

# Assessment Criteria | Follow the Flux

## Urban Experience as a Performance

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### 1) Be curious about the life around you. Believe in the potential of the ordinary.

- The world around us is full of hidden potential under the thin layer of the ordinary. Learning about how complicated systems work, discovering the breath-taking power of the familiar is only possible when you are curious. There are infinite lessons behind the illusion of the overlooked. When we pay attention to life's details, the world unravels in front of us with all its glory.

### 2) Good storytelling is one of the pillars of good design.

- Making sense of things and designing are about logic, storytelling and creating atmospheres are about emotions. Physical spaces require both of those aspects to have an impact in our lives.

### 3) Attentive observation rather than casual noticing.

- Being alert as a detective, collecting information, and making connections let us learn more about life much more than any book can teach us. The narrative reveals itself to us when we are there to find it.

### 4) Design is not about physical objects, it is about living things.

- Design is only relevant when it is creating spaces, objects and stories *about* living things for living things. In that sense, a city is alive and a playground is alive as much as a person is alive.

### 5) Be forever in a flux. Change. Adapt. Evolve.

- If your work is not changing and adapting the world outside as fast as you are, there is something missing in that equation. Always push yourself to learn, experience and discover. If you are still in the same place as you were before, you need to keep up with the pace.

### 6) Leave space for the unexpected.

- Over controlling a system can only create expected results. Allow the world to surprise you by creating a gap for mistakes, surprises and alternative futures.

### 7) Simplify things, and simplify the things you just simplified again.

- Design is about making sense of complicated issues to come up with a smart, poetic, useful outcome. Overcomplicating things is what stands in between you and the best outcome.

### 8) Use your tools.

- When a design communicates its purposes, references and philosophy, it means that it is finished. If you still have to explain what it is about, you need to use your tools better. Visual communication, creating a narrative and being clear is the key.

### 9) Learn from others, but don't follow their steps.

- Reading theory, working on masterpieces and listening to experienced people will teach you a lot. But you can not be unique, ground breaking or influential if you only follow their steps. You need to make your own path in the light of these references.

### 10) Find your reflection in everything.

- Including a bit of yourself in everything you do is what makes your work unique and valuable. A honest reflection of our inner selves, guarantees an authentic and relatable piece of work for everyone.