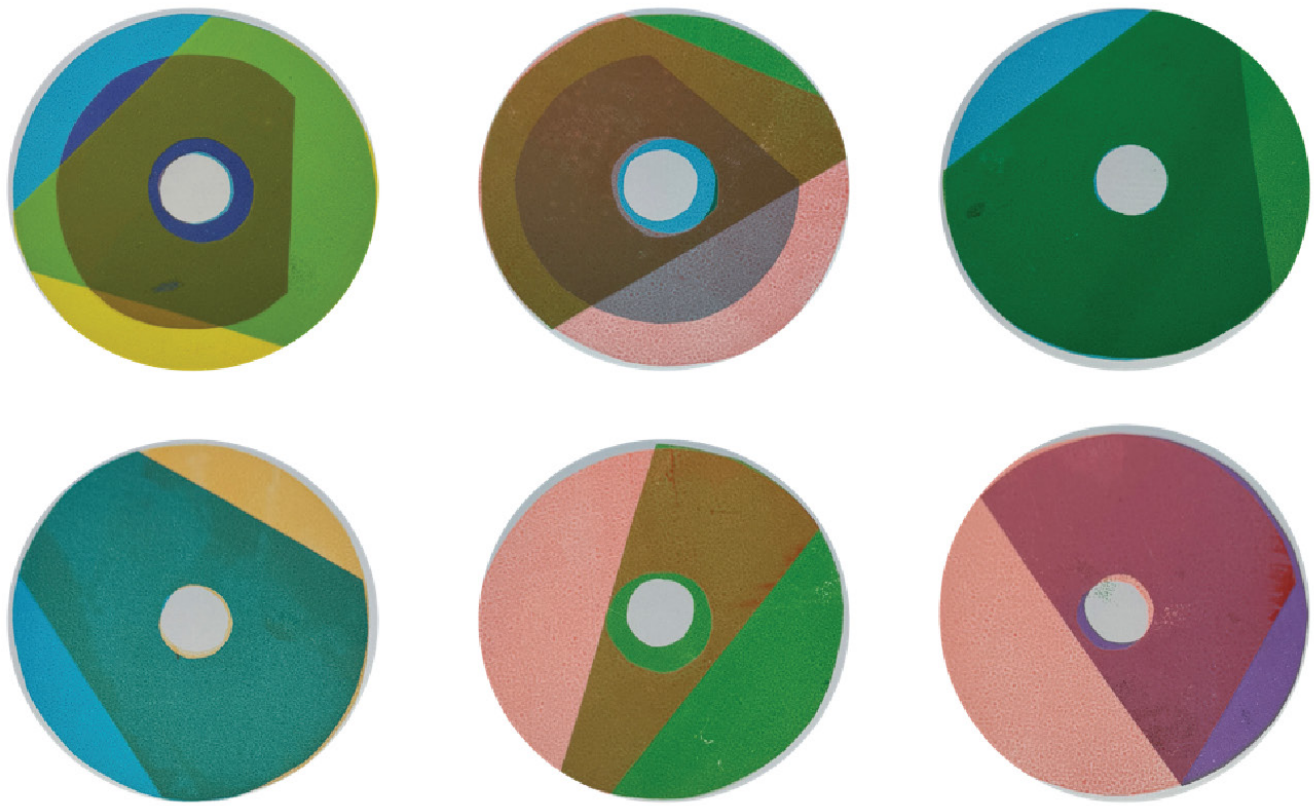
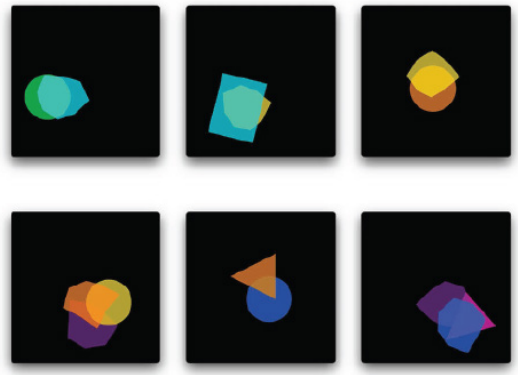
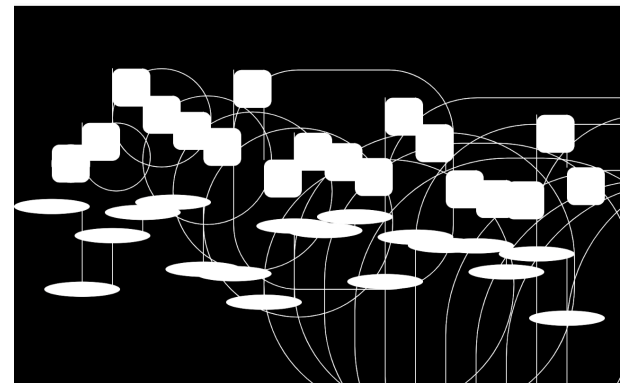
Unsmoothing the System:

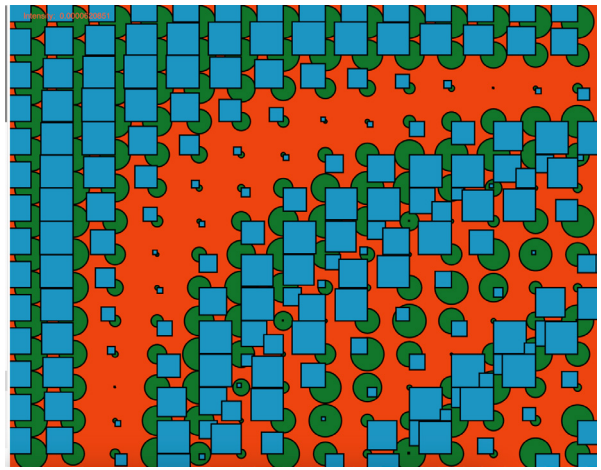
Designing for Specific Forms and Experiences

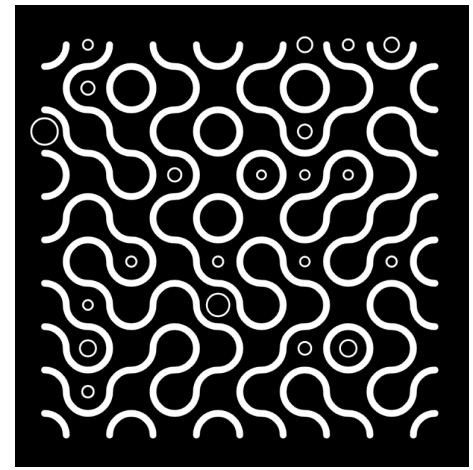
What happens when you try to design a system
that is both procedural and personal?

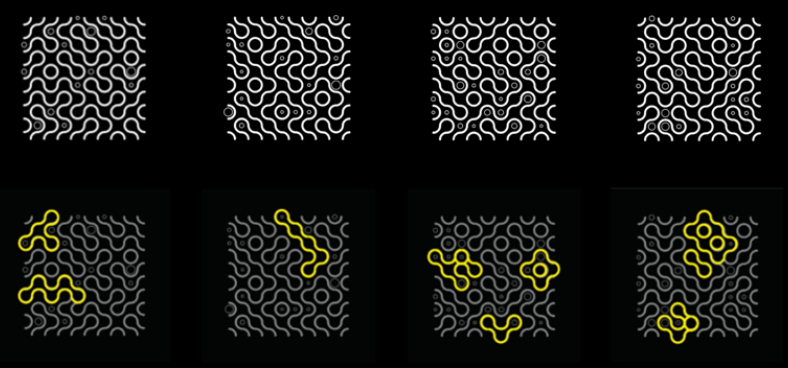


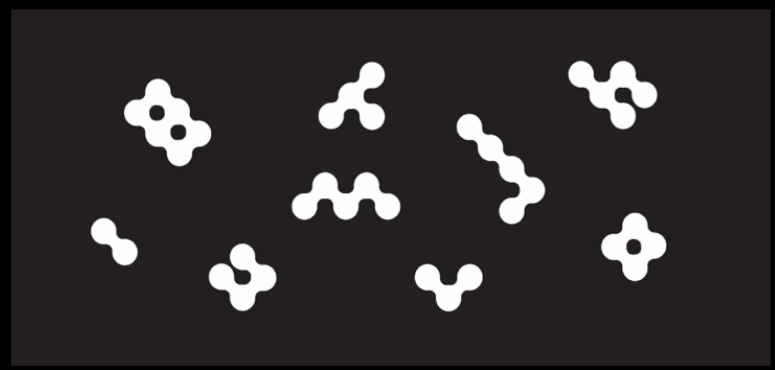












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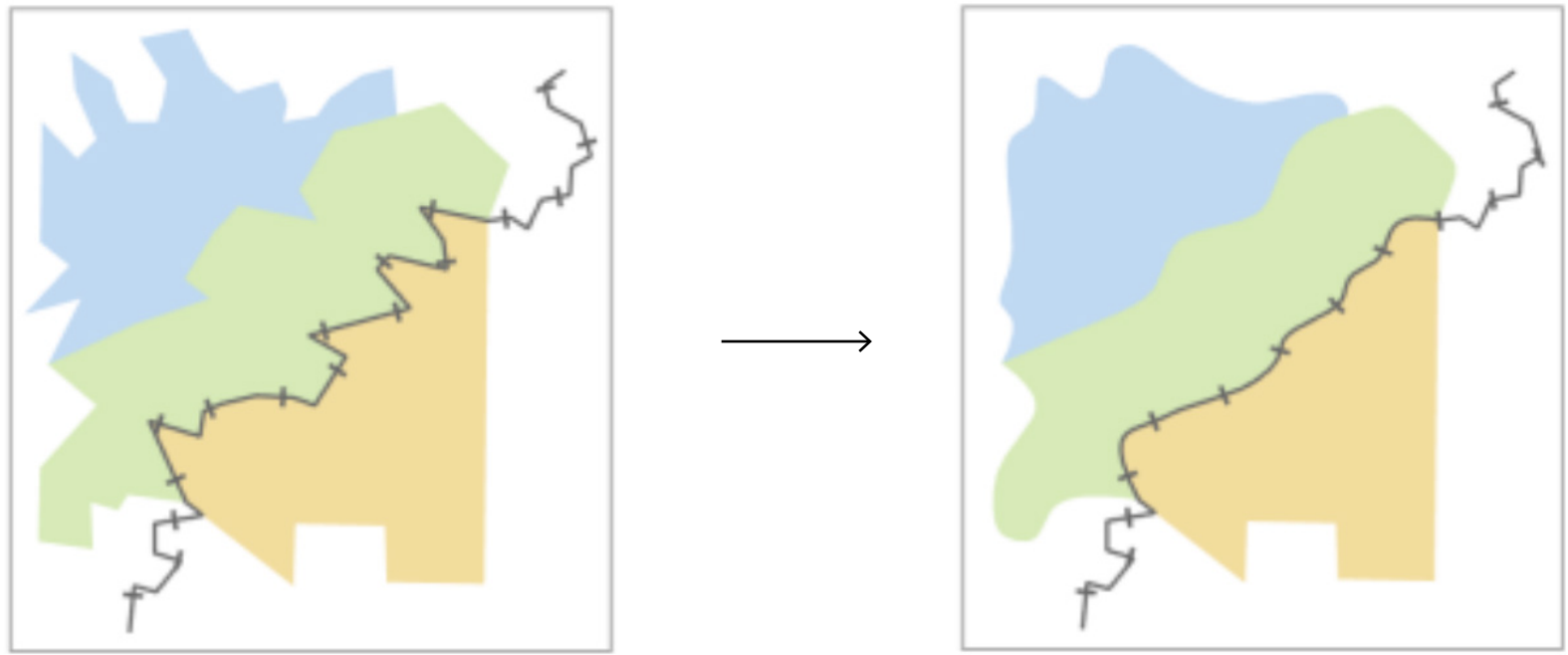
Specific/Singular	VS	System/Structure
non-repeatable/personal/ cultural/situated/subjective		*general/simplistic/ reductive/abstract/efficient*

How can a design practice prioritize the *specific, singular, and culturally-rich* form against the *abstract authority* of a *standardized system?”*

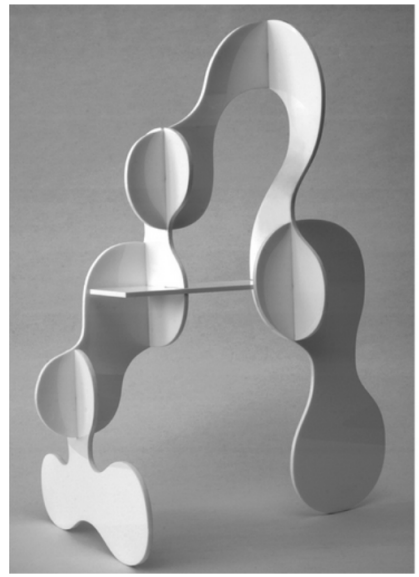
Smoothing

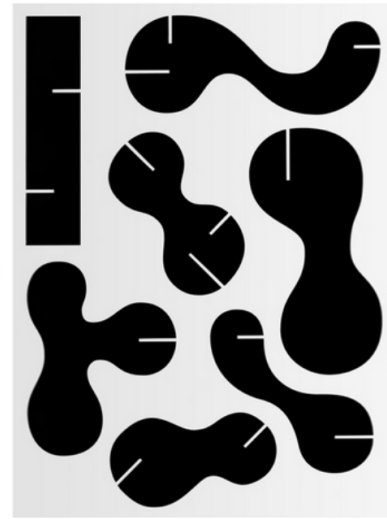


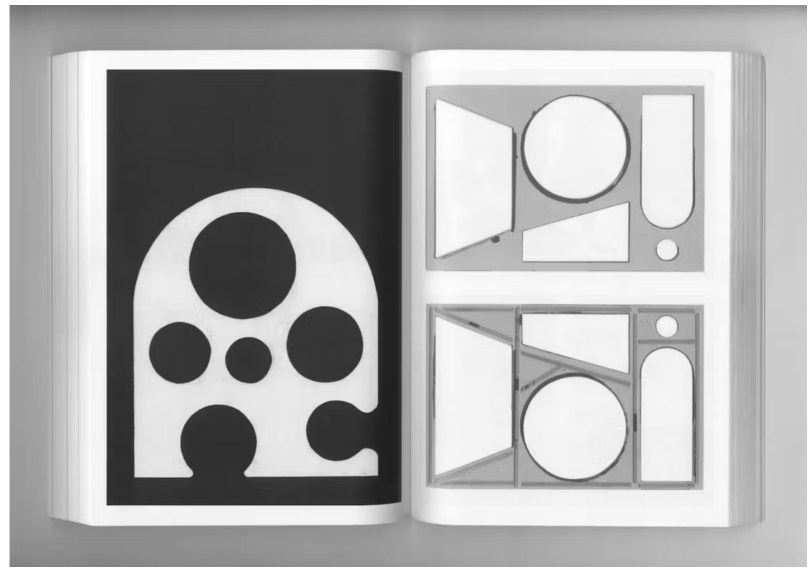
Un-smoothing

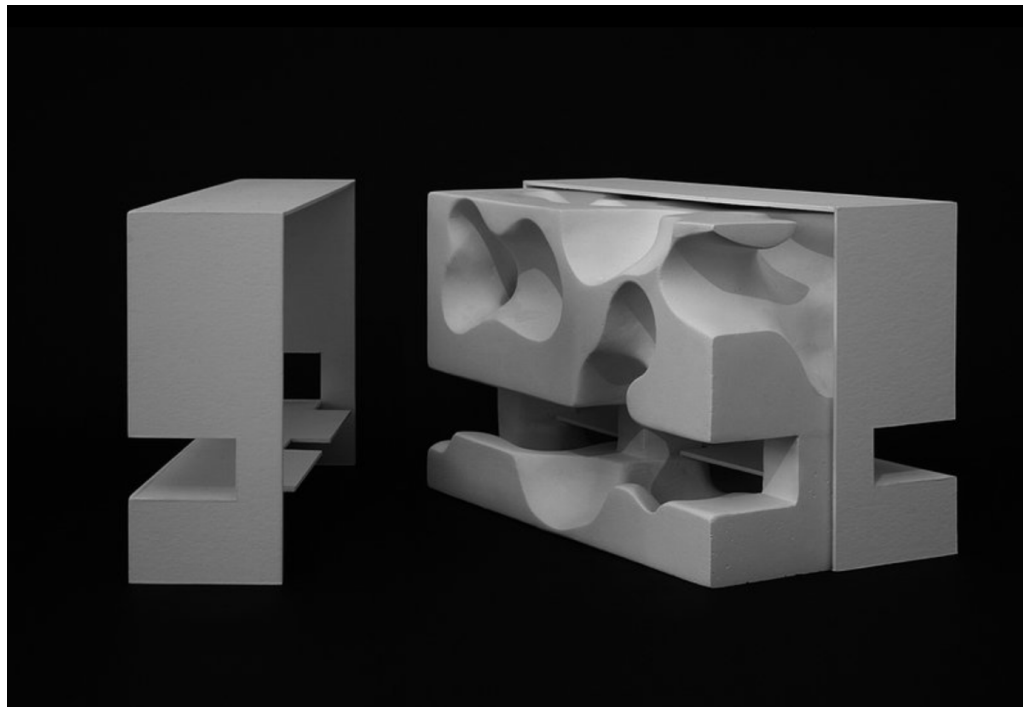
The process of using “friction,” “malfunction,” and “visual pollution” as critical tools to deliberately re-introduce the specific, singular context that was erased by standardization

Karl Nawrot









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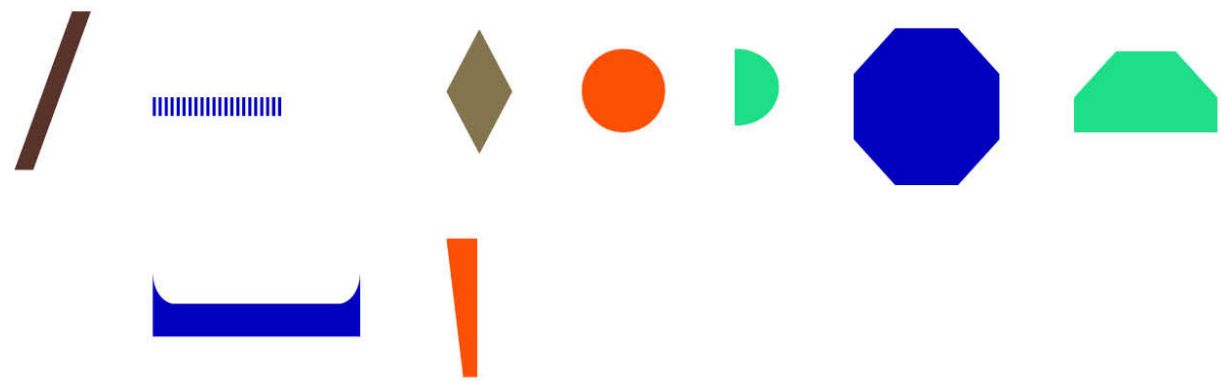
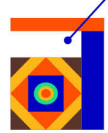
Breu typeface by Karl Nawrot

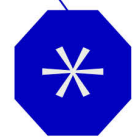
Un-smoothing applied to Typography

Dancheong

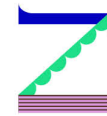


colors and shapes inspired by flower patterns from dancheong

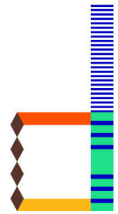




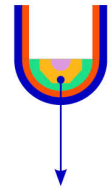
circular forms adapted from the shape of the eaves in Korean tradi-tional architects

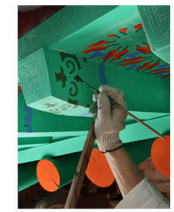


*Dancheong



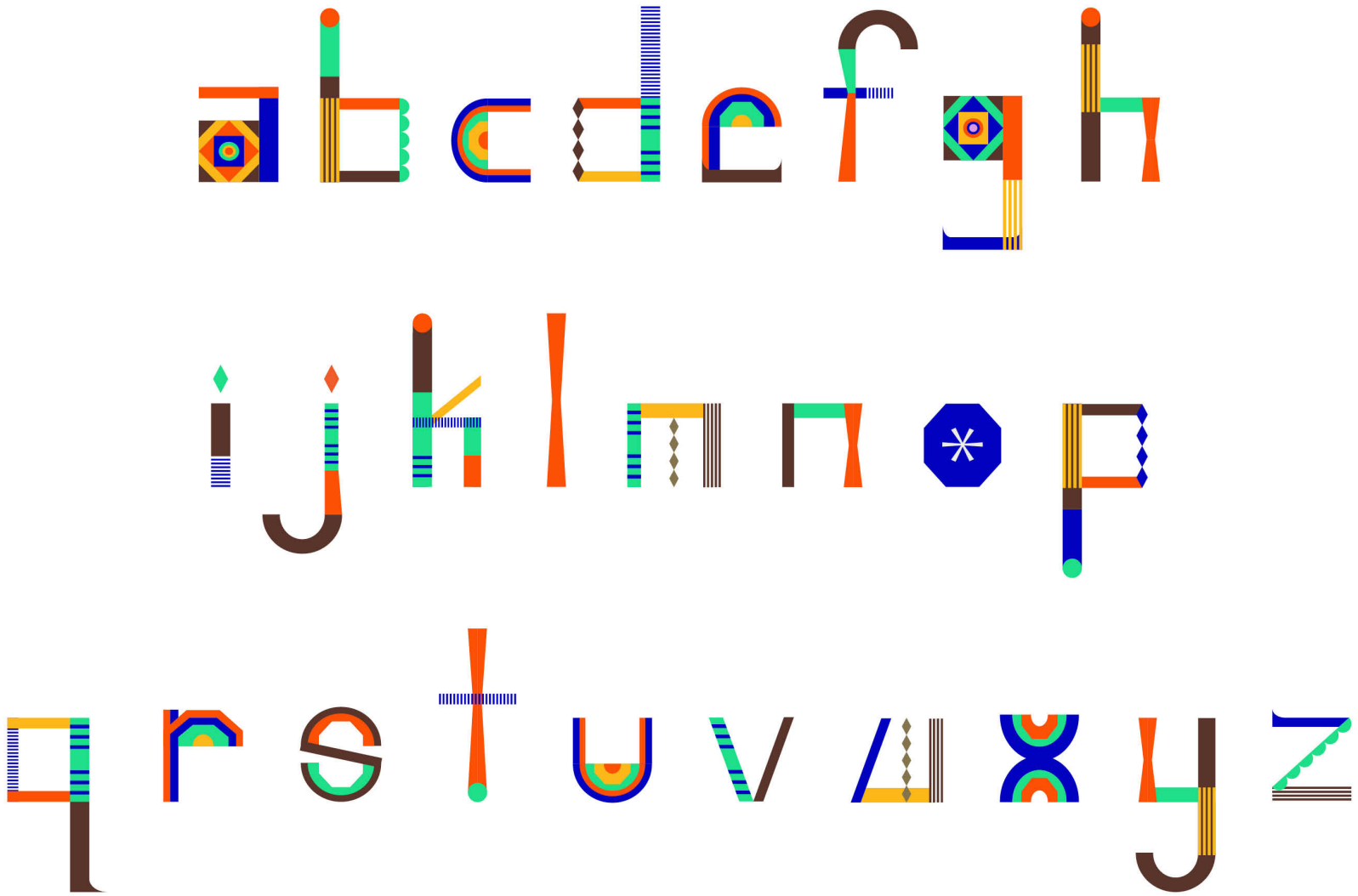
mixture of different geometric shapes and traditional Korean patterns





color combina-tions inspired from dancheong

the use of various vibrant colors in multiple layers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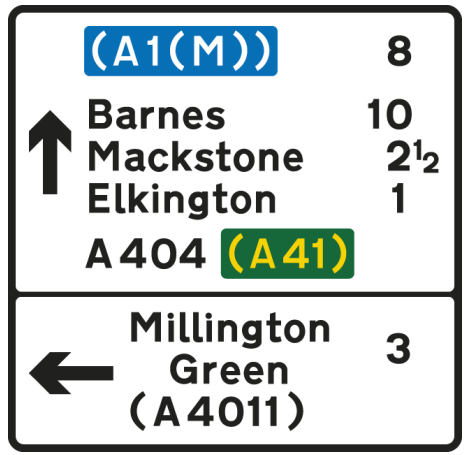
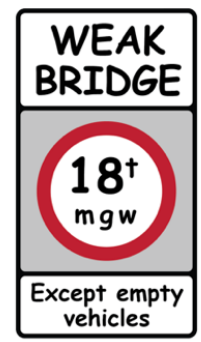
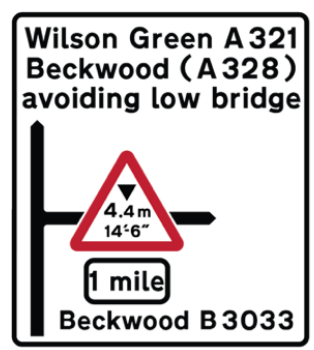
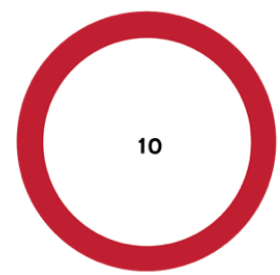
Un-smoothing applied to UK Road Signage



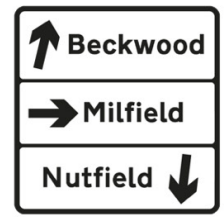
Typographic interference

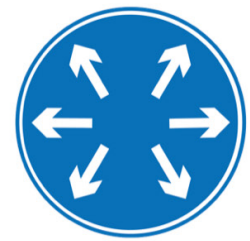






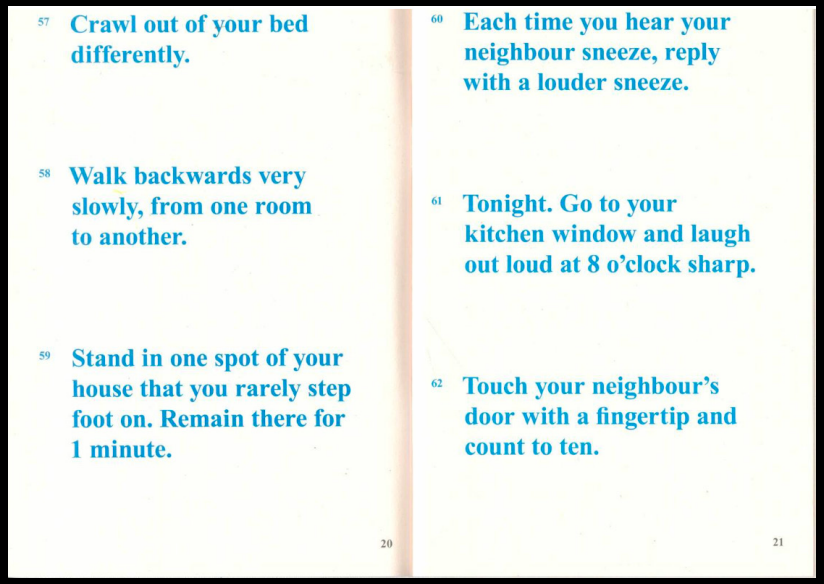
Arrow logic breakdown



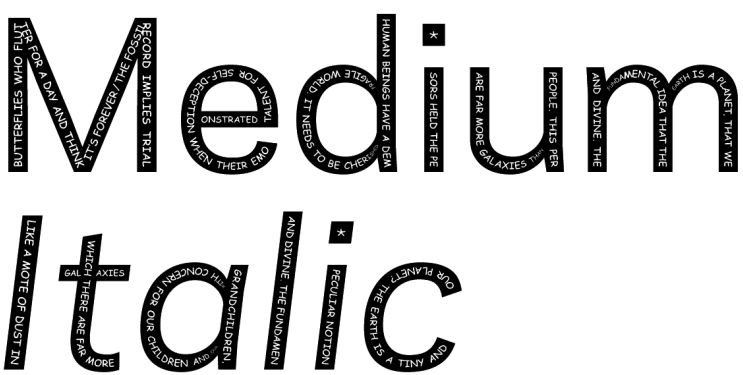


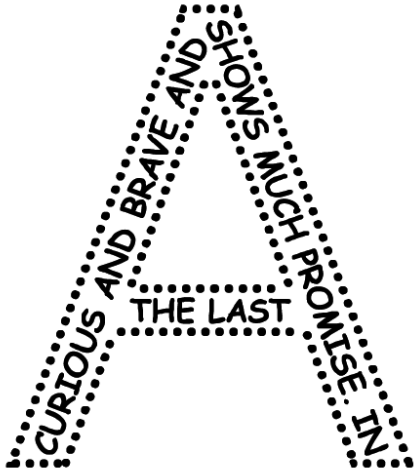
A Field of Critical Practice

A Daily Act: Work book
Atelier Hoko

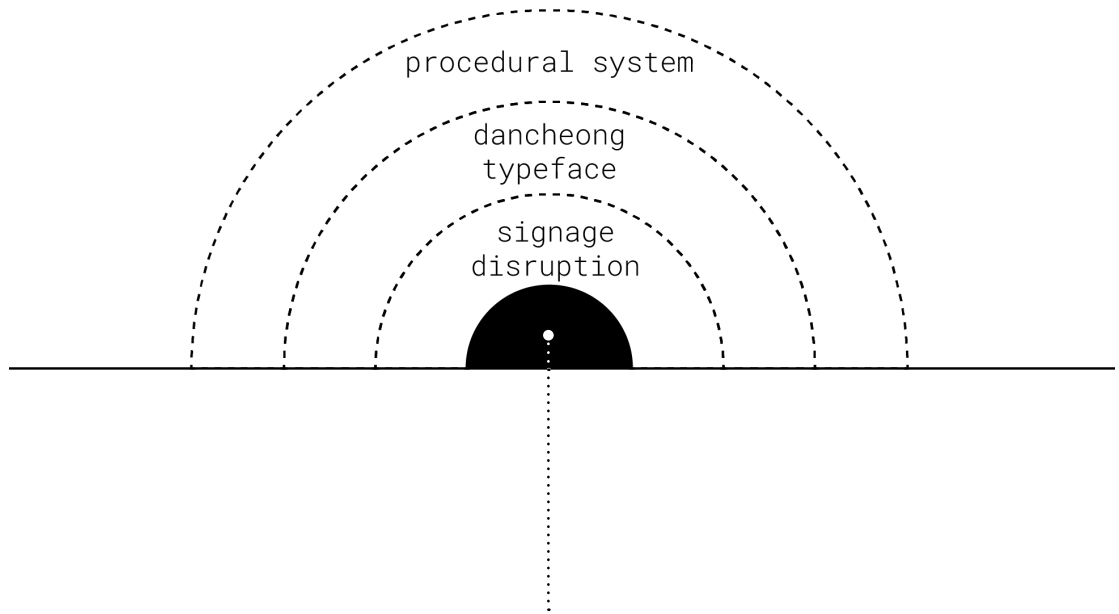


Galaxie Ecosmic
Sulki and Min





Conclusion & Further Projection



a shift away from generalized templates for ease,
and toward the individualized experience