INSURGENT EFFECTS : PRODUCING PHANTASMAGORIA

This presentation will focus on exploring and developing concepts of *productions –*systematized, generative processes and their subjective effects - in Interior Design (ID). The intended audience - comprised of design-based researchers, practitioners and students- ideally are interested in discourse questioning traditional forms of ID practice and pedagogy by focusing on trans-disciplinary potentials and methodologies. The presentation serves to engage the condition of *BLUR* by linking design methodologies with the production of subjective, unstable, generative, and expansive effects rather than focusing on the applique of objective, discreet solutions.

As Stan Allen wrote toward the end of the last century, “*Form matters, but not so much the forms of things, as the forms between things*” (Allen 1999). The charged instabilities found between producers (processes) and produced (effects) are potent conditions and opportunities for contemporary ID practices to critically and systematically address. We will discuss how contemporary ID may seek out, not only organizational, material or surface novelty, but also how to consider the production of *phantasmagoria*- affective, experiential, spatial, and atmospheric novelty. In examples from the author (see image) as well as from installation-artists such as Olafur Eliasson, Abelardo Morrel, or Anish Kapoor, and installation-focused designers such as Tomas Saraceno or Numen/For Use we will explore the production of contemporary *phantasmagorias* or experiences designed to generate ephemeral experience and delight. This subjective turn may allows us to engage Buckminster Fuller’s notion of environmentalism - *how much does your building weigh?* –and transform it into a contemporary provocation for *environment-alism* - *what does your process produce?*