

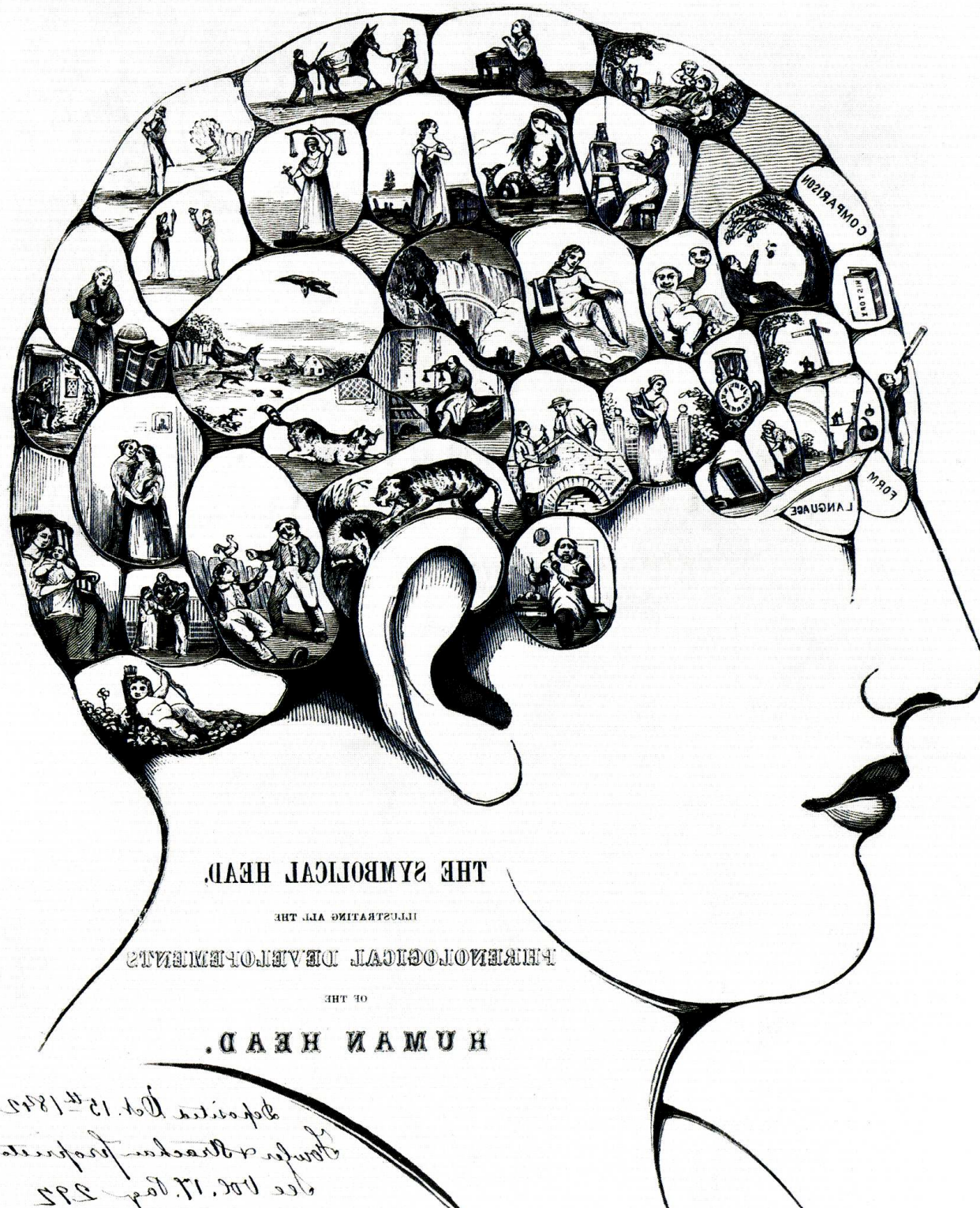
OSMOTIC BUBBLE ::
DESIGN SYNCHRONICITY
COGNITIVE UNCONSCIOUS
& THE BILATERAL BRAIN

"JUNGIAN LAB"

Infusing Jungian Psychoanalytic Theory in a system for teaching design through experience, paying especial attention to the emotions that drive students' ideas. Through the activation of right and left brain to work collaboratively, and the stimulation of the unconscious to develop a sense of individuality within a group—while still collaborating—and to sharpen intuition in complex problem solving tasks.

*When we demystify how we imagine,
we “cease to imagine”*

*(Gaston Bachelard, *The Poetics of Space*)*



DESIGN EDUCATION PARADIGM & THE THEORY OF LATERALIZATION

HUMAN HEAD.
OF THE
PHYSIOLOGICAL DEVELOPMENTS
ILLUSTRATING AND THE
THE SYMBOLICAL HEAD.

See Vol. 17, page 282
New York: Appleton & Co.
October 15th 1885

Left brain

I am the left brain.

I am a scientist. A mathematician.
I am the logical. I am precise. I am accurate. I am
logical. I am logical. I am practical.
I am in control. I am a master of words and language.
I am a student. I am a student. I am a student.
I am a student. I am a student. I am a student.

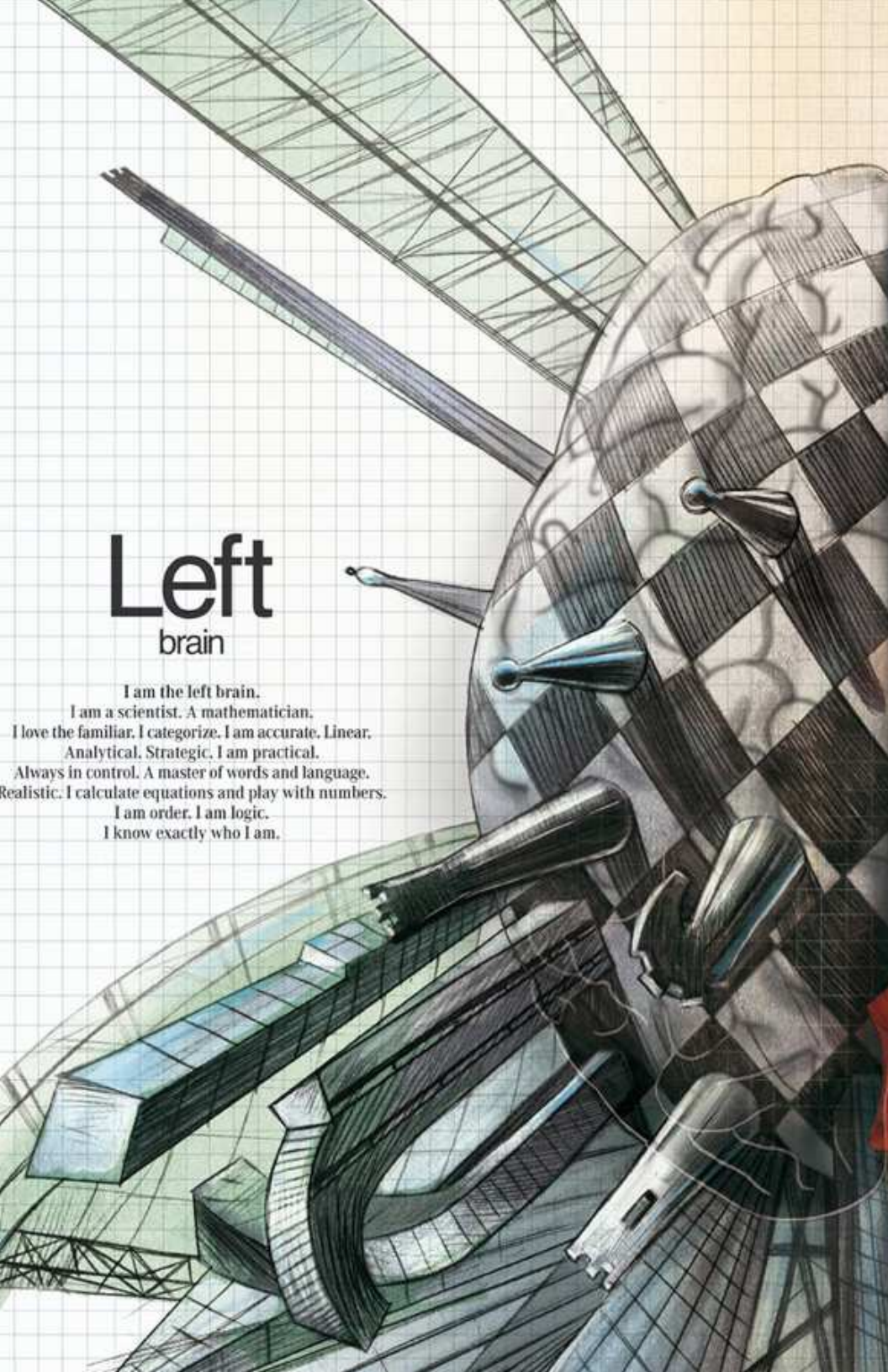
Right brain

I am the right brain.

I am a student. I am a student. I am a student.
I am a student. I am a student. I am a student.
I am a student. I am a student. I am a student.
I am a student. I am a student. I am a student.
I am a student. I am a student. I am a student.



Mercedes-Benz
The best or nothing

A detailed black and white line drawing on a grid background. It features a large, stylized chessboard with a king piece in the center. Several mechanical pistons and rods are integrated into the chessboard's squares. In the background, there are architectural elements like a bridge and a building.

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

A vibrant, colorful illustration. At the top, a woman's face is shown in profile, looking down. Below her, a black bull with yellow horns is depicted in a dynamic, leaping pose. A large, stylized red flower is in the foreground. The background is a mix of bright colors like yellow, orange, and pink, with abstract shapes and lines. The text 'Right brain' is written in a large, stylized font.

Right brain

I am the right brain.
I am creativity. A free spirit. I am passion.
Yearning. Sensuality. I am the sound of roaring lau
I am taste. The feeling of sand beneath bare fo
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense. I
I am everything I wanted to be.



Merced
The best or no

Left brain

I am the left brain.

I am a scientist. A mathematician.
I have the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
I have things in control. A master of words and language.
I am systematic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

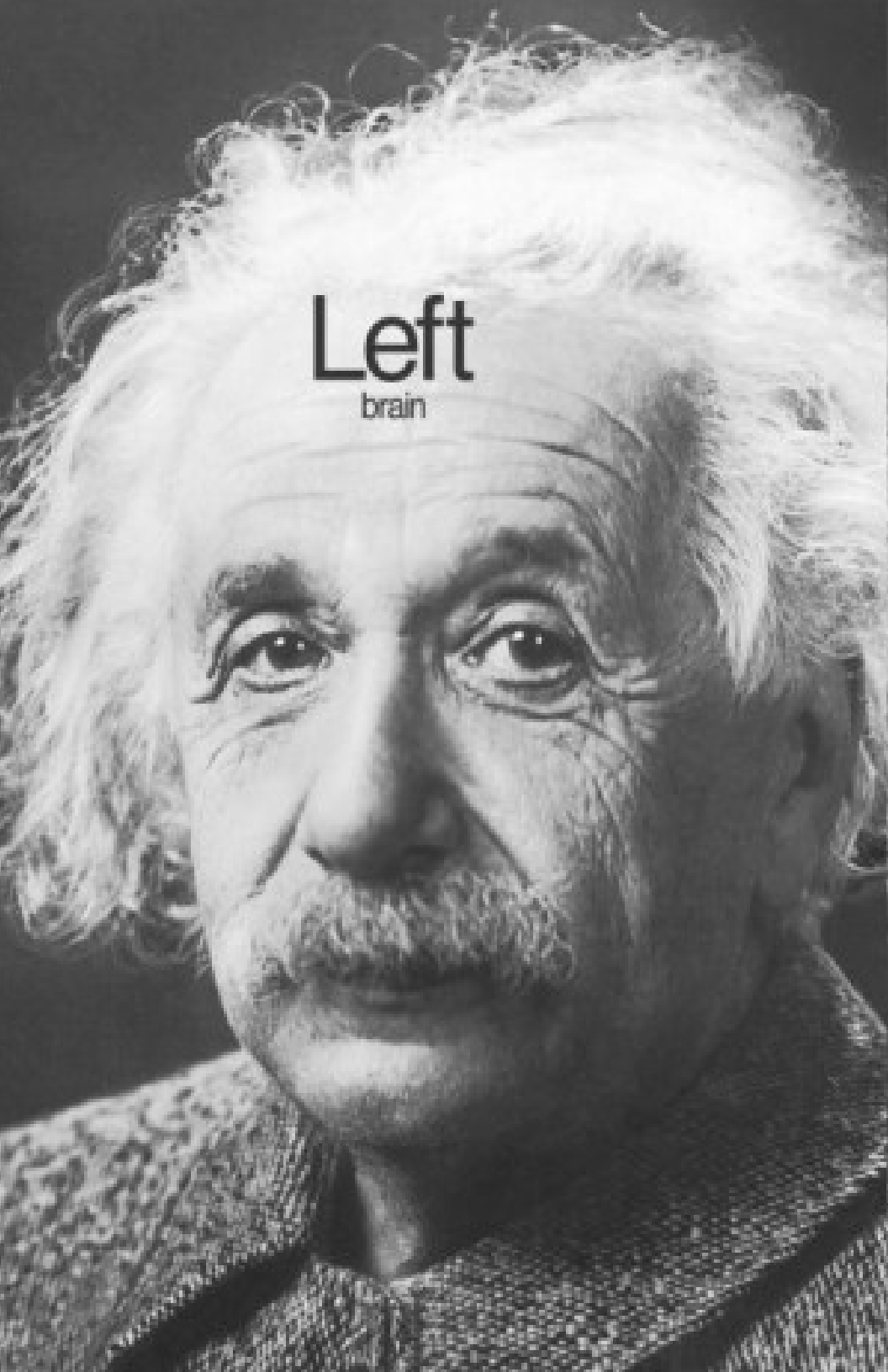
Right brain

I am the right brain.

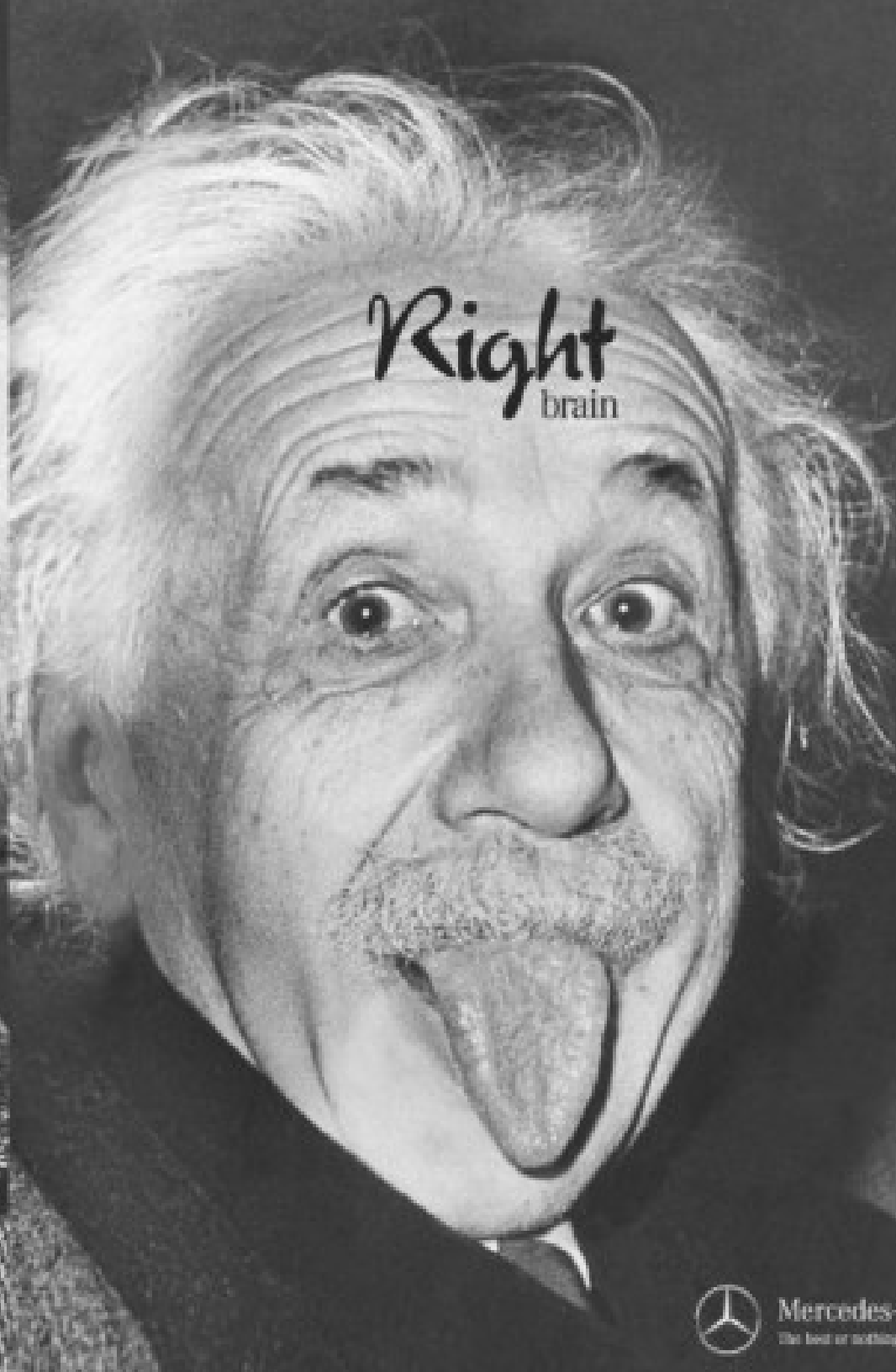
I am creativity. A free spirit. I am passion.
I yearn. Sensuality. I am the sound of roaring laughter.
I am taste. The feeling of sand beneath bare feet.
I am movement. Vivid colors.
I am the urge to paint on an empty canvas.
I am boundless imagination. Art. Poetry. I sense.
I am everything I wanted to be.



Mercedes-Benz
The best or nothing



Left
brain

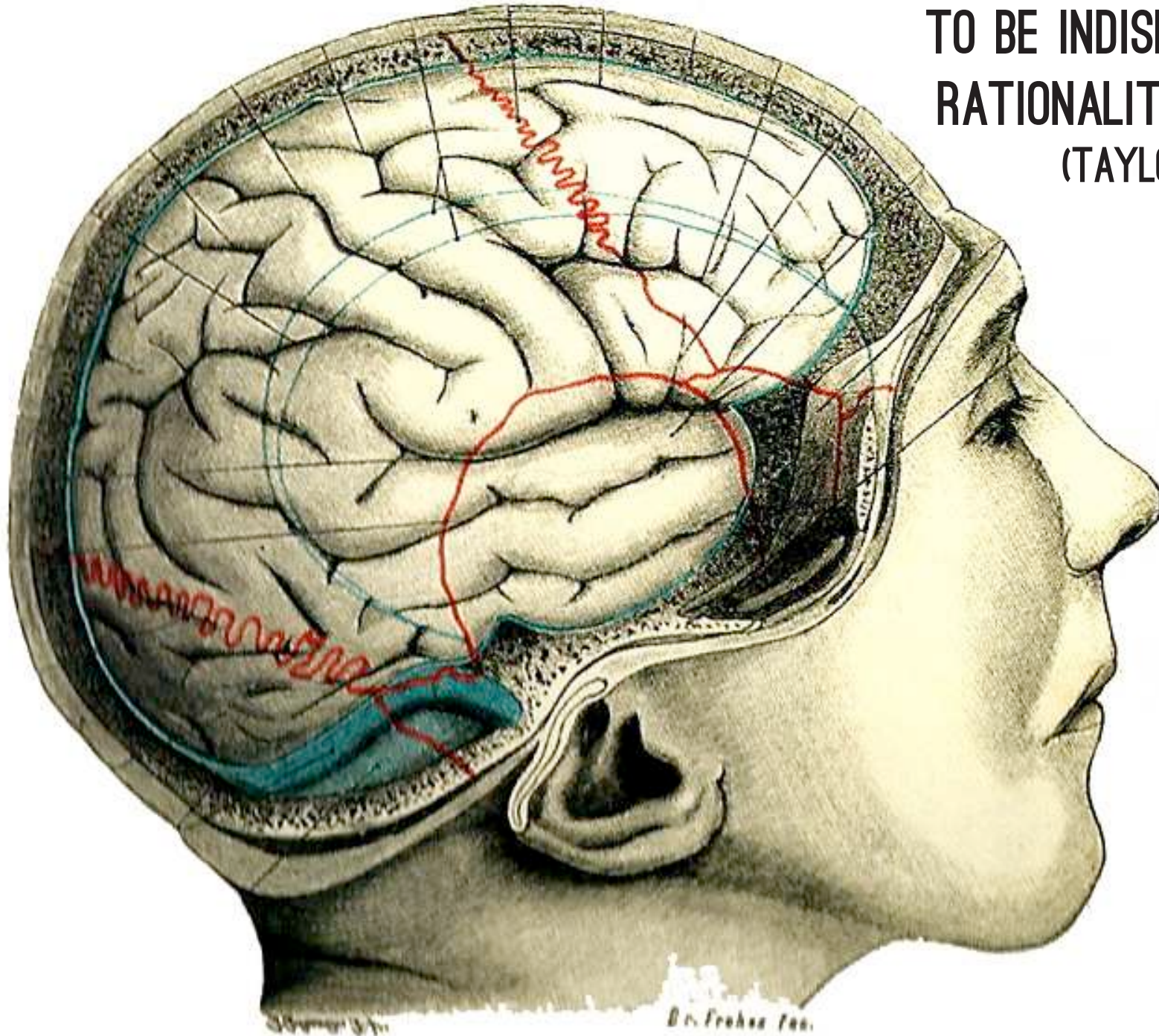


Right
brain



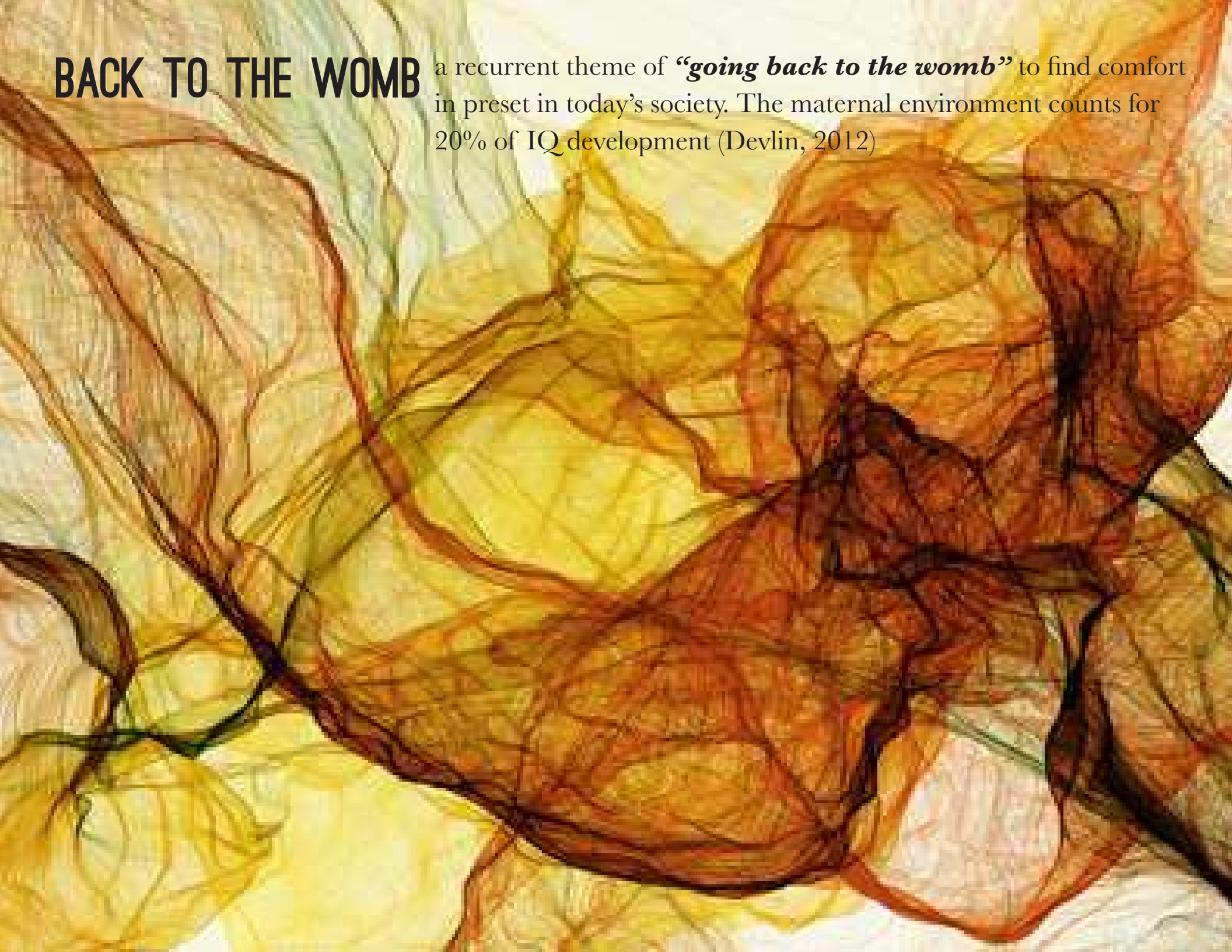
Mercedes
The best or nothing

**"EMOTIONS HAVE BEEN FOUND
TO BE INDISPENSABLE FOR
RATIONALITY TO OCCUR"
(TAYLOR, 2001)**



BACK TO THE WOMB

a recurrent theme of “*going back to the womb*” to find comfort in present in today’s society. The maternal environment counts for 20% of IQ development (Devlin, 2012)





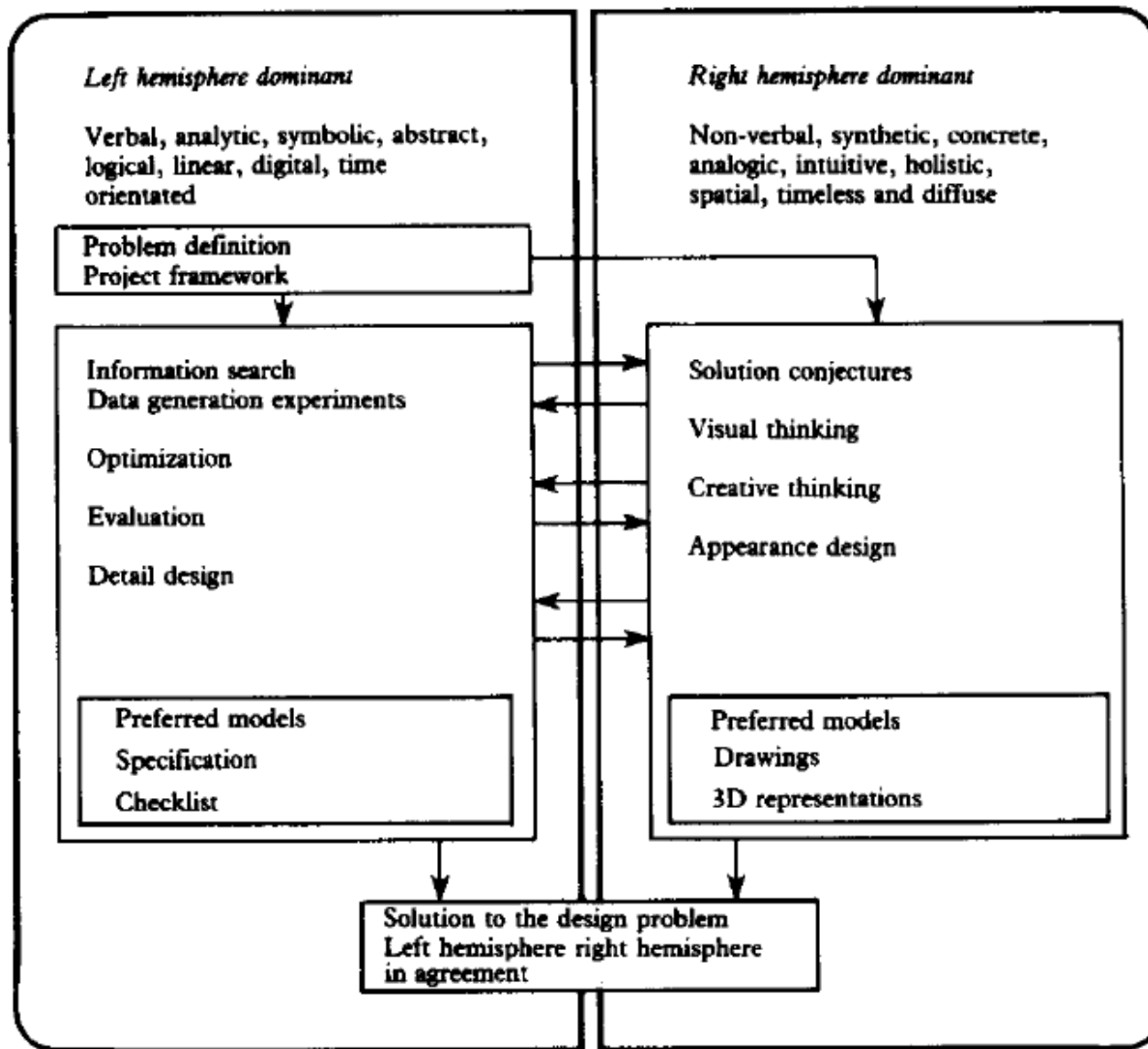
IMPLICIT LEARNING + JUNGIAN THEORY = OSMOTIC BUBBLE

Intuitive knowledge developed through an environment of complex stimuli (Reber, 1989).

Individuation as a result of a relationship between ego and unconscious, seen through archetypes—pre-verbal images (Jung, 1989).

Womb-like capsule of sensory stimuli that embraces emotion and fosters intuition in order to propel design innovation (Polo, 2012).

BILATERAL BRAIN :: DUAL PROCESSING MODEL



An incomplete design problem directive will activate both sides of the brain:

Generator: Right

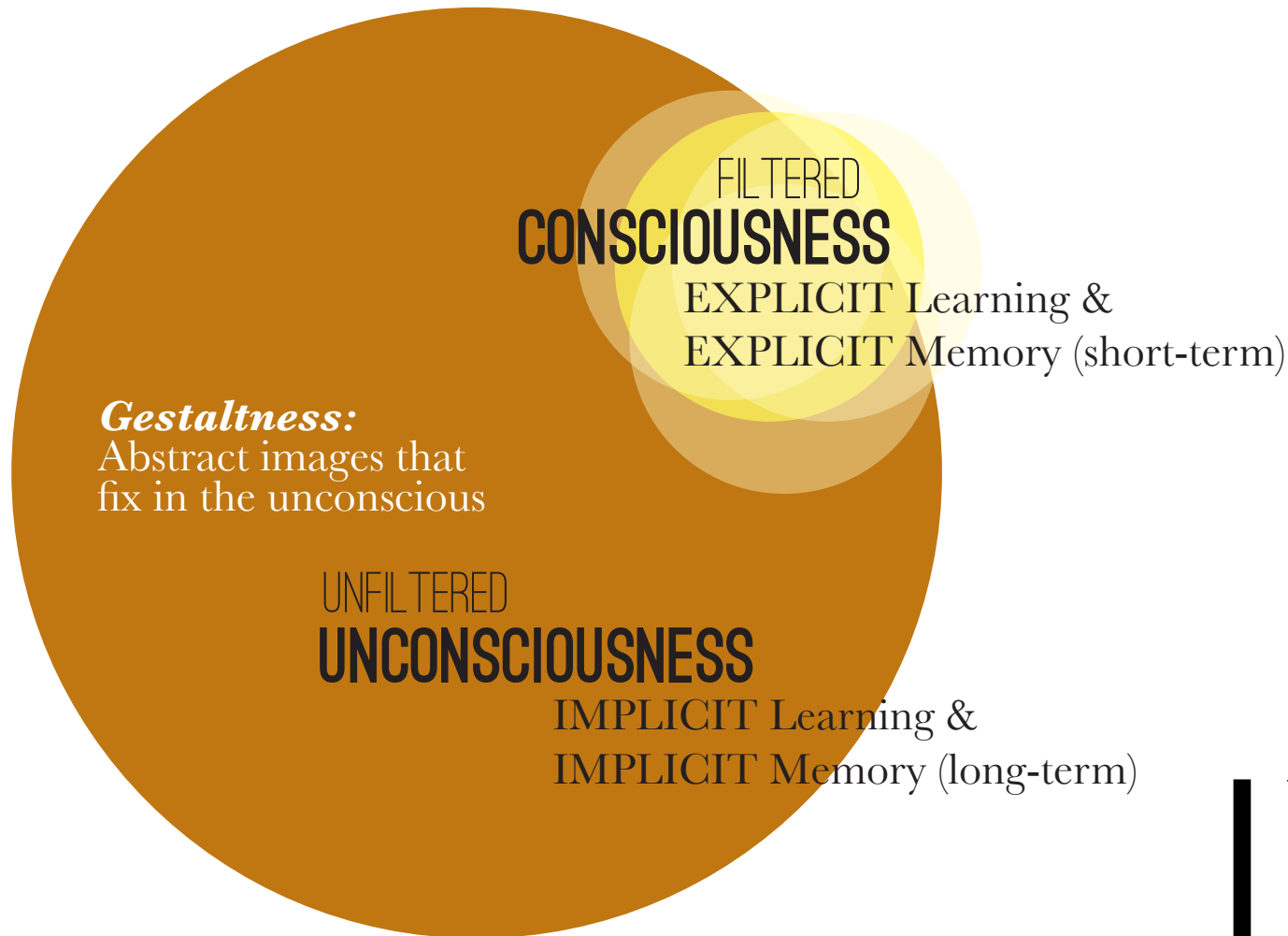
Conjecture: Right/Left

Analysis: Left

Consensus =
EUREKA!

Figure 7. The dual processing model (Tovey, 1984)

CONSCIOUS + UNCONSCIOUS



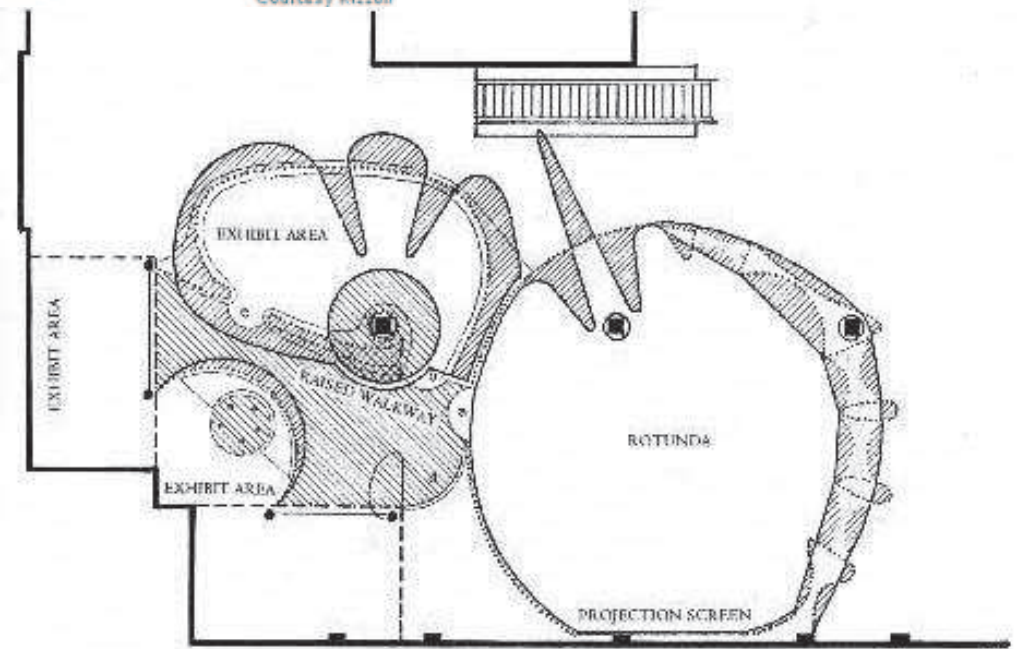
When the conscious mind is busy, the unconscious is recording everything, the knowledge fixed in short-term memory

OSMOTIC BUBBLE
FOSTERING INTUITION THOROUGH STIMULI & SPACE

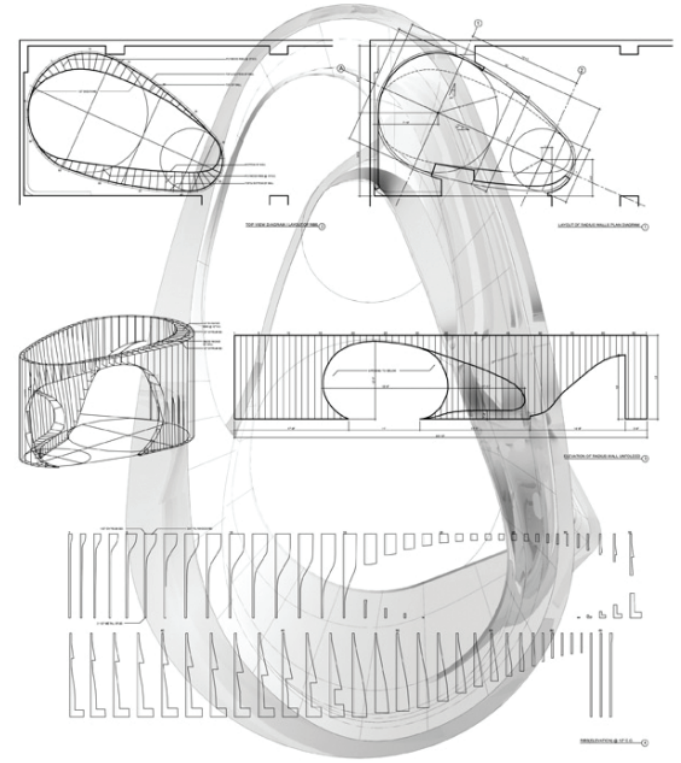
SPACE AGE



Courtesy Rizzoli



MEMBRANE BETWEEN THE FLOOR & CEILING PLANS
THE 20-TH CENTURY ENVIRONMENT 1973



OSMOTIC BUBBLE
FOSTERING INTUITION THOROUGH STIMULI & SPACE

CONTEMPORARY SPACE AGE IMAGES

The Revival of
Hallucinogen Research
since the Decade of the Brain

NEURO- PSYCHE- DELIA

NICOLAS
LANGLITZ

(<http://www.exhibitoronline.com/exhibitoronline/mar12/anniversary-30-memorable-moments.asp#.UMzezbam4lM>), (<http://www.exhibitoronline.com/exhibitoronline/mar12/anniversary-30-memorable-moments.asp#.UMzezbam4lM>), http://gagajournal.blogspot.com/2011_02_01_archive.html



Calming Cocoon

This cocoon-like structure for American Express Co., designed by Moss Inc., debuted in 2004 and features transparent white scrim stretched across an aluminum frame and lit by a soft wash of blue and purple lighting.



An Egg-celent Exhibit

Designed by Karim Rashid, the famed New York-based industrial designer, this exhibit for Fort Mill, SC-based Muzak LLC debuted at GlobalShop in 2003.

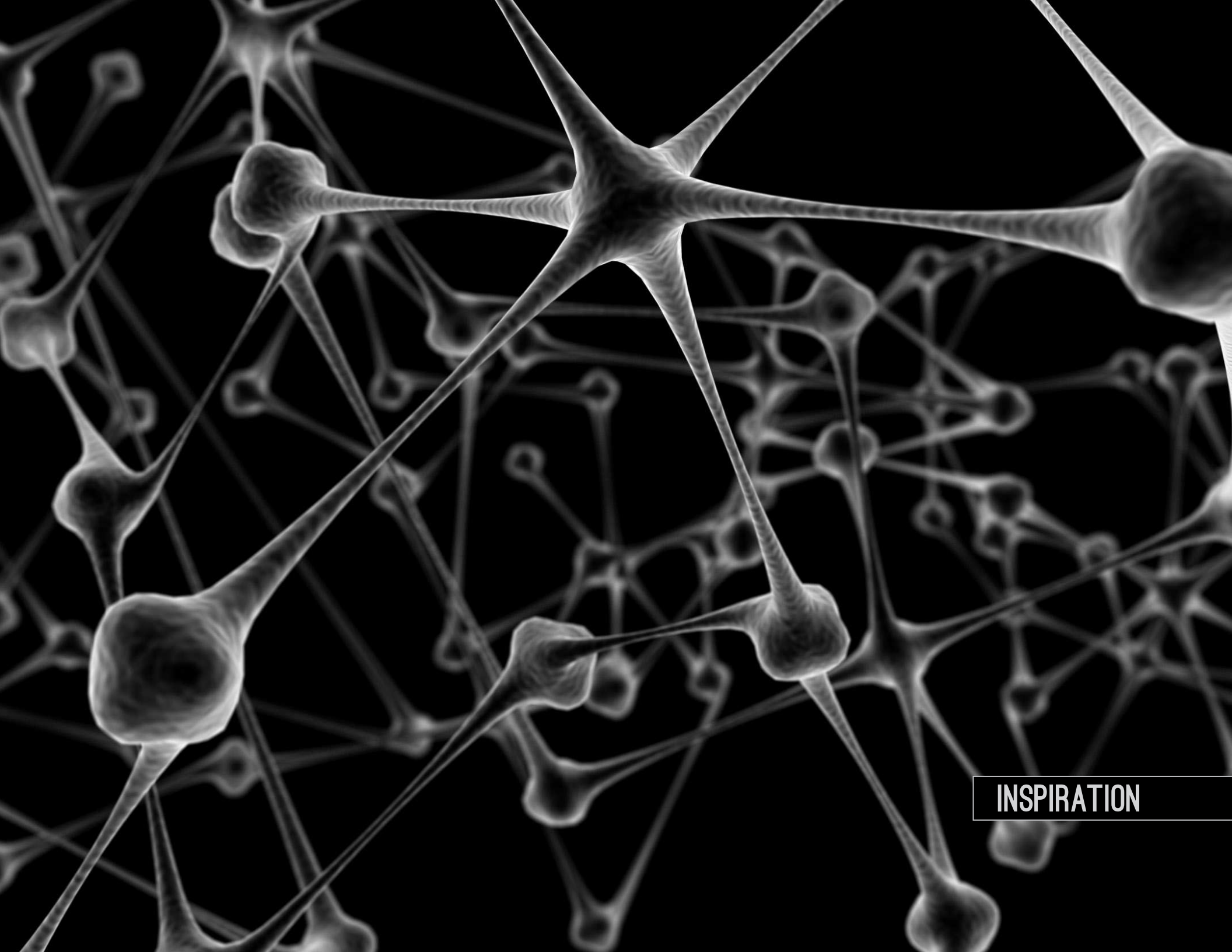


LADY GAGA
PERFORMANCE

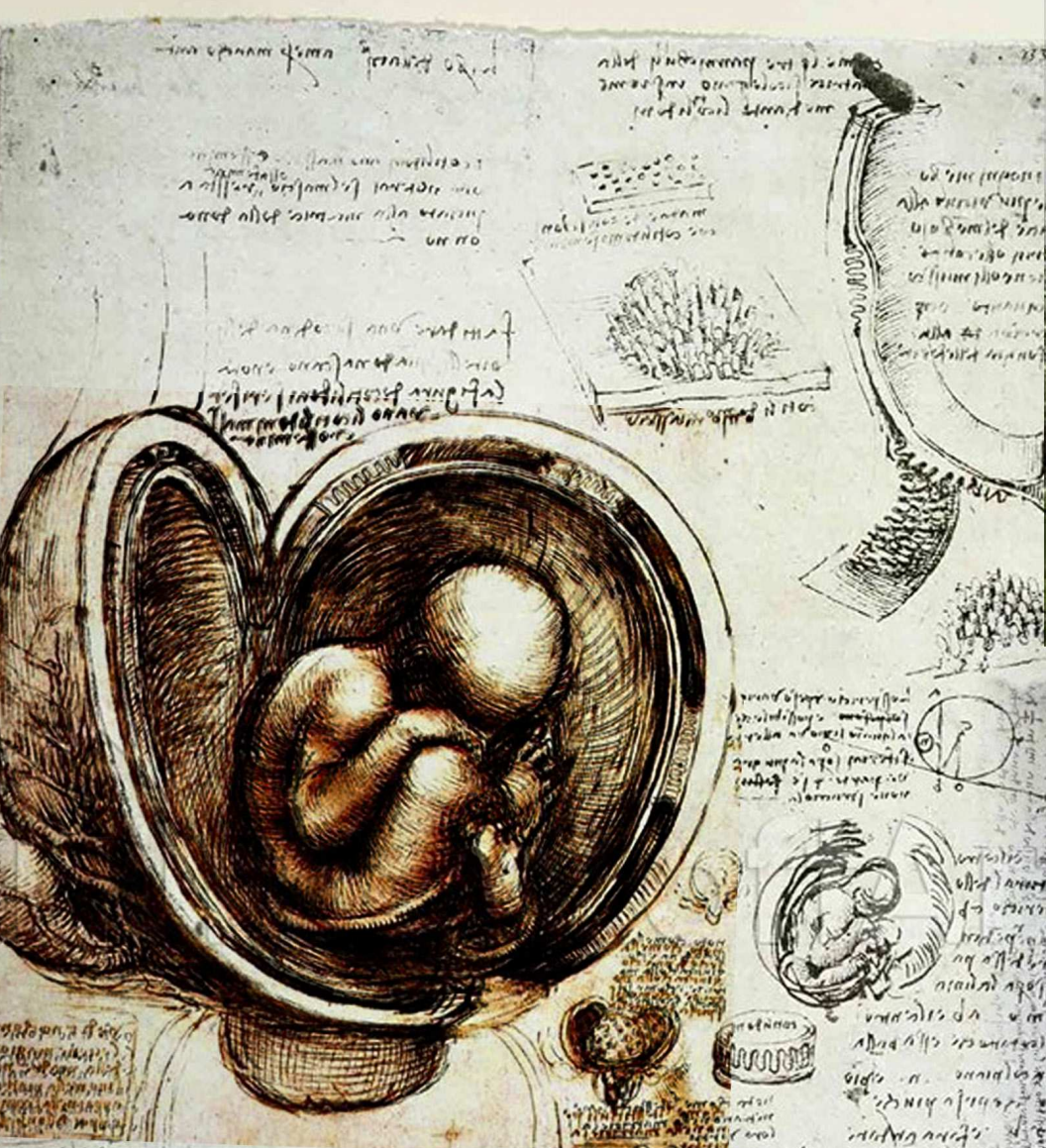
OSMOTIC BUBBLE

UNCONSCIOUS LEARNING THROUGH AN ARTIFACT: GIGI POLO

DESIGN PROCESS



INSPIRATION



INSPIRATION

Inspiration

- * understanding inside function
- function
- First-hand experience

+ temperature
 Senses:
 Auditory
 tactile
 smell
 sight
 taste

All designers
 work from
 visuals, break
 graphic con-
 ventions through
 metaphor

Designers
 are limited
 by current
 conventions

Simplify systems
 change paradigms
 reinvent conventions

Not
 committed
 to do job

time to invent

Utopian view

Brainstorming

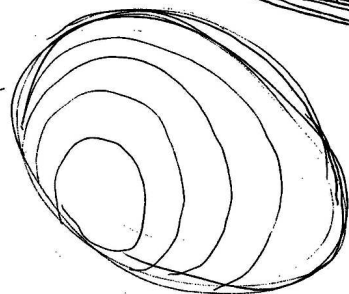
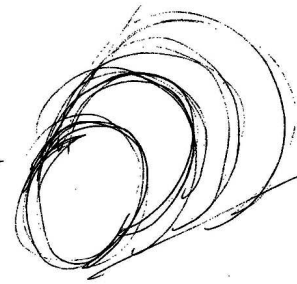
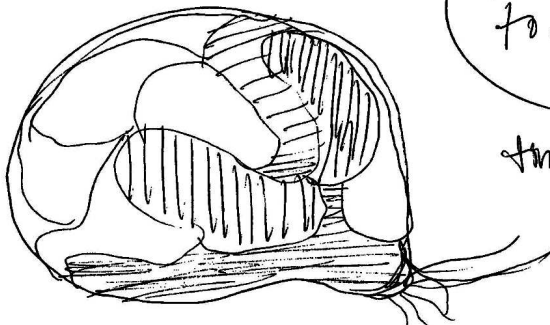
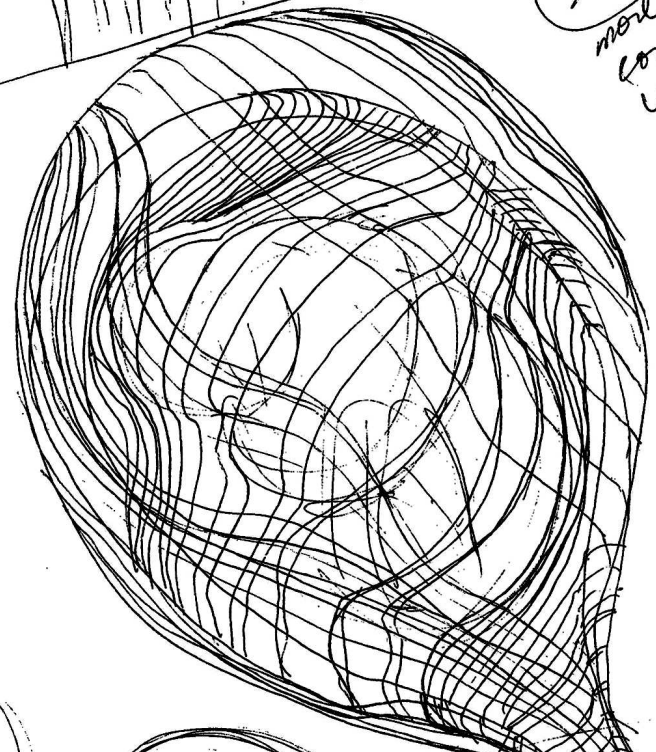
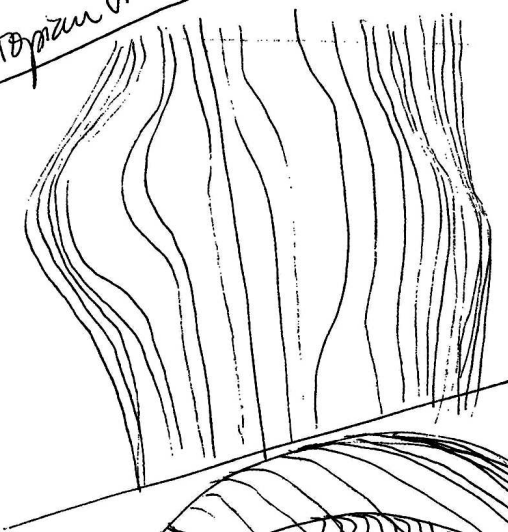
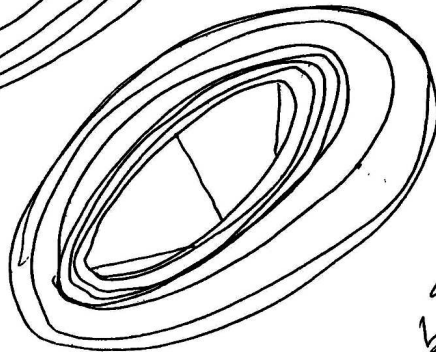
Contour of
 body
 moving inside
 balloon

scale
 more visual
 connection
 when lower
 scale

mapping

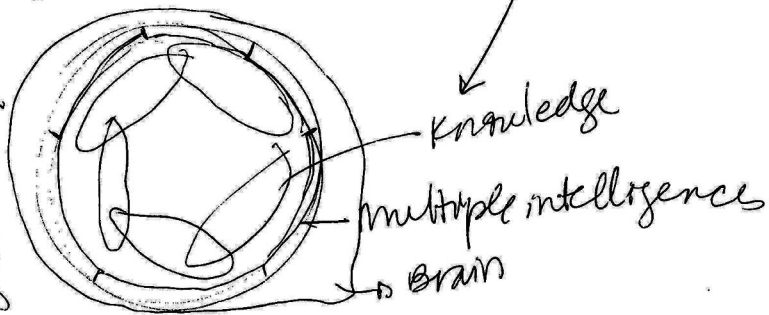
BRAINSTORMING

sys

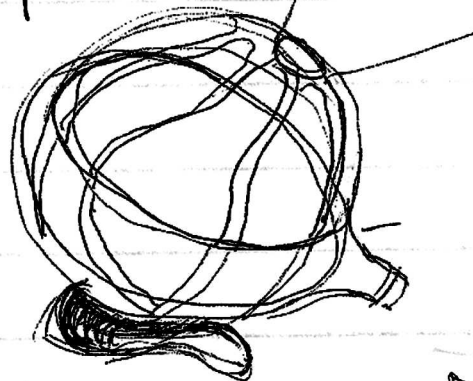


innovation → Not technological
Structure + enable to act

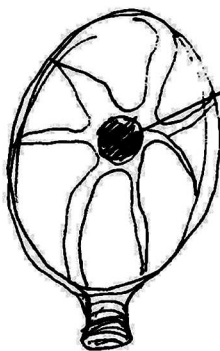
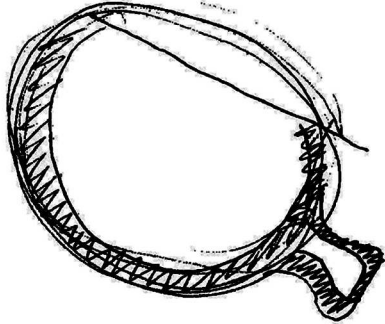
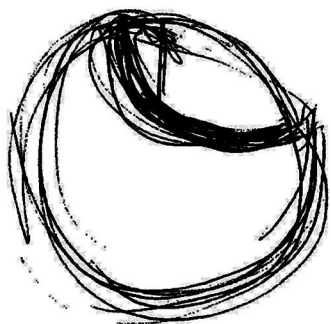
on vellum
on the brain
each layer



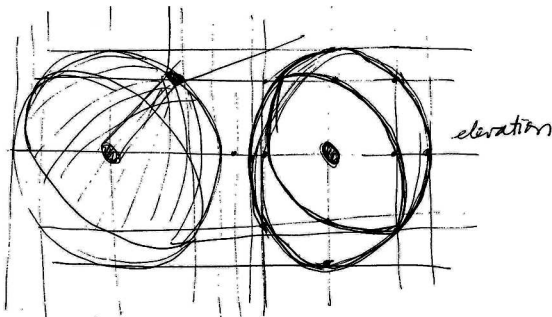
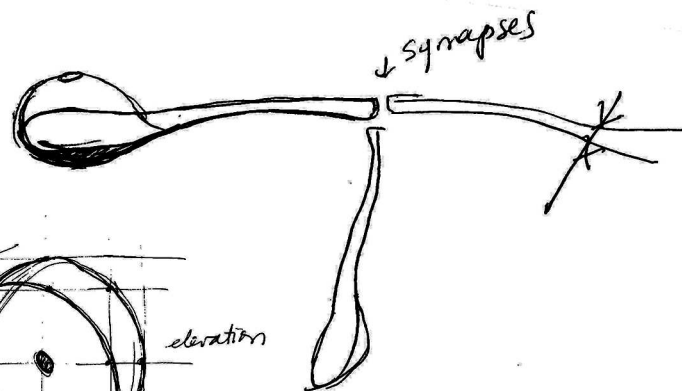
Implications



section

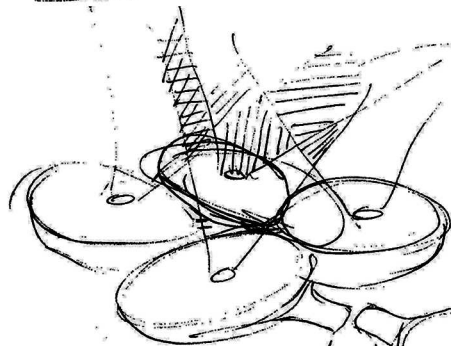


hole
projection
→ top
view

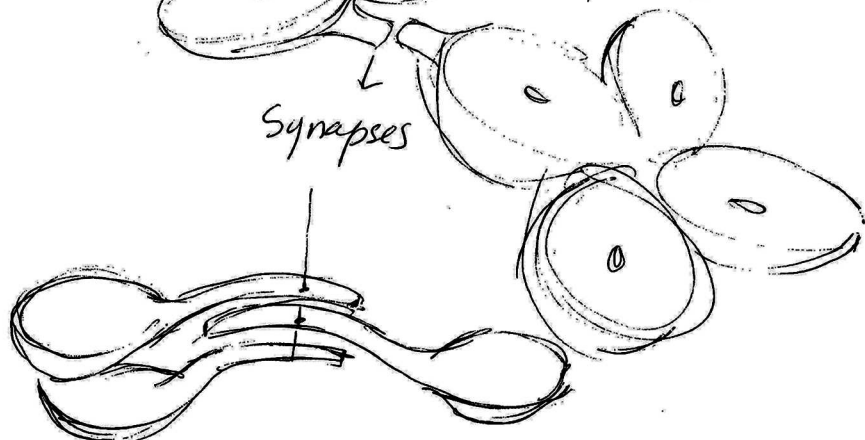


one problem:

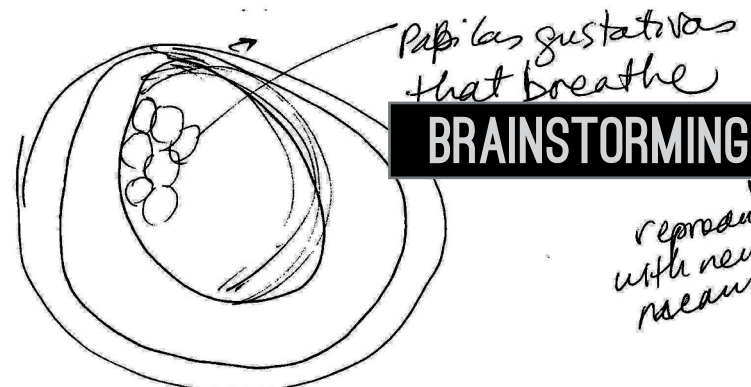
overlapping
ideas, collaboration,
solutions



Synapses

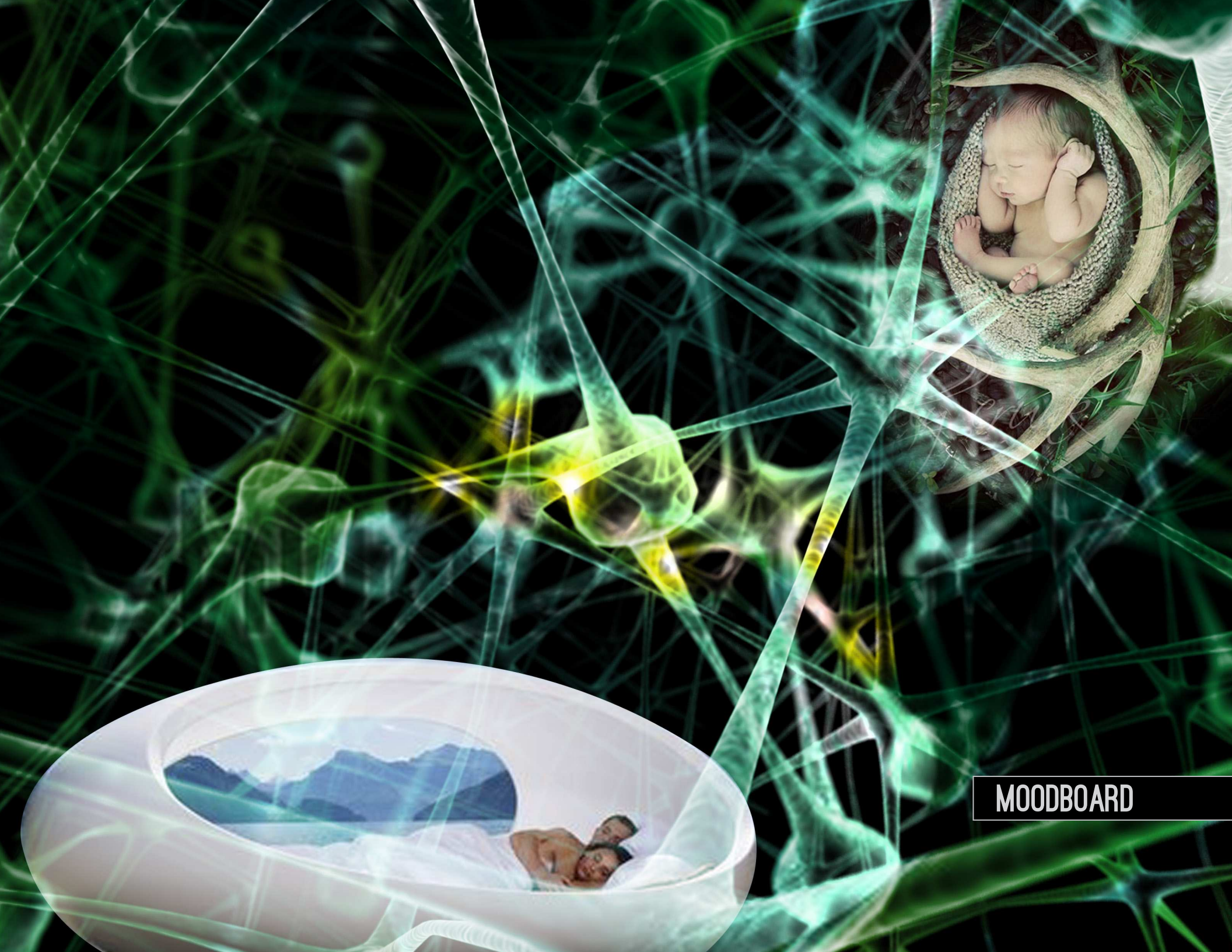


Sketches



BRAINSTORMING

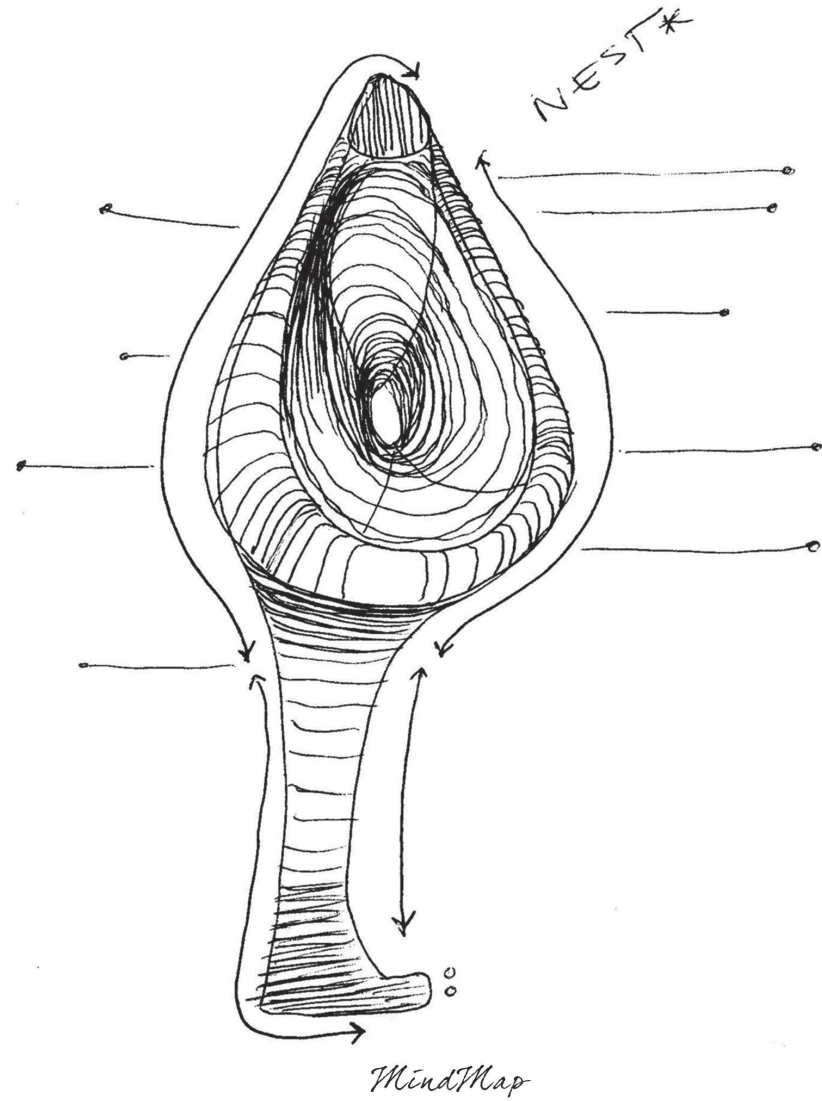
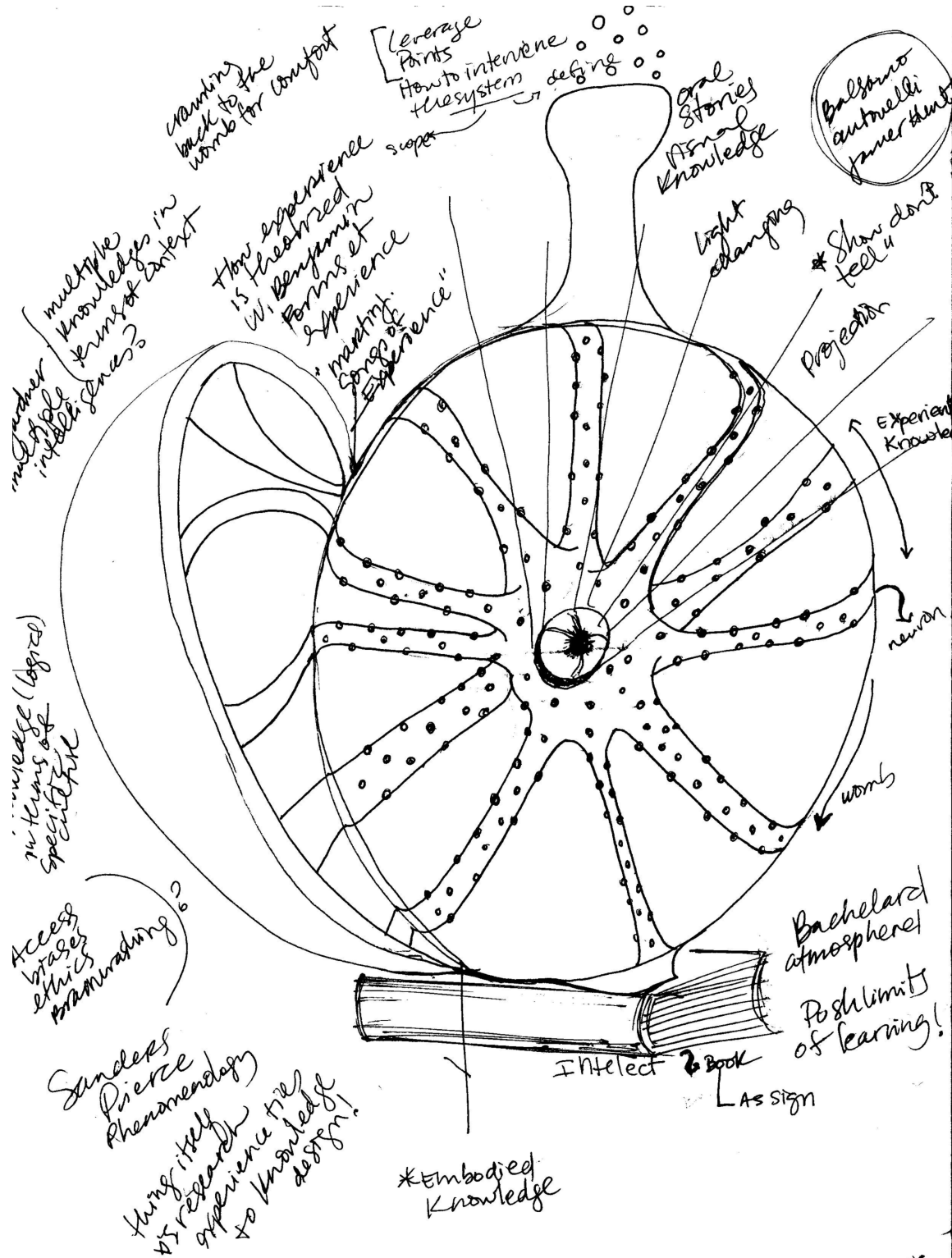
reproduced
with new
meaning



MOODBOARD

A book under your pillow
and you are set for your test.

*walk with your book on your head
for a while...
something will stick...
eventually!*

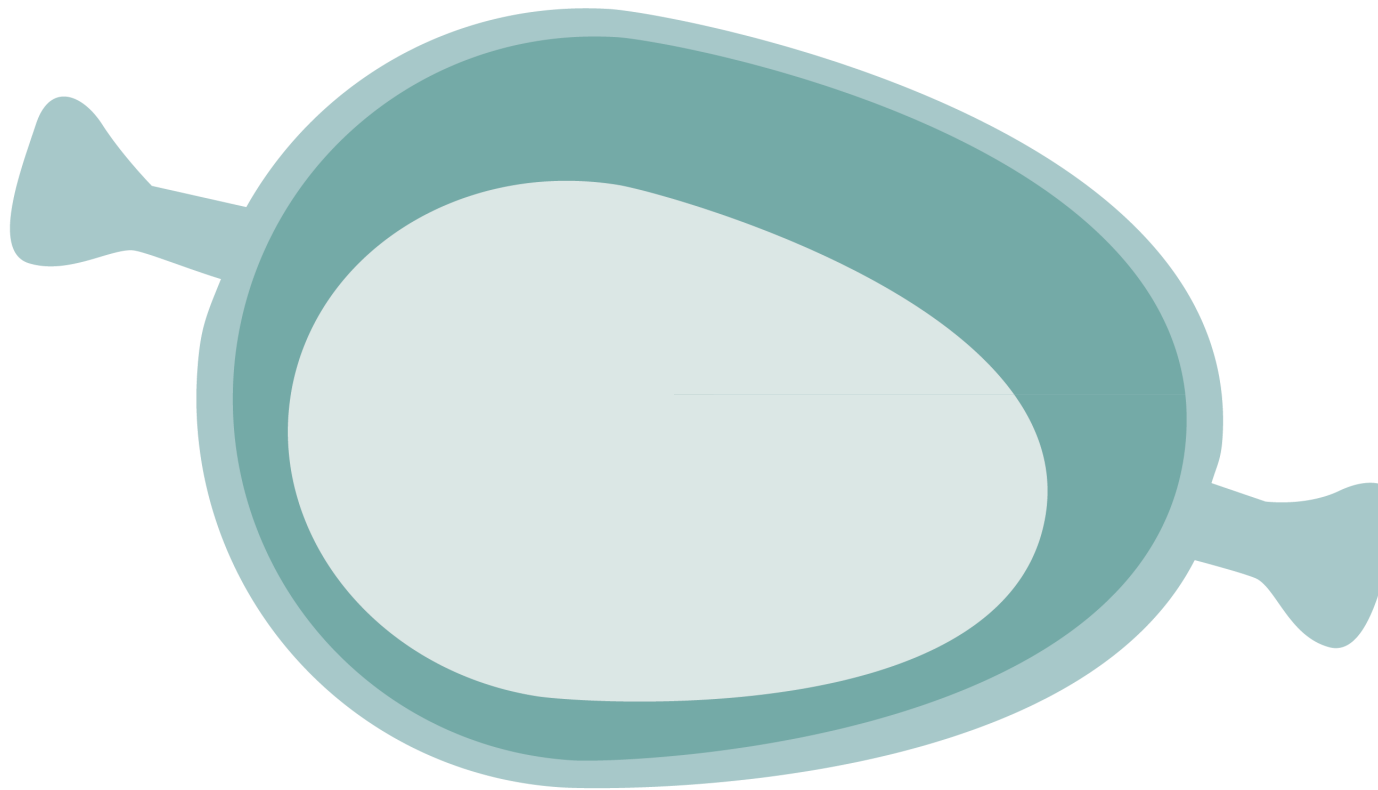


FINAL IDEAS

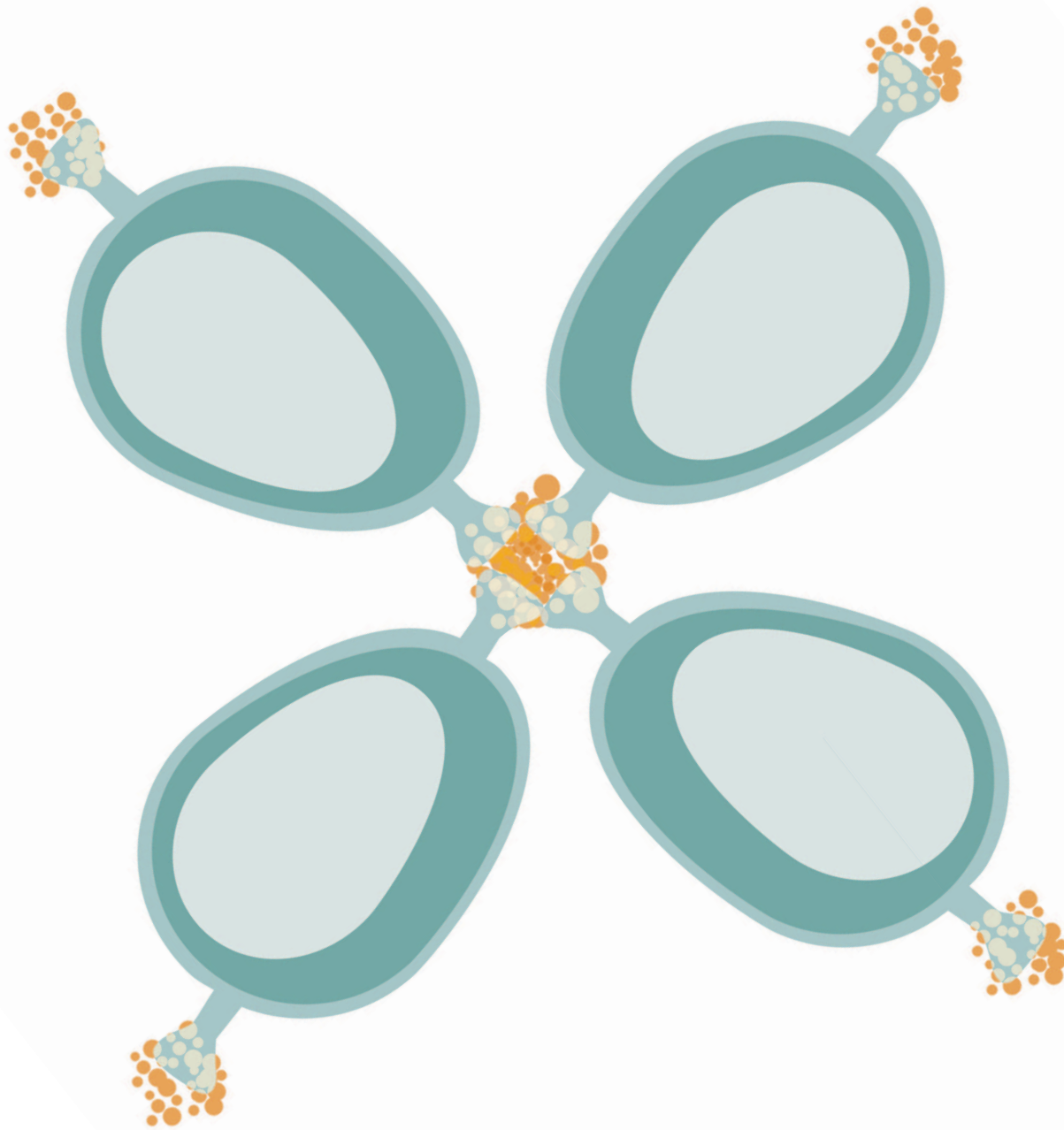
OSMOTIC BUBBLE

UNCONSCIOUS LEARNING THROUGH AN ARTIFACT: GIGI POLO

BUBBLE PROTOTYPE



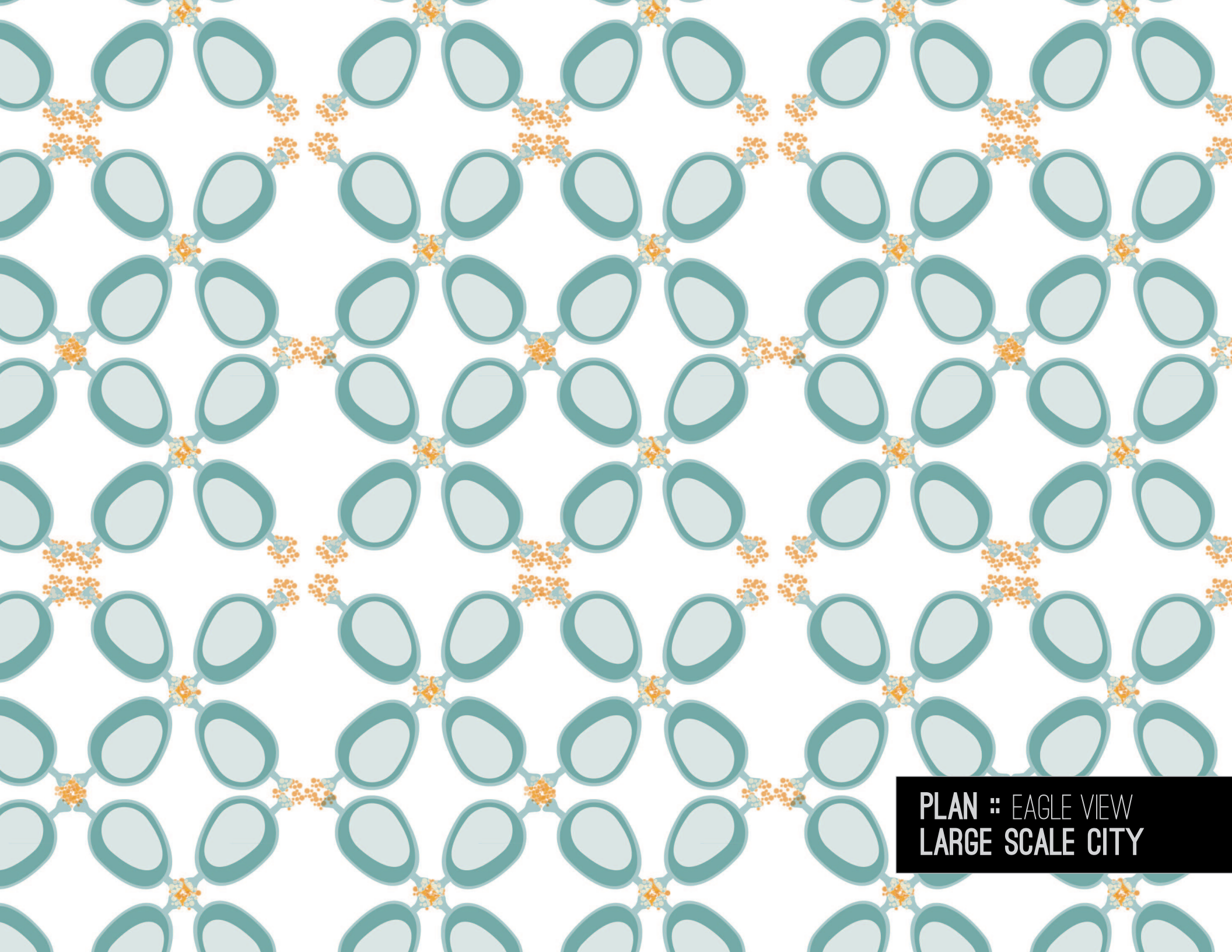
PLAN :: EAGLE VIEW



PLAN :: COMMUNITY



**PLAN :: EAGLE VIEW
IDEAS PROJECTIONS**



PLAN :: EAGLE VIEW
LARGE SCALE CITY

OSMOTIC BUBBLE

UNCONSCIOUS LEARNING THROUGH AN ARTIFACT: GIGI POLO

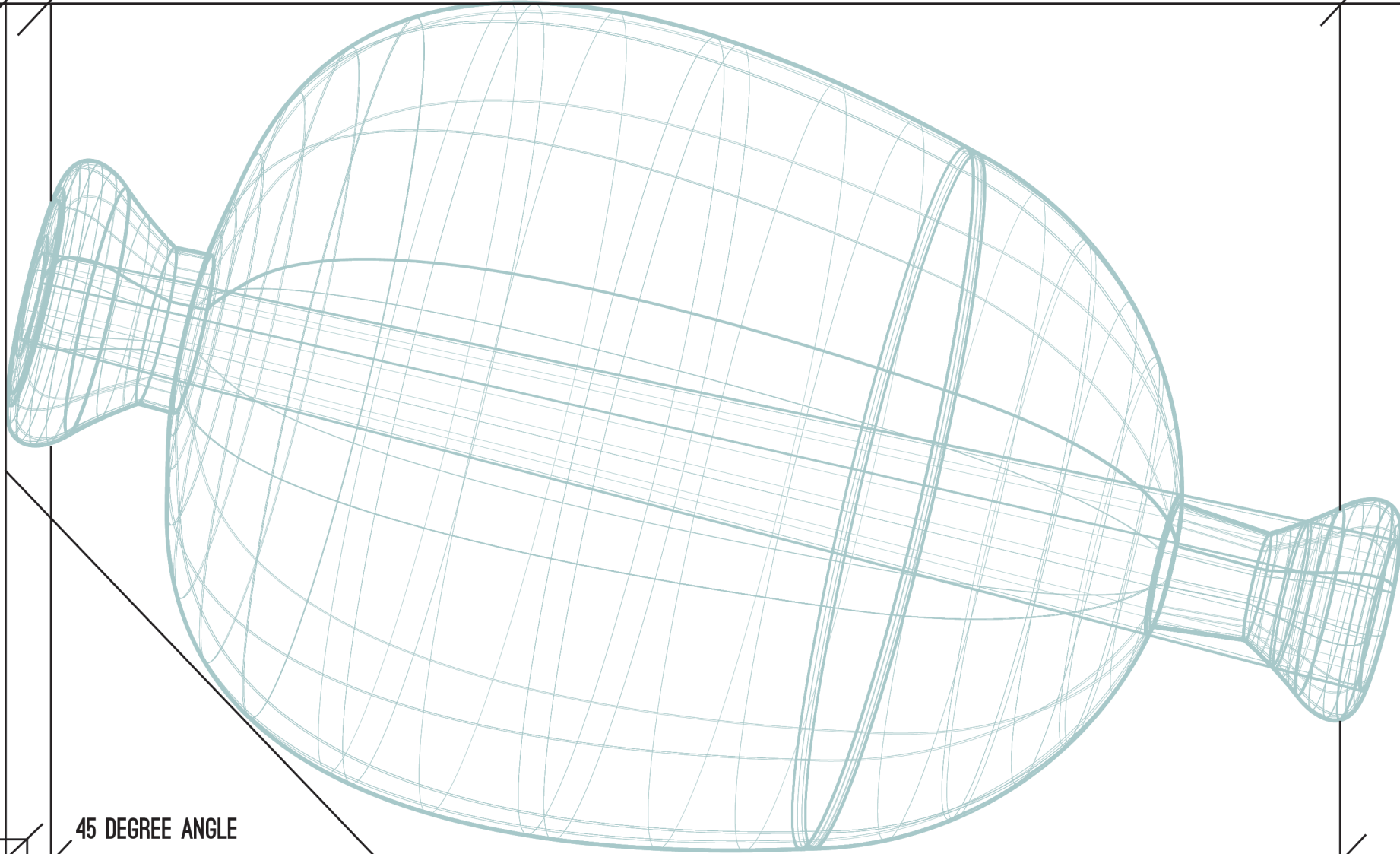
BUBBLE MECHANICALS

4 FEET = 48 INCHES

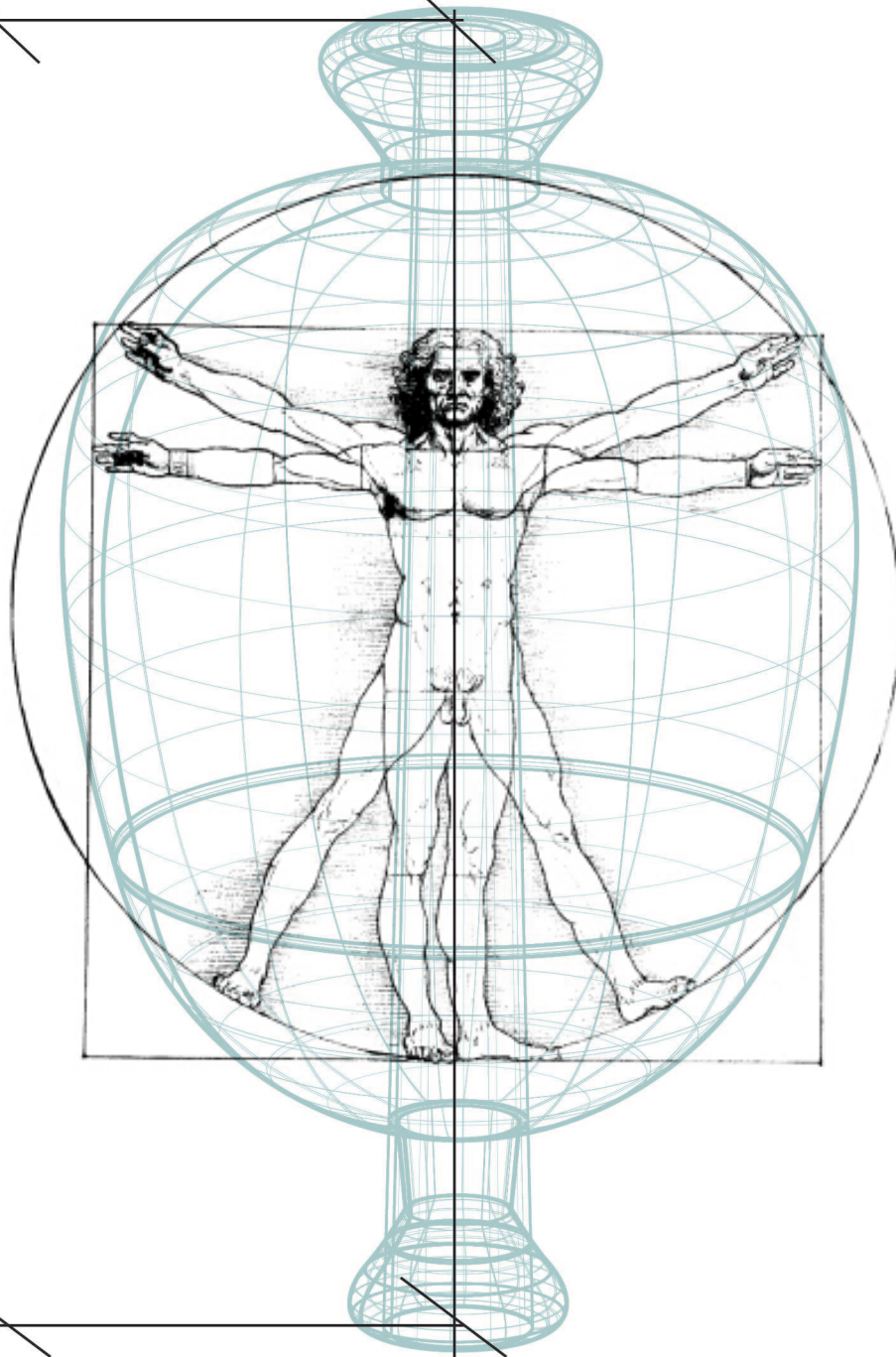
45 DEGREE ANGLE

6 FEET = 72 INCHES

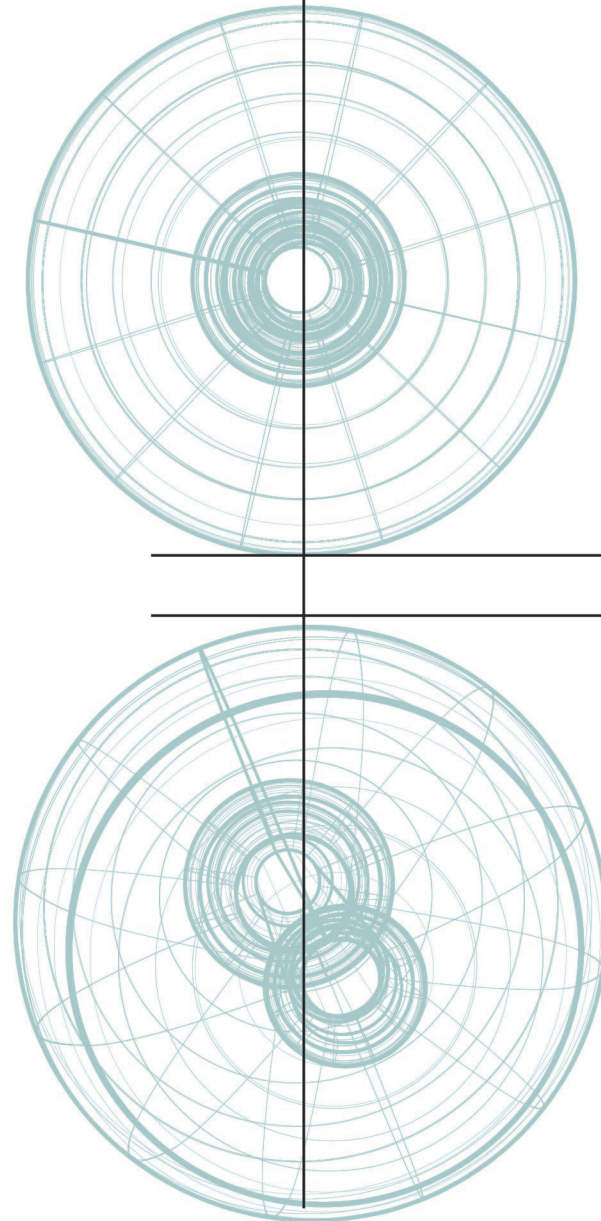
PLAN :: SIDE VIEW



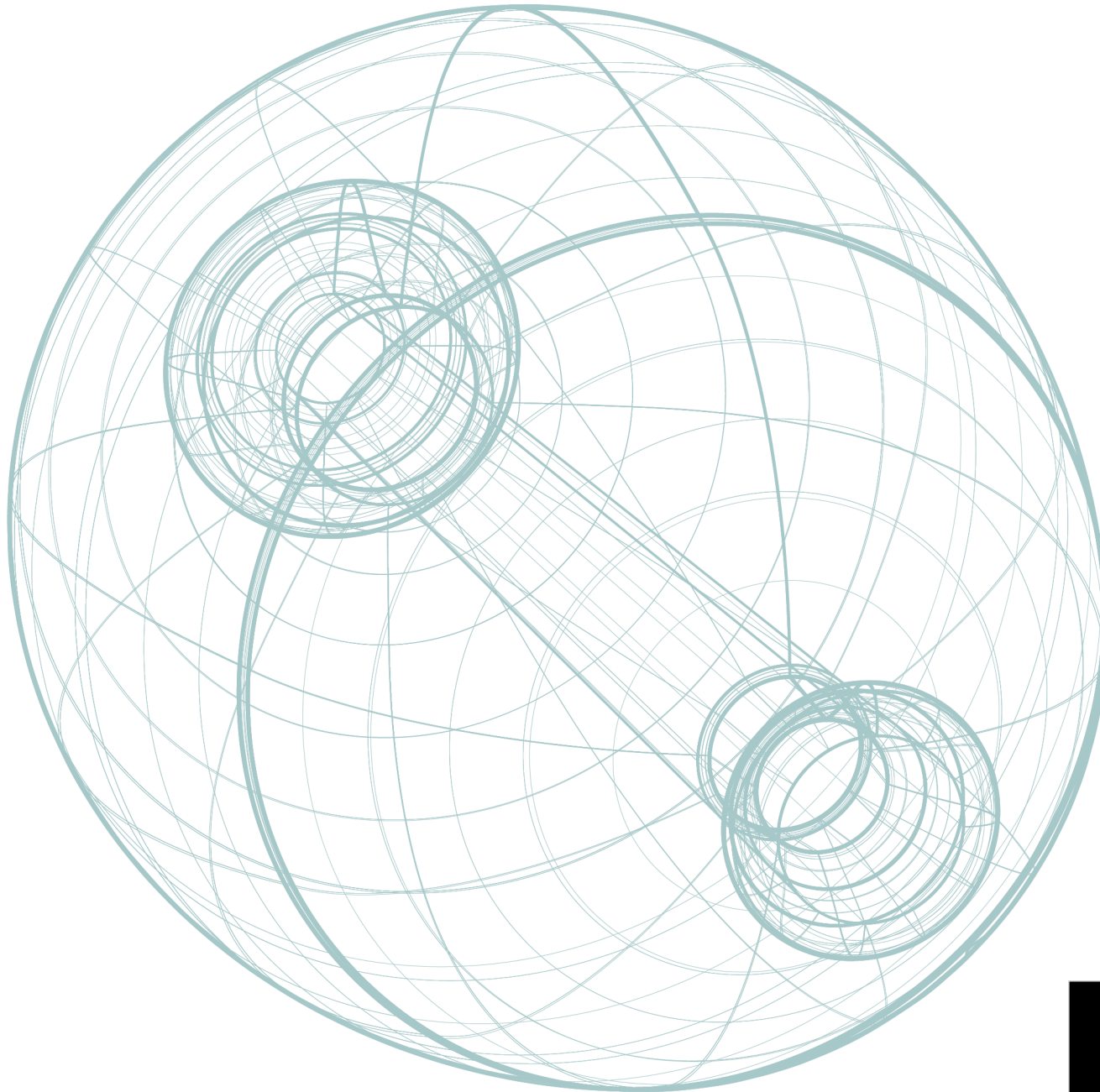
12 FEET = 144 INCHES



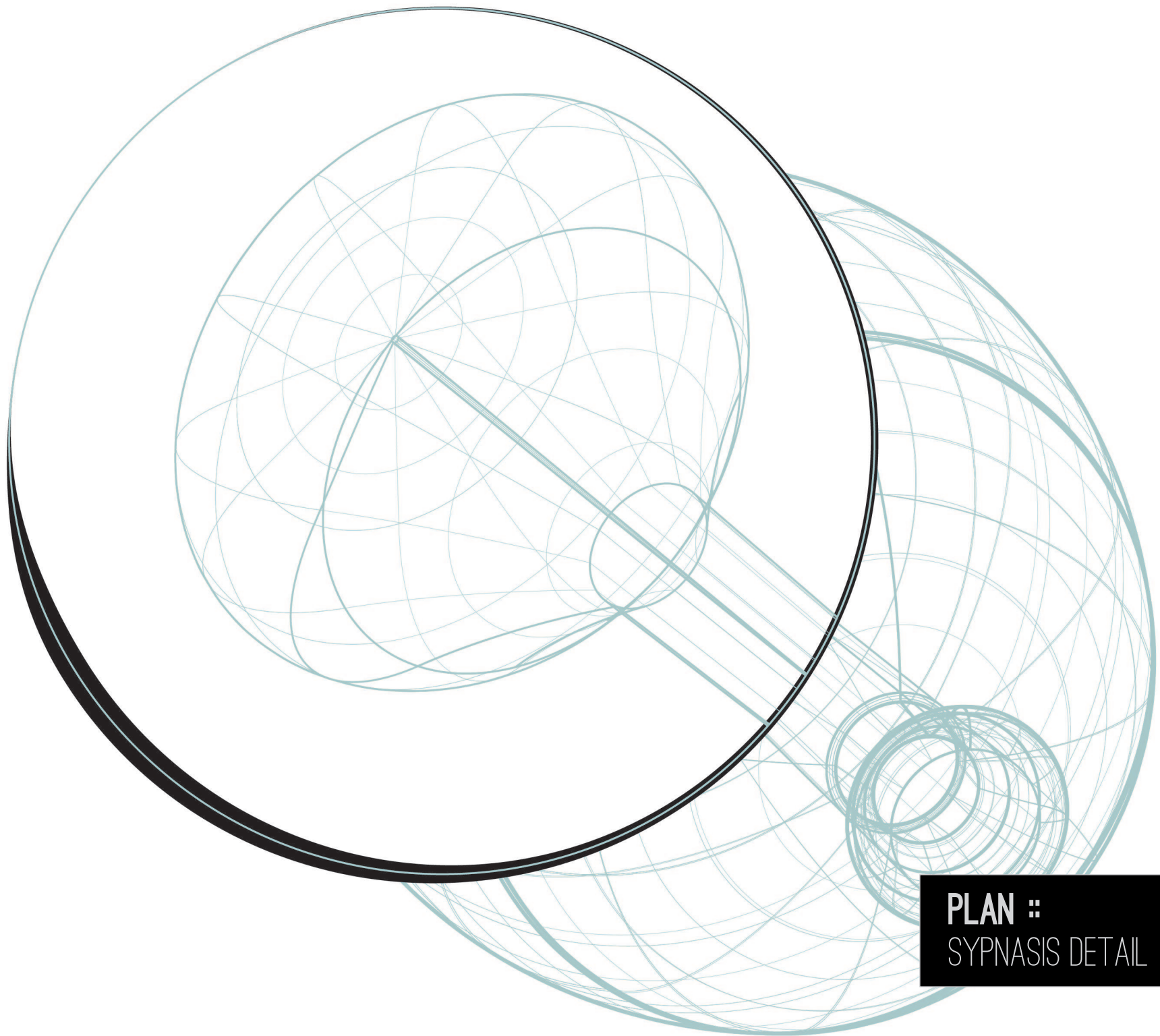
PLAN :: SIDE VIEW



PLAN :: FRONTAL VIEW



PLAN ::
ISOMETRIC PERSPECTIVE



PLAN ::
SYPNASIS DETAIL

OSMOTIC BUBBLE

UNCONSCIOUS LEARNING THROUGH AN ARTIFACT: GIGI POLO

FINAL PRODUCT

TYPES OF SENSORY STIMULI INSIDE THE OSMOTIC BUBBLE

1. VISUALS

1. LEVEL 1 (Foreground)

Text to be read explaining the design problem:
limitations, access, general information.

2. LEVEL 2 (Background)

Moving images

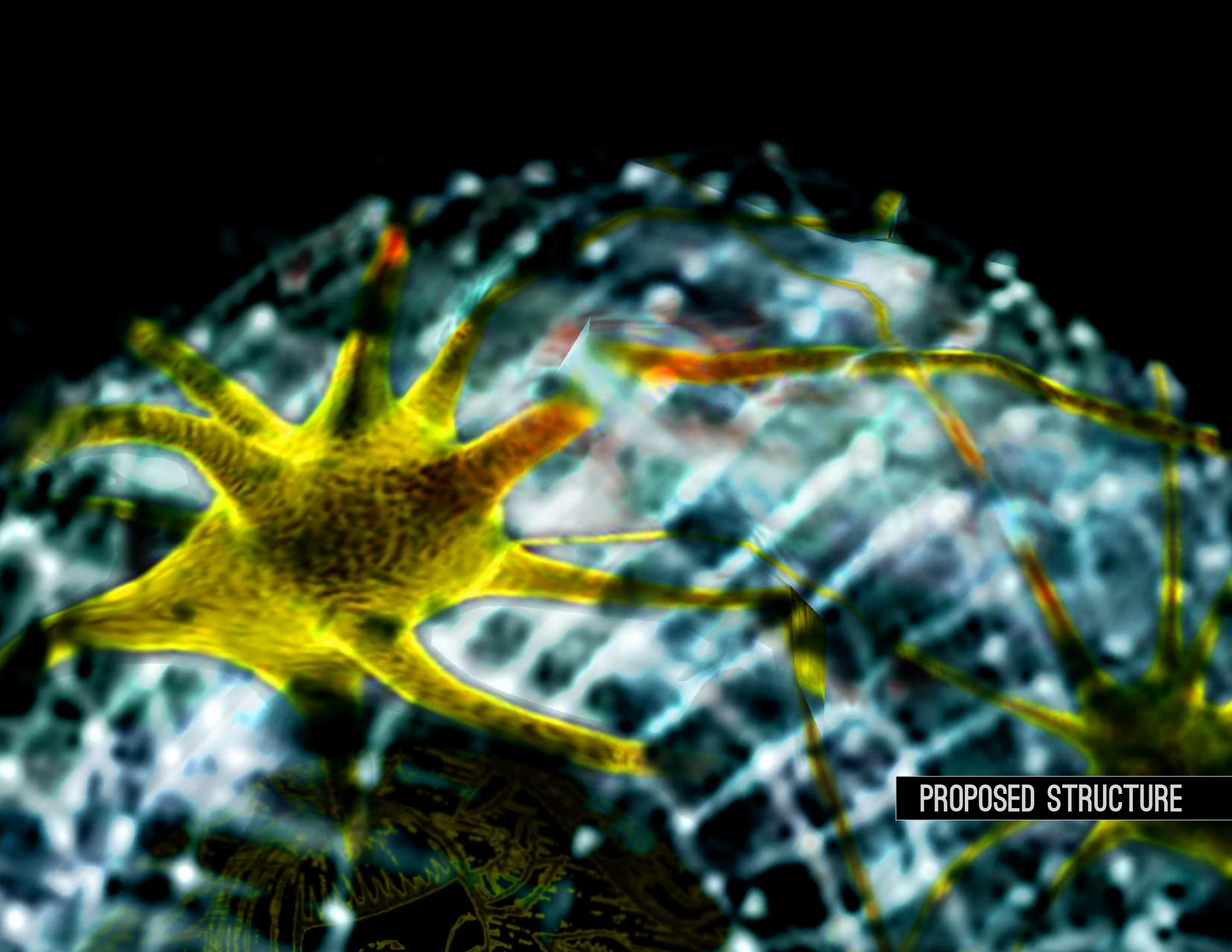
2. ORAL NARRATIVE

Story somehow related to the design problem

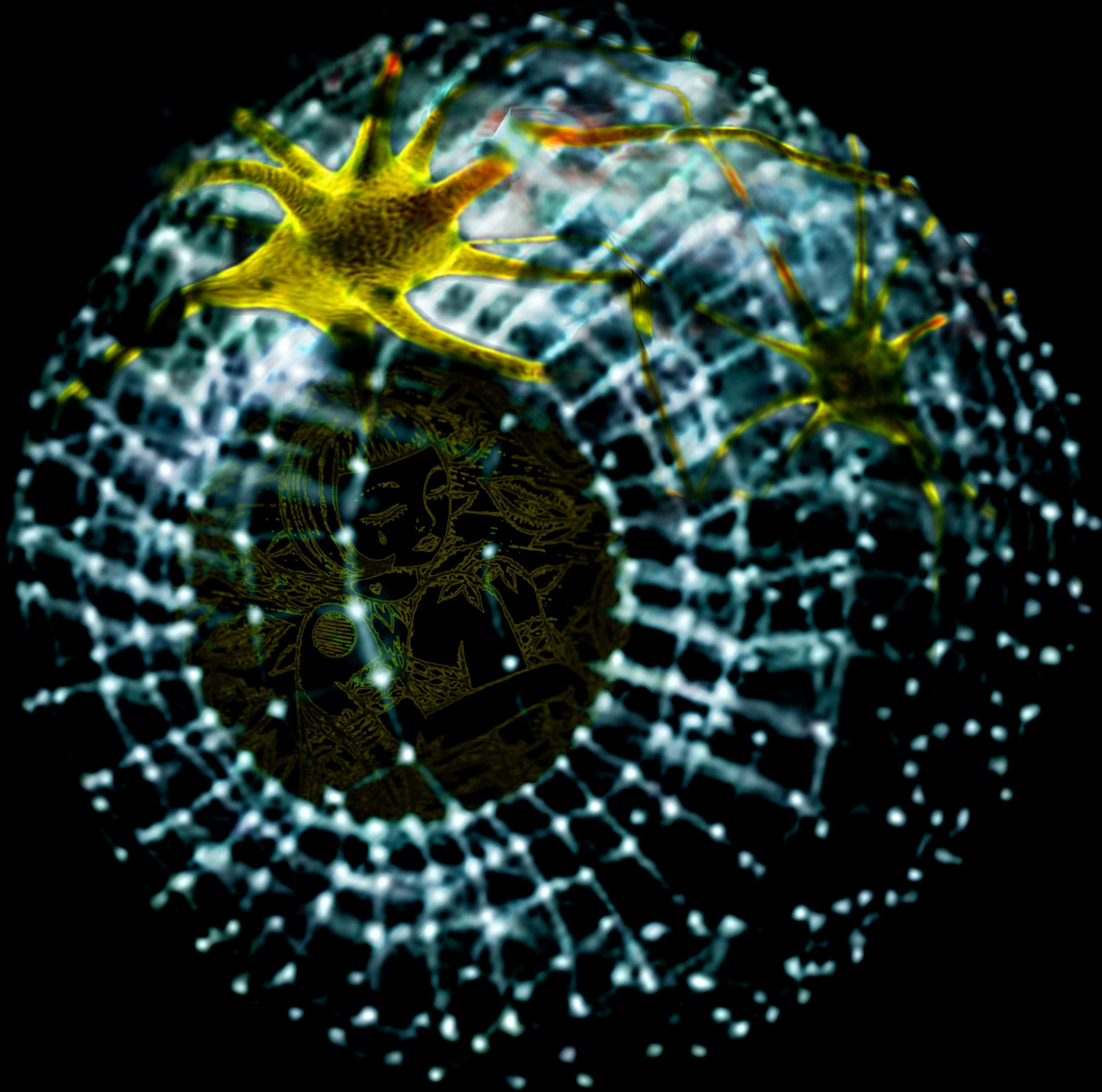
3. AMBIENT SOUNDS

to induce relaxation

4. INTERMITTENT LIGHTS

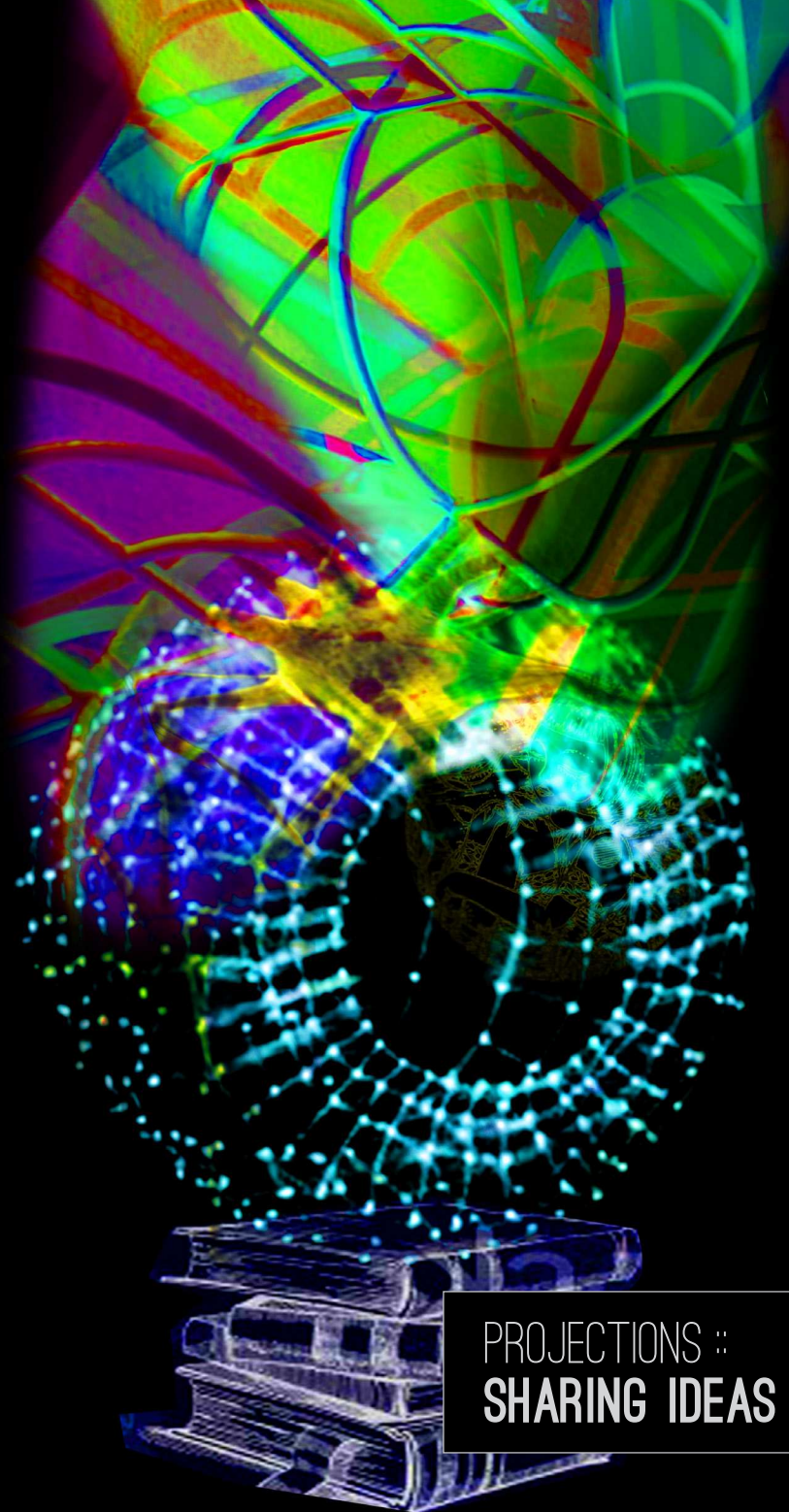
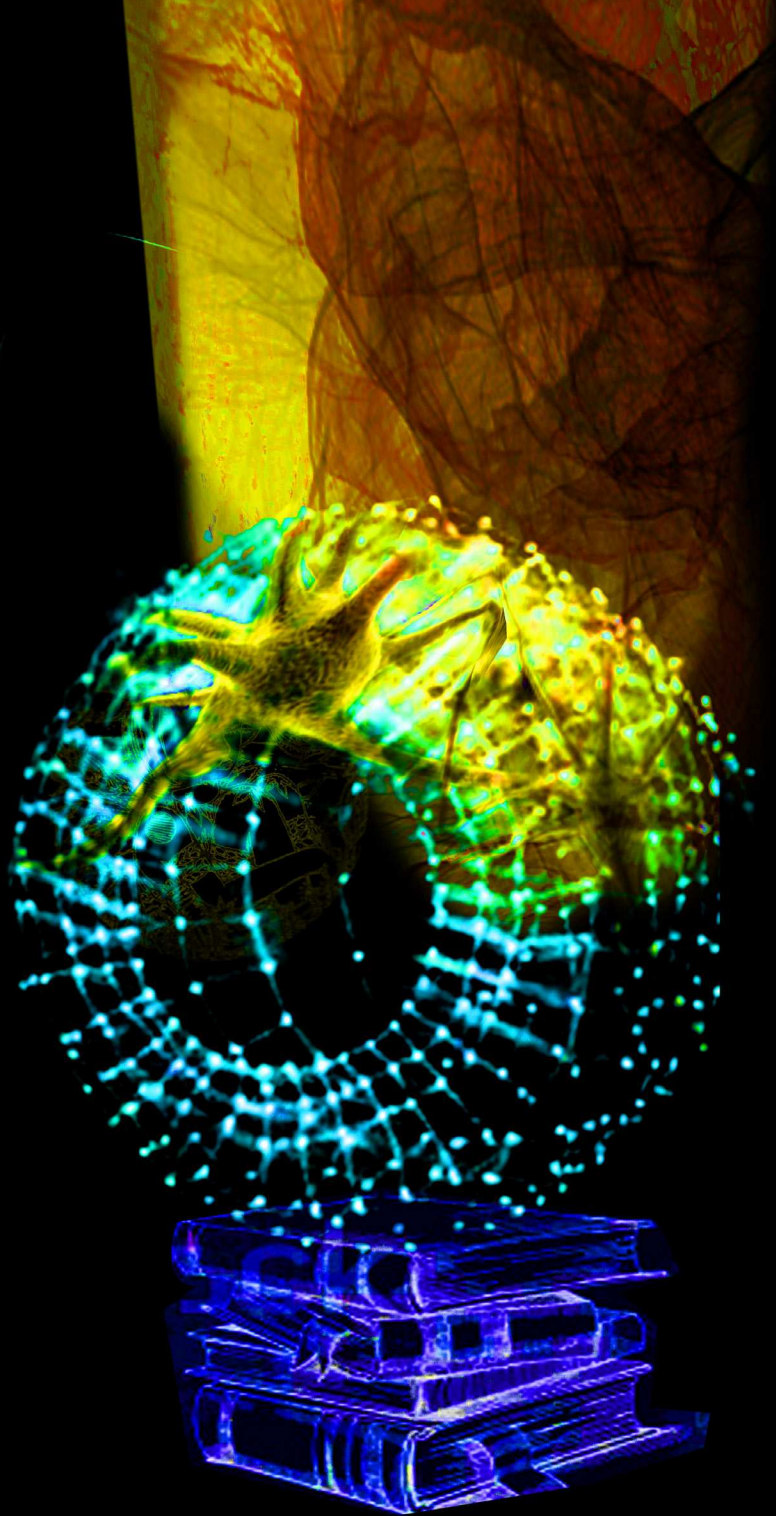


PROPOSED STRUCTURE

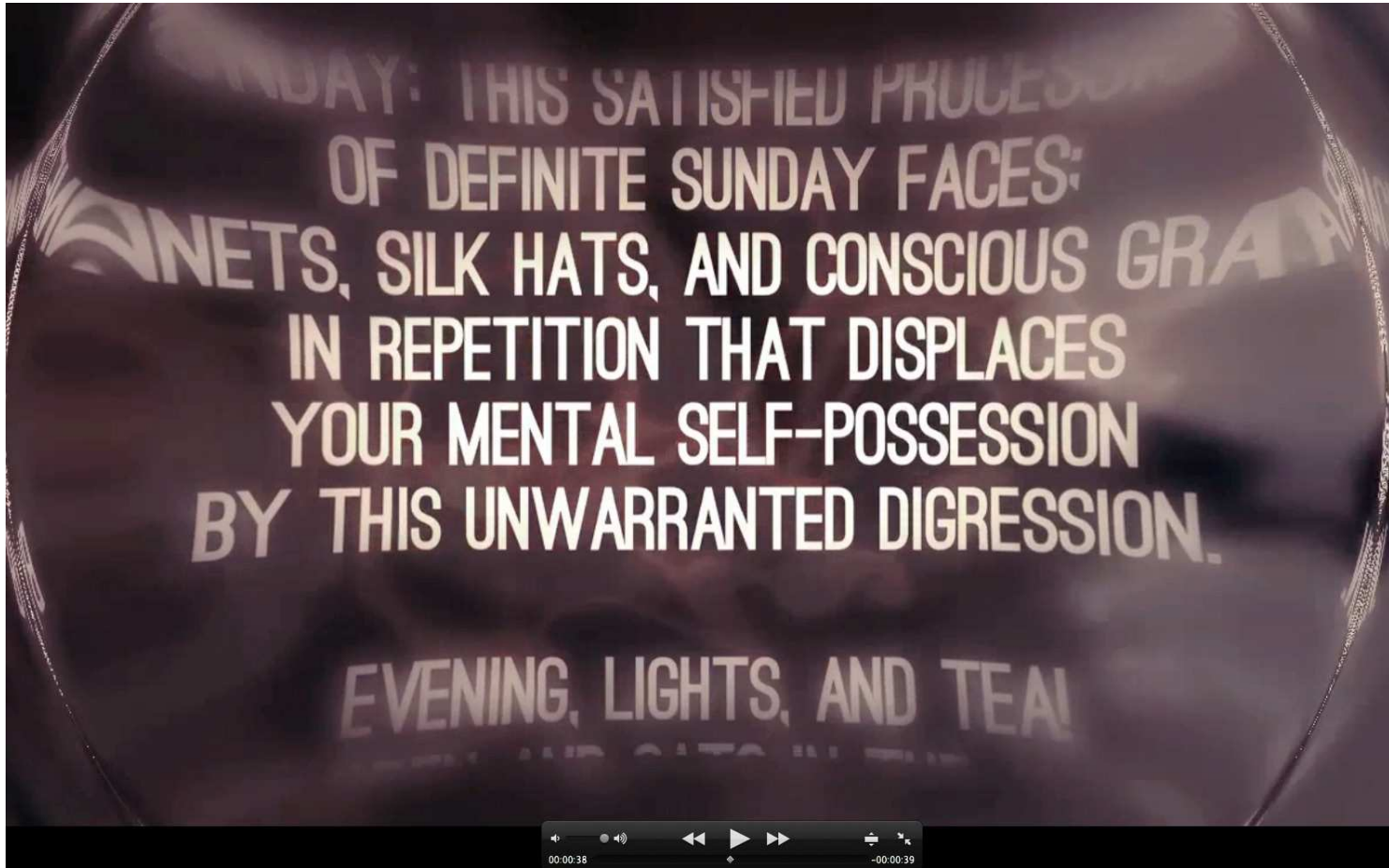


icia sobre libros como pedestal

PROPOSED STRUCTURE



PROJECTIONS ::
SHARING IDEAS



OSMOTIC BUBBLE

UNCONSCIOUS LEARNING THROUGH AN ARTIFACT: GIGI POLO

INSIDE THE BUBBLE