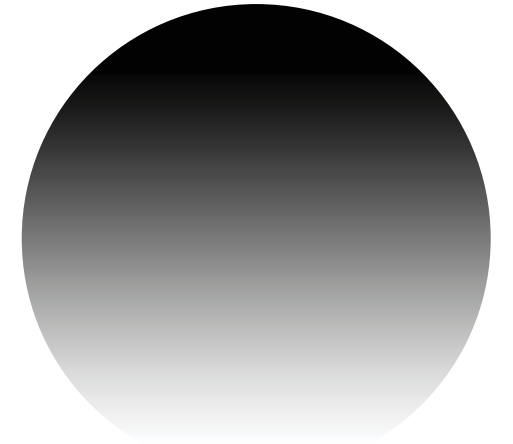
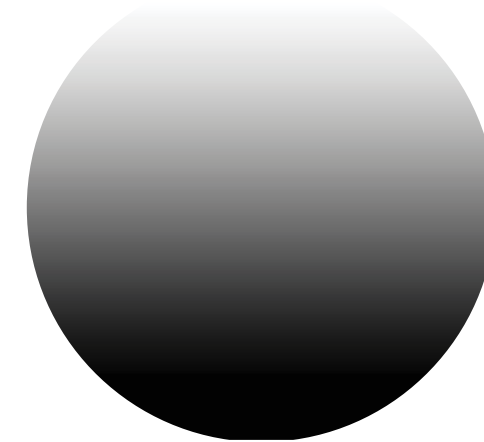
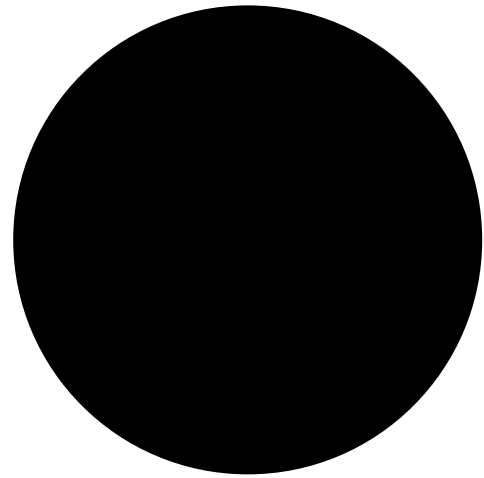




**Light and shadow  
creat 3D illustion**

## **Flat**

No light and shadow  
value differication is  
suggested.

## **3D**

Different light and  
shadow value is  
suggested.

**Direction of light  
source**

Different light and  
shadow values are  
suggesting the  
direction of the light  
source.

1

Louis Kahn Building

+

Aristotle: The whole is more than the sum of its parts.

=

Light and Shadow System (Gradient)

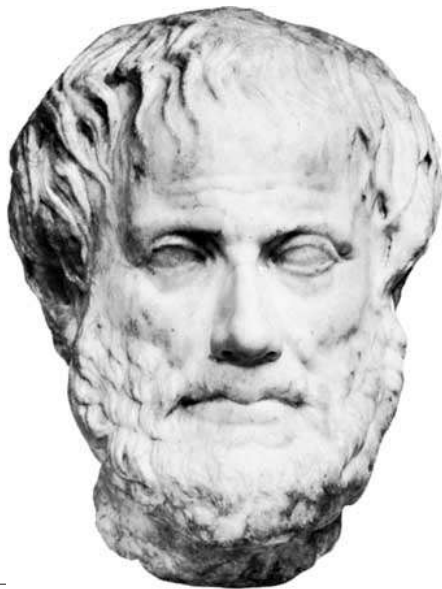
National Parliament House Bangladesh

The National Assembly Building sits as a massive entity in the Bengali desert. It creates interesting spatial and lighting conditions.

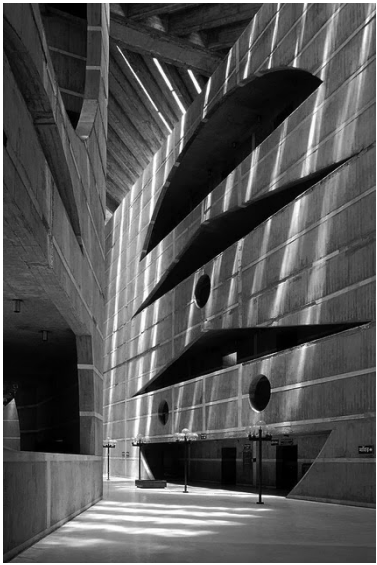
light was an important aspect in the design of a building, not just as a way to illuminate a space, but rather conceptualizing light as a creator of space.



The way the parts combine adds a **different quality (a new system)** to the whole.



Light and shadow becomes the new element and the creator of the building.



**Each problem that I solved became a rule, which served afterwards to solve other problems.**

**-René Descartes**



JUST A CIGAR

L

E

M M

BLUE  
MONDAY

A B C D E F G

# 2

## Gradient Experiment

+

### Friedrich Nietzsche

And those who were seen dancing were thought to be insane by those who could not hear the music.

=

**A scene looks different from different perspectives.**

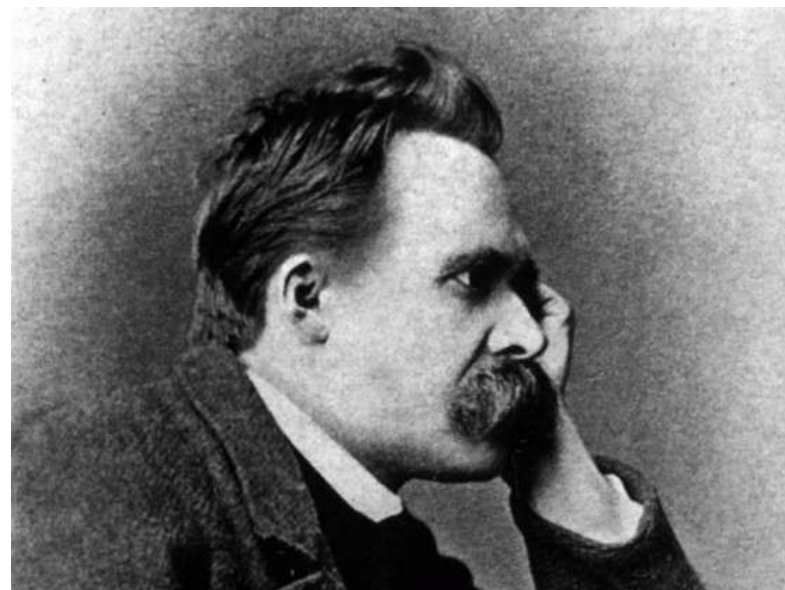
Experiment: Apply the same gradient differently to the same object.



Same object can be perceived differently by applying gradients (effects) differently.

別人笑我太瘋癲,  
我笑他人看不穿.

Saying that I'm crazy, others just laugh at me;  
I laugh at others for the Truth they cannot see.



Working backwards:  
By showing different perspectives giving people a fresh angle of looking at things.

[See the experiment](#)

# 2

## Gradient Experiment

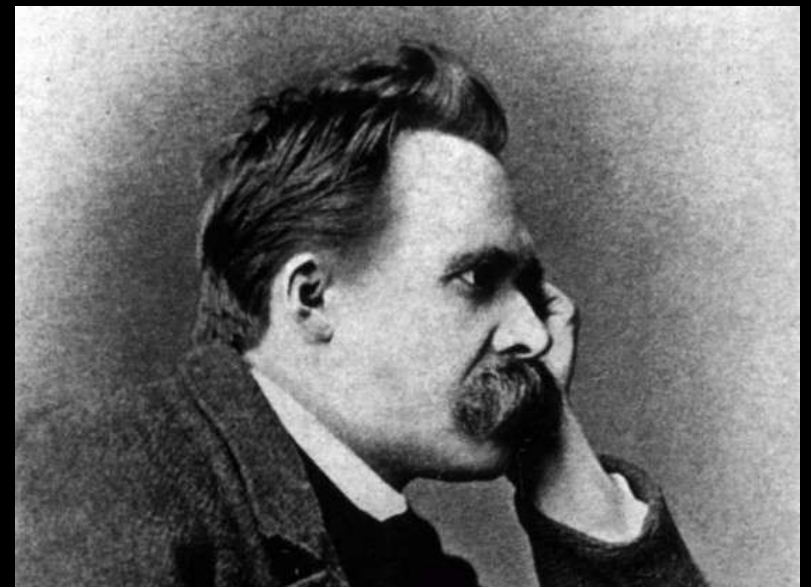
+

And those who were seen dancing were  
thought to be insane by those who could  
not hear the music.

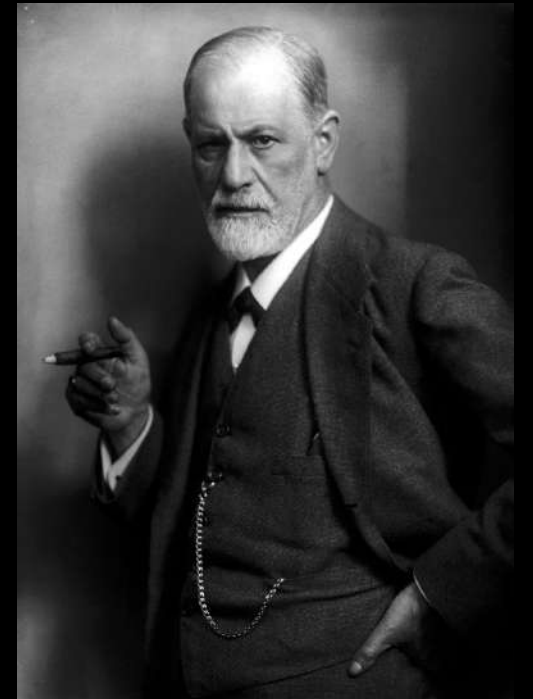
- **Friedrich Nietzsche**

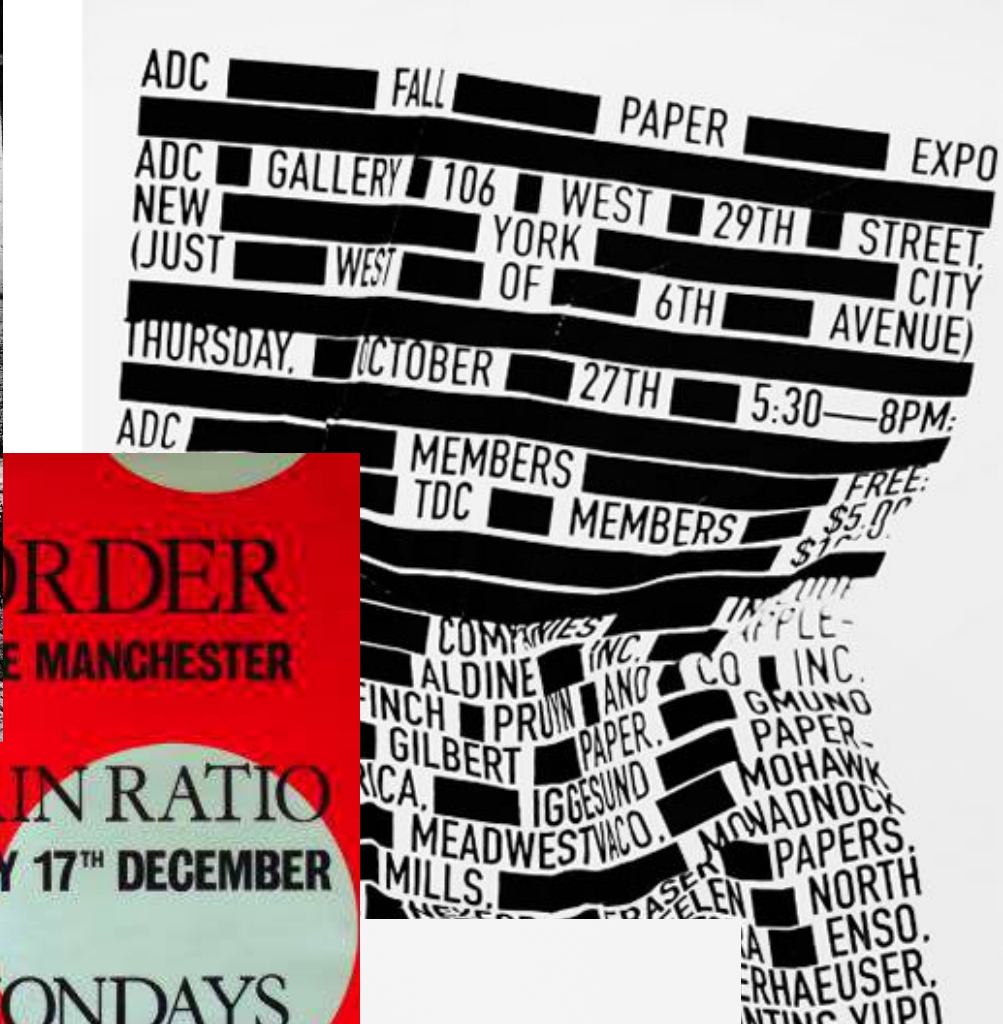
||

Different **perspectives**



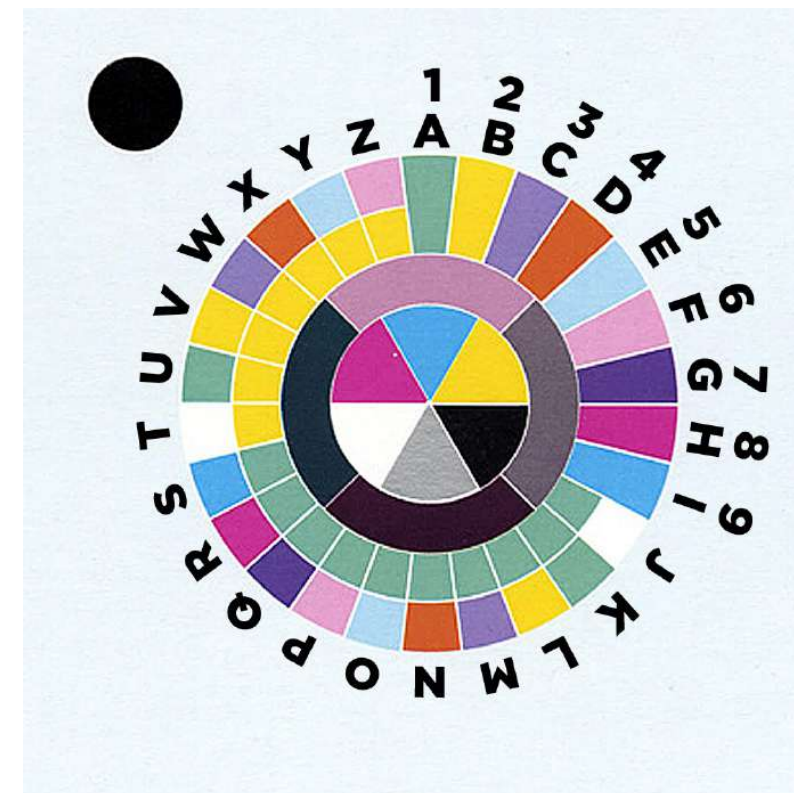
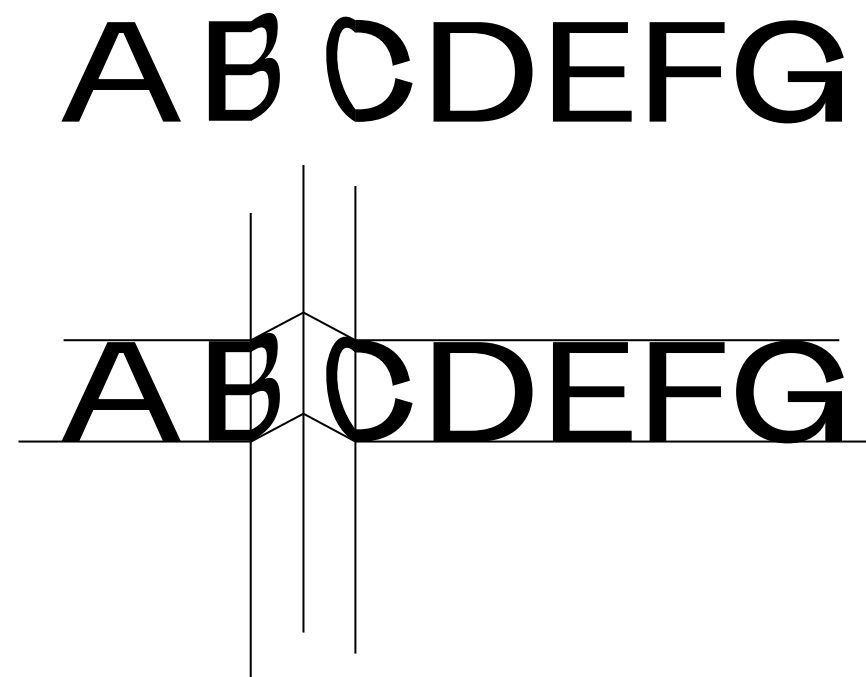
**Sometimes a cigar is just a cigar.  
-Sigmund Freud**





# Identity

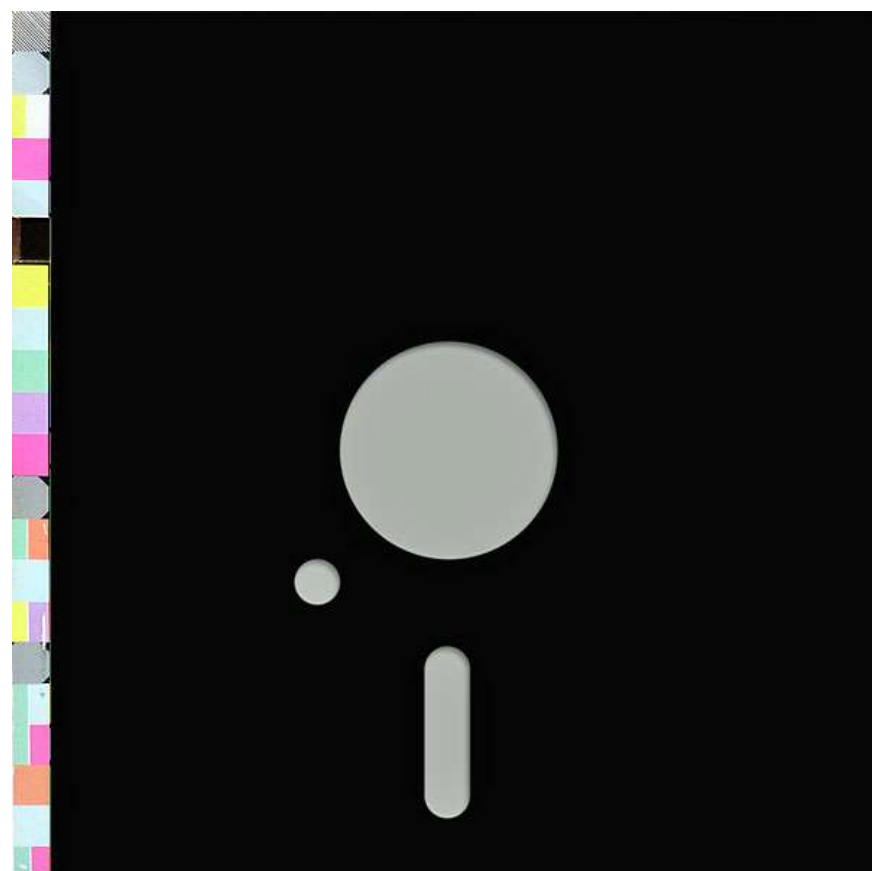
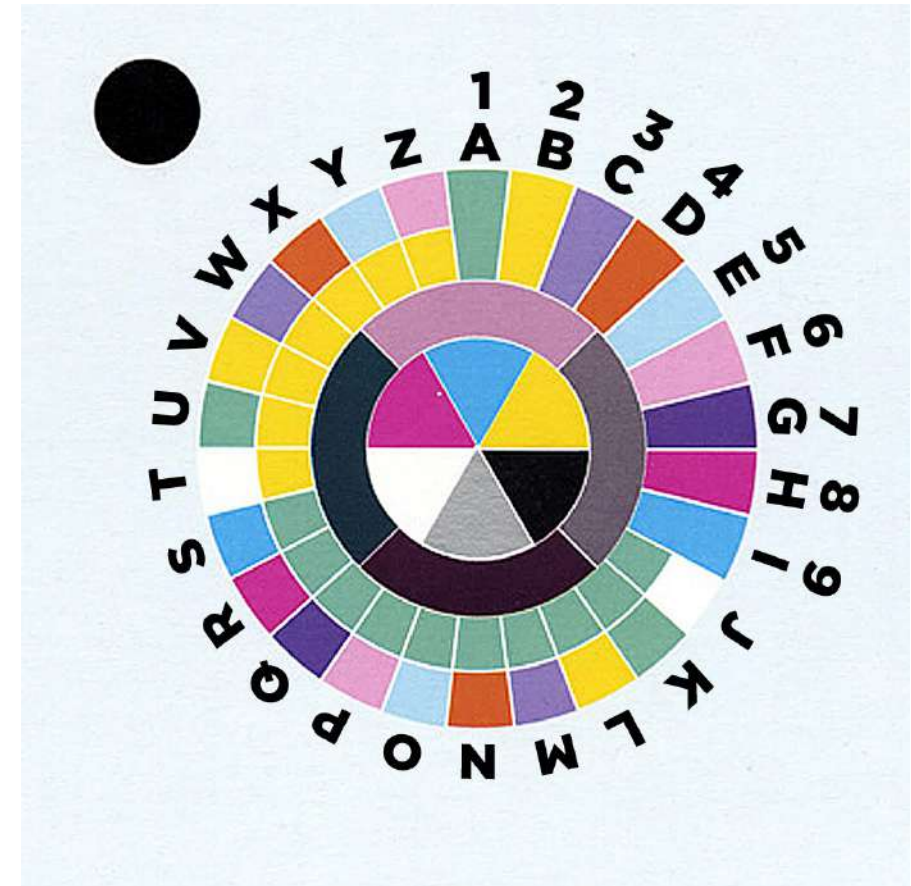
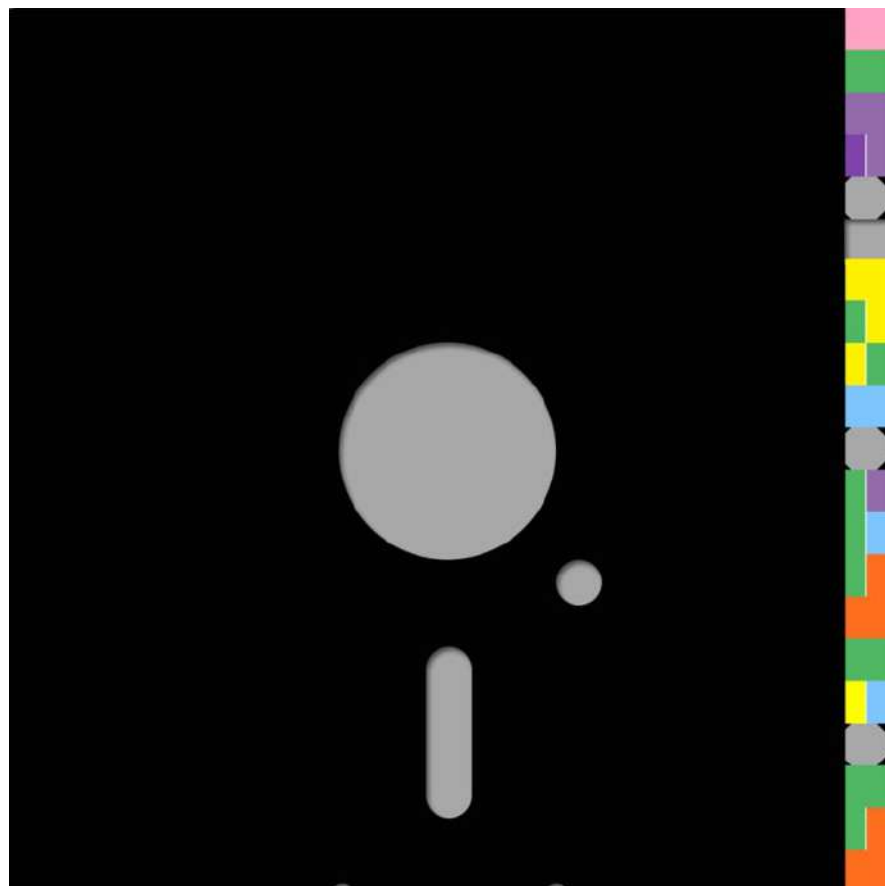
1. 2D and 3D perspectives
2. Color code?
3. Typeface



1. Record cover?

How would different philosophers's music sound like, if they were musicians?

2. Translate philosophical quotes into color codes then into music. Create typefaces base on the melody?



So the front cover reads as follows:

**F A C 73**  
**B L U E**  
**M O N D A Y**  
**A N D**  
 then the flip says

**T H E**  
**B E A C H**  
**N E W**  
**O R D E R**

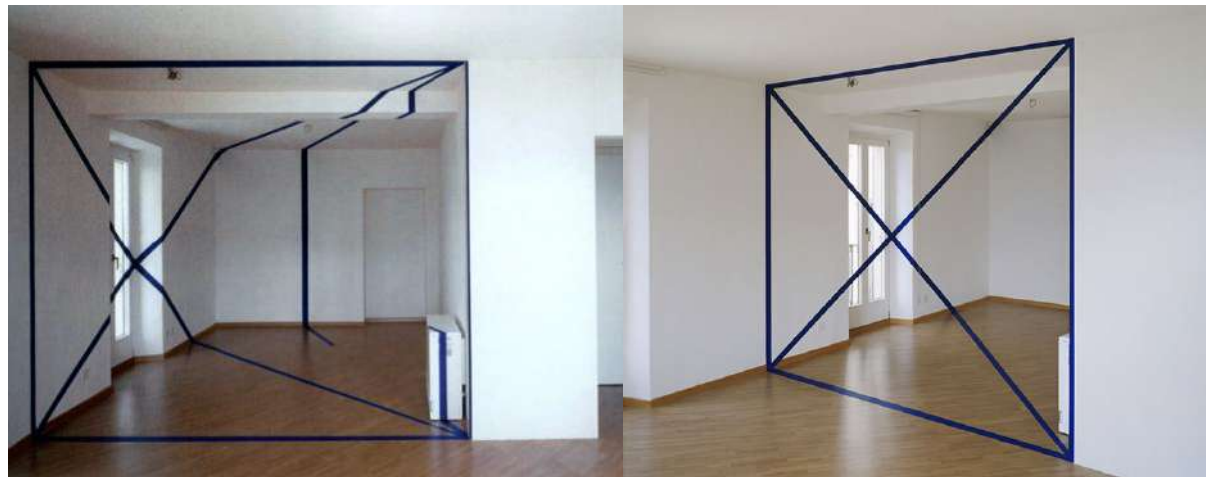


# 3

**Final theme:**  
Looking at things using different **perspective**

## **Projects: Typeface + Exhibition**

A Typeface that showing both **2D** and **3D** on the same surface.  
By showing different perspectives giving people a fresh angel of looking at things.





A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

The background grid helps the view understand the spacial perspective that the typeface is built upon.

A B C D E F G

A B C D E F G

THOSE WHO DANCE  
ARE CONSIDERED INSANE  
BY THOSE WHO CAN'T  
HEAR THE MUSIC

THOSE WHO DANCE  
ARE CONSIDERED INSANE  
BY THOSE WHO CAN'T  
HEAR THE MUSIC

# 1

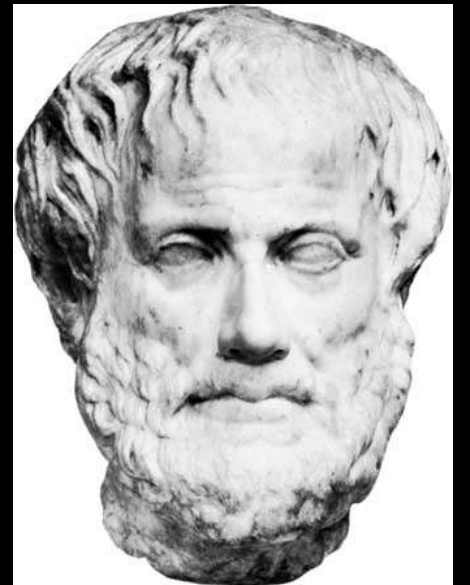
**Louis Kahn Building**

**+**

**The whole is more than the sum of its parts.  
- Aristotle**

**||**

**Gradient Experiment**



THOSE WHO DANCE  
ARE CONSIDERED INSANE  
BY THOSE WHO CAN'T  
HEAR THE MUSIC

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

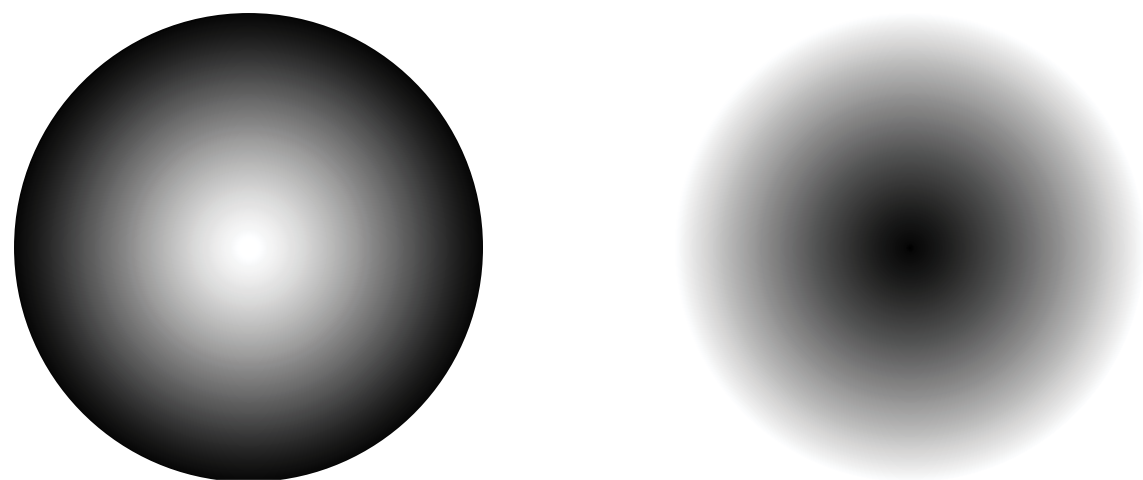
BLUE

MONDAY



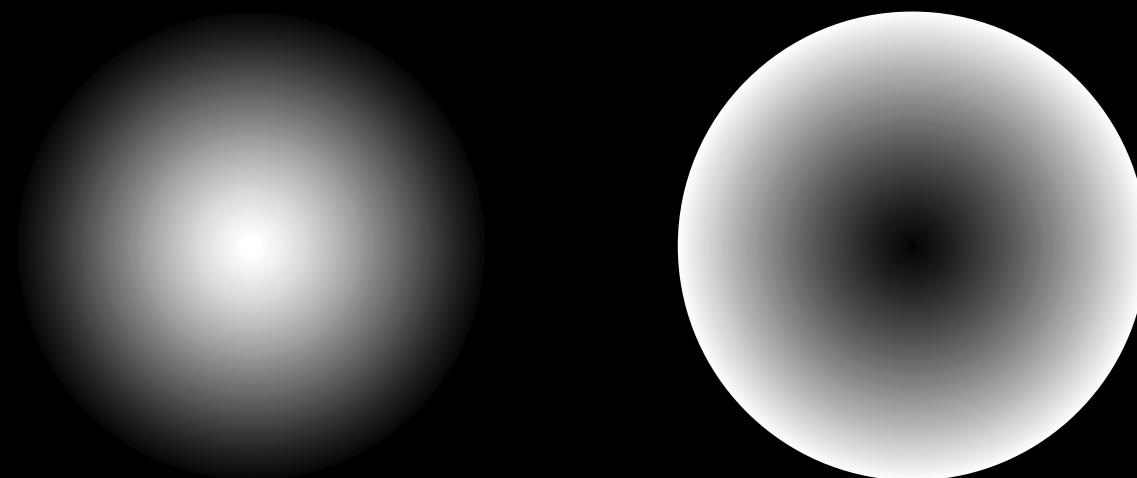
BLUE

MONDAY



## **Reverse value blur effect**

Reverse light and shadow values above, suggesting blur effect on the second image. Since the boarder is blurred and blending into the background.



# **Exhibition- BLUE MONDAY**

## **Why did I choose Blue Monday and an exhibiton?**

Blue monday is a legendary single release record. The praise and defination people are gaven, make it more than what it actually is.

**Audience's point of view:  
Blue Monday - Legend**

**New Order:  
It's just a good song**

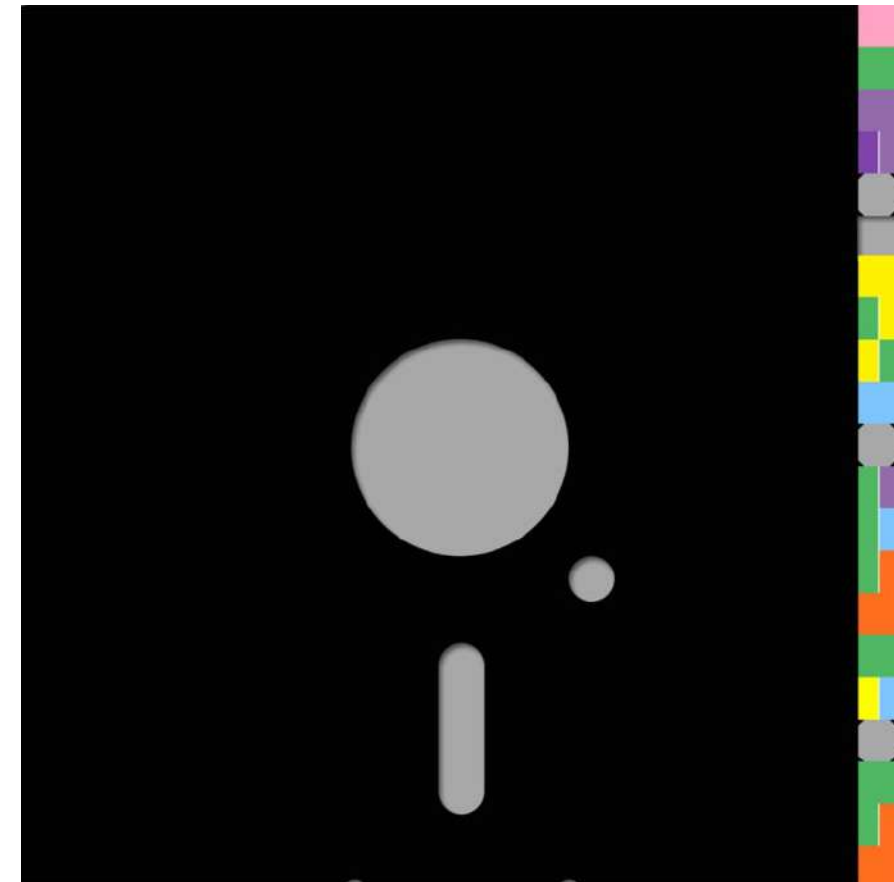
# About Blue Monday

"Blue Monday" is a song by the British rock band New Order. It was released as a 12-inch single on 7 March 1983. "Blue Monday" is a synth-pop and alternative dance song that drew inspirations from many works of other artists.



# Audience's Perspective

1. The band built their own instruments to record the track!
2. They hired a scientist to program the new sequencer using binary code!  
**Science + New Synth Technology = Pure Dance Gold!**
3. best-selling 12" single of all time
4. The song also draws inspiration from inspirations from many works of other artists.
5. The single's unique packaging was designed by Peter Saville and Brett Wickens. It features a die-cut sleeve designed to resemble a 5¼" floppy disk. The front cover features no words, but instead has code in the form of coloured blocks that reads out the artist, song, and label information, once deciphered.
6. Blue Monday bridges the gap between 70's disco and the 80's electronic music scene.



# Musician's Perspective

**1. As flawless as "Blue Monday" may sound, the track isn't perfect.**

The band made a slight error when something slipped on the sequencer, and they recorded a top-line out-of-time. The error, Peter Hook says, made the track sound like it was "floating."

**2. The band lost money every time a "Blue Monday" single was purchased.**

The sleeve required a 3-step die-cut process that costs £1.10 to make; it sold for £1 in stores.

**3. The band built their own instruments to record the track! (story behind the song)**

...

**The band is amazing and Blue Monday is a legend. But it is just a song after all.**



# **BLUE MONDAY - Exhibition**

**Two parts of exhibition:**

**1.Audience perspective:  
Blue Monday - Flawless legend**

**2.Musician's perspective:  
How we created the song and he flaws .**

**Sometimes a cigar is just a cigar.  
-Sigmund Freud**

