

## Practitioner's Statement

### ***Assemble Interior Architecture***

Patrick Howard

My brief was to build a home wares/interior architectural brand and develop an experience for the customer not yet available on the market. The aim was to build a brand using natural elements to provoke natural characteristics forming the basis of the brand. The brief presented me with a number of options and limitations, requiring me to establish design parameters for this folio. I identified ethical considerations as well as time helping shape the design brief.

Assemble Interior Architecture seeks out connections between artistic influences, minimalism and balanced natural elements forming a high contrast within the brand. Expressing this visually became a main focus in the development of my brand. I began working alongside an essence to help form my ideas and brand characteristics, this being nature.

How could I provoke nature throughout the project? This was a question used throughout to form links not apparent to the eye. Artist, Jock Henry Walker used his ambition to form a new art, somewhat seen as chaotic. Therefore, these ideas were applied within the brand encouraging creativity and excessive exploration and workshops within medias to provoke an artistic minimalism using basic elements in art – texture, colours and tone creating a sense of feeling such as movement and freeness. To create a high contrast, the use of art was reflected within all areas of the brand alongside sharp typography to introduce a new movement known as artistic minimalism.

In creating the brands name I began to think simple and generic taking it back to what I believed should be provoked within the brand. I firstly brain stormed various words each reflecting the idea of natural elements. Once I had done that I began to join words together and think outside the square with assembling being apparent within resin, therefore

'Assemble' was used provoking minimalism in a modern fresh manner. Even though I love the idea of minimalism within design, I begun to understand that my brands essence would not be as rich therefore resulting in trying to introduce a high contrast within the brand which was provoked throughout the exploration process through drawing workshops and media trials.

My brands essence of nature was reflected well within the brand forming a rich basis and product. The inclusion of colour and texture within the brand reflected the definition of nature through the textural elements portrayed through the inclusion of artistic elements. The challenge faced was to incorporate balance in with art which had to be thoroughly refined within the layout of objects on the presentation of ideas. In the incorporation of nature and minimalism within the brand I was able to relate it back to personal characteristics and explore colours and textures effectively.

The overall success of my performance was ambitious and followed alongside the brief for the folio. The time management of the task lacked therefore resulting in a stressful completion to meet the deadline. I believe that I successfully fulfilled my brief to create a new and exciting home wares/interior architectural brand.