

You are here, and I welcome you.

Look around you. You come from parts of the world that many of you have never visited.

As you come together, depend on each other, you will find yourself wearing the ill fitting clothes of someone else's world and dine on what is the strange food of someone else's thought.

If you can resist the temptation to run back to the shelter of your own comfort zone – if you permit yourself the intellectual curiosity to explore your differences just as you would explore a new city, you might be pleasantly surprised.

Collaboration will jar you -
provoke and confront you with
different ways of looking at the
world - allow this to happen,
embrace it

Welcome students from other parts of the world and understand we don't live in a monolithic world.

Our signature is collaboration -
not competition.

You are from:

Brazil, Canada, Chile, China,
Colombia, England, Hungary,
India, Indonesia, Ireland, Israel,
South Korea, Mexico,
Netherlands, Portugal, Russia,
Serbia, Switzerland, Taiwan,
Thailand, the Philippines, USA

Different cultures create a counterpoint to the ordinary.

Resist your own comfort zone.

Your backgrounds are:

Architecture, Dance, Illustration,
Music, New Media, Sculpture,
Video, Animation, Math, Fashion
Design, Business, Non-Profit work,
Theatre, Industrial Design, Interior
Design, Communications, Film,
Journalism, Law, Writing,
Engineering, Photography, Creative
Writing

We live in a fractured world
where you find communities
burdened by differences - so what
we ask of you is nothing short of
miraculous.

DW Griffiths, documentary film maker, changed the face of film by moving the camera.

Eisenstein was a film editor. He
juxtaposed time and space.

Both men were artists not
engineers.

In 1895, The Lumiere brothers projected a speeding train on the wall of a café in France.

The audience had never seen anything of the kind. They ran screaming from the café.

He changed a recorded medium into an expressive one.

Lewis Mumford, an architect at the beginning of the century, saw life as a whole in all its variety and interconnectedness – relationships and links within a cultural context – he understood that art and technology could not be understood in isolation from society

Cities and architecture must be perceived in relation to civilizations that produced them – he talked about double vision which sees with both eyes – the scientific eye of actuality and the illuminated eye of imagination.

He exemplified a philosophy we embrace – the imaginative daring of the artist - the close focused exactitude of the scholar and the scientists reliance upon direct observation.

He said:

The machine itself makes no demands and holds out no promises. It is the human spirit that makes demands and keeps promises.

Lewis Mumford - Architect

Think of technology as a verb,
not a noun.

It provides the tools, creative
people provide imagination.

Each day is magic for me.

I hope it will be for you.

This is a rich environment - talk
to people - listen - observe -
absorb.

Innovation makes enemies of all those who prosper under the old regime, and only lukewarm support is forthcoming from those that would prosper under the new. Their support is indifferent partly from fear and partly because they are generally incredulous, never really trusting new things unless they have tested them by experience.

Machiavelli – The Prince

Alternate Media Center 1971.

ITP 1979.

It is by logic we prove, but by intuition we discover.

Leonardo Da Vinci

40 Years ago there was no
internet as we know it.

ARPA

Not one marketer or business planner had any involvement in it's development.

It's phenomenal growth clearly indicates a need is being met.

It is the opposite of traditional
media - diversity not
homogeneity.

The computer with innovative software cannot write a book - an author writes a book.

Technology doesn't make a
community.

It is about enhancing the human spirit, using the power of technology to respond to the human need for communication and expression.

The best software or hardware ever designed cannot calculate a tiny fraction of relationships that exist in a simple pond.

What I want you to know:

.Understand the question before looking for
the answers.

- That there is a difference between the mundane and the inspired
- The biggest danger is not ignorance, but the illusion of knowledge

- That the inherent preferences in organizations are efficiency, clarity, certainty, and perfection.

- Human beings are ambiguous, uncertain, and imperfect.

- How you balance and integrate these contradictory characteristics is difficult.

- That imagination, not calculation, is the “difference” that makes the difference.

- That any human organization must inevitably juggle internal contradictions- the imperatives of efficiency and the countervailing human trade-offs.

- That you are a new kind of professional-comfortable with analytical and creative modes of learning.

- That there is a knowledge shift from static knowledge to a dynamic searching paradigm.

- That creativity is not the game preserve of artists, but an intrinsic feature of all human activity.

- That in any creative endeavor you will be discomfited and that is part of learning.

•Provoke the Unexpected – Expect it.

- That there is a difference between long term success and short term flash.

- That there is a complex connection between social and technological trends. It is virtually impossible to unravel except by hindsight.

- You ask yourself what you want and then you work backwards.

That in order to problem solve and observe,
you ought to know how to:

- Analyze
- Probe
- Question
- Hypothesize
- Synthesize
- Select
- Measure
- Communicate
- Imagine
- Initiate
- Reason
- Create
- Recognize patterns
- Connect
- Driven by curiosity

- That organizations are really systems of cooperative activities and their coordination requires something intangible and personal that is largely a matter of relationships.

What I hope for you:

- That you combine that edgy mixture of self-confidence and doubt.
- Enough self-confidence to try new things.
- Enough self doubt to question.

- That you create opportunities to improvise.

- That you make visible what, without you, might never have been seen.

- That you communicate emotion.

- That you create images that might take a writer ten pages to write.

- That you play, observe, imagine and create.

- That you look for the question, not the solution.

- That you are not seduced by speed and power.

- That you don't see the world as a market, but rather a place that people live in- you are designing for people- not machines.

- That you have a stake in magic and mystery and art.

- Sometimes we fall back on Rousseau and separate mind from body.

- That you understand the value of pictures, words, and critical thinking.

- That poetry drives you, not hardware.

- That you are willing to risk, make mistakes, and learn from failure.

- That you develop a practice founded in critical reflection.

- That you build a bridge between theory and practice.

- That you value serendipity.

- That you reinvent and re-imagine.

- That you listen.

- That you ask questions.

- That you speculate and experiment.

- That you play.

- That you are spontaneous.

- That you remember to collaborate.

- That each day is magic for you.

- That you turn your thinking upside down.

- That you make whole pieces out of disparate parts.

- That you find what makes the difference.

- That your curiosity knows no bounds.

- That you understand what looks easy is hard.

- That you imagine and re-imagine.

- That you develop a moral compass.

- That you welcome loners, cellists, and poets.

- That you are flexible.

- That you are open.

- That you can laugh at yourself.

- That you are kind.

- That you consider why natural phenomena seduce us.

- That you engage and have a wonderful time.

- This will be 2 years for you to expand- take advantage of it.

"Why does a man need to tell stories to others and himself?"

It is a way by which the mind uses fantasy to structure the chaos of the original experience. Complex and unpredictable, the vivid experience always lacks what fiction can provide: a closed time, a hierarchy of events, the value of people, effects and causes, the connections under the actions."

The True Lies - Mario Vargas Llosa