

# The Poetics of Everyday Objects

**August de los Reyes**

**Design Director, Artefact**  
*[www.artefactgroup.com](http://www.artefactgroup.com)*

**Affiliate Instructor, Division of Design**  
**University of Washington**



August









*[www.artefactgroup.com](http://www.artefactgroup.com)*

**Microsoft**

Corporate Campus

2003











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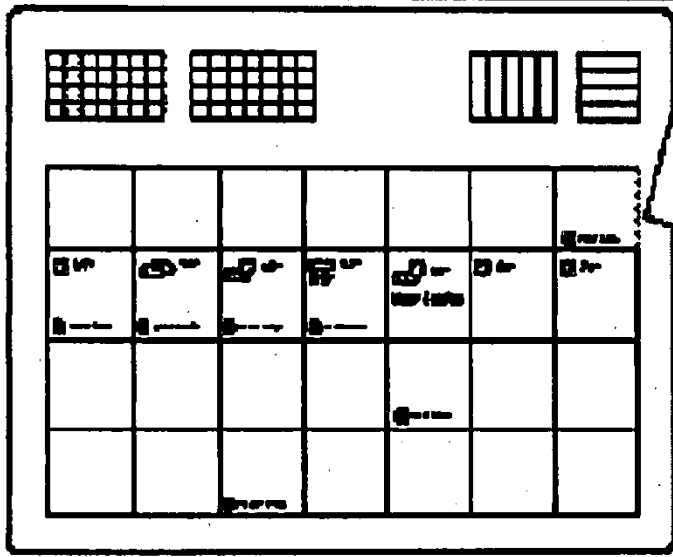
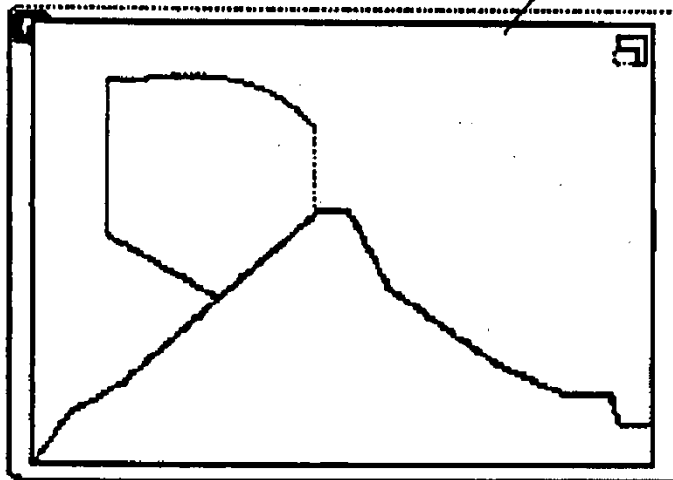












look @ the  
dubshow

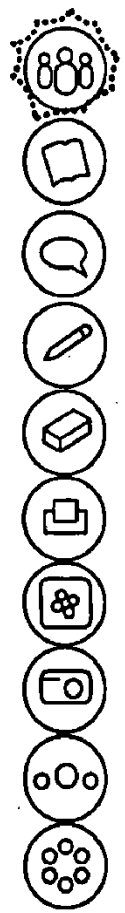
...  
for lunch  
3596

hi they...

810

820

822



April 2006

S	M	T	W	T	F	S
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	01	02	03	04	05	06



1. Create to everyone  
"Hi."

write up - touch screen  
proximity  
boot up

create [automatically]  
write - write + square  
write + square - note  
icon selection - note



share create print

PhotoStart

TV radio music

Media Center

Start



January 2006

01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



1. Create to everything  
v.l.

with up-touch screen  
problem of  
back up

create [automatically]  
with  
with a square  
your selection







Before I begin...



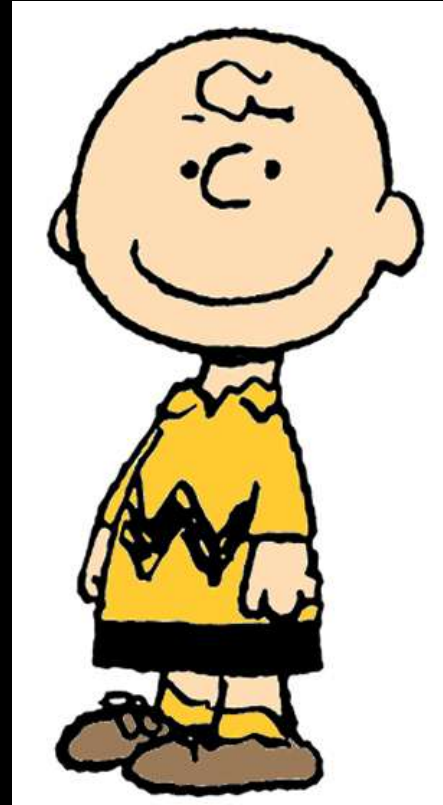




TAYLOR.MCBIRDE

(cc)Taylor.McBirde





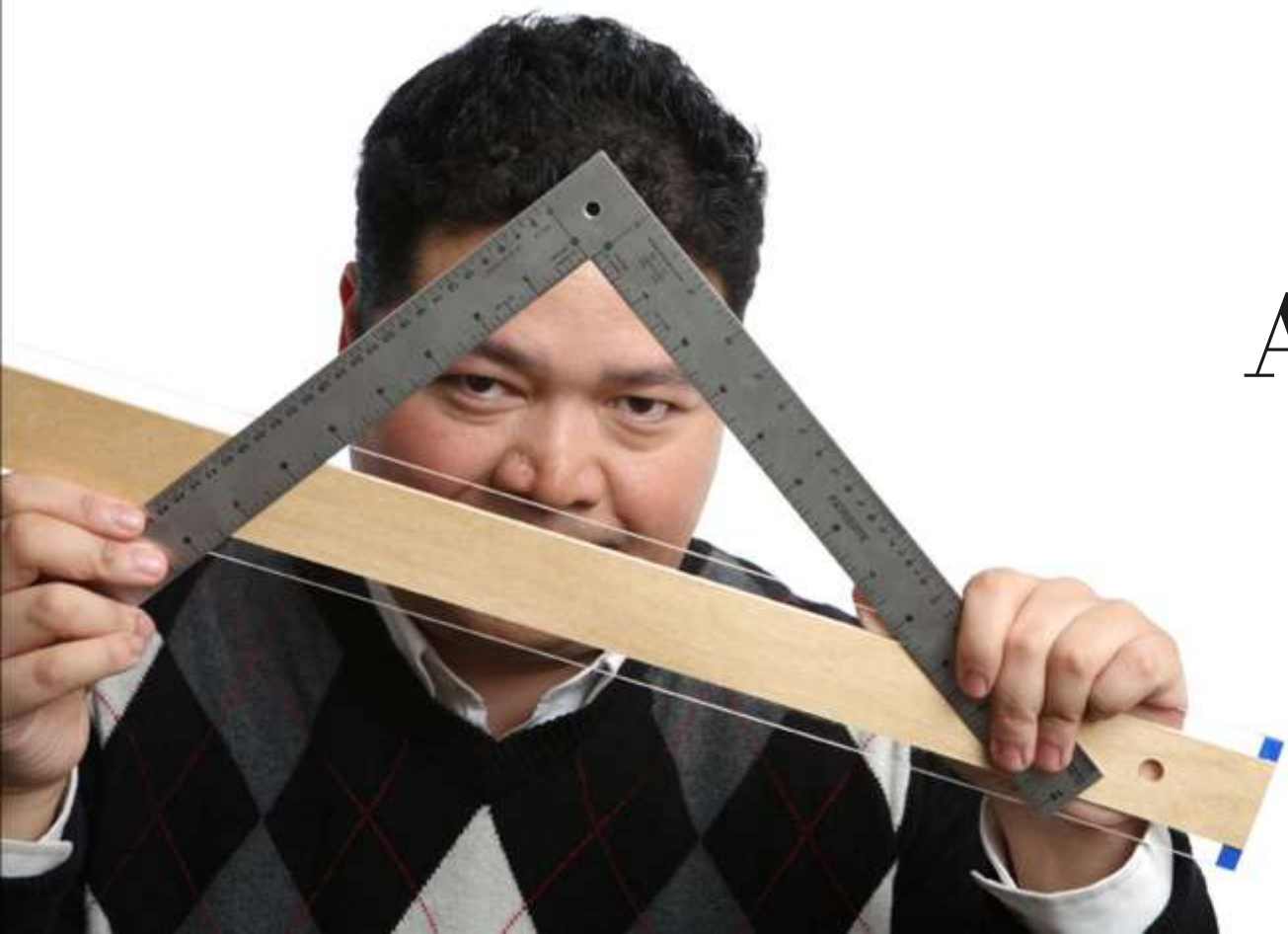
*Celebration of the Day*



*Slovenian 'rain dance'*



(cc) Andy Miah



*August*



3

10

17

24

1

8

2

9

16

23

30

1

8

15

22

29

6

7

14

21

8

6

7

Andreas  
Anders

Gudrun  
Buno

Andreas  
Anders



10

17

24

30



19???





## August de los Reyes

Wall Info Photos +

Share: Status Question Photo Link Video

Options

View Photos of Me (87)

View Videos of Me (1)

Edit My Profile

Write something about yourself.

## Information

Networks:

Harvard Alum

MIT Alum

Bennington Alum

Washington Faculty

Artefact

## Friends

1,111 friends

See All

Hanane  
LahnaouiGregory  
SchultzDaniel  
MakoskiRobert  
Girling

Kent Foster

Lori Helms  
GeoffroyTjeerd  
HoekDrew  
BregelWilliam  
VongAdnan  
IftexharAryn  
ChapmanFernd van  
Engelen**August de los Reyes** RT @H\_FJ "Futura, the play." I don't know what to make of this. <http://j.mp/dlv15X>**The National Asian American Theatre Company (NAATCO) - New York, NY**

j.mp

The National Asian American Theatre Company (NAATCO) was founded in 1989 by Richard Eng and Mia Katigbak to promote and support Asian American actors, directors, designers, and technicians through the performance of European and American classical and contemporary works.

9 minutes ago · Comment · Like · Share

**Briand Sanderson** Are you in Ljubljana? Awesome! Beautiful city!

36 minutes ago · Comment · Like · See Friendship

**August de los Reyes** Yeah, I'm excited to be here! It's been pretty awesome so far.

22 minutes ago · Like

**Briand Sanderson** How long are you going to be there?

14 minutes ago · Like

**August de los Reyes** till Saturday. im here for the industrial design biennale :)

13 minutes ago · Like

Write a comment...

**August de los Reyes** I saw this on Kanal A this morning.**Chorchyp - Za Vse [Official Release]**[www.youtube.com](http://www.youtube.com)

Chorchyp's NEW SONG ;D (Official Video) Click the Yellow Bottom :) For download link ask me ^^ I DO NOT OWN THIS SONG!!! 1000 Views [X] 3000 Views [X] 5000 Views 7000 Views 10000 Views

53 minutes ago · Comment · Like · Share

RECENT ACTIVITY

Create an Ad

**Prenosniki za kreativce**

protectech.si



Več kot 100 mega dizajnerskih preoblekc za katerokoli dimenzijo prenosnika! Izberi svojo.

**Analiza telesne sestave**

fitman.si



Prijava se na brezplačni pregled ter opravi analizo telesne sestave. Ekskluzivno v MARIBORU!

**Gucci sončna očala** - 55%

fashiondays.si



Modne znamke po ugodnih cenah Calvin Klein, Ralph Lauren, GAP, Abercrombie and Fitch, Victoria's Secret, Cerruti - Fashion Days

Recepti za...



@augustdlr



august@post.harvard.edu



august

# *Quarter-Life Crisis*



EMPLOYEE

**AUGUST  
DE LOS REYES**



**Microsoft**



**HARVARD**  
UNIVERSITY

**STUDENT**

AUGUST V DE LOS REYES

VALID  
THRU ▶ 03/31/08



GSD











*Arts, Philosophy, and Social Sciences*

# A Turning Point





# River/Fleuve





River/Fleuve

Stream/Rivière













(cc) philmeiver







(cc)Cogdogblog/Alan Levine



(cc)jaymiek

It is the differences that are the same.



- Cognitive Psychology
- Structural Linguistics
- Political Economics

- Cognitive Psychology
- Structural Linguistics
- Political Economics
- Software Development





It is the differences that are the same.



CLI

STATIC

DISCONNECTED

HIGH-LOW

DIRECTED

RECALL



GUI

RESPONSIVE

INDIRECT

DOUBLE MEDIUM

EXPLORATORY

RECOGNITION



NUI

EVOCATIVE

UNMEDIATED

FAST FEW

CONTEXTUAL

INTUITION



?

FLUID

EXTENSIVE

CONSTANT ZERO

ANTICIPATORY

SYNTHESIS



NOT OUTCOMES, BUT INGREDIENTS



- Semantic
- Syntactic
- Pragmatic

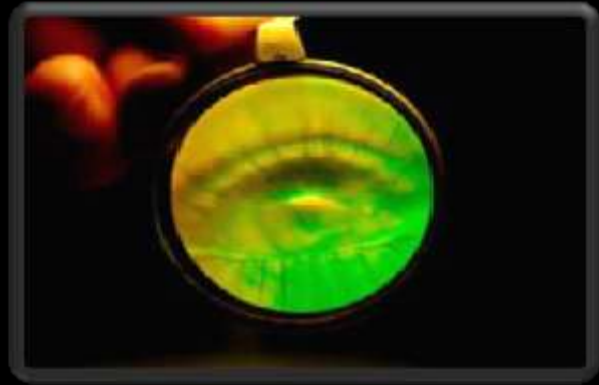
# Semantics

# DUALISMS



DUALISMS

# Body and Soul



# Culture and Nature



# Subject and Object



A close-up photograph of a person's hands working on a wooden project in a workshop. The person is wearing a light-colored, long-sleeved shirt and a tan apron. They are focused on a piece of wood on a workbench. The workbench is cluttered with various wooden pieces, including a small wooden box, a piece of wood with a hole, and a small wooden block. The background is dark, suggesting a workshop environment. The text "Work and Play" is overlaid in the center of the image in a white, serif font.

# Work and Play





Dog Daycare Owner

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CAREER.



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<http://www.neticons.net/prickles/>

dialectic

Designer and Developer

# JOE MILAN

crazyjoe@gnail.com | www.keraju.com/joe



**Designer**  
i am an artist.



**Developer**  
i am not a developer.



**Designoper**  
i am a designoper.

HTML CSS JavaScript

ASP / J CR

RAML Designer

Pancho Longboard Company

Joe Milan Consulting

Senigo

2001

2004

2006

2007

PRESENT

Azusa Pacific  
Career Services

Hood Graphics

Nastech

Microsoft SQL Server

User Experience Design **UX**

**T**  
Typography  
& Print Design

**S**  
Storyboarding

**U**  
Personas &  
User Research  
(Microsoft)

**F**  
Fine Arts  
Oil  
Painting

**V**  
Visual  
Design



**C**  
Complex  
Animations

**W**  
Web Dev  
Skills

**C**  
Content  
Delivery  
Constructs

**I**  
Interactive  
Prototyping

**N**  
New  
Concepts

**f(x)**  
Code  
Checks

**P**  
Projects  
of Note

Pancho Longboard Co. product design  
Cap Stone roll-up design / user  
interface / American site design / site  
Case Study Website site design / site  
University Career site web design / design / site  
website identity  
Nastech digital signage and software / design / site  
University Website  
IBM Identity by design / site / site  
Project Fusion UX / site  
Magazine design / site  
Project Design site  
Site Fusion UX website design  
West Market site  
C&S Design site website design UX  
Amazon Website identity design / site  
Graphic Print identity  
Mitsubishi Museum photo user design  
High Density Website / site  
PowerPoint Gallery design / site  
Project Website UX / site  
UX Design Project Data Visualization design

# JOE MILAN

crazyjoemilan@gmail.com | www.senigu.com/joe



**Designer**

i am an artist.



**Developer**

i am not a developer



**Designoper**

i am a designoper



HTML

CSS

JavaScript

AS2 / 3

C#

XAML

Silverlight

Pancho Longboard Company

Joe Milan Consulting

Senigu

2001

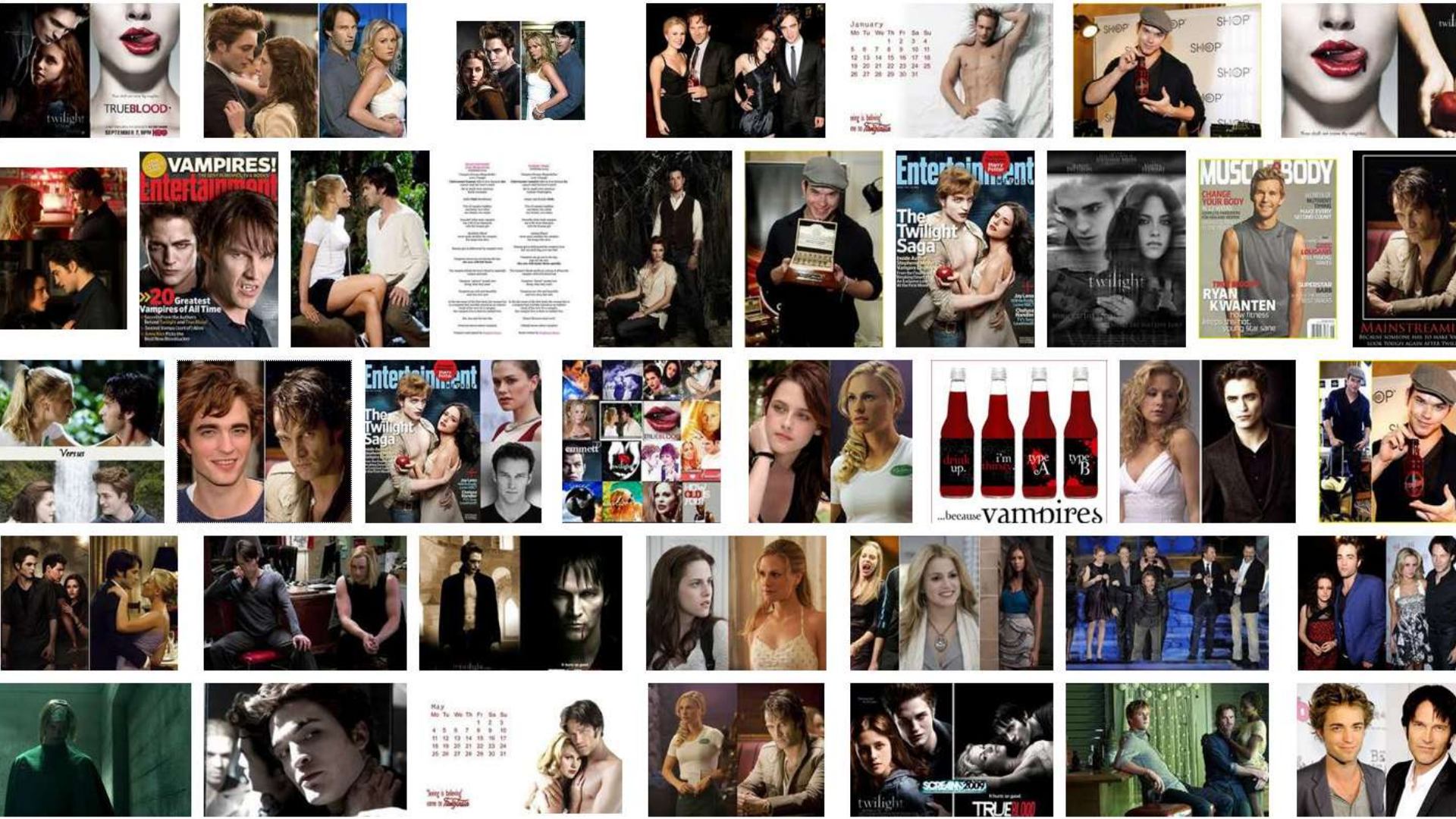
2004

2006

2007

PRESENT





January

Mo	Tu	We	Th	Fr	Sa	Su
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Buy a bottle of True Blood on the 20th

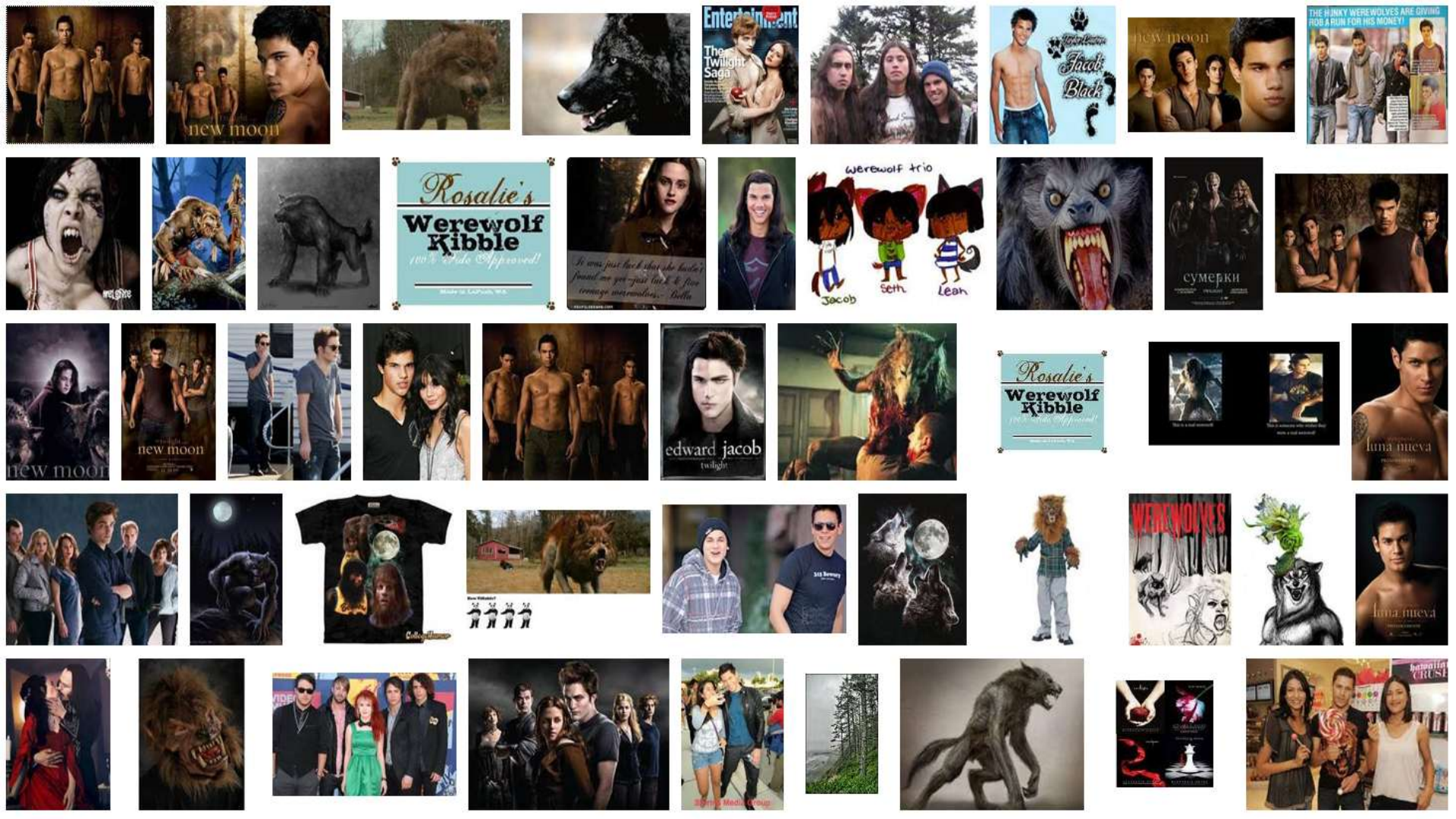


20 Greatest Vampires of All Time

1. Dracula  
2. Count Dracula  
3. Lestat  
4. The Creature  
5. The Wolfman  
6. The Vampire  
7. The Vampire  
8. The Vampire  
9. The Vampire  
10. The Vampire  
11. The Vampire  
12. The Vampire  
13. The Vampire  
14. The Vampire  
15. The Vampire  
16. The Vampire  
17. The Vampire  
18. The Vampire  
19. The Vampire  
20. The Vampire





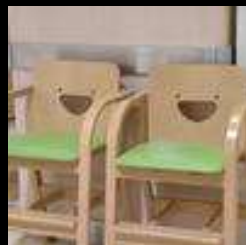


# The Center and The Other

Syntactics











Learnability > Discoverability

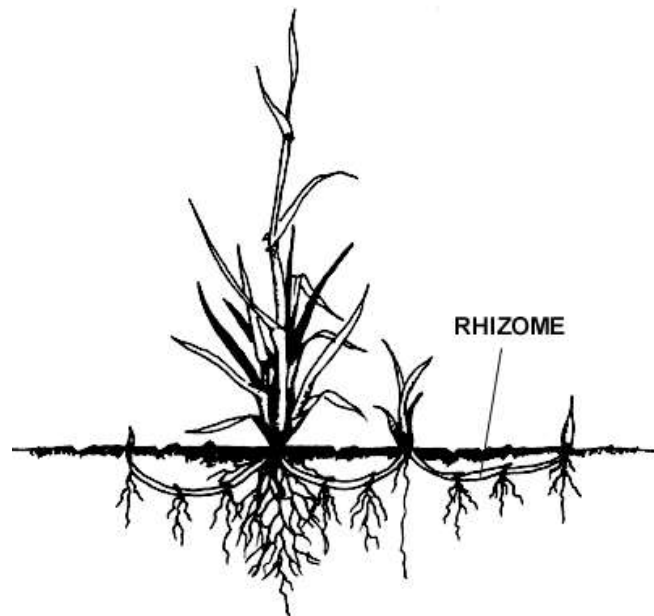
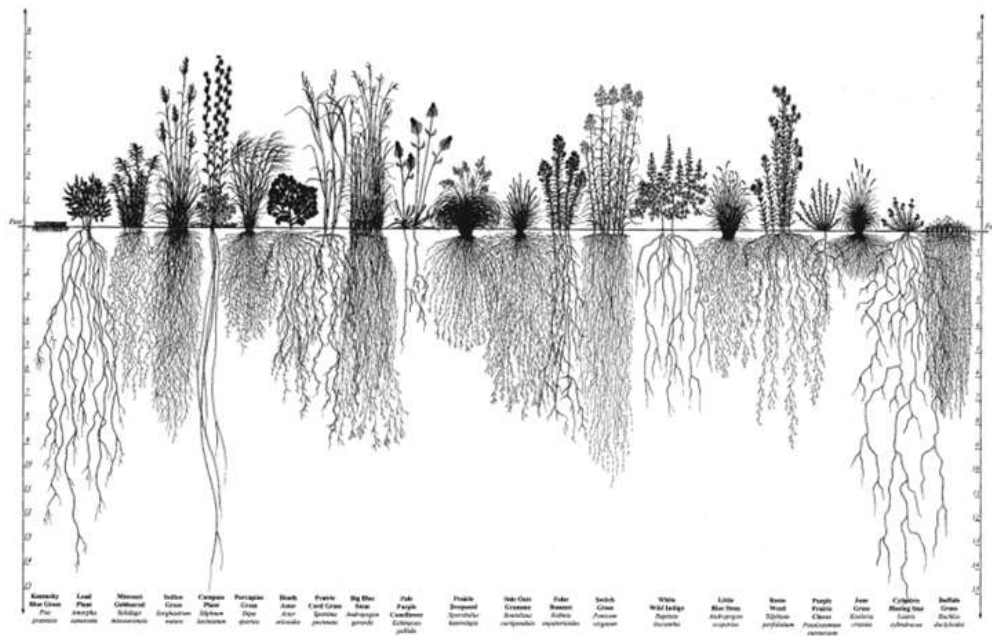


# Pragmatics

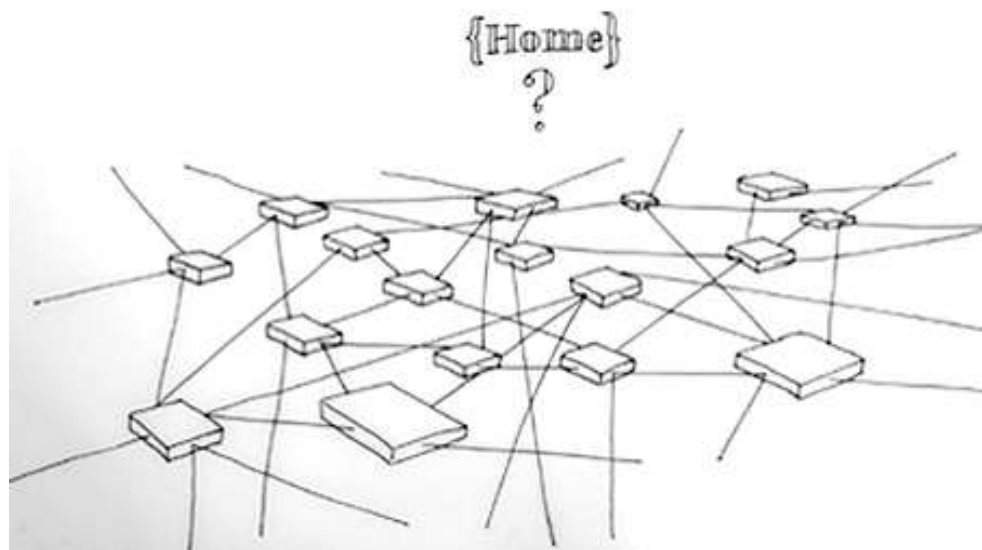
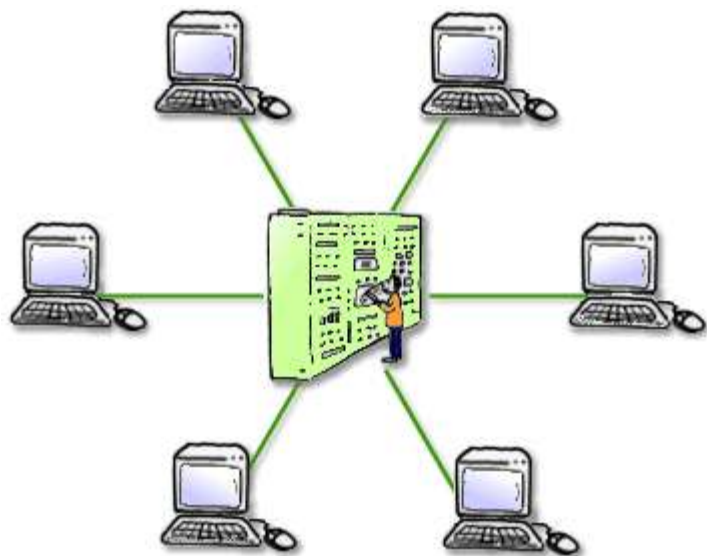


horizontality vs verticality

Rhizome









arborescence





Sothink Tree Menu - [Basic]\*

File Edit View Template Preview Advanced Help

Templates Publish

Tree

- DHTML software
  - Sothink DHTMLMenu
  - Sothink Tree Menu
- Flash software
  - Sothink Swf Quicker
  - Sothink Glance
  - Sothink Swf Decompiler
  - Sothink Flashvideo Encoder
- Web Authoring Tool
  - Sothink HTML Editor
- Communication Tool
  - InstantIMessenger
- Java Applet
  - Sothink SlidingMenu
  - Sothink Coolmenu
  - Sothink Coolbutton
  - Sothink Coolbart
  - Java Decompiler
- Template Services
  - Premade Templates
  - Customization
- Purchase
  - Order in US Dollars
  - Order in Euros
  - Order Help
- Support
  - Products Support
  - Forum
  - E-mail us
  - Contact us
  - Leave a comment
- Community
  - News
  - Link to us
  - About us
- Other
  - News
  - Link to us
  - About us

Home

- Products
  - DHTML software
  - Flash software
  - Web Authoring Tool
  - Communication Tool
  - Java Applet
- Template Services
- Purchase
  - Order in US Dollars
  - Order in Euros
  - Order Help
- Support
  - Products Support
  - Forum
  - E-mail us
  - Contact us
  - Leave a comment
- Community
- Other
  - News

Node Settings

- General
- Font
- Icon
- Background
- Condition

Global Settings

- General
  - Background
  - Border
  - Button
  - Cursor
  - Web Path

Global Settings - General

Name:  Align:    Indent:

Width:  Height:

Use row background  Show lines

Expand the top level's nodes always  Show buttons

Click text to expand or collapse subtree  Show the top level button

12/11



# Ingredients

- Semantics
- Syntactics
- Pragmatics

# Ingredients

- Plurality of Meaning
- Syntactics
- Pragmatics

# Ingredients

- Plurality of Meaning
- Innate Aesthetic Qualities
- Pragmatics

# Ingredients

- Plurality of Meaning
- Innate Aesthetic Qualities
- Juxtaposition of Concepts

# Aspects of Poetry

- Plurality of Meaning
- Innate Aesthetic Qualities
- Juxtaposition of Concepts

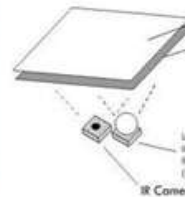
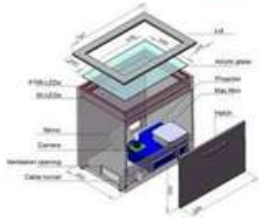
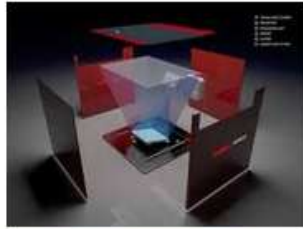
# A Poetic Age



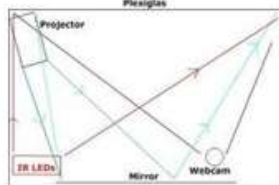
# The Center and The Other







### DI SET UP





**HVALA! THANK YOU!**