

Notes on the Exercise of Observation (v 0.1)/ Maeda

You are always looking for relationships in whatever you see. That may be relationships inherent in the experience, relationships to its surroundings, relationships to the present world, relationships to something from the past, relationships to a way of thought, any relationship that you can imagine.

There are some concrete relationships that always exist.

1. Quantity—relationships in use of space, proportion, anything that can be answered with "how much" or "how many."
2. History—relationships to something you have seen, something that we all know true, something that may be obscure.
3. Surroundings—relationships to how the object would fit into a greater surrounding and how it might be designed to compete against a greater surrounding in foreign-ness or over-familiarity.
4. Qualify—use of feeling words like "like" or "love" are completely natural, yet are not useful for the beginning part of this course. Stick to modes of emotional response you might predict, that might be manipulated, and that are trying to be overcome.

Squint at the object, what do you see? Pretend you are touching it, poking it, walking around it. What do you see that you do not expect? Seek out your own method of interaction with the world; find your own method of evaluation. But do not resort to just an "I like it" if you do not know why exactly you like it. Learn how to defend your viewpoint.