

**“Big houses
may someday look
as outdated and
impractical as
big cars”**



Living **SMALL**

By Witold Rybczynski
Illustrated by Karla Flemming

In May of 1990 my colleagues and I built a demonstration house on the campus of McGill University, in downtown Montreal, to test a thesis of ours: if people thinking of changing houses could experience the advantages of high-quality, smaller, more flexible, and more adaptable houses, they might actually choose smaller rather than larger quarters. The Grow Home was small (1,000 square feet); it included unpartitioned space; it was adaptable to different households; it used good-quality finishes and materials. And it was a row house, only fourteen feet wide. The construction cost was about \$35,000, which meant that the selling price in Montreal, including land and all development costs, would have been less than \$60,000 -- about half the price of an average single-family house in Montreal.

Artist Statement

Karla Flemming

Given our digital age and the plethora of issues facing our developing world, the need for the communication of compelling messages has never been stronger. Design has the ability to make the complex simple and draw emotive responses from viewers in extremely direct ways. Therefore, it is my intention to craft potent vehicles for the delivery of messages that will get through to people in an age where we are overloaded with information. This has led me to use a wide range of traditional and new media in my work. I believe that to fully engage viewers over a digital platform, it is important to spark interest and invite viewers to question the work's craft similar to how they would if they were seeing a piece in person. This has often led me to engage in very in-depth processes of prototype building, photography, or painting to produce my finished designs.

	<u>Title</u>	<u>Media</u>	<u>Original Format</u>
Figure 1:	Living Small	Digital Illustration	Model building, Photography, Photoshop 8 3/8" x 20 7/8"
Figure 2:	Mamo Poster	Digital Illustration	Adobe Illustrator , 11" x 17"
Figure 3:	Micro/Macro	Digital Illustration	Collage using Photoshop, 18" x 24"
Figure 4:	Micro/Macro	Digital Illustration	Collage using Photoshop , 18" x 24"
Figure 5:	Juice Tap	Digital Media	Adobe Illustrator
Figure 6:	Juice Tap	Digital Media	Adobe Illustrator
Figure 7:	Juice Tap	Photography	Model building, Photography
Figure 8:	Juice Tap	Digital Media	Drawing, Photography, Adobe Illustrator
Figure 9:	El Laberinto del Fauno	Vector Illustration	Drawing, Adobe Illustrator, 11" x 17"
Figure 10:	RITA Poster Set	Painting	Watercolor, Photography, 18" x 24"
Figure 11:	RITA Conference Identity	Digital Media	Adobe Illustrator
Figure 12:	RITA Conference Identity	Digital Media	Adobe Illustrator
Figure 13:	Ecoroute Mobile Application	Digital Media	Adobe Illustrator, Photography
Figure 14:	Ecoroute Mobile Application	Digital Media	Adobe Illustrator
Figure 15:	Ecoroute Mobile Application	Digital Media	Adobe Illustrator, Photography
Figure 16:	Ecoroute Mobile Application	Digital Media	Adobe Illustrator, Photography

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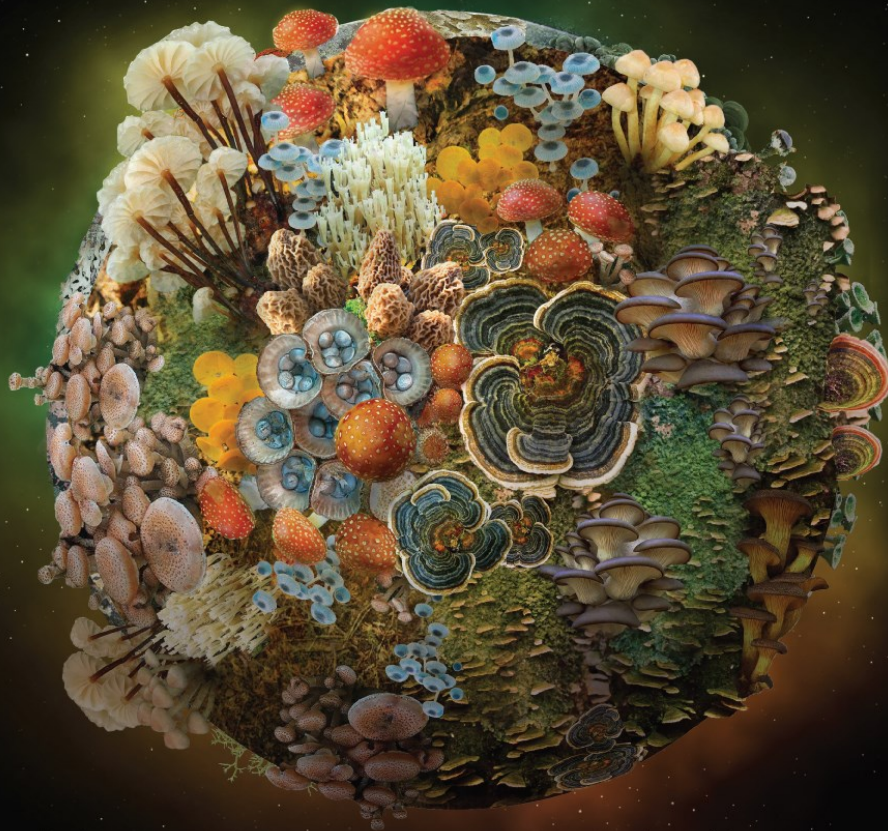
Figure #1: Living Small



Figure #2: Mamo Poster



Figure #3: Micro/Macro



MICRO / MACRO

ART & ENVIRONMENT
STUDENT EXHIBITION
NOVEMBER 18-30, 2016
THE HATTON GALLERY

Figure #4: Micro/Macro

JUICE TAP

NOTHIN' BUT NUTRIENTS



Figure #5: Juice Tap

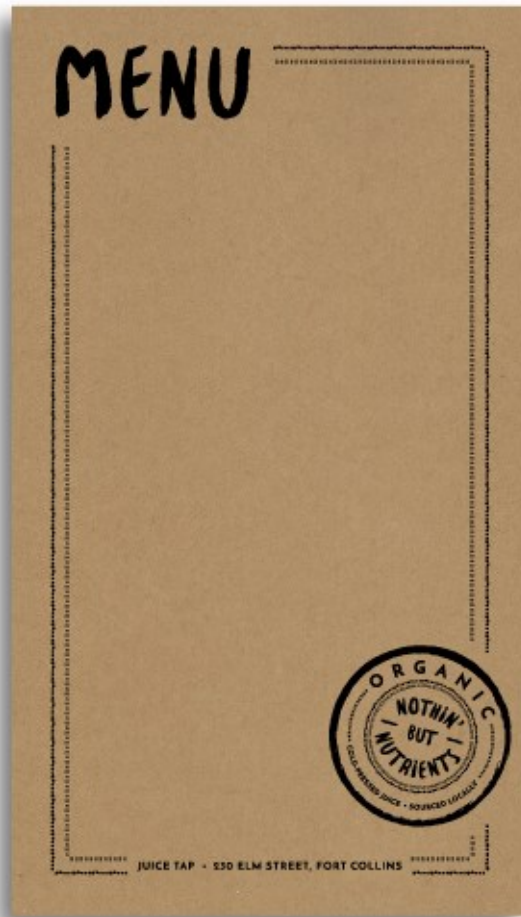


Figure #6: Juice Tap



Figure #7: Juice Tap



Figure #8: Juice Tap



Figure #9: El Laberinto del Fauno



Figure #10: RITA Poster Set



RABIES IN THE AMERICAS
NATIONAL WILDLIFE RESEARCH CENTER
GLOBAL ALLIANCE FOR RABIES CONTROL



Figure #11: Rita Conference Identity



Figure #12: Rita Conference Identity



Figure #13: Ecoroute Mobile Application



Figure #14: Ecoroute Mobile Application

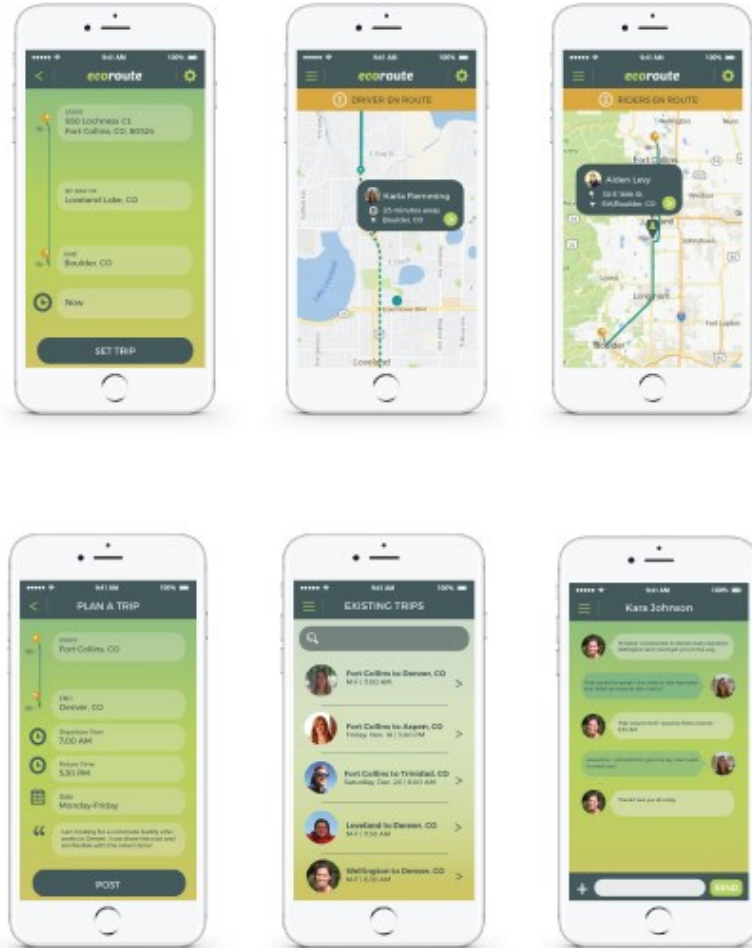


Figure #15: Ecoroute Mobile Application



User Reviews

Users write reviews after traveling with one another to help make Ecoroute a reputable community.



Carbon Offset

The app tracks the amount of CO2 emissions offset for each shared ride. Users can set goals and track their cumulative offset over time.



Carbon Credit Market

Users redeem Carbon Credit points in the Carbon Market. Businesses give away rewards to help contribute to their eco-friendly image and to drive in new customers.



Figure #16: Ecoroute Mobile Application