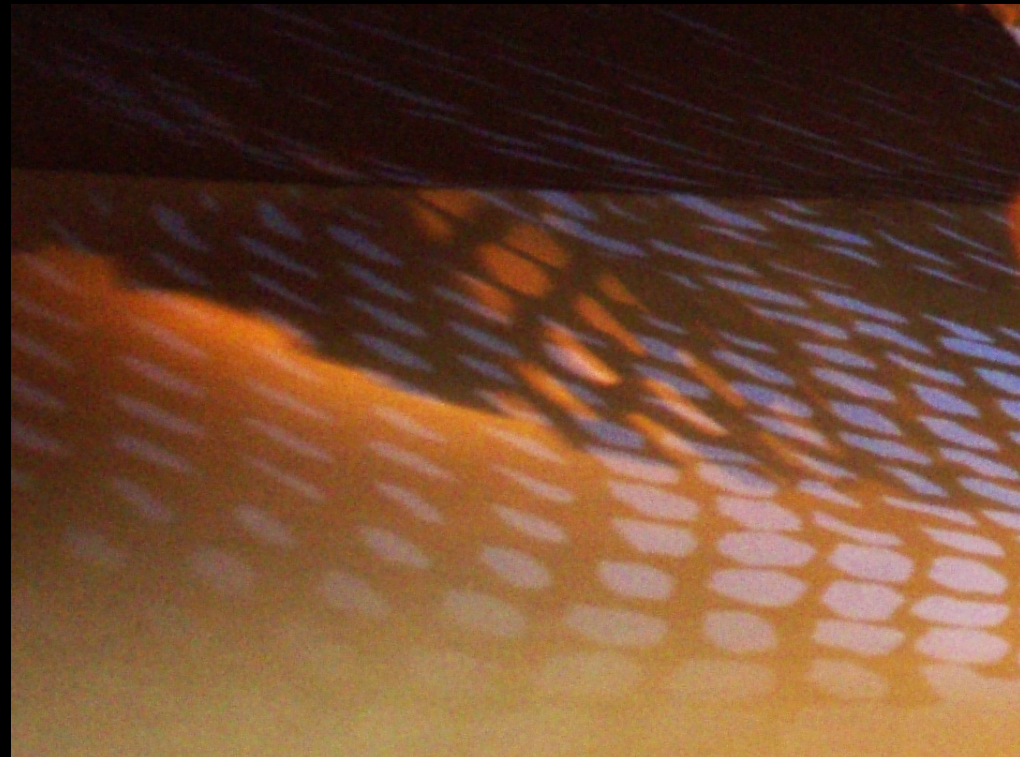


A playful inquiry of how the simplest of things, shadows which are everywhere, can be beautiful, interesting and thought provoking



one - shadow scavenger hunt



Discoveries from a day of exploring and "hunting" to find interesting shadows in nature and created from simple household items and flashlights.

two - ingo maurer study



A precedent study of a lighting designer to inspire future work and development in our perceptions of shadows and light.

three - display window



Implementation of lessons learned through the "hunt" and the precedent study into the design of a display window to advertise a product of our choice.



The scavenger hunt for shadows was fun. It was playful, it was imaginative, and it was dynamic. None of the items that we captured in shadows were necessarily unique or interesting on their own. A pair of glasses and some push pins made a face, and moving the light source changed her expression. Bikes lined up created a collage of shadows hiding which one is in front and simply appearing as one dense perforated structure. A metal hand-railing gracefully zig-zagged up stairs, far from something plausible given its materiality. On any other day, these items would have been ordinary, but when looking for their shadows, they were incredible. They were the dancers, defying their natural materiality and the shapes that they are confined to and being whatever they want to be on the projection surface. Their shadows play.



Ingo Maurer is an incredible electric lighting designer who takes his designing seriously, but keeps a light-hearted and comical approach. He loves what he does and this passion is clearly portrayed in his work.

"Maurer is often inspired by everyday objects and materials...Admiring the unadorned beauty of Edison's invention, he decided to encase it in a giant facsimile of clear glass" Webb, P9

Maurer's career started with his admiration of Edison's creation of the lightbulb. Something simple and true to its purpose he still saw it as beautiful. He takes every day objects that everyone is aware of and reinvents them into unique and often sculptural luminaries. Below is a lamp of intentionally broken plates, and silverware exploding out of a central light source. This piece captures motion and animation. He is working to glorify the origination of light – and explosion. It took lots of time and effort to carefully break each plate in just the right way so it would conceal the light source and still carry that light outward. It is an excellent example of something that is stagnant, but still appears to be full of life.

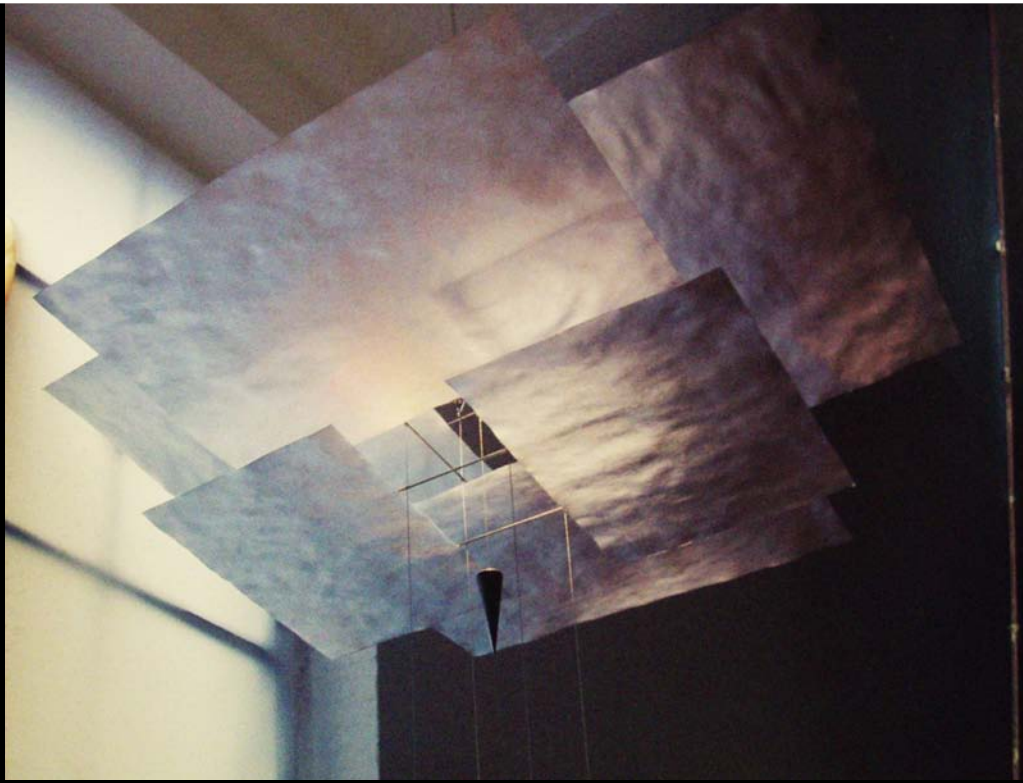
The light bulb in the lower left of the page is playful and silly. The wings make an ordinary object creative and interesting again. This "flock of feathered bulbs" was suspended on wires to simulate flight, illuminated on one side of the room, dark on the other, in an installation titled, 'day and night' (Webb, p8)

The large image to the right is one of my favorite pieces. It is a shallow pool for fish with a mirror as the floor plate. Above that mirror there are maybe 8 inches of water for the fish and then floating mirrors. Lights are strategically hung from the ceiling to reflect the light from the floor plate onto the canvas of the wall displaying the shadows of the fish as an ever-changing wall painting. The floating mirrors provide bright spots that slowly move in contrast to the faster moving dark shadows of the fish.



The Beauty of Shadows _ Winter'09 _ Nancy Cheng

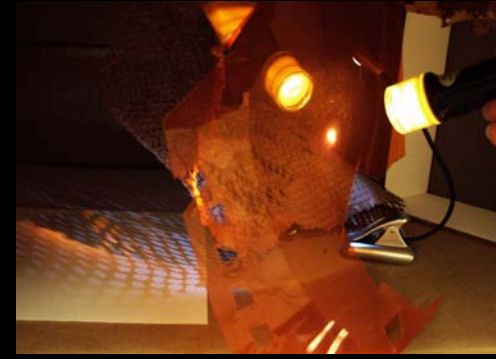
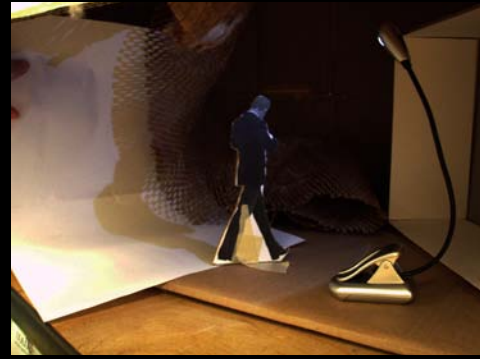
Jacklin Kingen



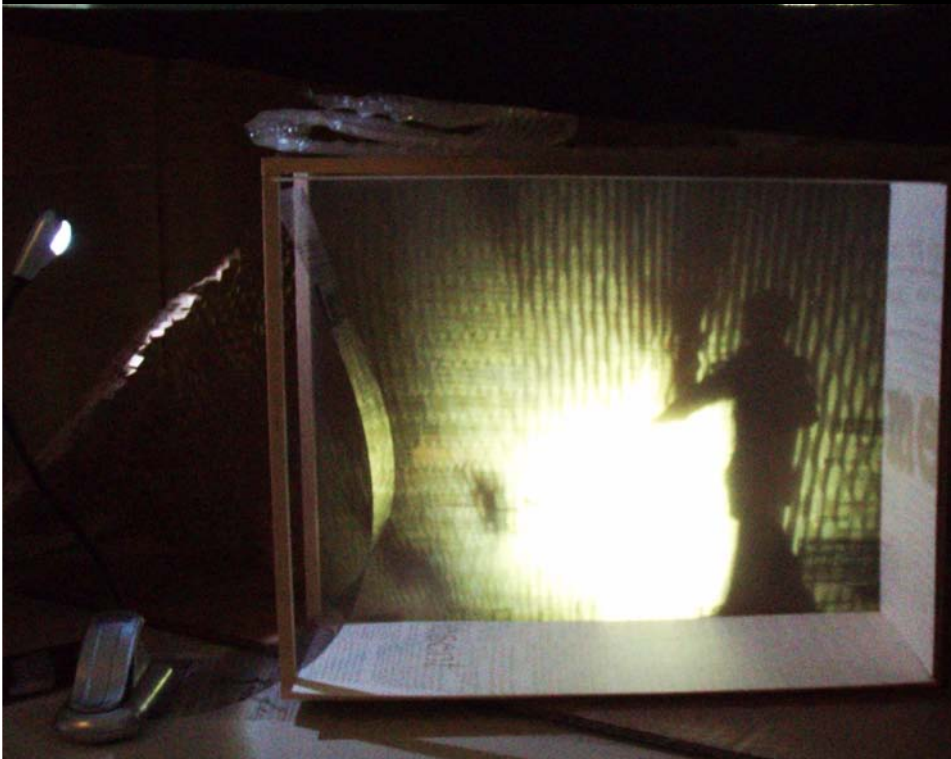
While Maurer's work is that of a lighting designer, he uses shadows to his benefit and understands their importance. Just as in the shadow scavenger hunt it became apparent that the most interesting of shadows were those with high contrast, Ingo does the same. In Maurer's work, all of his luminaries have areas of deep shadow as well. This creates the depth as well as the motion that all of his pieces have. Each piece has a pace to it, and a speed at which you feel it was going when this "snapshot" of his work was captured. Yet, even with the stagnant nature of electric lighting design, as opposed to daylighting design, his compositions explore motion and defy this stereotype. What interested me the most and that I took from Ingo's work was how to intentionally apply light and shadow together. Pairing this with the idea from the scavenger hunt of motion and choreographed shadows and how that adds an experiential dynamism is where I took my work.

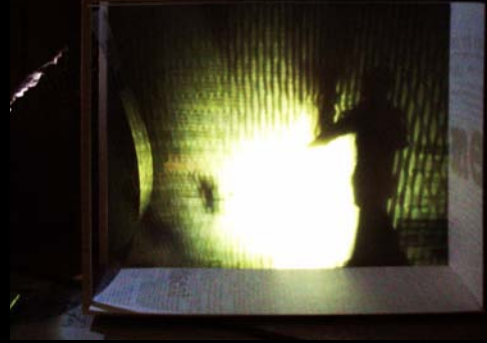
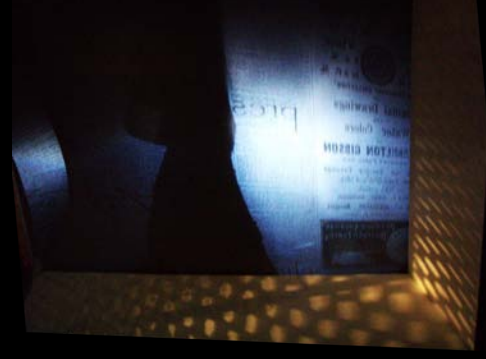


The Beauty of Shadows _ Winter'09 _ Nancy Cheng Jacklin Kingen



For the display window I experimented with common objects and motion. Furthermore I wanted to experiment with an interactive component of people creating the shadows and how that could change the experience of the store front. The objects that I used were a transparency of words, a paper mesh, scaled figures and orange transparency. Additional colors that appeared in my pictures were from the color of the light source itself, my flashlight. For the display window I chose to advertise for a newspaper. I was fascinated with the juxtaposition of a persons silhouette as they walk by upon projected text of the current days newspaper and how this reconnects people as the characters of the stories in the paper. Advertising for a liberal paper could be blunt and honest. To better understand my display window I developed the campaign on the following page.





"It's amazing that the amount of news that happens in the world every day always just exactly fits the newspaper."
Jerry Seinfeld

While as a newspaper we can offer a commitment to providing accurate unbiased information, in all honesty there is only so much text that will fit into each paper. It is the responsibility of each citizen to look at a variety of publications and resources containing current events to better understand this day in history. As the Eugene Register Guard we are proud to be one of those resources for you.

What I liked about the display window is that it could be dynamic, ever changing and supportive of the mission statement of the paper. Aside from the mesh, all shadows that are created are from predictable sources, people and text and these would change daily just like the news.



- (Exploding plate, in booklet page 4)
"Mauer" picture by bet-tina, uploaded May 31, 2007 on [www.flickr.com](http://www.flickr.com/photos/8668858@N08/523309600/)
<http://www.flickr.com/photos/8668858@N08/523309600/>
- (flying lightbulbs, in booklet page 4):
"Ingo Mauer" picture by mu.:vide, uploaded August 27, 2007 on [www.flickr.com](http://www.flickr.com/photos/minkyung/1253747294/)
<http://www.flickr.com/photos/minkyung/1253747294/>
- (Notes over table, in booklet page 5):
Found through google image search
<http://fototiller.com/blog/wp-content/uploads/2006/06/Zettel.jpg>
- (glowing table, in booklet page 5):
"Ingo Mauer Exhibition" picture by d", uploaded April 22, 2007 on [www.flickr.com](http://www.flickr.com/photos/d-/468957007/)
<http://www.flickr.com/photos/d-/468957007/>
- Webb, Michael. *Ingo Maurer*; edited by Marisa Bartolucci + Raul Cabra. San Francisco: Chronicle Books, c2003.
images from book:
Flat paper lamp (booklet page 5) in book p41.
Textured paper lamp (booklet page 4) in book p67.
Fish lamp (booklet page 4) in book page 59.