

# Squirrel\*

\* to move in an inquisitive and restless manner

## FROM THE HOD



**Gene Bawden**  
Head of Department, Design

Week five, and it seems we've all hit our stride. We've worked out the best lighting for Zoom vanity; positioned the laptop for the best wifi reception, and set up our home-studio-office, even if it is a balance of books, tressels and a reclaimed desktop. Where we work is important, especially now. Its become a central part of our daily lives – in fact a central part of the daily lives of millions of people around the globe. Swipe to page 10 to visit the impromptu work spaces of our friends in Suzhou; and to page 7 to read Alice Rawsthorn's critique of the home office. But as well as building a space to work we're keen for you to build enduring friendships; albeit over digital platforms. On that front we have a new challenge for you. Swipe to page 3 to see the details of our new project that asks you to work together—apart—to create a single submission for a forthcoming design exhibition. We look forward to seeing what you create—as colleagues and as friends.

**Right:** My workspace. Clutter-free minimalism isn't really a thing ... is it?





**Visual Acoustics** (2009) has been recommended this week by Spatial Design Program Director, Chris Cottrell. ‘Visual Acoustics’ is an excellent documentary about photographer, Julius Shulman. Shulman worked in L.A. and documented city life and significant works of architecture from the 1930s through to the early 2000s. Tap the image to connect to Kanopy.

The Kaufmann House 1947  
Image: Julius Shulman  
Architect: Richard Neutra  
**Tap here** to connect to the film’s website (and view the archive of Shulman images)



» **Watch the trailer**

Narrated by Dustin Hoffman, *Visual Acoustics — The Modernism Of Julius Shulman* celebrates the life and career of Julius Shulman, the world’s greatest architectural photographer, whose images brought modern architecture to the American mainstream. Shulman, who passed away in 2009, captured the work of nearly every modern and progressive architect since the 1930s including Frank Lloyd Wright, Richard Neutra, John Lautner and Frank Gehry. His images epitomized the singular beauty of Southern California’s modernist movement

and brought its iconic structures to the attention of the general public. This unique film is both a testament to the evolution of modern architecture and a joyful portrait of the magnetic, whip-smart gentleman who chronicled it with his unforgettable images.

**Visual Acoustics has won numerous awards including the Mercedes-Benz Audience Award for Best Documentary at the Palm Springs International Film Festival.**



**Dirty Hands**

3D Artist/Animator:  
Alex Booth  
2D Bubble FX: Aza  
Song: La La La (Love You Like), Duce Williams  
<https://vimeo.com/399502904>

Swipe to the next page page for our collaborative hands challenge.



# SHOW OF HANDS

How many times have we heard “wash your hands”, and “don’t touch your face” since the Covid 19 crisis began?

Our hands that were once the centre of our sensory and emotional engagement have become the potential carriers of infection and a daily threat to our well-being. We can no longer reach out to touch or embrace, but that doesn’t mean we can’t re-imagine the connections we can make through our hands, albeit virtually.

Like “anxiety into action” we want you to respond visually to this challenge, but not just on your own. We want to encourage an online creative community, so we’re asking you to collaborate in an **“exquisite corpse”** type of image making. The exquisite corpse was made popular by the Surrealists in the early part of the twentieth century. The process required several artists to contribute to a single image, each one passing it to the next to make their contribution (see the example from the NGV, below right).

We would like you to do this too. Organise with your peers who you would like to swap with then begin the process. You can use any image of a hand: scan, trace, draw or photograph your own. Or find one on the internet and let your creative energy flow. Once your contribution is complete, scan it and digitally pass it on to your friend, who will then adapt or add to it, then pass it onto their friend, and so on. 3—5 passes will be plenty.

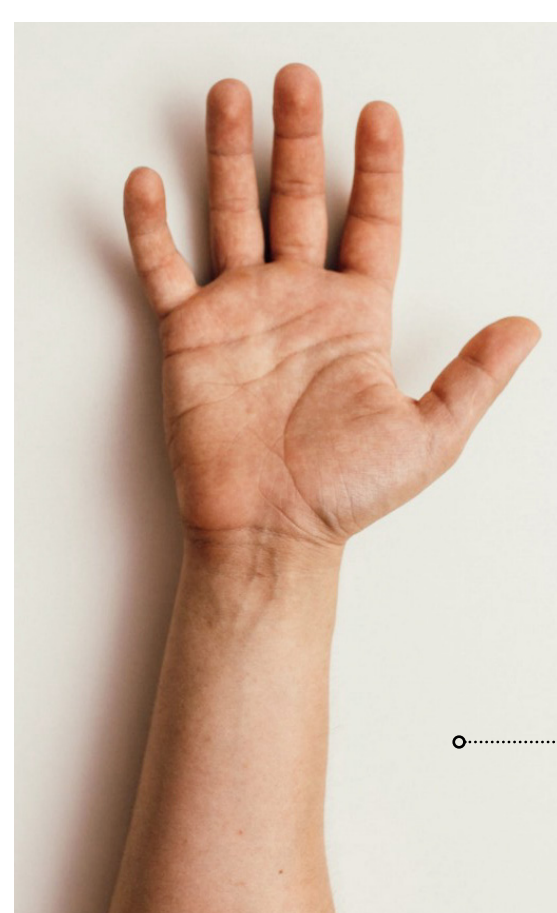
If you don’t have access to a scanner, check the review of smartphone scanners on ‘wirecutter’ [here](#). The hand images to the right were ‘scanned’ using **CamScanner** on an iPhone.

Once complete, we will collect the final images for a ‘Show of Hands’ — a digital exhibition of your collaborative works.

**What we need is a final digital submission: 300dpi, RGB .jpg, .pdf, or .mp4 and the list of collaborators who created the work. We will do the rest.**

**Email your final design to [gene.bawden@monash.edu](mailto:gene.bawden@monash.edu) by May 8 (or earlier)**

Prizes will be awarded to the most popular entries.



**Left and top:** An example of the process, in which new content has been added to the original image before being passed to the next designer. You can use any process you like: digital or analogue skills, collage, 3 dimensionality, motion or photography, but it must be a digital submission in the end.

**Above:** Exquisite corpse (*Cadavre exquisse*), 1938. André Breton, Yves Tanguy, Jannette Tanguy, and Jacqueline Lamba  
Image: National Gallery of Victoria

# THE OUTSIDE WORLD

This week we congratulate **Communication Design Associate Lecturer Dominic Hofstede** for his appointment as a partner with the internationally renowned 'Mucho'; a strategy, branding, packaging, and graphic design studio.

**Mucho** have offices in Barcelona, Paris, San Francisco, New York, and now, thanks to Dom, Melbourne. To see what Mucho do (and therefore what Dom does) [tap here](#) to go to their website.

As well as being a Monash Alumnus Dom is a significant figure in Australia's design networks, and a champion for the recognition of the history of graphic design in Australia. Together with Warren Taylor, Dom established **Re:collection**; a unique on-line archive of design work undertaken in Australia between 1960 and 1990. To peruse this beautifully designed site [tap here](#).

Most importantly, Dom represents the exceptional calibre of the associate teaching staff we have in Design at Monash – in all our degrees. We're incredibly proud to be able to boast that some of the best practitioners in the world work with us, and importantly, with you. You are getting a world class design education from world class designers.



## Mucho Australia Update

We are delighted to announce that Dominic Hofstede has joined Mucho as a partner. He will be leading Mucho Australia from his base in Melbourne. Dominic was previously Executive Creative Director at Maud, after running his own studio, Hofstede Design for many years. We're looking forward to Dominic continuing to work with our existing Australian clients and welcoming him to the Mucho community in person, once it's safe to be closer than six feet (two meters) again.



Above: Les Mason, Epicurean Magazine Exhibition catalogue cover design (<https://wearemucho.com/project/epicurean/>)

# FOLLOW

What magazines and media organisations are worth your time in a time-poor world? Even if its just for the covers, (especially the New Yorker) follow and be amazed at how smart the visual dialogue is that supports the writing.



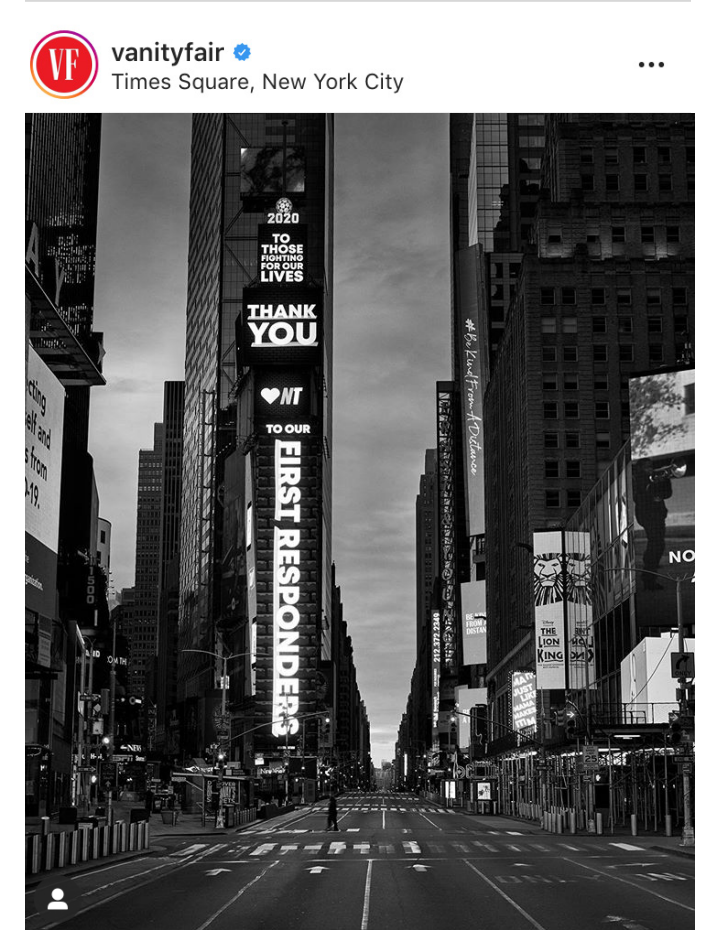
**The New Yorker**  
New York

» NY'er website



**The Guardian**  
London

» Guardian website



**Vanity Fair**  
New York

» VF website

# DRAW

**Drawing is an important part of any design process.** Sketching is visual thinking, and is often a designer's shorthand as they describe ideas, or work through their own generative process. Its so pleasing to see our first years conquering the Zoom life drawing classes with such confidence. First Year Design and Communication Media double degree student Sarah Godfrey proves that isolation doesn't mean deprivation when it comes to expressive drawings of the human form.



Zoom life drawing  
Images by  
Sarah Godfrey

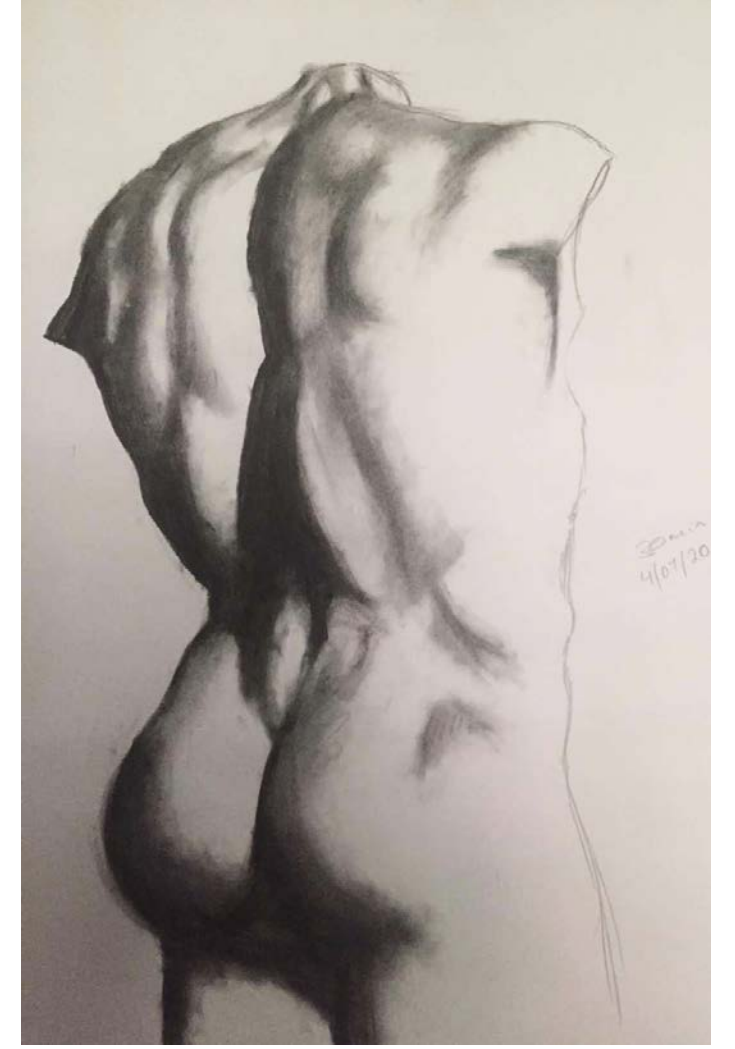
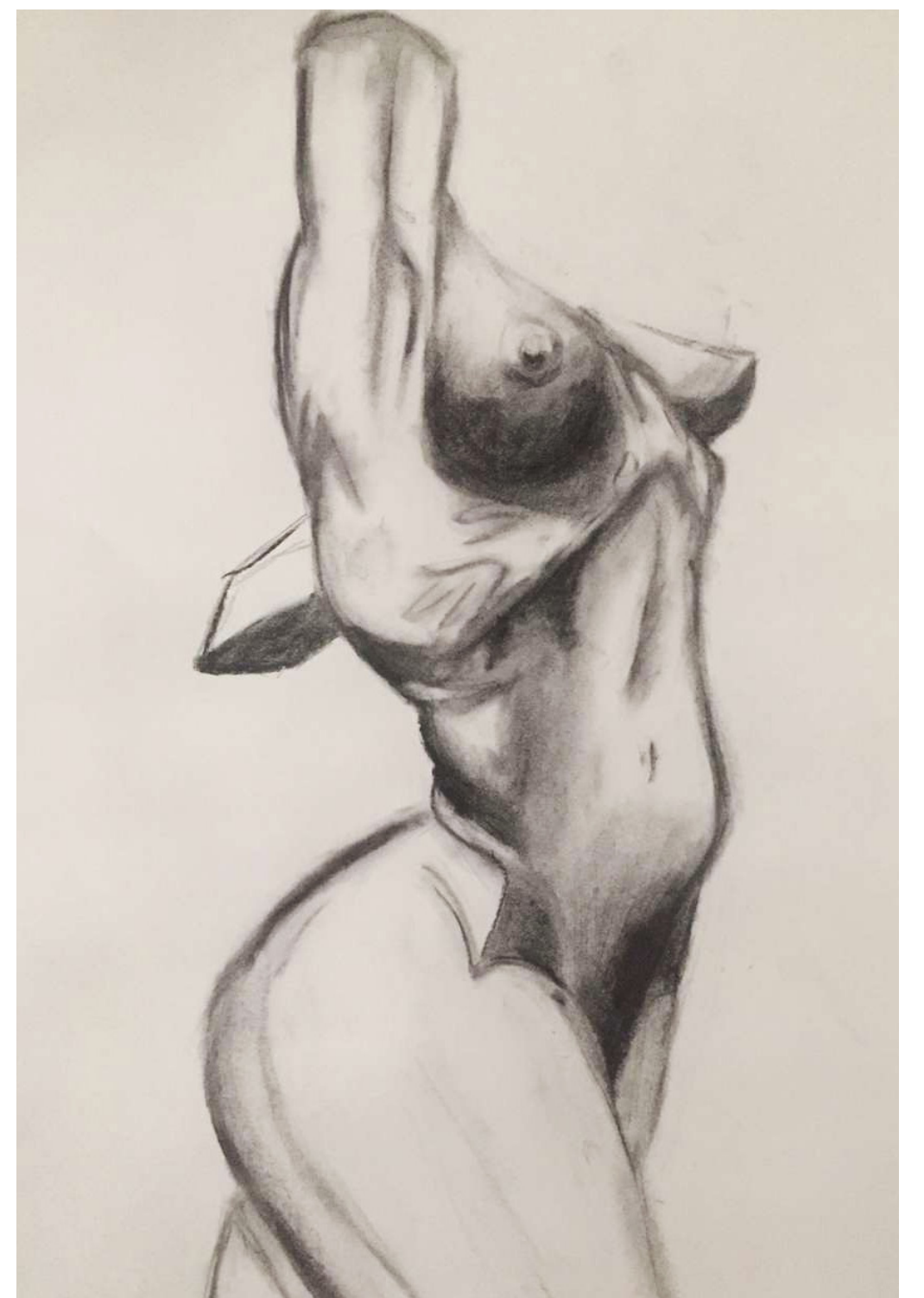


Image: Sarah Godfrey (Instagram)

Liam Grant (recent graduate from Communication Design) demonstrates his incredible connection to drawing in his 5 minute video, 'The Struggle'. Play it right through to the end to see the dramatic conclusion to his work. **Just tap the image.**



**Above:**  
'The Struggle' by Liam Grant.  
67 hours of drawing represented  
in a 5 minute stop motion film.

**Connect to Liam's entire  
website by tapping here.**

[www.youtube.com/watch?v=68ITMNXR\\_wM&feature=emb\\_logo](https://www.youtube.com/watch?v=68ITMNXR_wM&feature=emb_logo)



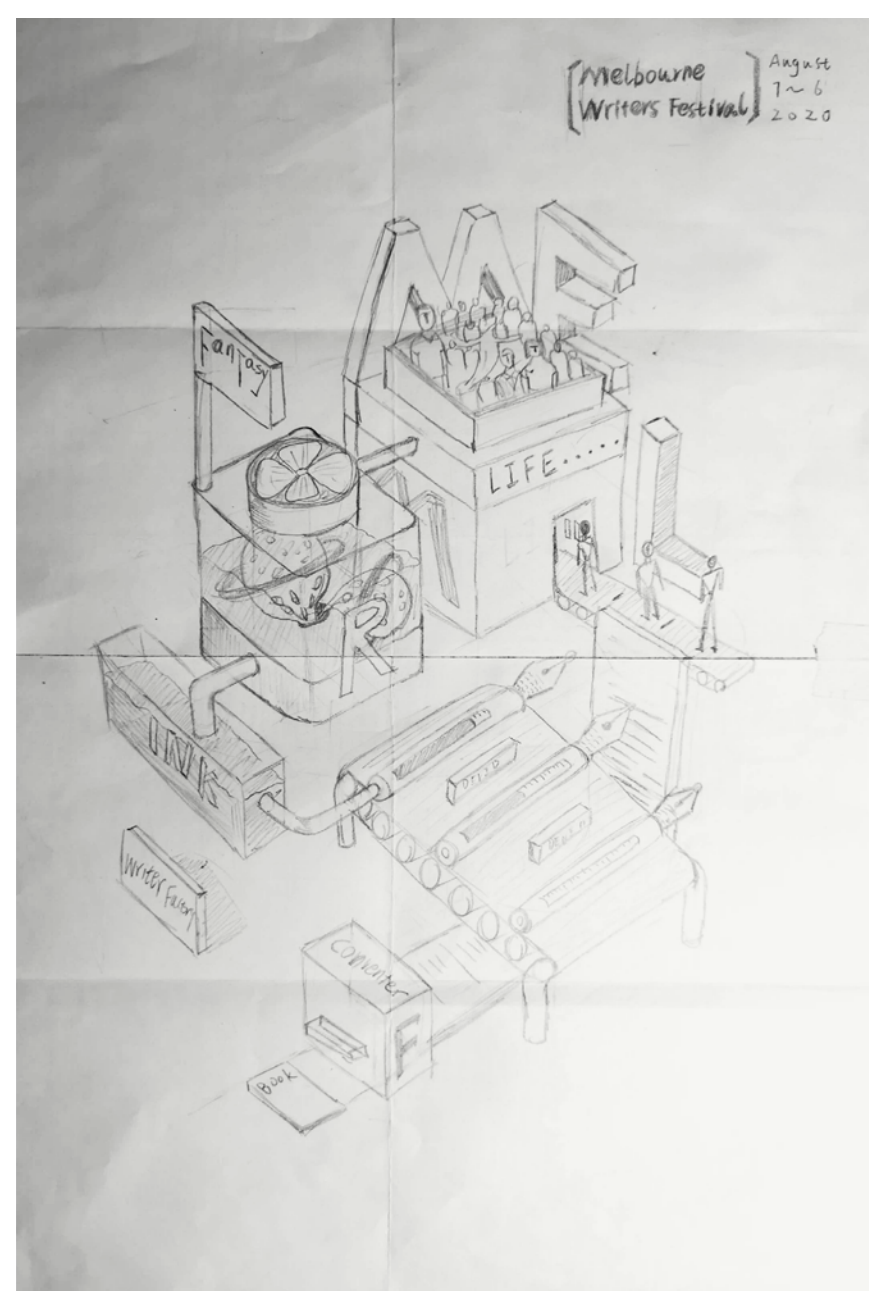
Monash Industrial Design Alumnus Dr Kanvar Nayer has recently released a series of Youtube videos especially created to assist industrial design students with their drawing skills. Tap on the icon of Kanvar to connect and subscribe to his channel.

<https://www.youtube.com/watch?v=f8vmkMT3-Tw>

# Melbourne 2020 Writers Festival



Communication Design  
Studio 3 (CDS2001)  
Unit coordinator: Ned Culic



While we're celebrating drawing in design, Peter Su shared his working drawings before moving on to the completed poster that folds to an A6 event program for the Melbourne Writers Festival 2020.

Lecturer: Ned Culic

DESIGN TALKS  
**LISTEN UP**



**Alice Rawsthorn** is an award-winning design critic and the author of critically acclaimed books on design, including 'Hello World: Where Design Meets Life' and, most recently, 'Design as an Attitude'. 'Hello World: Where Design Meets Life', is described by the curator Hans Ulrich Obrist as "panoramic in scope, passionately argued and highly addictive to read". Based in London, Alice was awarded an OBE for services to design and the arts. **Click on the left hand image** to connect to her recent talk with Vitra Design Museum director Mateo Kries. They discuss the reaction of the design community to the Corona crisis, the innovative potential of these times, the significance of working from home, digital communication, as well as gender stereotypes and diversity in design.

► Check out 'At Home at Work: Alice Rawsthorn on the Home Office' in Vitra magazine [here](#)

**ICON WITH IAN WONG**

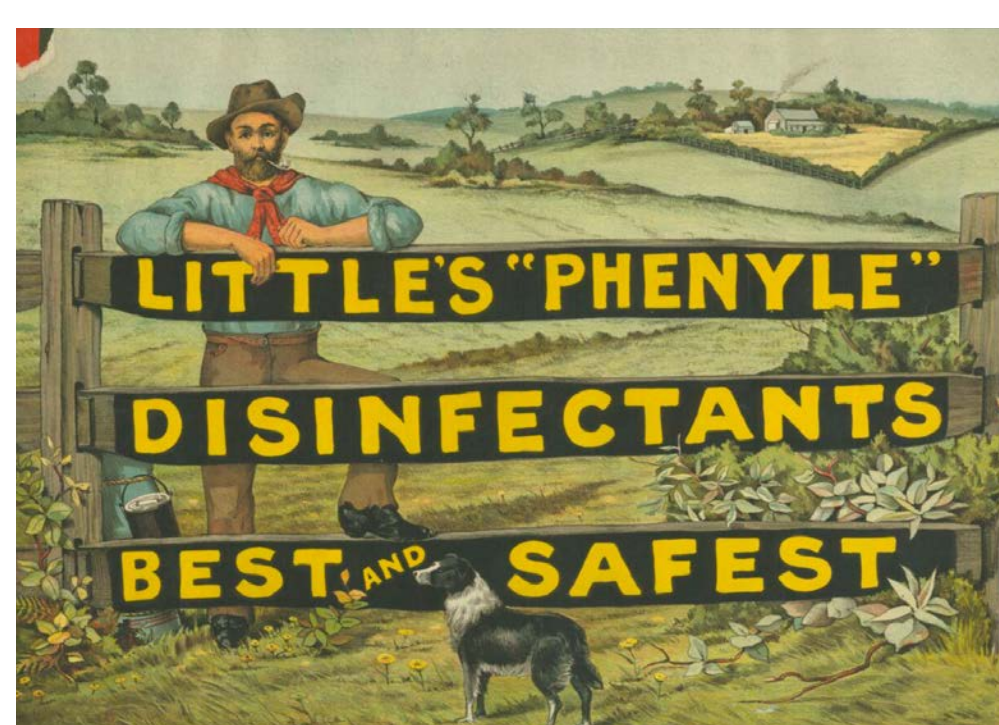
Follow Ian on Instagram @ispyid or tap the panel

Australia's design history is often overshadowed by international precedents; those iconic objects, images and spaces that come from the USA or Europe. Ian Wong (Suzhou Industrial Design) is dedicated to correcting this oversight, by collecting and celebrating Australia's design history. Each week we'll be mining his instagram archive (ispyid) for objects that demonstrate the diversity and strength of Australia's design history. This week we feature the **audio-tactile pedestrian detector (ATPD)**. Designed by David Wood from Nielsen Design Associates in 1985, the unit is a truly universal design made from cast aluminium with vandal-proof fixings, a large magnetic button that is easy to find and push, and the Braille arrow on the vibrating plate indicates the direction to cross.

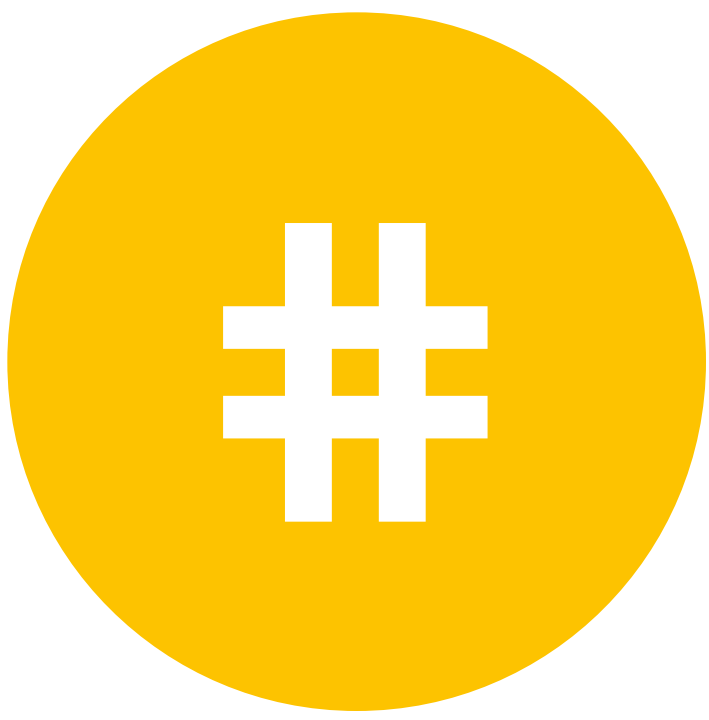


**From the (State) Library**

The State Library of Victoria (SLV) in Swanston Street is a landmark in Melbourne's civic history. Established in 1854 as the Melbourne Public Library, State Library Victoria is Australia's oldest public library and one of the first free public libraries in the world. They not only collect books and manuscripts but ephemera like the Harper's Mustard poster above. Just tap on the image to connect to the Advertising Ephemera collection, and see what other visual collections they have including political ephemera and theatre programs. They are also in the process of collecting today's ephemera related to Covid 19. Click on the archival disinfectant image to the right to connect to their request for content. Who knows, you may be able to provide material that in 50 years is being researched by the design historians of the future.



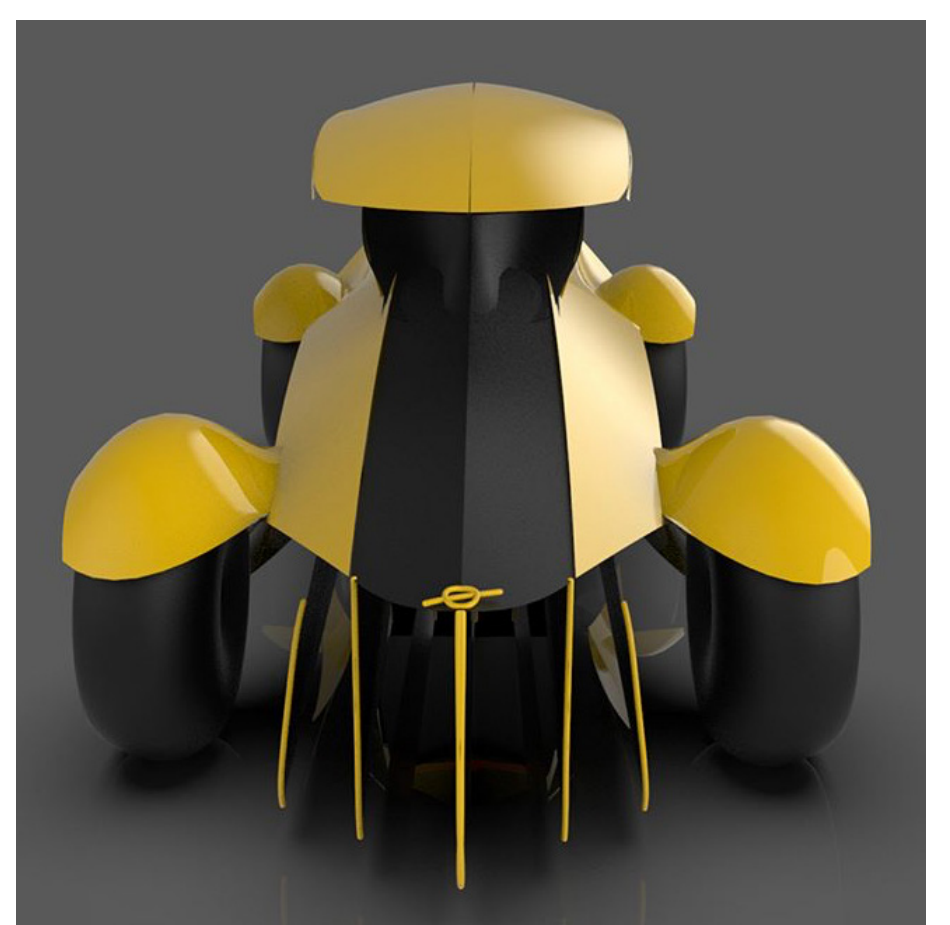
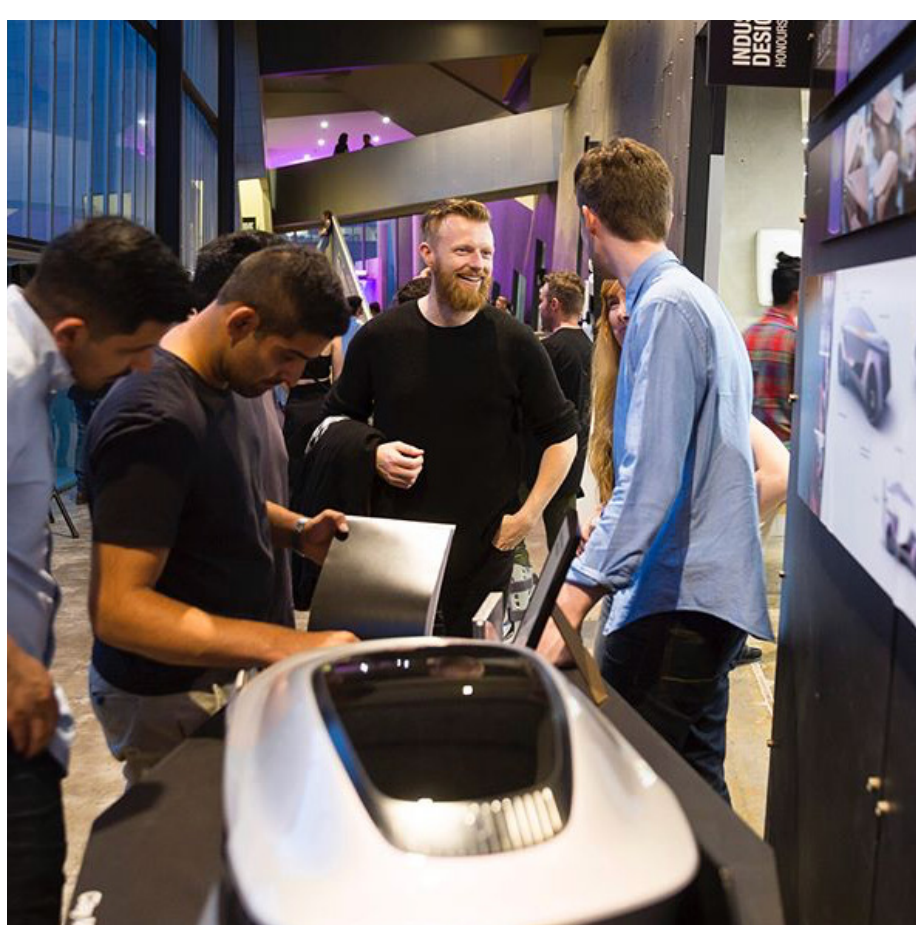
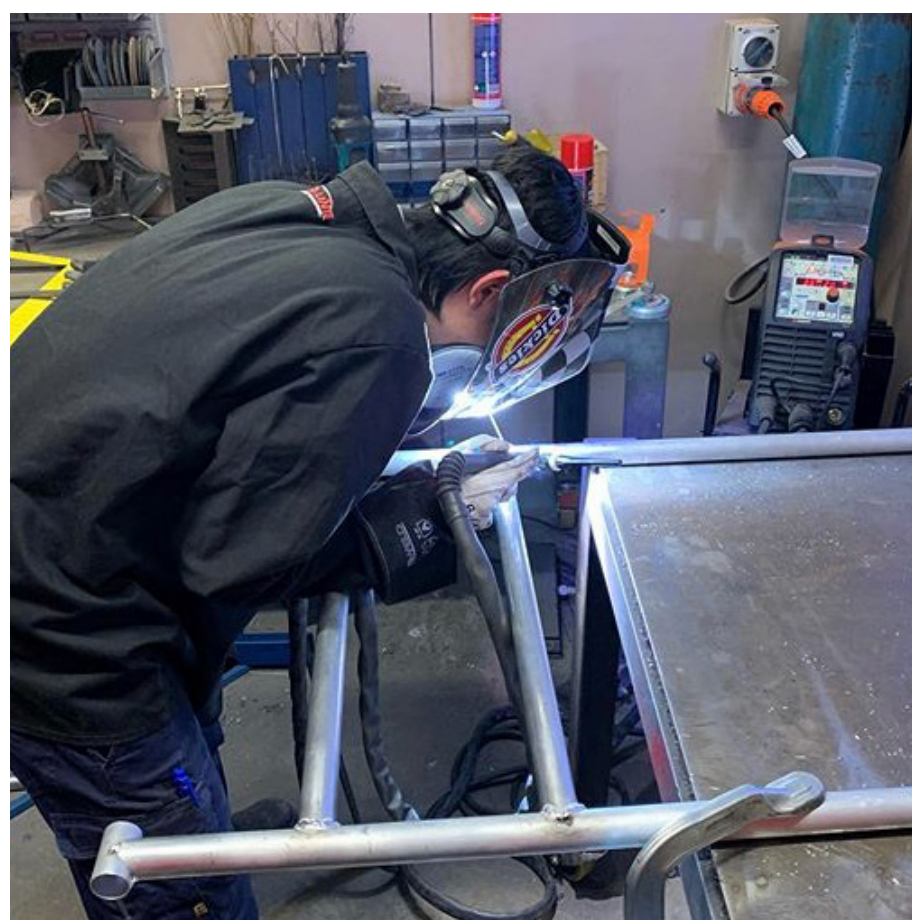
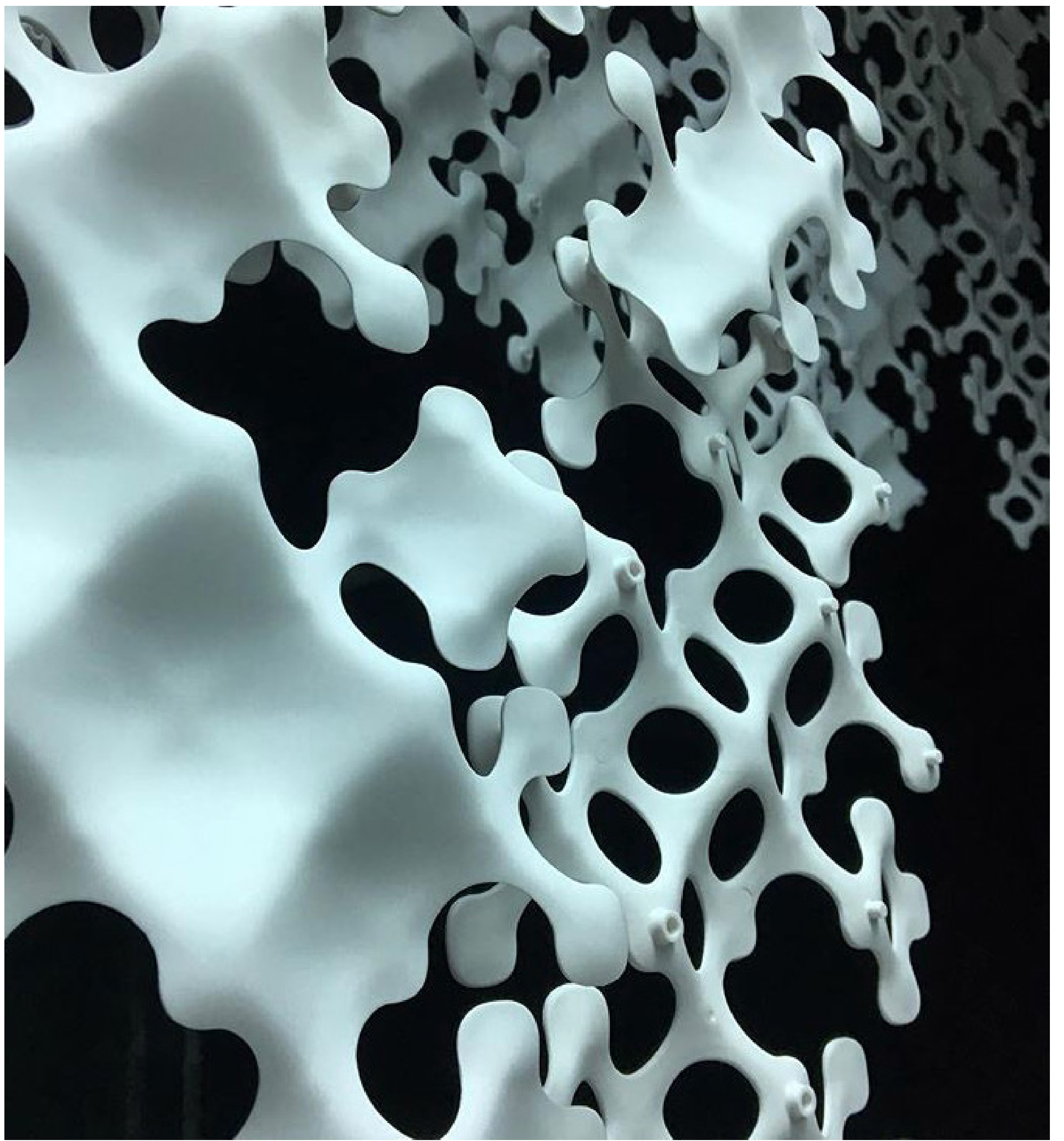
**Above:** Harper's Mustard Troedel & Co. Charles Troedel & Co., lithographer (ca. 1881—ca. 1890)  
**Left:** Little's Phenyle Disinfectants Best And Safest (ca. 1870—ca. 1879)



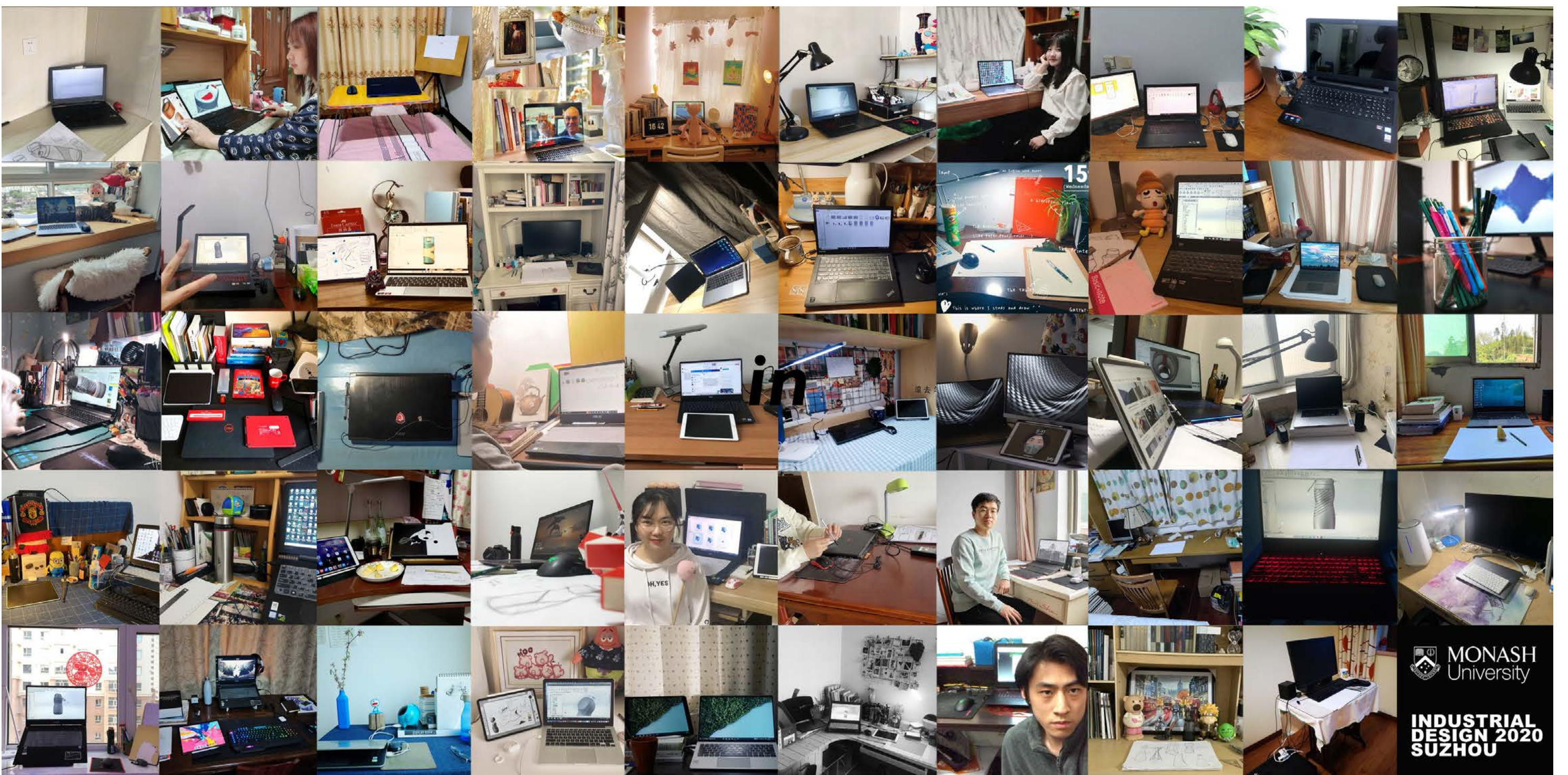
## #monashindustrial

### Follow your peers; follow the hashtags.

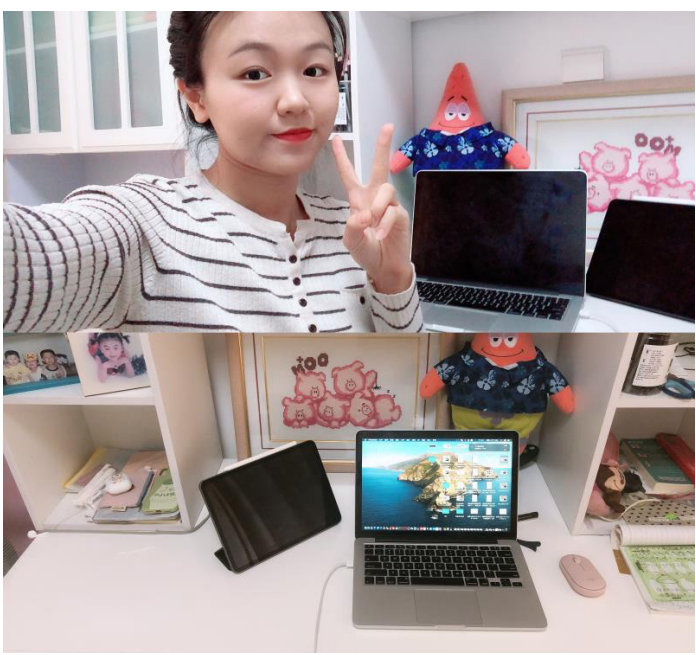
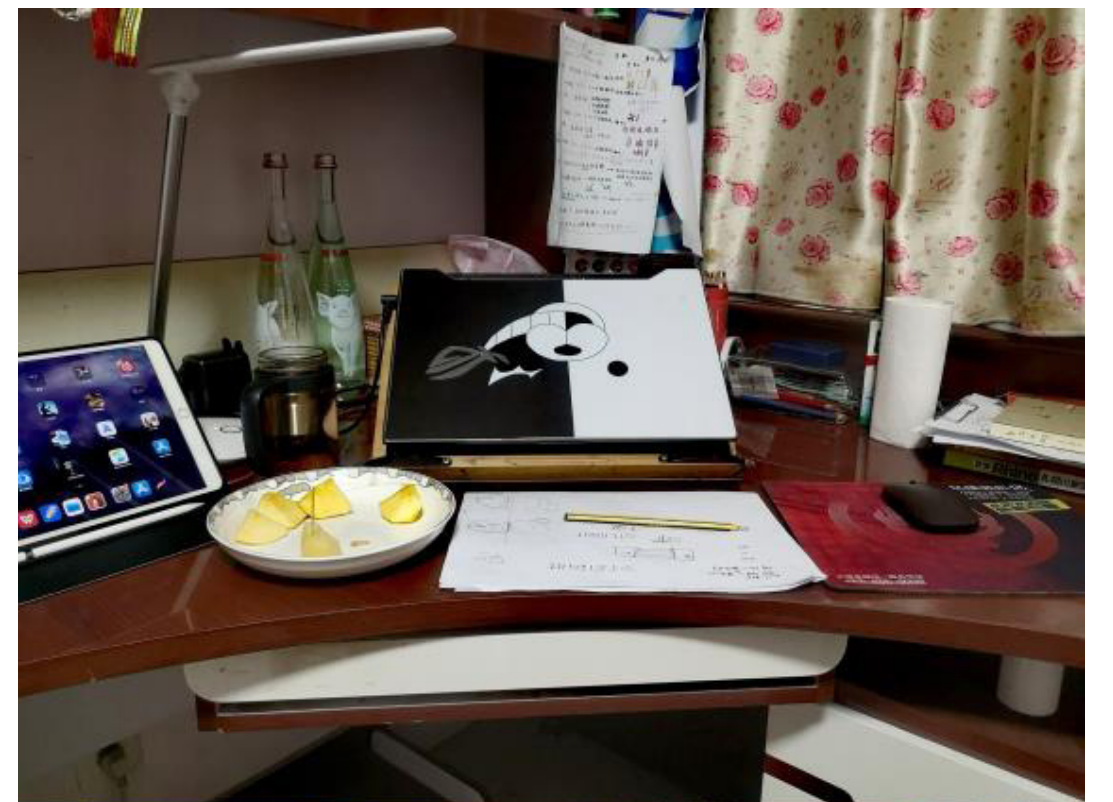
This week we've highlighted posts from Industrial Design. One of the longest running design programs at Monash, our Industrial Design graduates are working all over the world in every conceivable industry; from automotive and product design, to service and app development. For example, Alumnus **Merric French** designed the Veil modular partition system for Box Clever in San Francisco (seen in the main image – tap [here](#) to connect to Merric's website). The skills learned in Industrial Design are adaptive and transferable, from physical objects to digital products. And, as future-focused students they're investigating a diversity of contemporary challenges including virtual modelling and digital fabrication.







THE  
**VIEW  
FROM  
HERE**



**The view from here... is very similar to the view from there.** Students like you all over the world are coming to terms with a whole new way of learning design online. Here we see our Suzhou friends sharing with us their home studios. The top image shows the entire cohort, but very few of them are in Suzhou. Instead they are dispersed all over China, working from their home towns and cities and come together, like you, online. Below we can see the 2019 cohort working in the lab at Suzhou last year... a very different experience indeed. But, home looks kinda fun:)

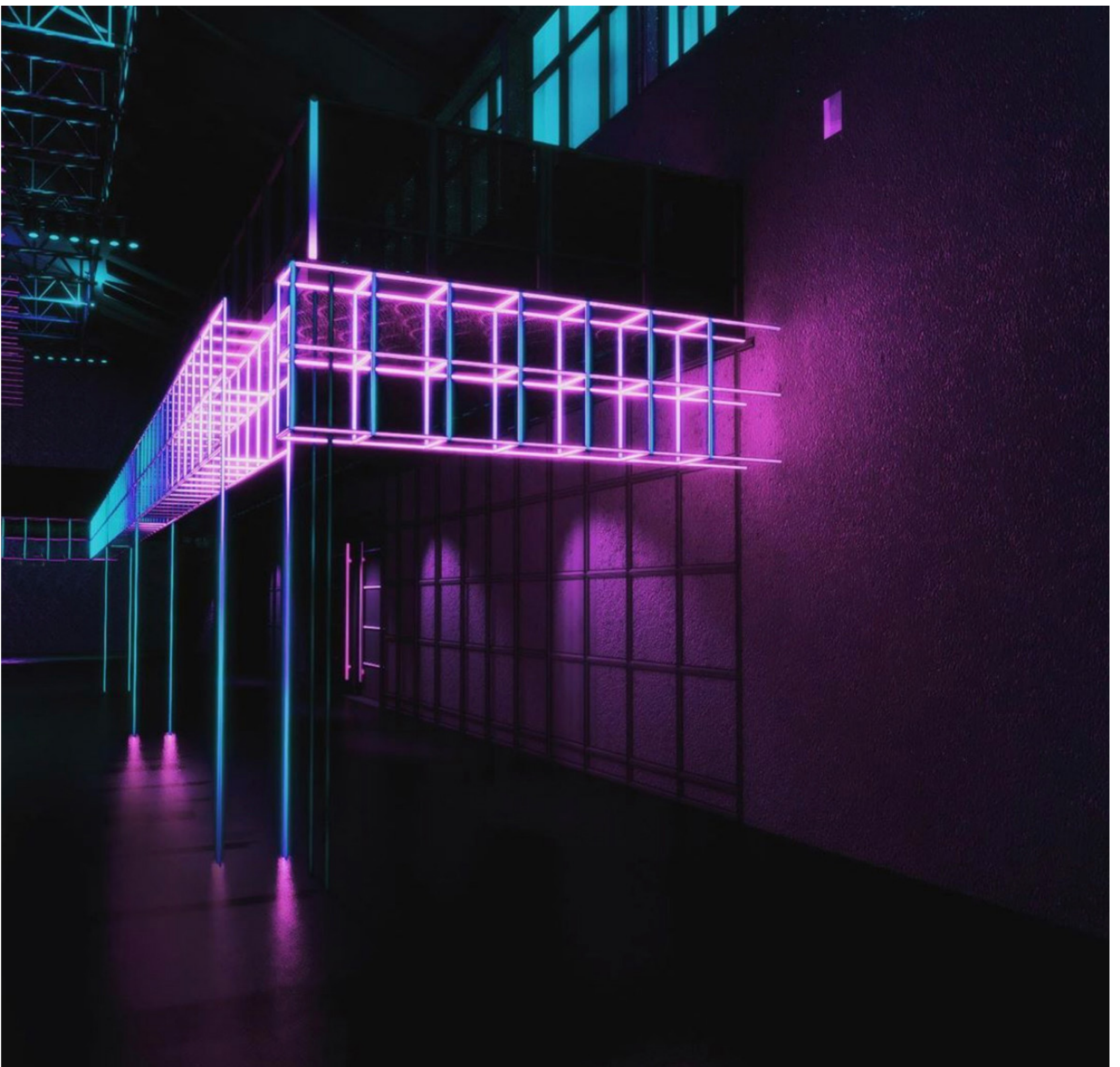




## SDN2509 Advanced technologies for spatial design 2

This unit will advance your skills and knowledge of specialised computer software and technologies relevant to spatial design practice. Projects will use a range of software such as Grasshopper and V-Ray and computer controlled manufacturing processes. Through a mix of skills-based instruction and a project-based approach, you will apply digital representation strategies and techniques to produce a small-scale design project.

**Tap here to connect to the handbook entry**



Top left: Maddy Anderson (Monash Masters of Fine Art); Above Grace Ming (Monash Interior Architecture)

## Open access to MADA technical Support

The MADA Technical Staff are available on Zoom for all of our workshops to talk through projects and give advice on materials and processes. They can help trouble shoot technical issues, give some technical feedback and let you know what services they can provide through the workshops at the moment.

▶ **Zoom Session times for Semester 1, 2020**  
Tuesday and Thursday  
11:10am—12:00pm and 2:10pm—3:00pm.  
(For all workshops)

If you're interested please sign into Zoom and copy and paste the meeting ID numbers (right) to join the "Open Access" workshops and studios.

### Zoom IDs

**Wood and Metal (WaM)**  
Zoom ID: 984 7671 6448

**Digital Fabrication Workshop (dFab)**  
Zoom ID: 939 8875 1567

**Hot Workshops (Jewellery, Glass, Casting)**  
Zoom ID: 992 8128 9045

**Image and Paper based studios: (Photography, Printmaking, Painting and Drawing)**  
Zoom ID: 973 4980 3563

—  
The times and ID numbers will remain the same all semester. The team look forward to seeing you soon!



## Work in Progress

The first year Collaborative design students continue to 'wow' us with their energy and dedication to experimentation, prototyping and idea generation. They're exploring the creation of a wearable item that critiques, questions and celebrates people and their relationship to the environment.

Tap each image to connect (or request) with individual Instagram accounts, or follow the whole crew: **#col1001**

They are clockwise from the top left; Callum Johnson; Adele Adams; Zoe Hansen; Sienna Fernando; and Alyssa Verceles.

As you can see from all the COL1001 posts, these students know how to re-purpose and re-use; and make the most of the limited materials they have at hand.



Callum Johnson  
Zoe Hansen

Inspo Pics

Chain

Joined glass 'ice' sheet

invisible wire/string

geometric 'shattered' 'ice' glass fragments

Chains

More Asymmetrical Iceberg inspired

shattered glass glued together

Chain

Larger more Rectangular glass pieces as the 'glacier'

smaller fragments falling off/down

BROKEN GLASS SHARDS

Straight edge

washed out

trying to hint the cracks

glass close ups

Sanded + smoothed

ORIGINAL SKETCH

PAPER MODEL MOCK-UP

POSSIBLE GLASS LAYOUT

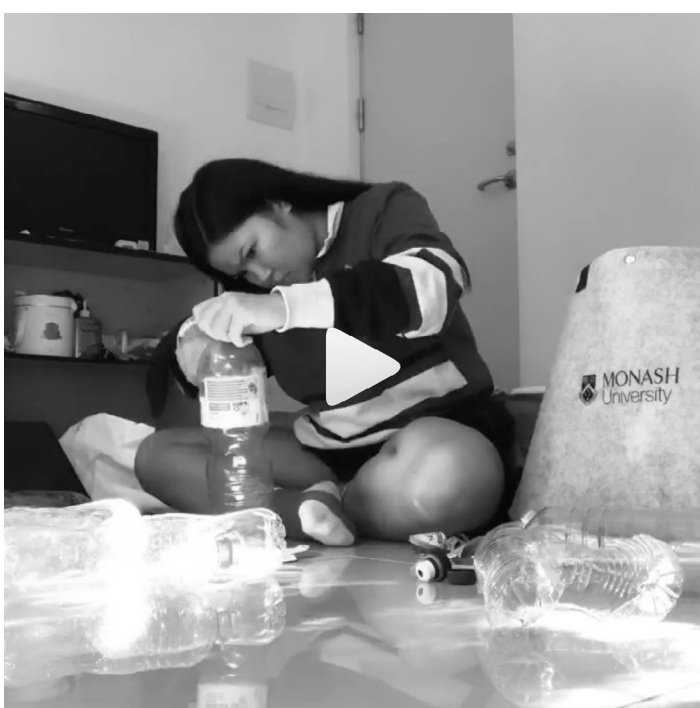
MINI TRIAL

FLASH

NO FLASH

- Glue messy

- Glass foggy



## MUMA\* ONLINE a new program of artist commissions

\* Monash University Museum of Art

Over the coming weeks, MUMA is working with leading artists living in Australia and overseas to release a series of digital commissions that are posted fortnightly, one by one. These commissions draw on each individual artist's practice, recent research and interests, as well as the technological, spatial and temporal parameters of online interaction. **Agatha Gothe-Snape (tap the image, right)** launched the MUMA ONLINE program on 8 April 2020 and A Constructed World will release their work on 22 April 2020, followed by contributions from Léuli Eshraghi, Emily Floyd, Samson Young, Kimba Thompson and others. The full MUMA ONLINE series will exist in perpetuity on MUMA's new website (launching in May!) and in the inboxes of audiences. To receive MUMA ONLINE you need to be a MUMA e-subscriber. You can register by **tapping the panel** (and unsubscribe at any time).



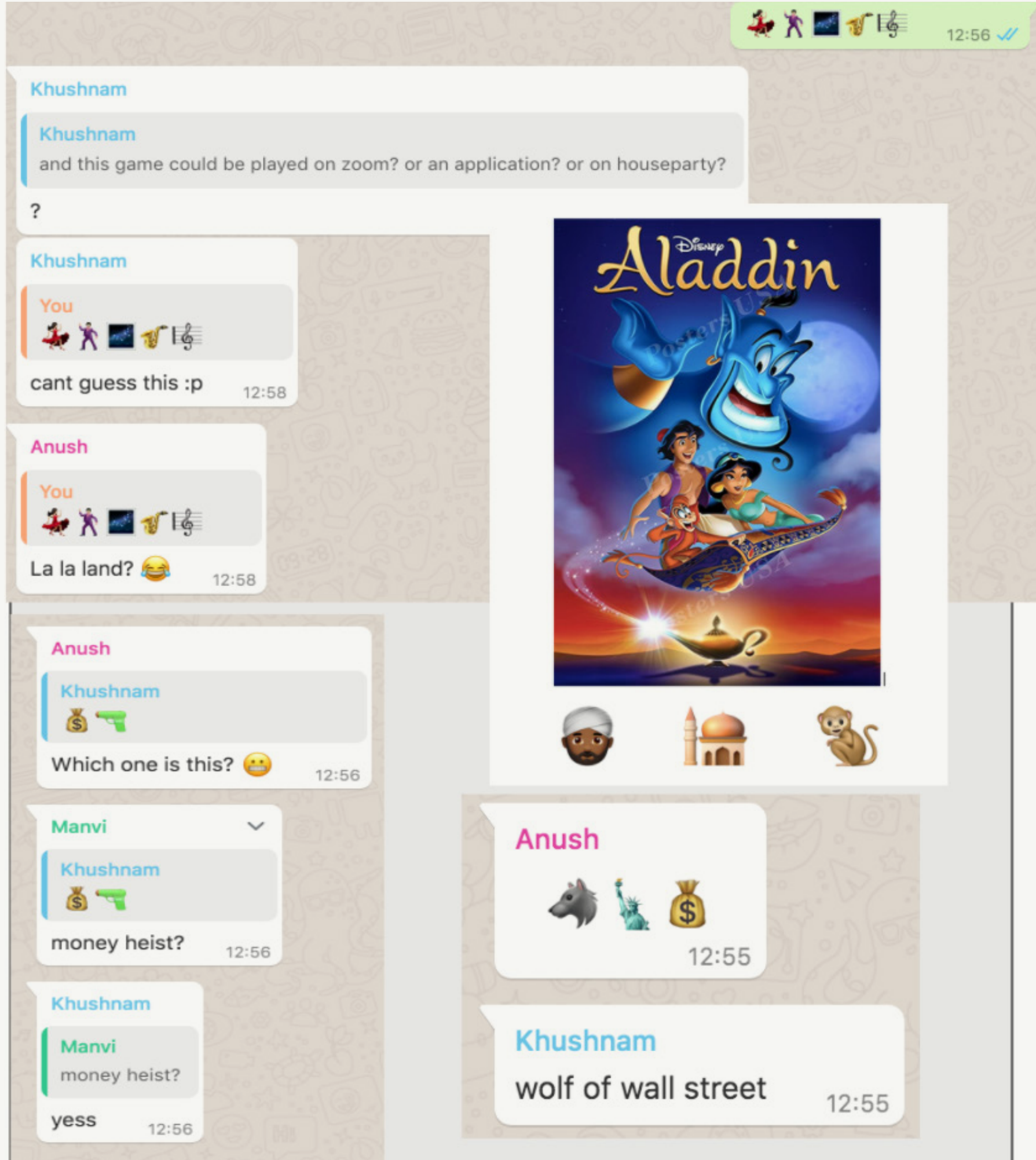
# PLAY GAMES

One of our largest cohorts is ADA5111 – ‘Design Thinking for Business’ – with just under 400 (totally online) enrolments. Before Easter they undertook a project in which each team was required to prototype a collaborative game, enabled only by digital processes and platforms that everyone has access to. Over the next few weeks we’ll share some of the games with you.

In this game (right) Anush, Katherine, Khushnam, Manvi and Komal devised a movie recognition game where the players had to guess a movie within 60 seconds using only keyboard emojis.

‘Wolf of Wall Street’; Genius. ‘La La Land?’ That one took a little longer;)

Congratulations to Ilya, Julie, Kylie, Alli, Janet, Hannah, Kelly, Damian and the whole ADA5111 team for devising such a great collaborative project.



**Khushnam**  
Khushnam  
and this game could be played on zoom? or an application? or on houseparty?  
?

**Khushnam**  
You  
cant guess this :p 12:58

**Anush**  
You  
La la land? 😂 12:58

**Anush**  
Khushnam  
Which one is this? 🤔 12:56

**Manvi**  
Khushnam  
money heist? 12:56

**Khushnam**  
Manvi  
money heist?  
yess 12:56

**Anush**  
Khushnam  
wolf of wall street 12:55

**Aladdin**

👤 🕌 🐵

🐎 🗽 💰

**Khushnam**  
wolf of wall street 12:55

**Anush Jain ; Katherine Lai  
Khushnam Anklesaria ; Manvi Goyal ; Komal Karamchandani**

**GUESS YOUR FAVOURITE MOVIE/WEB SERIES  
HERE'S THE CATCH ; YOU GOT 60 SECONDS TO DECODE  
EMOJIS AND NAME THE MOVIE !!**

The Goals of our game are...

**DECIPHER MOVIES QUICKLY BY DECODING EMOJIS  
& HAVE FUN !!**

The Objects used to play our game are...

**EMOJIS ; TIMER ; MOBILE/COMPUTER ;**

The Playspace our game is played in is...

**ZOOM, GAME APPLICATIONS LIKE HOUSEPARTY,  
INSTAGRAM, FACEBOOK (ONLINE), ALL MESSENGER  
PLATFORMS**

The players who can play our game are...

**MOVIE BUFFS & TV CONNOISSEURS**

The Rules of our game are...

**-A BATTLE OF 5 ROUNDS !  
-FASTEST TO GUESS TAKES A POINT  
-FINAL SCORE AT THE END OF THE ROUND TAKE YOU  
TO THE NEXT LEVEL.  
-EARN BONUS POINTS AND COLLECT CUE COINS AFTER  
CLEARING EVERY 3 LEVELS.  
-UPTO 5 PLAYERS AT A TIME.**



## Play in Isolation Workshop Series

This is a free online workshop series, offered by Daniel Teitelbaum (left) at Playful thinking. The workshops explore the essential elements of play, and are designed to help us navigate these difficult times; to find creativity, connection and lightness as we adapt to a changing world. Register for one or all four by tapping on the panel or go to:

[www.danielteitelbaum.com/covid19](http://www.danielteitelbaum.com/covid19)



Above: Saul Bass, Model Playscape 1961 (Image: Graphis 97)

# PHOTO LIVE

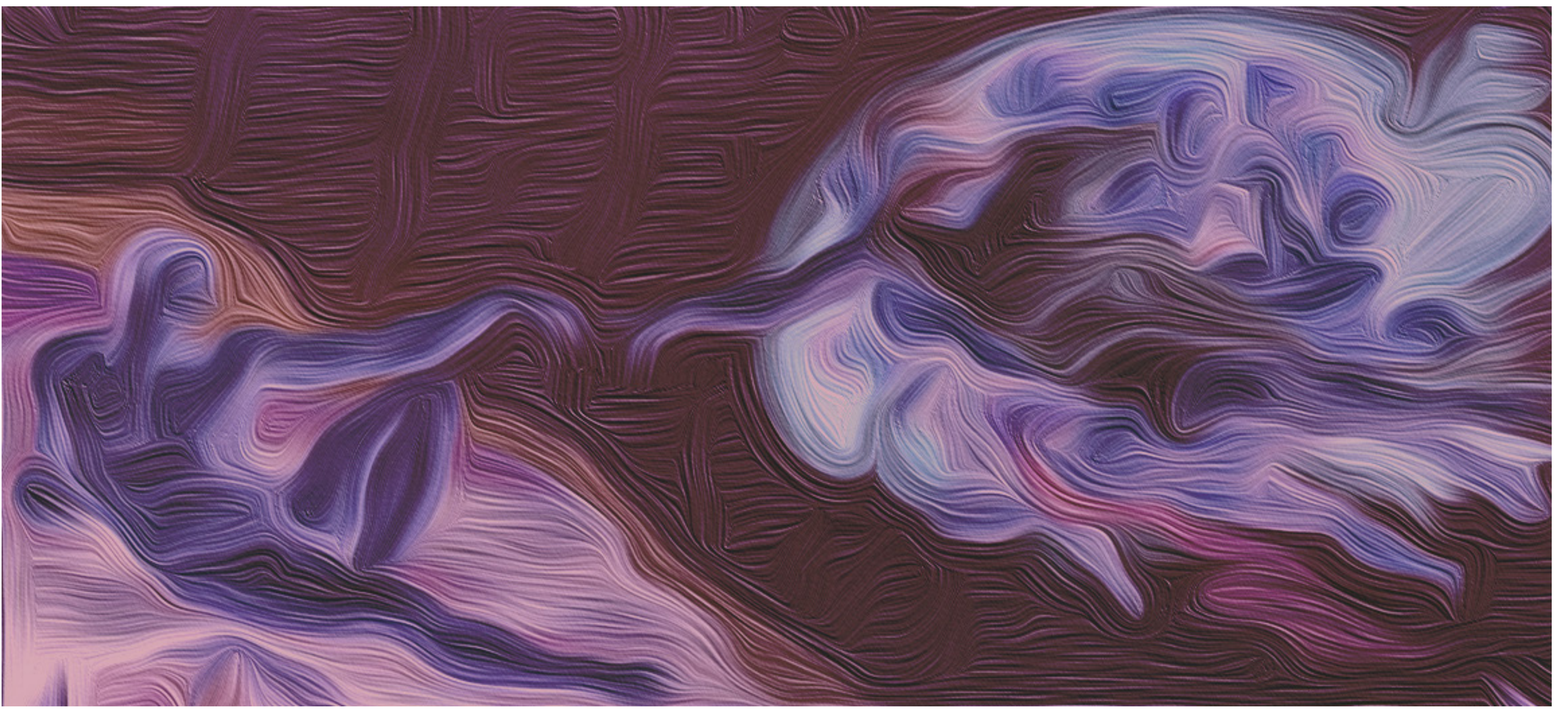


**PHOTO LIVE** is a series of free, live streamed conversations about the social and cultural role photography plays in our lives, addressing a range of issues from identity and belonging to human rights and social justice.

The first season of PHOTO LIVE features Cristina de Middel, Hoda Afshar, Adam Broomberg, Hayley Millar-Baker, Eliza Hutchison, Atong Atem and Sara, Peter and Tobias, and runs from 23 April to 10 May. All talks are 6:00pm, apart from Cristina’s at 10:00am.

For more information about PHOTO LIVE tap here or go to [photo.org.au/journal/photo-live](http://photo.org.au/journal/photo-live)

To follow on Instagram, just tap the image.



# THE VIBE

**Kimia Kayani**

First Year  
Bachelor of Design

—  
**top:**  
Impressionist  
Renaissance

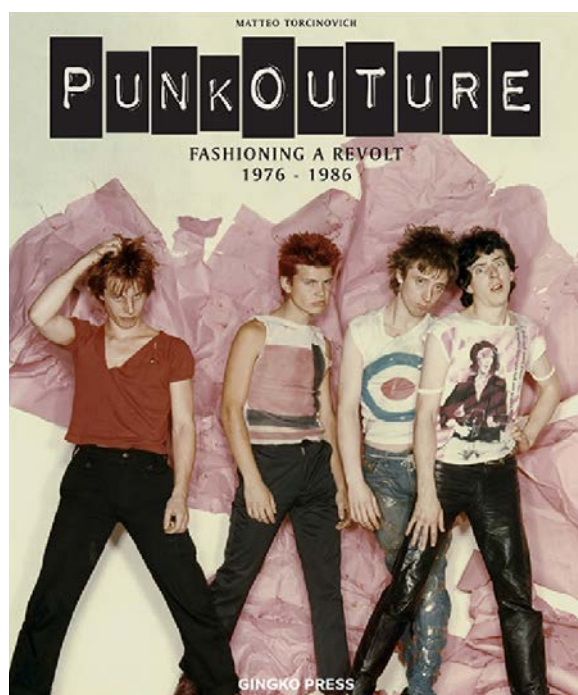
**Right:**  
Colours of Freedom

Remember, we're keen to publish your work so send it through:

[gene.bawden@monash.edu](mailto:gene.bawden@monash.edu)



# BOOK DAY



To celebrate UNESCO's World Book Day (April 23) we've begun a series of Melbourne bookshop highlights, starting this week with **Books at Manic**.

Books at Manic in Carlton import and distribute books on contemporary culture, specialising in architecture, art and design. Manic have always sought to make available books that fall outside of the scope of the mainstream publishing industry in Australia so they're a unique industry worth supporting. To visit their store **tap the Book Day icon**, or head to [www.manic.com.au](http://www.manic.com.au).

"Support local – buy a book".

**Website of the week**

# The Company You Keep

[tcyk.com.au](http://tcyk.com.au)

Established by Monash Design Alumnus **Rhys Gorgol** in 2012, TCYK has risen to be one of the cities most sought after multidisciplinary design studios. In their own words TCYK "work where brand strategy and design thinking meet to help businesses distill, define and articulate what they do and why they do it." The clients they work for are as diverse as the solutions they create. Tap the panel to visit their site and discover just how diverse.



Above: Grau Projekt, an art space on the edge of Collingwood (TCYK)

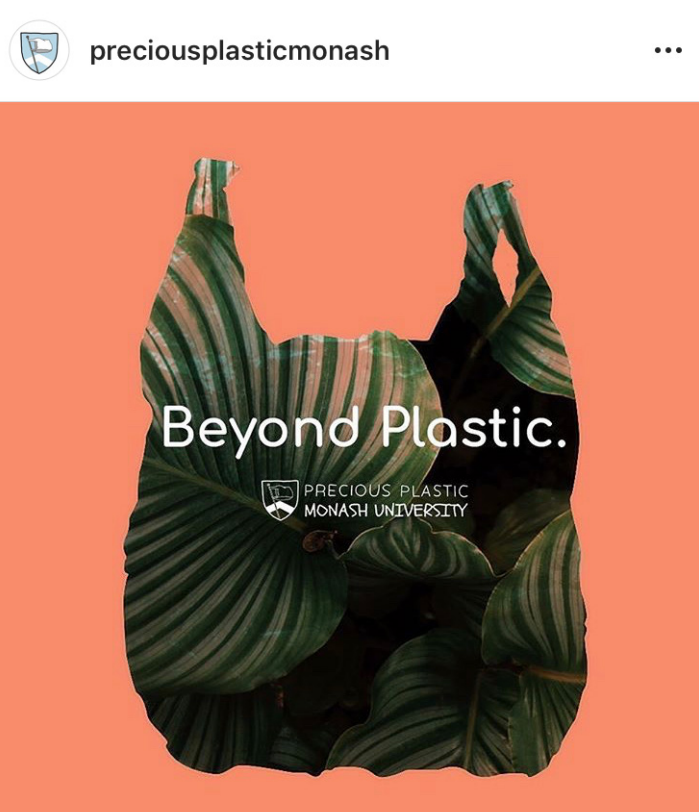


Image: Precious Plastics Monash, Instagram

# THE ZOOM ROOM

**Precious Plastic Monash**, is a group of multidisciplinary students from Monash University. They are a chapter of a world wide community and their goal is to tackle and provide solutions to the ever growing presence of plastic pollution. Their main focus areas are education, community **and design**... and occasionally cowboy-themed Zoom backgrounds.

If you're interested in joining Precious Plastics, there is an 'expression of interest' link on their website. Just tap here to connect or go to [preciousplasticmonash.com](https://preciousplasticmonash.com)



Monash Industrial Design students are well represented in the Precious Plastics community, and several have realised their major studio projects through their engagement with the group. Through Precious Plastics **Berber de Moel** designed *Syklus* (left); "a unisex rain jacket made entirely out of recycled plastics. It challenges current unsustainable consumerism and manufacturing practices by applying a closed-loop cycle to its production".

(Image: Berber de Moel, MADA Now 2018)

# DESIGN & AI

**NEW WINTER  
(INTENSIVE) ELECTIVE**  
ENROL IN ADA3011 (12-58)  
TAP THE YELLOW CIRCLE  
TO ACCESS THE  
HANDBOOK



This winter we will be offering a new 6 point elective in ‘Design and Artificial Intelligence’, open to all students across the Faculty. AI is impacting on all our futures, and as ‘Future Designers’ (in every sense) you need to be aware of its impact on your practice, and more importantly how you leverage its capacity from a position of understanding it.

#### Testimonials:

*“A well-structured workshop that is suited for learners of all levels to learn about AI. Key AI contents were covered in bite-size without compromising depth; ranging from AI application in different industries to ML modelling in a virtual environment”.*

— Jason Gan, Impact Investing

*“This is one of the most well taught and well-structured AI course that I know!”*

— Prof. David Lee Kuo Chuen,  
Singapore University of  
Social Sciences

The unit will be offered in intensive mode over 5 days across 2 weeks; from Wednesday June 24.

It will be offered entirely online and facilitated by Ian Myles CEO of Area 51 (Singapore) using built-for-purpose online learning material from leading AI learning provider *learn-tech*\* (UK).

The unit will cover key AI design considerations: ‘voice’ (control and recognition); ‘pixels’ (image recognition) and ‘geometry’ (AI in spatial practices).

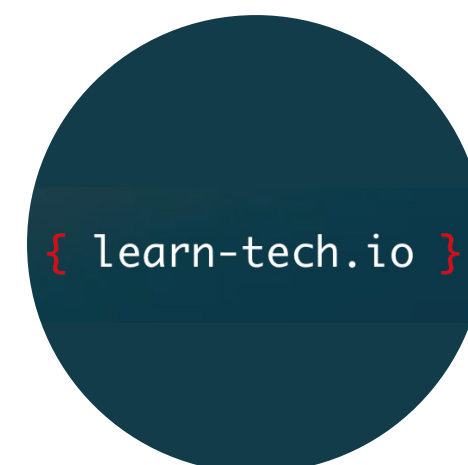
No special software is required, just access to a computer and (free) Microsoft Teams and Google Sheets. The unit will consolidate your learning in a final collaborative AI project presented on the last day.

**Spaces are limited to 25, so if you are interested enrol quickly through WES or contact [gene.bawden@monash.edu](mailto:gene.bawden@monash.edu) for permission to enrol.**

\* All *learn-tech* costs will be covered by your standard unit fee. No additional payments are required.



**Ian Myles,  
CEO, Area 51**  
(Tap the image to  
link to the Area 51  
website)



**Learntech**  
(Tap the logo to link  
to a sample of the AI  
learning you will access  
throughout the unit)