

2020

Bell Tower

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YOU CAN TOUCH!

PULL THE TOP AND RING THE BELL!

Physical movement, visible movement, Gestalt Theory, and scale. These are all variables that came together to create this project, created by our group made up of 4 Interior Design students. Our goal when creating this design was to encapsulate the beauty of unique design with familiar and realistic traits, while embracing and celebrating the tenants of Gestalt Theory, while integrating movement (action) into the piece.

Gestalt Theory is applicable to most designs, and with a good eye can be found in architecture, interior design, paintings and art, sculptures, and so many other designs crafted by design professionals. Knowing that Gestalt Theory is such an important and commonly used design theory, some people may ask what is Gestalt Theory? Gestalt Theory is a compilation of laws that change how the human brain is interacting with the design itself. The six laws are: Law of closure, law of similarity, law of symmetry, law of proximity, law of continuation, and law of figure-ground.

In our project, we decided to focus and corner in on the laws of symmetry and figure-ground. We felt that these laws best fit our idea and look we had desired for our project based on our mind-map created at the beginning. The law of symmetry is the idea that we are compelled to group items together to create a symmetrically balanced design. The fascia and body of the tower is all symmetrical but has diffused light inside the glass tower that are not placed symmetrically. Our mind automatically sees the tower as symmetrical and disperses the unfocused light throughout the lantern of the tower making it balanced to us. The law of figure-ground is the idea of perceiving an image that can be viewed in both a positive and negative way. We created this by coupling the bell inside the metal grate design built into the top of the tower. Looking through the slats shows the bell, but focusing on the outer part shows a metal grate design built into the metal.

A PROJECT BY: Jarod Sankar, Kathryn Crowder,
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