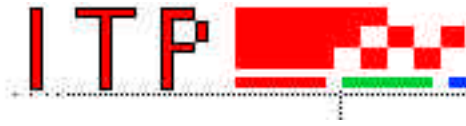


*CHRISTINA GOODNESS  
SPRING 2004  
FINAL PROJECT*



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## Overview

Spatial design offers students the opportunity to explore spatial relations in both the real physical in virtual worlds. For the final project of the semester, the challenge is to produce and installation piece that questions spatial concepts. Christina Goodness and Mattia Romeo will work together to produce an installation exploring the concept interior and exterior relations and peeping/voyeurism while giving a humorous nod to art history.

### The Statement of Purpose:

The installation is called The Crack. The Crack will offer viewers at the ITP Spring Show an opportunity to experience the banal elements on the floor that are often unused in a new and funny way. The Crack is simple to install, takes up very little space, and can easily coexist with other surrounding installations with little interference. The Crack is meant to be a short experience that provides amusement without intense time commitment.

### Christina and Mattia's strengths:

- Knowledge on Spatial Relations as taught by Jean-Marc Gauthier
- Analytical knowledge in film theory, with understanding of subject/object relations and how they affect perception and experience
- A solid background in construction of installations
- Familiarity with the existing floor design of ITP

The approach to be taken by Christina and Mattia will be a valuable addition to the ITP Spring Show a culminating expression of knowledge gained in Spatial Design class.

### Why Mattia and Christina?

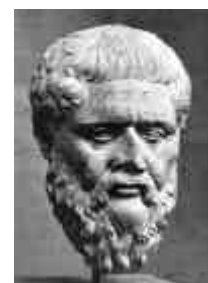
Mattia and Christina, through our vast experience in construction, video and film, and spatial design, can provide a strong statement for how simple spatial modifications can radically alter the environment through which we move.

### Why The Crack?

The Crack refers to surrealist artists Rene Magritte's work "Ceci n'est pas une pipe," which refers to how representation of objects and objects can be perceived as the same, through symbolic reference. The space of the canvas and the false reality of the pipe symbol inhabiting that space are deliberately highlighted. The total effect is one of awareness of façade, a greater awareness of the position of the viewer.



The crack also draws upon studies of the subject/object opposition and the voyeuristic effect produced by viewing a lit screen in darkness. First described by Plato in his Cave Theory, it describes the magnetic effect of the moving image that merely represents or simulates reality. The voyeuristic subject experiences the beauty of the projected object in a heightened way by peeping through a crack or keyhole, or by watching a lit stage in a darkness.



## The Crack

The Crack is an installation consisting of simple materials and a simple artistic statement, but one which challenges the

### What are the elements of The Crack?

#### The pillar

*Pillars occur in many former factory buildings in lower Manhattan, the ITP floor being one space of this type. Columns are large and white and often block use of the space around it. Here we will use it as the installation area.*

#### The crack

*Cracks often appear in older or damaged buildings, inadvertently offering a look into the construction of the original space. The idea of the crack is used here to deliberately draw the viewers attention to a misleading facade.*

#### The video

*The video is a small color screen that runs a short video presentation behind the crack. By peeping into the crack, the viewer sees a simple video that plays continuously.*



On the screen :

« ce n'est pas une fente »

### What are the Key Benefits of a Crack?

- ⚡⚡ Creates new experience where previously there was little or nothing before. The column is often unused for any reason except structural, but here we make it part of the viewing experience.
- ⚡⚡ Very little actual space needed to install
- ⚡⚡ Low cost of materials
- ⚡⚡ Quick to install
- ⚡⚡ Funny



## Components



### The pillar

- ▄▄ The existing pillar
  - No modification of the existing structure is needed
  - Will provide support for the added elements
- ▄▄ The sheath or false pillar façade
  - A large cardboard tube will sheathe the pillar
  - The tube will be cut in two places
    - ▄▄ The Crack itself
    - ▄▄ A back entry to insert the computer elements and maintain the laptop if there are technical difficulties
- ▄▄ Materials needed:
  - 32" diameter cardboard column former (used in the construction industry to pour concrete columns)
  - white paint

### The crack

- ▄▄ A realistic looking cut into the façade, painted to match the pillar and textured to look naturally occurring
- ▄▄ Materials needed:
  - Plaster to form textures
  - Metal mesh to create jagged form
  - Scissors and/or boxcutters



### The video

- ▄▄ A laptop computer hung or set on a stable base within the façade
- ▄▄ A video playing in a continuous loop with a simple message: "This is not a crack" or "ce n'est pas une fente"
- ▄▄ Materials needed:
  - Short video to be created in flash or Final Cut Pro of words on a screen, alternating between French and English



**Cost Summary**

Christina and Mattia will make all purchasing decisions. However, funding from outside sources will be appreciated.

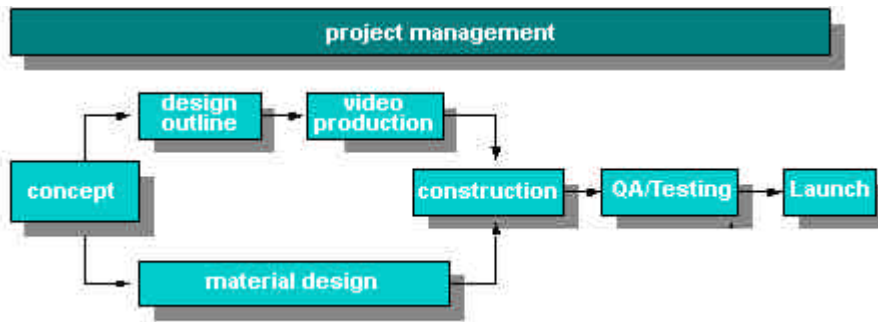
<b>Cost Summary</b>	
	<i>Estimated Cost</i>
<b>A. Total Project: The Crack</b>	<b>\$74</b>

<b>Cost Summary</b>	
	<i>Estimated Cost</i>
<b>Phase I</b>	
Purchasing	
- 32" X 12' column former	\$60
- white paints	\$14
Existing supplies:	
- Laptop computer	free
- Cables	free
- Wire mesh	free
- Plaster	free
<b>Phase II</b>	
Construction	Free labor
<b>Final Installation</b>	
	Free labor

## Methodology

### Goodness/Romeo Methodology

This section provides a high-level overview of the methodology of Christina Goodness and Mattia Romeo. The estimated time frame is 3 days.



Project Stage	Description	Deliverables
Concept	During the concept process, information and functional requirements are gathered to provide the client with an estimated price range for the proposed Web development work. This estimate is refined once the functional specs are complete. A strategic assessment of client needs and a complete review of business goals. Meetings with the client and market research help identify the appropriate components for the functionality and features to be developed.	?? Proposal ?? Budget ?? Strategy Assessment ?? High Level Timing/Workplan ?? Detailed Work plan ?? Final Budget ?? Client Sign-off Schedule
Design Outline	Information architecture is created based on the Web functions to be implemented and the client's target audience. This blueprint or mockup of the final installation includes a mini-reproduction of the final product, minus the screen, which can be shown separately.	?? Exact components of construction are finalized and final outline is produced
Video production	Once the design team determines how the interface should communicate, the video is produced in Finla Cut Pro or Flash. The results are reviewed with the professor/client for feedback. This process leads to 1 final design for approval and sign-off.	?? Video comps
Material Design	Technical integration with the pillar and existing computer components are evaluated and final components are purchased or obtained otherwise.	?? Architectural plan ?? Technical design
Construction	Once the video and material designs are ready, Christina and Mattia will proceed with the creation of The Crack. After the crack is tested, the programming activities start. Depending on the features to be implemented, this phase may take one to five days.	?? Column façade ?? Laptop installation ?? Video installation ?? Crack construction
QA / Testing	QA must be performed throughout the life of the project. However, special attention is needed after the development is complete. Testing occurs in situ.	?? QA Documentation of Results
Launch	Christina and Mattia recommend that The Crack have a soft launch and allow for a period of time to elapse before grand opening announcements are made. This allows final bugs to be found and last modifications to be made. Soft and hard launch dates should be communicated to the ITP staff in order to coordinate all launch activities.	?? Launched Crack

## **Team Background and Biographies**

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### **Team Background**

Since Fall 2003, Christina and Mattia have been attending classes together at ITP. Desiring to collaborate, they were stymied in the Fall semester due to extenuating circumstances. However, Spring 2004 offered the perfect opportunity. Having spent a good deal of time discussing spatial relations, film and artistic statements of various sorts over drinks, Christina and Mattia came together to produce the final project in Spatial Design, taught by professor Jean-Marc Gauthier.

Colleagues Christina Goodness and Mattia Romeo offer construction, concept and presentation abilities, in addition to philosophical insights on space and time.

## **References and Samples of Work**

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### **References**

The following persons are available for reference:

**Jean-Marc Gauthier**  
[www.tinkering.net](http://www.tinkering.net)

### **Samples of Work**

#### **Mattia's Pcomp Journal**

<http://homepages.nyu.edu/~mr1003/>

#### **Christina's student website:**

[Stage.itp.nyu.edu/~cit202](http://Stage.itp.nyu.edu/~cit202)