Beauty & Utility

Ramana Rao, CTO, Inxight Software
The seed ...

Concepts w/o Percepts are Blind
Percepts w/o Concepts are Empty

-- Kant
Rebinding the Proposition ...
## The Frame …

<table>
<thead>
<tr>
<th>Beauty - Utility</th>
<th>Utility - Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Blind</strong></td>
<td><strong>Empty</strong></td>
</tr>
<tr>
<td>not usable</td>
<td>Not useful</td>
</tr>
<tr>
<td>not desirable</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beauty - Utility</th>
<th>Utility - Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Necessity of Utility</strong></td>
<td><strong>Utility of Beauty</strong></td>
</tr>
<tr>
<td>Gehry &amp; Chiluly</td>
<td>Ecology Chapter</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beauty - Utility</th>
<th>Utility - Beauty</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beauty of Utility</strong></td>
<td><strong>Necessity of Beauty</strong></td>
</tr>
<tr>
<td>Wide Widgets</td>
<td>Trashing Jakob</td>
</tr>
</tbody>
</table>
Chiluly – Baskets

The Baskets turned out to be one of the best ideas I have ever had. I had seen some beautiful Indian baskets ... and was struck by the grace of their slumped, sagging forms. I wanted to capture this in glass. The breakthrough for me was recognizing that heat and gravity were the tools to be used to make these forms.

--- Chihuly
Steve Wynn wanted me to make a “spectacular” piece in the lobby of the Bellagio that would rival the aquarium at the Mirage, and generate more interest. Back in Seattle, we built the entire seventy-by-thirty-foot ceiling, full-scale, at my studio. The commission, as contracted, called for a whole new armature type and about a thousand new “flowers.” … Finally FIORE DI COMO was installed with over two thousand handblown glass elements. It’s the glory of Las Vegas.
The fish form first appeared in Gehry's unrealized design for the Smith Residence in 1981, and it continues to be a recurring motif in his work. Initially a gently mocking response to the postmodern penchant for adapting classical forms, its continued presence is a symbolic allusion to childhood memories and a testament to the functional appeal of the form's structural flexibility.

– Guggenheim Museum
The challenge posed in domesticating the design is carried out on the interior, which departs from the rugged quality of the exterior rather than straightforwardly echoing it. Here, the design calls for an extensive use of fabrics and other warm materials in an effort to create a cocoonlike shelter with spectacular views of the surrounding mountains.

– Guggenheim Museum
**Wide Widgets**

Seeing before you go …

New intensely-visual UI components that leverages human spatial-perceptual abilities to increase the bandwidth & quality of interaction.

- **Star Tree (formerly Hyperbolic Tree)**
  - navigation of large hierarchies including web site maps, org charts, geographic territories, part assemblies, network diagrams, knowledge taxonomies, document collections

- **Table Lens**
  - exploration of large “cases-by-variables” data tables including molecular compounds, mutual fund performance, clinical trial patient readings, sports statistics, product information ...
DEMO
These are the technologies for the attachment of leads to dies along with protective packaging of dies.

Electronic Manufacturing Services

Search: [ ] [ ] Go Clear Center Start Back

Status: [ ] [ ]
Visual ClickStreams
Click and drag on pages to see other paths taken.

2. Customize a WebPC blast desktop computer with a 14" Flat Panel Monitor and an HP Deskjet.

http://www.dell.com/
http://www.dell.com/

Eventual results for testers who followed this path
- Number Successful: 175
- Number of Failures: 20
- Number of Give-ups: 5
- Number of Tests: 200
Trashing Jakob

WWJD?

What would Jakob do?