**NEW VIEWS: INTERVIEW BRIEF FOR MA DESIGN EXPANDED PRACTICE**

Please read the below instructions carefully. Your completed project should be uploaded onto your application (either as a pdf or a link to an online document) and titled ‘Application Brief’. There should be two sections to your project, one for part 1 and one for part 2. We encourage you to interpret the instructions yourself, there are no specifics for length, amounts of work or type of work outside of the specifications below.

**Introduction**

This project is intended to complement your application to the MA Design Expanded Practice. The aim is to give us a better understanding of who you are, and how you see the world.

The brief is about reimagining every day from the comfort of your home. Whether urban, suburban or rural, the aim of the brief is to get you to view, analyze and imagine the familiar.

Place yourself at home, make yourself comfortable, put your feet up, maybe make a cup of tea. You have a window. I hope it has a view. Whether it is a beautiful vista or a dull one, for the purpose of this little project it doesn’t matter.

Now look out of the window. Look hard. Think. Dream.

This brief asks you to engage with your environment; your surroundings, your neighborhood, your village, town or city and to imagine otherwise. This can all be done from your window.

We ask you to:

Observe

Analyse

Reflect

Represent

And...

Propose...something... anything... make/output... anything.

***Part 1: What do you see?***

Choose a space where you can sit for a while, do some sketches, do some writing, a poem, take photos, make a short video clip, draw a diagram. Part 1 of the project asks you to creatively represent and interpret your view. Be forensic in your examination. Be busy! Speculate carelessly, bravely, then think, reflect.

Part 1 is about noticing the familiar until it becomes strange... strangely familiar.

Part 1 asks you to produce a representation (all forms and medium valid).

**Part 2: What do you imagine?**

Now look out of the window and enter a space of dreams. Sometimes when you observe, or you stare, you forget what you are looking at and you begin to dream or imagine. For this project we ask you to dream about what you are looking at.

Look at the space, look at the people, look at the buildings, look beyond the buildings at the social and environmental infrastructure, and imagine otherwise.

There are scales to play with. There are people, they’re wearing clothes, holding phones, talking to people, doing things. What are they doing, where are they going, what could they need?

There are buildings where people do things, there are buildings where you think people should do new things. There could be new buildings or behind the buildings a new city.

Or on the pavement, on a cigarette butt, a new microbe, new life, a new chemical, a new [insert].

Scale and ambition are up to you.

These elements are your palette, your context, the rest is up to your imagination.

Part 2 asks you to imagine, create, propose, *‘something’* to show us what *could be* outside your window.

You are the boss, tell us what you would do.

Utopian, dystopian, selfish, idealistic, futuristic flexi-temporal, it doesn't matter. **It is your new view.**

Be bold, playful, fast.

Show us your output. Show us what you see.

There's no pressure to produce an ‘endpoint’, a finish, or a resolved project. This is a space to play, be inquisitive.

We want to know the future through your window.

For this exercise you can draw, make short film clips, collage, photography, poetry, performance or script or a combination or collection of these.

We are looking for interesting thinking and experiment not a finished project.

A few images, a short clip nothing to heavy we want to see how you think and how you play.

References:

Perec, G. (2010) An Attempt at Exhausting a Place in Paris. Wakefield Press: Cambridge, Mass.

Rear Window [[Rear Window Timelapse](https://vimeo.com/37120554)]

[](https://vimeo.com/37120554)