

making: fun @ SCALE – Call for submissions

On public display at QV1 Perth as part of this year's National Architecture Conference themed 'Making', this exhibition will feature established and emerging Australian designers working across multiple creative fields of urban design, architecture, visual arts, furniture and object design.

The exhibition, *making: fun @ SCALE*, presents questions on how designers pursue common themes or ideals through scale, translating the experience of the intimate through to the experience of the vast? How consistent is the process in designing objects of various magnitude through the making of scaled or real size models, maquettes or prototypes? This exploration is famously depicted by Ray and Charles Eames in their seminal film *the Powers of Ten*¹; conceptualizing this adventure in magnitudes, depicting the relative scale of the environment in which we work.

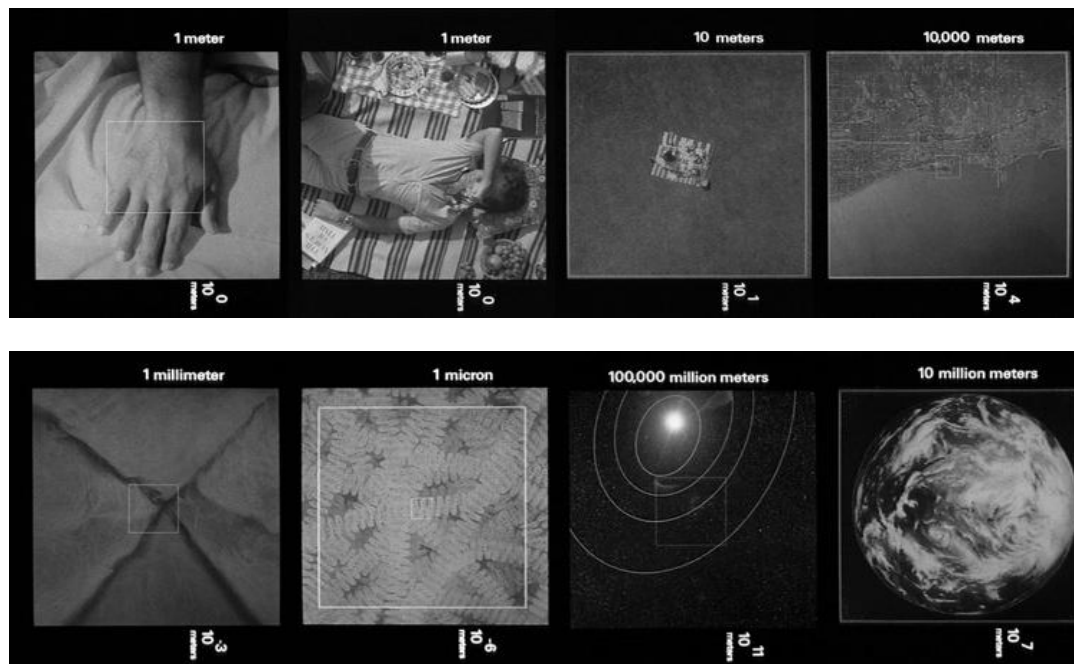
Submissions

Participants will submit an object for the exhibition accompanied by a single didactic panel. The objects will preferably be of a tangible physical nature (although photography will be considered), whether it be sculpture; an urban model of the cityscape; a building junction; furniture; or other in between. This call out asks designers to submit a single jpeg image of your work accompanied by a written EOI on a single A4 page, which includes the following information:

- Title and literal description of artifact (materials, dimensions and **scale**)
- Your name and professional affiliation (if relevant) as you would like it to appear
- A short contributor's biography (50 words)
- Contextual/conceptual/ explanatory text (200 word abstract)

Submissions are to be emailed by COB Sunday, 16 March 2014. Send to makingfun.scale@gmail.com

Please note that participants will be responsible for the transport of pieces to and from the exhibition venue. Pieces will be curated to correspond to the concept of scale in the abstract.



1. Eames Office. 2010. Powers of Ten 1977. <http://www.powersof10.com/film>
2. Fast Company & Inc. 2013. <http://www.fastcodesign.com/1662461/how-to-apply-eames-legendary-powers-of-10-to-real-life-problems>