Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
Space, Message, Experience: How Artist/Architects/Designers Engage Installation As a Medium For Activating the User/Participant in Multi-Sensory Perceptual Events.

• Author(s) Name:
Gregory W. Hurcomb

• University or Company Affiliation:
California College of the Arts

• Abstract (300 words):
Through a series of installations over the past three years, students in Space, Message, Experience, an interdisciplinary course developed at California College of the Arts, were able to enact and engage with new spaces, both external gallery spaces in San Francisco, CA, as well as entire classroom areas within CCA in order to explore the intersection between space, communication, and the design of experience. By focusing on contemporary techniques of installation art, environmental graphics, architecture, and interaction design the studio explored how experience and its influence – is a means to shape meaning. Projects encouraged collaboration between disciplines by engaging hybridization between, analog and digital, stasis and motion, three- and four dimensions, and passive and active participation.

Students were asked to create an integrated installation where the five senses were isolated and heightened, in order to fix the self in the act of perceiving. This moment of perception was further expanded upon through the choice of a specific research schema related to the concept of power and terms embedded within this notion such
as automation, solidarity, fetish, object, the will, representation, technology, desire, potency, technique, nostalgia, the market, visibility, terror, the self, flow, simulation, and capital. Each student or student group then created an installation attempting to isolate one of the five senses in relation to their concept. Each experience isolated one sense, and created a neutral baseline for that sense. At a specific moment, the sense is flooded with focused stimuli, sharply drawing the mind’s attention to it. Once the recognizable stimuli vanished, the sense returns to its baseline. The mind, however, remains briefly aware of its heightened state. This is the ‘glance’ moment—the mind experiencing itself in the act transforming sense data into a flicker of meaning.

- **Author(s) Biography (200 words each):**

Studio Gregory Hurcomb’s work is driven by our curiosity in the meeting point of the fine arts (including but not limited to installation, sculpture, photography, film, and painting), architecture, and design.

Gregory W. Hurcomb was born in 1977. He grew up in New York City, NY, and New Jersey. He received his Masters in Architecture from the University of Pennsylvania School of Design in 2010. He also earned a certificate of General Studies in Photography from the International Center of Photography in New York City in 2000 and a Bachelor of Arts with High Honors from Rutgers University in English Language and Literature/Letters in 1999.

In 2010, he moved to San Francisco, CA, and founded Studio Gregory Hurcomb. He has exhibited both nationally and internationally, including New York City, USA, Berlin, Germany, and Sao Paulo, Brazil. Currently, you can find him operating creatively between the Sally and Don Lucas Artist in Residency Program (LAP) at Montalvo Arts Center in Saratoga, CA, and California College of the Arts, where he is an Adjunct Professor II in the Architecture Division.