

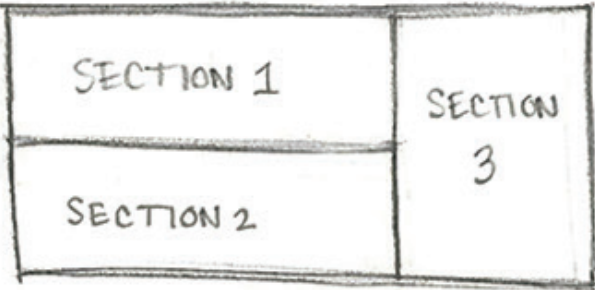


EXPERIENTIAL MATERIALS BOARD
BY JESSICA ROHR

SKETCHES & THOUGHT PROCESS

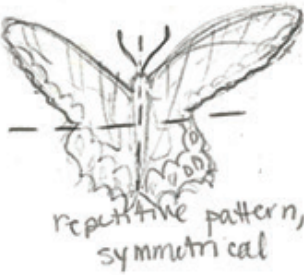
Base: Wooden Tray → Should be engaging
with dividers (be able to move things)
open, airy, graceful, fresh, nature

[Basic layout] - Kind of like a planter



- dividers give a sense of organization

↳ organized like the pattern on butterfly wings



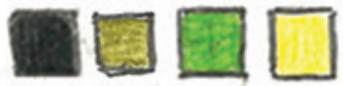
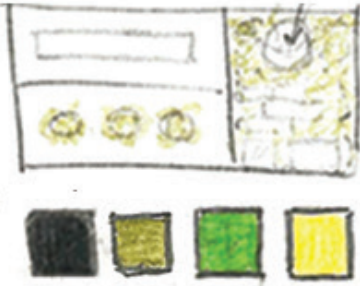
repetitive pattern, symmetrical

Moss:



Space for Mason jar

came in orange ceramic pots → (paint black)

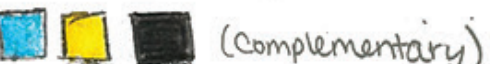


Colors - base off of butterfly colors

→ Monarchs: orange, yellow, black (Analogous)



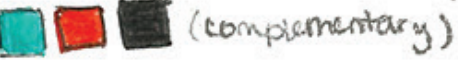
→ Swallowtails: Aqua, yellow, black (Complementary)



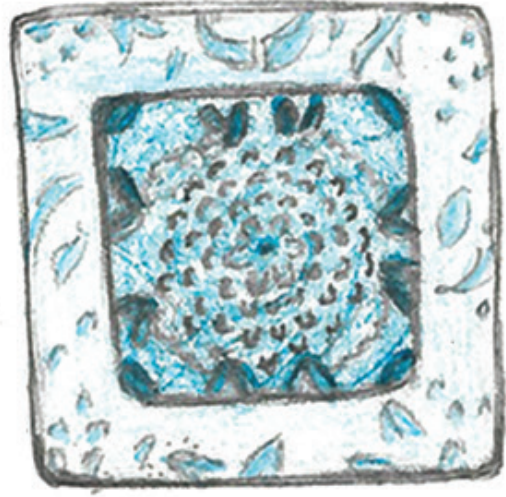
→ Papillon bleu: Navy, aqua, black (Analogous)



→ Butterflies in Winter: Teal, orange, black (Complementary)



Found Objects:



Ceramic plate:

aqua color
Shiny, bright
floral pattern

"pop of color"

↳ "airy" because the flower/butterfly was "falling"

organic / Biophilia design

• flower
• branch
• butterfly } don't want it to be too literal

Could use fabrics with Subtle floral design

use natural flowers or petals for scent
incorporate branches? (in mason jar or laying down?)



↳ don't want to actually show a butterfly → show / illustrate its environment



Smell:

- fresh flowers

[yellow petals]



Taste:

↳ fresh fruit, berries, picnic
lemons, fruit dip, lemonade,
biscuits, potato chips,
banana pudding

(country sheek)

↳ yellow apples

(sliced on aqua plate)



(paint black)



Where to Hide Haiku?

[Creative] (engages movement)
- maybe wrapped around pots?
↳ Need to read all 3 pots to read Haiku



"A fallen flower"



"returning to the branch"



"it was a butterfly"



Swallowtails again

by Orbital Joe

Swallowtails again



by COLOURlover
29
29
1
COLOURlovers.com

CONCEPT STATEMENT

A FALLEN FLOWER

RETURNING TO THE BRANCH?

IT WAS A BUTTERFLY

This haiku about a butterfly returning to a branch inspired a country sheek vibe. The color scheme of pastel yellows and pops of aquas and black was specifically chosen based on the hues of a Swallowtail Butterfly. Materials such as iridescent tiles and sheer fabrics were used to give the essence of a butterfly's shine and fluidity. This incorporates a light and airy feel that is then contrasted with hard and dark materials. The contrast made between light and dark as well as soft and hard materials provides a harmonious sense of balance. In addition to these materials, objects such as branches, moss, succulents, fresh flowers, a mason

jar, and a ceramic plate were all added to give the viewer a clear sense of the outdoors intertwined with the country sheek theme. In order to continue to transcend the viewer into this atmospheric environment, numerous elements were added to specifically hone in on giving a sensorial experience. For instance, apples are common among many country themed picnics, so Golden Delicious apple slices were added to the ceramic plate. Their yellow color provides contrast against the aqua plate all-the-while integrating the natural taste of apples. Scent was also naturally added through the use of freshly cut Daffodils. Lastly,

sound was incorporated subtly through background music consisted of the noises of chirping birds, flowing water, buzzing bees, and soft footsteps. While there are numerous hints throughout the materials board that allude to the haiku, one line of the haiku was written in chalk on each pot. This encourages the viewer to interact with each pot and pick them up and turn them to see what they say. The entire haiku will not be understood until each pot is picked up and read.

