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Natural Landscape and The Urban Environment

Function of Man: Electric Light

Geometry: A Pure Abstraction

History of the Rubiks Cube

Self-Identity Thesis



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Words by Caleb Jones

Natural Landscape and The Urban Environment

There is something to be said about the beauty found in nature. There is a serenity and a peacefulness about it all. The undisturbed natural elements as God intended them to be without human intervention. Artists have a history of “getting back to nature” movements where they attempt to get out of the stress of daily life or step away to the natural setting to attain some sort of spiritual communion with the natural world. Guys from Thomas Cole and Fredirc Edwin Church who were landscape painters to gentlemen like Alfred Stieglitz who captured nature from behind a camera all held deep sentimental, emotional and spiritual ties to the natural world.

However despite all this there is something appealing and attractive still about the urban and industrial. Somehow we are compelled to move to the city, experience the new landscape of brick and mortar, and concrete and steel. This is seen as a new growth in the time-line of human history, and many seem to express negative feelings about urbanization seeing it as a pollution and degradation of the natural world. However one could propose that the argument that the new urban world is just as natural as the “natural” world. Since humans are natural born organisms, then the human creation of our own environment could be seen as a new natural environment a product of our adaptability and evolution.

Just as the bird builds its nest to house and

there is something appealing
about the new landscape
of brick and mortar, and
concrete and steel

raise its family and the fox occupies its den, so the man builds its home and roadway and workspace and recreational plazas. This new urban environment is in constant change and flux. As the bird’s nest is left empty as the season changes so to do our buildings become vacant as time passes. Perhaps the bird’s tree is torn down in a storm, or burned in a forest fire. So too the structures of man are not yet immune to the natural elements, but more often than not man destroys his own structures as to make way for a newer and better urban environment.

As some have differing definitions of “freedom fighter” and “terrorist” some also have differing opinions on what is natural and beautiful, what is art, and what is pollution and vandalism. There will always be the fight to preserve the “natural” world.

A new nature is continuing to emerge and over take as a necessity of human survival. The city is very likely required to maintain out human existence as the human population continues to rise and challenge our ecosystem, pushing its productivity, perhaps vainly trying to provide for every human the necessary elements for life.





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to mark and guide.

Words by Caleb Jones

Function of Man: Electric Light

We look to a new light of the night. Before the moon, the stars lit the night, but now advent of the electric light is the ever burning night light, a true constant of the urban landscape. The new star scape of the night city is well lit high rises towering above the person on the street or rising up against the horizon like uneven teeth. In this new twenty-four hour world there is no rest for the burning lamp. Through the night lights burn, even in the unoccupied rooms of towers and homes, continuing to burn under the guise of safety, a deterrent to crime perhaps. These lights cast little usable light outside of their perspective homes but become a beacon, whether collectively or alone, for civilization. Even now when we have the (still primitive) advantages of travel in space, the collective lights become a beacon of home in the desolation of space as a viewer might see on the dark side of the Earth.

A beacon, perhaps the quintessential definition of a distant light. Its function is not to illuminate but to mark and guide. Not for reading nor for work, but to express. The distant light is a function of the man. Perhaps its telling is that of a lighthouse, a guide of safety, or a porch lamp, a tell tale sign of occupancy. Maybe it is a much more illicit beacon, the red lamp donning the door of the home of the prostitute. The light is a revealing element. While the moon perhaps unveils the darkness of night, the lamp light is unveiling of the home. From the outside it allows entrance to the viewer.



Photography by Caleb Jones
Photographs depicting
the local nightscape





Words by Caleb Jones

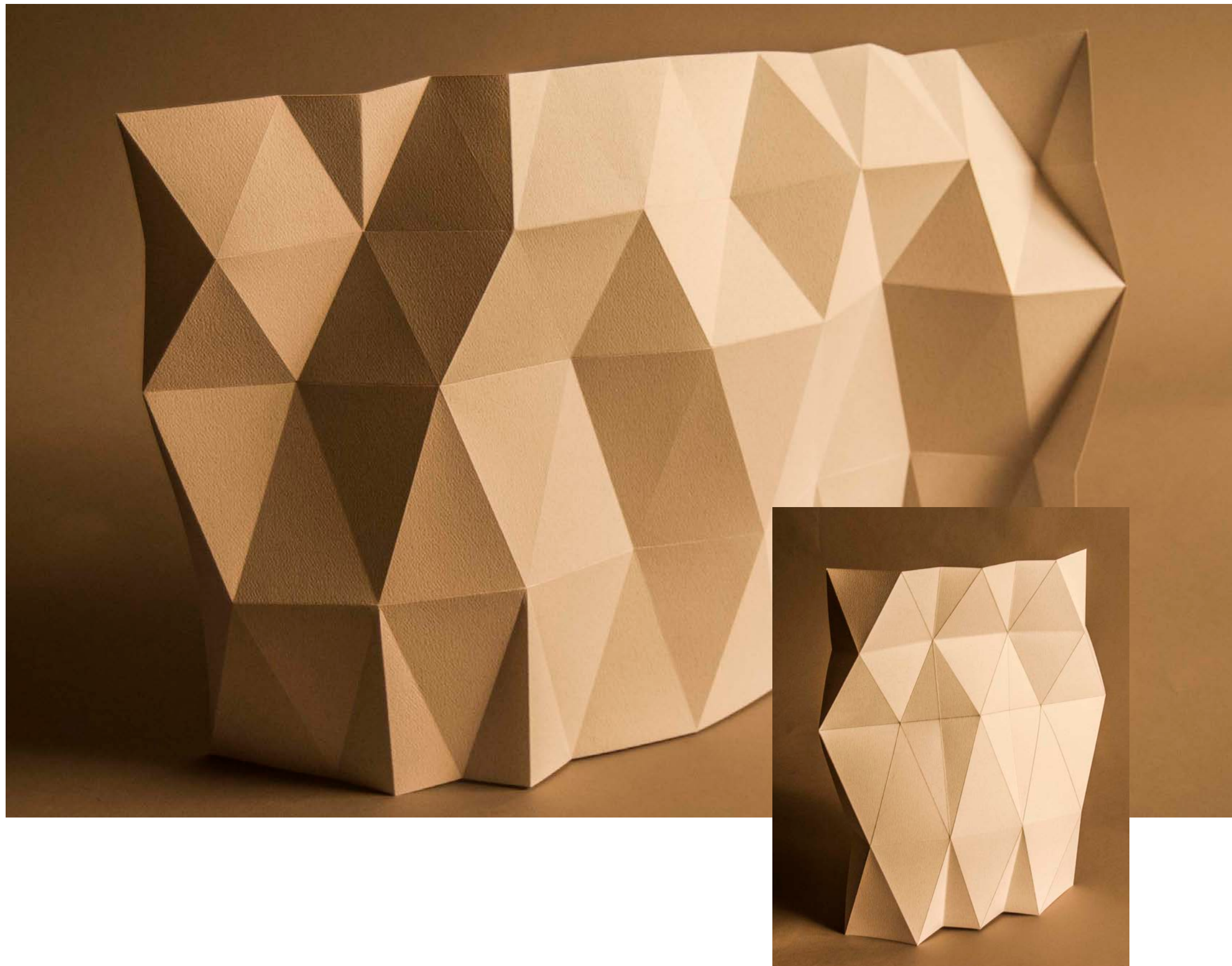
Geometry: A Pure Abstraction

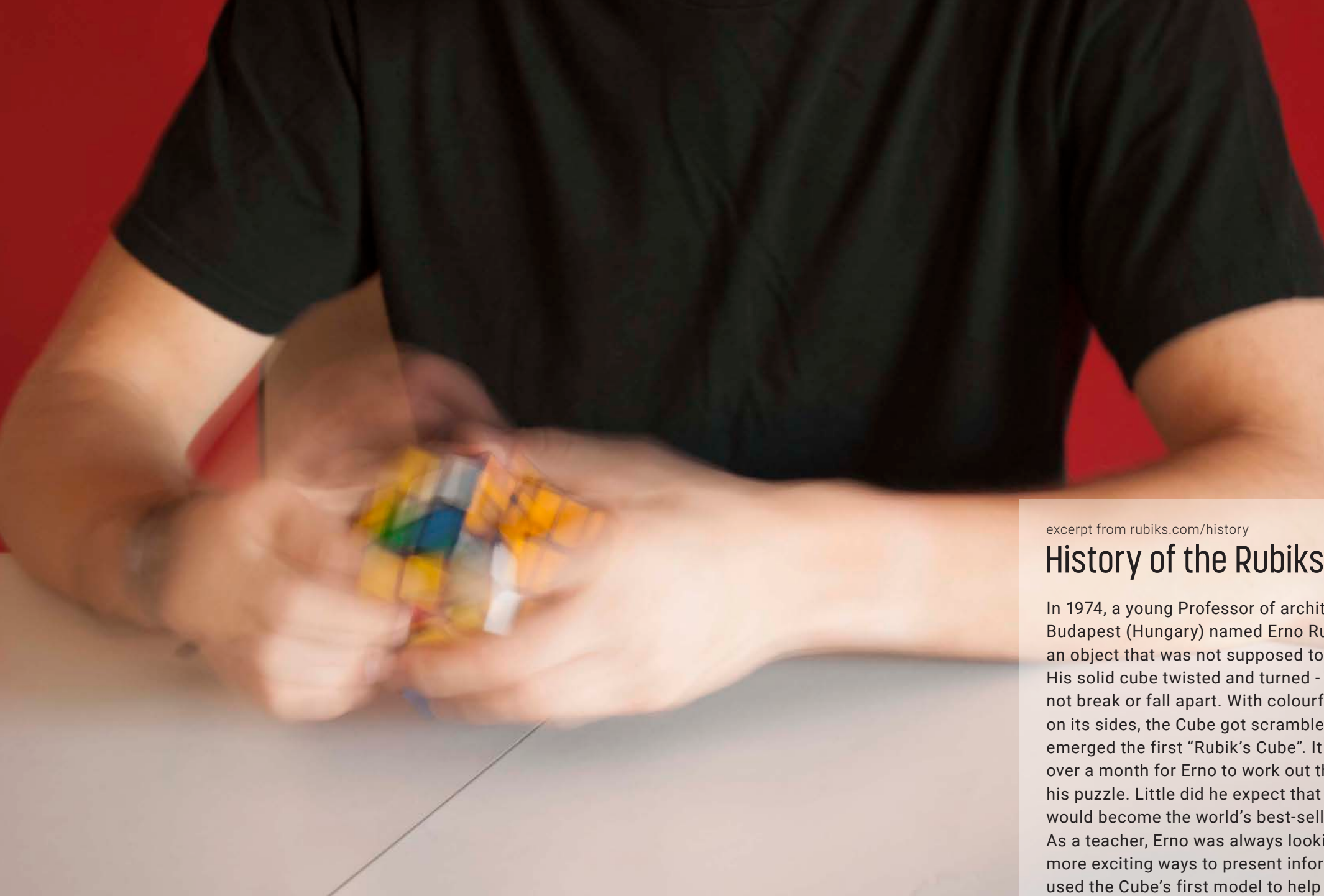
Geometry; for some it is seen as the high school math nemesis along side of algebra, trigonometry, and calculus. Together they all make the four horsemen of the apocalypse for those not inclined to take the sciences seriously. Geometry for others seems to define beauty. It becomes the standard to judge harmony, beauty, and design; living by the golden ratio. Geometry is one of the oldest forms of mathematics. Geometry in fact gave birth to Calculus and Physics. Perhaps Geometry also has given birth to design also, or at the very least was a parent in the birthing of design as a field of study.

Lines, points, angles, and planes are the heart of the abstract realm that is "Geometry." This by definition is purely abstract. We can only think about this, no reality in the known universe can produce a plane completely lacking a third dimension line solely made up of only a single dimension. One cannot even truly represent this with the sharpest pencil line or the thinnest paper. A pure abstraction.

Our ability to conceptualize this abstract realm of mathematics is one uncanny ability of the human mind. Men like Pythagoras and his theorem laid a foundation that has informed everything from architecture to our favorite subjects like typography.

Folded paper model for a room divider designed by Caleb Jones for a course in Environmental Design





Photography by Caleb Jones
Product photography with an
emphasis on capturing movement

“If you are curious, you’ll
find the puzzles around
you. If you are determined,
you will solve them.”

Quote by Erno Rubik

excerpt from rubiks.com/history

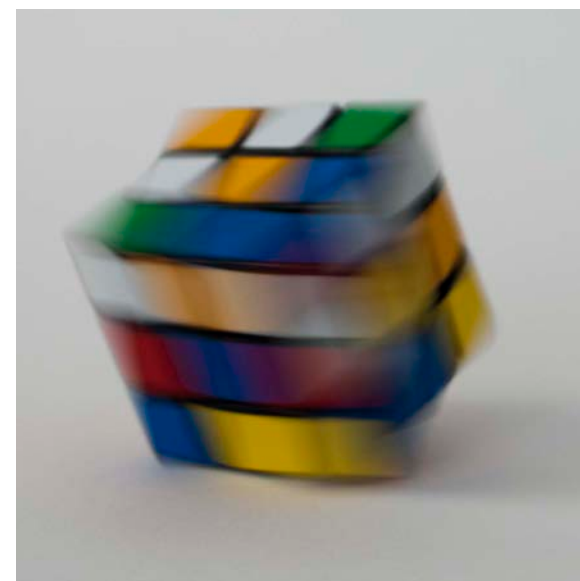
History of the Rubiks Cube

In 1974, a young Professor of architecture in Budapest (Hungary) named Erno Rubik created an object that was not supposed to be possible. His solid cube twisted and turned - and still it did not break or fall apart. With colourful stickers on its sides, the Cube got scrambled and thus emerged the first “Rubik’s Cube”. It took well over a month for Erno to work out the solution to his puzzle. Little did he expect that Rubik’s Cube would become the world’s best-selling toy ever. As a teacher, Erno was always looking for new, more exciting ways to present information, so he used the Cube’s first model to help him explain to his students about spatial relationships. Erno has always thought of the Cube primarily as an object of art, a mobile sculpture symbolizing stark contrasts of the human condition: bewildering problems and triumphant intelligence; simplicity and complexity; stability and dynamism; order and chaos. The first step in the Rubik’s Cube’s battle to worldwide recognition was to get out of Hungary. This was accomplished partly by the enchanted mathematicians who took the Cubes to international conferences and partly by an

expat Hungarian entrepreneur who took the cube to the Nuremberg Toy Fair in 1979. It was at there that Tom Kremer, a toy specialist, agreed to sell it to the rest of the world. Tom’s unrelenting belief in the Cube finally resulted in the Ideal Toy Company taking on distribution of the “Magic Cube”. Ideal Toy’s executives thought that the name had overtones of witchcraft and after going through several possibilities the name: “Rubik’s Cube” was decided on, and the icon was born.

In the time since its international launch in 1980 an estimated 350 million Rubik’s Cubes have been sold. Approximately one in seven people alive have played with a Rubik’s Cube. This little six color cube has gone on to represent a decade. It has started art movements (Rubik Cubism); pop videos, Hollywood movies and even had its own TV show; it has come to represent both genius and confusion; it has birthed a sport (Speedcubing); and it has even been into space.

The beauty of the Rubik’s Cube is that when you look at a scrambled one, you know exactly what you need to do without instruction. Yet without instruction it is almost impossible to solve, making it one of the most infuriating and engaging inventions ever conceived.





Photography by Caleb Jones
portraiture; story telling; asking
the viewer to provide a narrative

Words by Caleb Jones

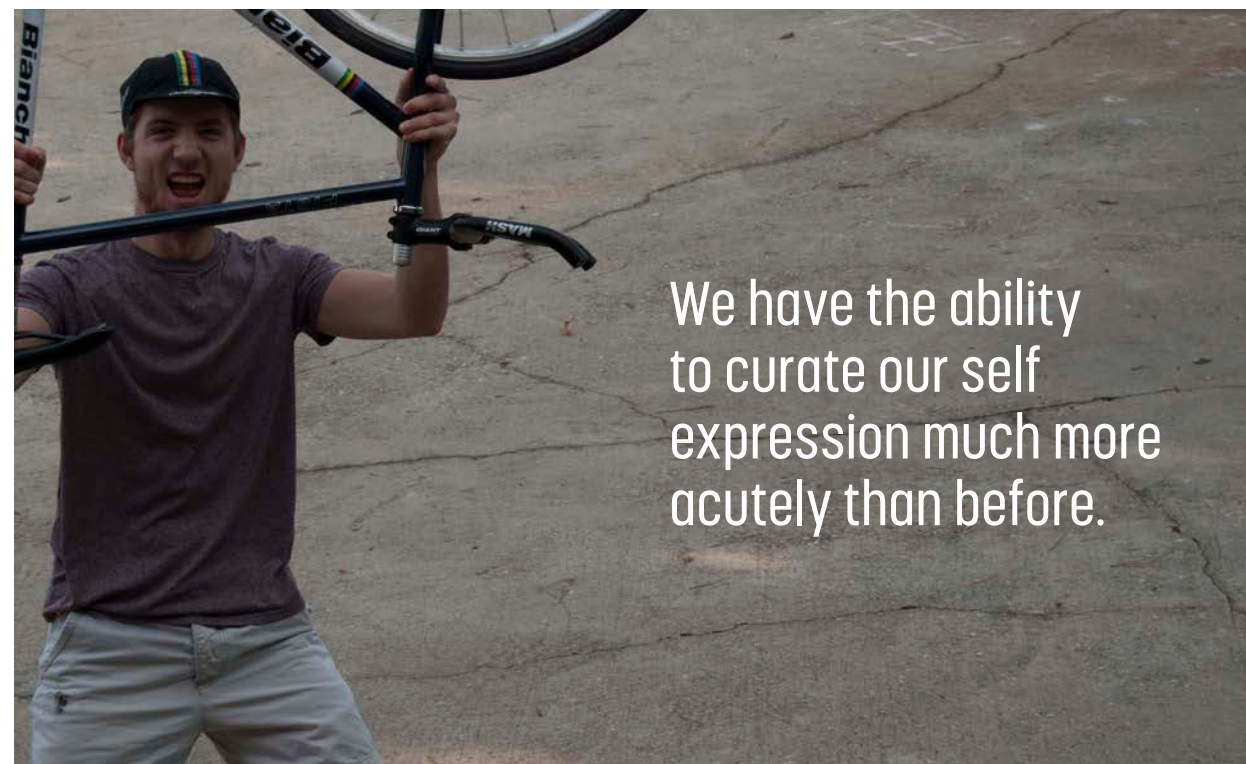
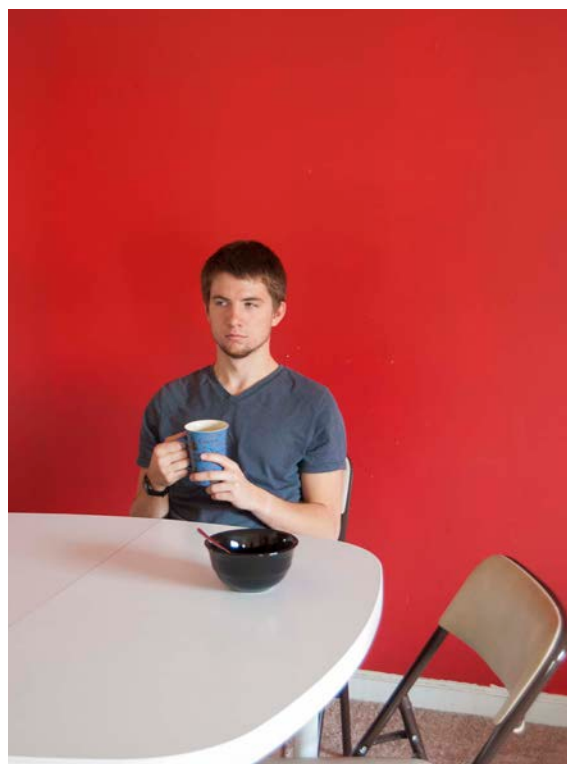
Self-Identity Thesis

Self presentation is the thesis of our body language. It says “this is what I am about” before you open your mouth. Everything from the clothes we wear to the activities we participate in and the modes of transportation we utilize is all apart of our self expression. In todays age of social media (which perhaps should be renamed to something more representing face painting and makeup) we have the ability to curate our self expression much more acutely than before.

This acute curating of self image, by some opinions, is leading to a falseness of our culture. Everybody gets to put on their fake face for there 1,200 “friends” on Facebook and twitter, thriving on how many “likes” they receive rather than getting outside and forming intimate relationships where persons begin to know the good, the bad, and the ugly about each other.

Self Identity is the coffee you drink, its the bicycle your choose to ride (or not to ride). This identity is about the cloths you wear, and the punctuality of your arrival. Its is about the manner in which you treat that waitress.

The problem with this outer identity is, whether on the web or in real life, it is superficial. To know yourself is to become intimate with another person. Allow that other to be with you and know you at your darkest and worst moments. Knowing yourself or another person is not so much about time as it is about transparency. How willing are you to know yourself and allow others to know you? Perhaps we should be focus more on humility and honesty about ourselves rather than the curation of our superficial image. “Know Thyself.” From the Greek God Apollo.



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