

#platform

Dispatches from  
the SVA Design  
**Writing & Research**  
*Summer Intensive*

(136)  
#platform = collaboratively produced publication by SVA summer design writing intensive participants, with Mimi Zeiger & Neil Donnelly.

(128)  
Freedom of expression within tight constraints: An anthology of thoughts and observations give voice to the collective experience.

(135)  
Moving from digital to analog, it presents conversational, observational, narrative, and critical tweets produced during the Intensive.

(130)  
Time is of the essence. Dérive tweets get tagged and bagged. Narratives are shared. Meaning created with collective intelligence.

(137)  
We distilled two weeks of collective experiences, conversations, and relationships (more than 1,000 tweets), curating 68 for this volume.

(139)  
Interdisciplinary curation means staying true to a collaborative direction, allowing for a spontaneous selection of educated critiques.

(122)  
Potential sound of a tweet: quality of tone, incisive critical pitch, the volume that can be generated with 140 characters.

(131)  
Herein lies the mystical divining rod of the Intensive. A retroactive guidebook to city-slicking, quotable-quotes, and D-Criticism.

(83)  
#platform's physical documents navigate back into the city, lingering as messages.

**“I don’t believe  
in objects  
anymore”**

@chasetimes

@DCrit a small group has bifurcated and is in the process of collecting objects. Heller's voice like a ghost, haunting.

@chasetimes

The smell of  
fresh lollipops,  
as I stroll  
down Broome  
Street, brings  
back Barcelona  
memories  
#papabubble

**@DCrit Summer  
Intensive Day  
2 is complete.  
Everyone's off  
looking for objects  
w @mmuseumm  
floating in their  
heads  
[http://pic.twitter.  
com/101pHZxM](http://pic.twitter.com/101pHZxM)**

@DCrit

# Vegan shoes, vegan cupcakes, vegan life

The cacaphony  
created by the Q  
train crossing the  
Manhattan Bridge  
is just as jarring  
from the other  
end.

@murrybernard



@EmmadeCrespigny  
Mmuseumm =  
carefully curated  
selection of  
artifacts. In  
addition, it's  
a comment on the  
randomness of  
selection.

@laureneleonboym

Tiny child  
pamphleteers  
on Broadyway  
proselytize the  
SUMMER OF HEALING  
AND VICTORY,  
the JMZ train  
makes us yell  
when we talk.

**My ambitious goal of spending two weeks in New York without taking the subway was foiled today by a misplaced bike lock.**

@nicoleokay

konditori (n.)  
gathering place  
to enjoy friends  
(@danielraycole  
@chasetimes @  
WideOpenAir  
@adrianmadlener)  
and coffee

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Car horns are  
the mode of  
punctuation here.  
Commas, periods,  
m-dashes, and all.

@megan\_marin

And no doubt,  
some exclamation  
marks as well.

@megan\_marin

The cars drift  
past like urban  
waves along the  
city floor, the  
sound of tire  
against smooth  
pavement is  
strangely calming.

*Interviewers are  
animal tamers,  
psychoanalysts,  
lawyers, and  
dinner hosts  
—Adam  
Harrison-Levy*



92 degrees at  
White Box Gallery

@merritt\_susan

7-11 convenience stores mushroomed in #NYC during the past 6 months. Suburbia ate Urbania?

@laureneleonboym

I call this “BQE  
w/ Sunset.” Also,  
“A Case for Urban  
Highway Removal.”  
[twitpic.com/  
9yrdq7](https://twitter.com/9yrdq7)

@carolinetiger

Through one  
door all the  
sounds and  
smells of NYC  
are erased and  
replaced by the  
must and hush  
of bound book  
bliss. #nypl

**Maharam.  
Bright. Light.  
White. Soothing.  
Patterns. Color.  
Texture. Exciting.  
Books. Objects.  
Furniture.  
Inspiring.**

@merritt\_susan

NYC is rarely its  
intended color.  
The drips, stains  
and rust provide  
their own touch  
of authorship to a  
city alive.

*“I was the lighting guy,” back when \$300 fixtures were exorbitant in the 90s. 3 days to make a lamp was a bad business model.*

*“I’m not your  
typical rider.”  
James Biber on  
his ridership of  
Harley Davidson  
motorcycles.  
“I don’t wear  
a doo-rag or  
anything.”*



**Biber shares my enthusiasm for Waffle House. He pointed out that the iconic sign is often as large as the restaurant itself.**

@murrybernard

*Biber on Waffle House: "It's an archetype of American industriousness, enthusiasm, variety, refinement and crassness."*

@murrybernard

*About his role  
in the studio  
he draws from  
Madmen, "It  
varies, right now  
I'm 40% Sterling,  
40% Price,  
10% Rizzo, and  
10% Draper"  
@scottstowell*

@JenJoyRoybal

**OPEN:  
accessible.  
“As you can  
see we are a  
small studio.  
I’ll give you the  
tour. This is the  
place,” motioned  
Stowell. “That’s  
the tour.”**

@merritt\_susan

*Ironically, Carin  
loves words.  
She talks with  
her hands, red  
nails and array  
of unique rings  
flickering in  
the projector's  
beam.*

@kellissima

**Sometimes I  
go out to the  
sidewalk just to  
recover from the  
air conditioning.  
Or to learn what  
hell feels like.  
#sweatfest2012**

@kellissima

*hmm just  
learned a good  
way to look  
popular...if i say  
the word "porn"  
on twitter more  
people follow me.*

@nicoleokay

**In a stirring  
tribute to  
@lenadunham,  
I just wrote half  
of an article  
while riding the  
subway.**

@carolinetiger



*“I just stood at  
the podium and  
put on lipstick,  
blew my nose,  
combed my  
hair.”*

*—Carin  
Goldberg*

**Another hot  
day for @DCrit  
Summer  
Intensive  
participants but  
they'll get to  
enjoy the studio's  
AC for their  
#platform lecture  
w @loudpaper**

@DCrit

“Hugging  
buildings” as  
refuge from  
Manhattan  
skies with  
@WideOpenAir.

“No pictures in  
the building,”  
the guard said  
gruffly. Perhaps,  
I thought, they  
should issue  
blindfolds  
instead of IDs.  
#wallstreet

**Contrast**

Observation

**Beards aren't  
welcome at  
Deutsche Bank.**

@danielraycole

Lower Manhattan

01:16 PM - 22 Jun 12

01:09 PM - 22 Jun 12

**What is the  
meaning of  
“publicly owned  
private space”?  
[http://pic.twitter.  
com/TcA24361](http://pic.twitter.com/TcA24361)**

@kellissima

**Manhattan  
design party.  
Free ham,  
free beer, free  
Sagmeister  
gawking.**

@danielraycole

**East 17th:  
roving droves of  
matching bros.  
from Manhattan,  
NY**

@kellissma



**Temp's down.  
Cool breeze is  
back. Skies are  
blue. (Is there  
more than one  
sky?) Rain  
washed the city  
clean (sort of).  
NewYorkFRESH.**

@merritt\_susan

**Don't you  
dare judge my  
footwear, NYC.  
I've been beating  
the pavement,  
transcribing your  
most colorful  
jewels. I've  
earned my ugly  
shoe day.**

@kellissma

fireworks heard  
all over town,  
impromptu  
dance parties/  
performances  
along each  
river, this city is  
alive on such a  
weekend.

**The lady with  
long dreadlocks  
and yellow shirt  
talks into the air.  
Oh, there's the  
white cord that  
signifies she's  
not crazy. Off  
the train.**

@JenJoyRoybal

**We pass by the  
old Domino  
Sugar factory.  
It sits empty  
and dark and  
commands the  
waterfront like  
a cyborg battle  
station. I love it.**

@JenJoyRoybal

Choppers above.  
Ferry slides into  
Pier 11. On foot  
from here.

**I sit in the plaza  
in front of the  
Ferry bldg, a  
woman with all  
her belongings  
sleeps in the  
right corner. She  
has all her shoes  
lined up**

@JenJoyRoylbal

*Lupton on  
scale at design  
shows: “No one  
wants to go to  
an exhibition  
and look at a  
business card—  
it’s pathetic!”*



Families  
Wearing All  
The Same Color  
Shirt Island,  
Swedish Babies  
In Expensive  
Strollers Island,  
Angry People In  
The Ferry Line  
Island.

strange wall  
sculpture is a  
calendar clock.  
It used to  
light up. More  
gems hidden in  
the vicinity—a  
victorian candy  
shoppe!

@laureneleonboym

**@kellissima  
@merritt\_susan  
@danielraycole  
Hurricane Kabat  
supposed to  
hit tomorrow,  
but may be  
downgraded to a  
tropical storm...**

@chasetimes

*At restaurant.  
Staring at back  
of Paul Weller's  
head. Am  
horrified how  
greasy*

@laureneleonboym

What happens  
outside this  
second story  
window in  
Bushwick is  
100 times more  
interesting than  
the Internet

@nicoleokay

I never thought  
I'd go looking  
for "beauty" in  
Port Authority.  
Glad to have  
such a great  
partner in crime  
@chasetimes

@murrybernard

Meeting of Three  
Pitbulls on  
Locust Street

@nicoleokay

Ordered a latte macchiato at Eataly. “Is this the pick up line?” I asked a man beside me. “I’m already taken,” he laughed.



Locating

Observation

A watched subway  
tunnel never  
toils.

@carolinetiger

a bell goes off on  
my way to D-Crit  
and first thought  
that comes to  
mind is “has the  
ring of Alice’s  
bell now gone  
NYC universal?”

@line\_ulrika

*“Editorialize,  
you are the God”  
—Jennifer Kabat*

@chasetimes

Rush hour  
sidewalk strategy:  
follow a fast  
walker; let her  
part the seas  
for you.

@kellissima

*“An interview is  
a conversation  
with an agenda.”  
—Adam  
Harrison-Levy*

*Contradictions  
make people  
interesting. We  
are all formed of  
contradictions.*

*—Jennifer  
Kabat, on  
people,  
interviews, and  
writing.*

@danielraycole

beware deka1b!  
autumn months a  
hazard zone ripe  
gingko berries  
pungent yellow  
stink bombs  
litter the street  
#BrooklynWasMine

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Locating

Conversation

@carolinetiger  
where exactly are  
you guys?

@murryebernard

Brooklyn

03:09 PM - 27 Jun 12



*Email from  
Mom: “Are you  
alive?”*

$$a^2 + b^2 = c^2.$$

Pythagorean  
wayfinding on  
triangulated  
streets in  
Downtown  
Brooklyn.

Locating

Observation

Aftermath of  
parade, the  
streets are  
littered with  
rainbows.

@danielraycole

*Ego &  
Narcissism Walk  
into a Design  
Conference:  
How Do I Love  
Me? by  
@thedailyheller  
[http://shar.es/  
s85h2](http://shar.es/s85h2) via  
@sharethis*

@carolinetiger

Interboro is  
located inter-  
neighborhoods,  
Downtown  
Brooklyn

*@IRENECHLN*

*Conversation:*

*bowling vs.*

*karaoke. Are you  
a big bowler?*

*“No, but I’m less  
of a singer”.*

The School of Visual Arts Design Writing and Research Summer Intensive offers students and working professionals a unique opportunity to study closely with a faculty composed of leading writers, editors, researchers, curators and bloggers. Participants spend two weeks in the SVA MFA Design Criticism studio learning how to write compellingly about images, objects and spaces and are introduced to a range of writing genres and a spectrum of methods and formats. Lectures and field trips to New York sites and studios allow participants to directly interact with prominent designers, architects, and urban planners. Working individually and in small groups they experiment with essential techniques such as interviewing, archive research, close observation, analysis, and critique, and then develop and finesse several projects across a range of media. In addition to a robust daily schedule of seminars, lectures and field trips, each participant

has a workstation in the beautiful light-filled D-Crit studio in New York's Chelsea district, and 24-hour access to department resources. By the end of the program, participants will have completed several pieces of writing, contributed to a publication, formulated ideas for stories and garnered a robust set of tools and approaches for writing authoritatively and imaginatively about design.

Faculty and lecturers include: Steven Heller, Alice Twemlow, Adam Harrison Levy, Karrie Jacobs, Paul Lukas, Justin Davidson, Mimi Zeiger, and Jennifer Kabat.

D~~X~~CRIT



School of  
VISUAL ARTS

[dcrit.sva.edu/intensive/](http://dcrit.sva.edu/intensive/)  
@dcrit

@adrianmadlener  
Adrian Madlener

@line\_ulrika  
Line Ulrika Christiansen

@AliBrownHejazi  
Alexandria Brown-Hejazi

@megan\_marin  
Megan Marin

@bgibbsriley  
Brandy Gibbs-Riley

@merritt\_susan  
Susan Merritt

@carolinetiger  
Caroline Tiger

@murryebernard  
Murrye Bernard

@chasetimes  
Chase Stone

@nicoleokay  
Nicole Lavelle

@danielraycole  
Daniel Cole

@petite\_crevette  
Lauren Palmer

@EmmadeCrespigny  
Emma de Crespigny

@WideOpenAir  
Garreth Blackwell

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Irene Chin

@JenJoyRoybal  
JenJoy Roybal

@kathievonankum  
Kathie Von Ankum

@DCrit  
Design Criticism

@kellissima  
Kelly Murdoch-Kitt

@cloudpaper  
Mimi Zeiger

@laureneleonboym  
Laurene Leon Boym

(Neil, do you have a handle?)  
Neil Donnelly