DES 400 - Creative Coding
TEAM 1
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PROJECT 1 FINAL DOCUMENTATION

This project aims to contribute to the discussion on the current state of the American Dream by offering a space to reflect and question the ideals of success and individuality presented to us through images. Images we see in magazines and catalogs are carefully constructed to sell products and promote a lifestyle. Distinct lighting, perspective, focal length and color schemes are formal tools used to unite images that depict seemingly unique scenes. While these images speak to providing individuality in one's home, as a collection, the overwhelming homogeneity of the elements neutralizes our perspective toward homemaking.

This project examines the representation of the American home in images from popular American magazines and catalogs. Pattern and repetition are used as a way to reinforce the consistency of mass-produced domestic spaces. Repeating these images and text endlessly exposes their uniformity and calls to question the artificiality of the spaces depicted in magazines and catalogs. Upon entering the project, one is placed in a series of connecting rooms that feature various abstract rectangular volumes. These volumes are representative of the typical suburban American kitchen —counter tops, island, re-frigerator and range —and provide the viewer with familiar spatial landmarks to orient themselves throughout the overall disorienting experience. Every surface in the space is covered with an interactive wallpaper. Each effect on the wallpaper —scrolling, changing color, gif animation —further disorients the viewer into reflecting upon the images of homes that are shown to the masses through print and digital media every day.

Alex Sommerville was responsible for the overall concept and texture development, as well as some modeling throughout the project. Joseph Kim was responsible for model-ing and sound development for the project. Malvika Kumar and Tejus Bharadwaj were responsible for the interactive elements of the textures including writing a multitude of custom scripts for the project.