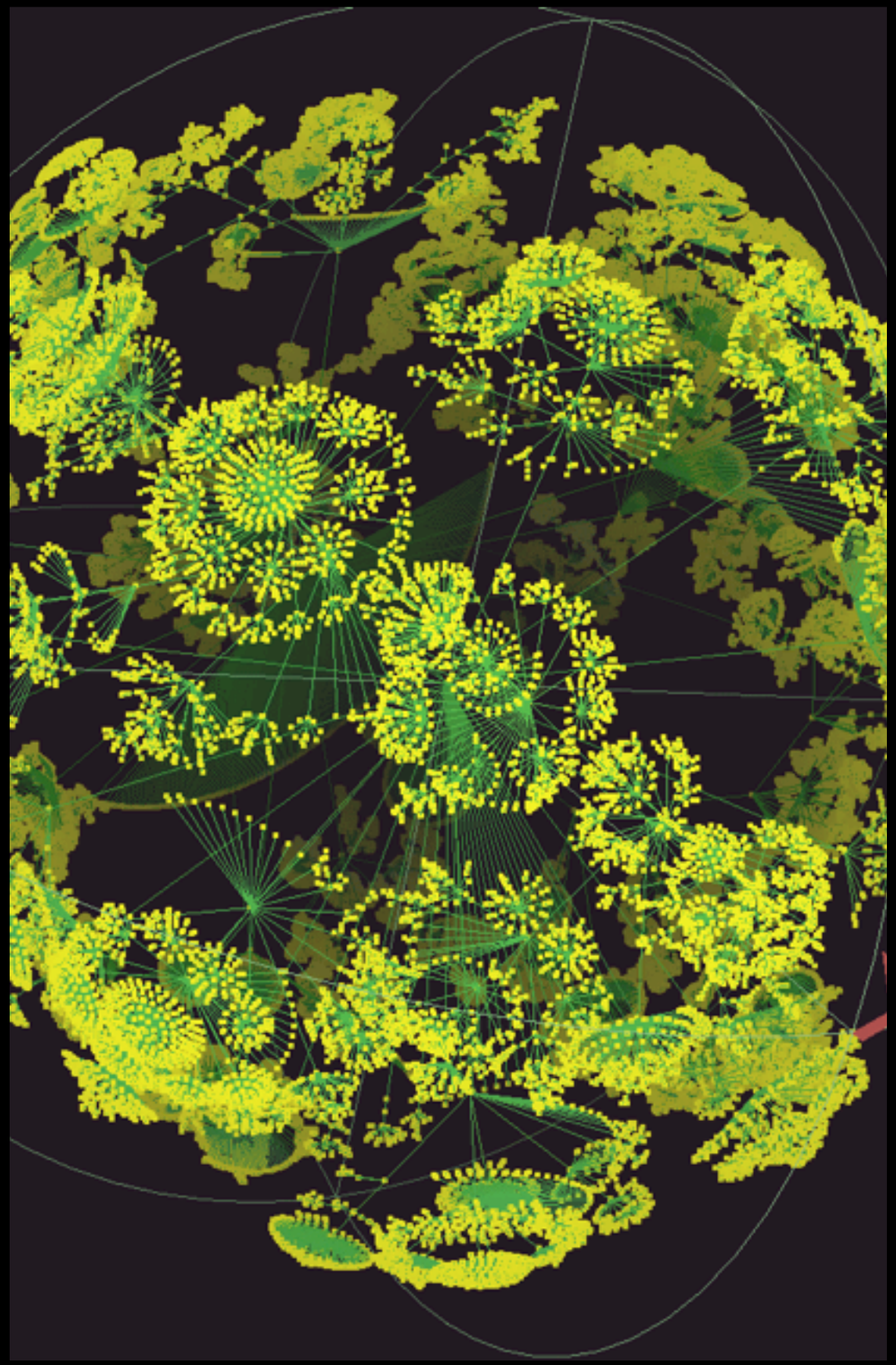
Objects

Lecture 5
IML 499

“A rhizome has no beginning or end; it is always in the middle, between things, interbeing, intermezzo. The tree is filiation, but the rhizome is alliance, uniquely alliance.”

–Deleuze & Guattari, A Thousand Plateaus



Wow, the rhizome is **SO COOL!**

Rhizome Review

- Non-linear
- De-centralized (no hierarchy)
- Biological Metaphor
- Multiplicities connecting other multiplicities

Key Principles of the Rhizome

1. Connection
2. Heterogeneity
3. Multiplicity
4. Asignifying Rupture
5. Cartography
6. Decalcomania

Rhizome Review

- One volunteer—lead discussion
- Take a few minutes to read the response posted on Slack
- What are the key takeaways you had after reading?

How is the web a rhizome?

“Form follows function.”

–Louis Sullivan

The Bauhaus

Merging Design with Industry

“Form and function are one.”

–Frank Lloyd Wright

“Form and function are one.”

–Frank Lloyd Wright

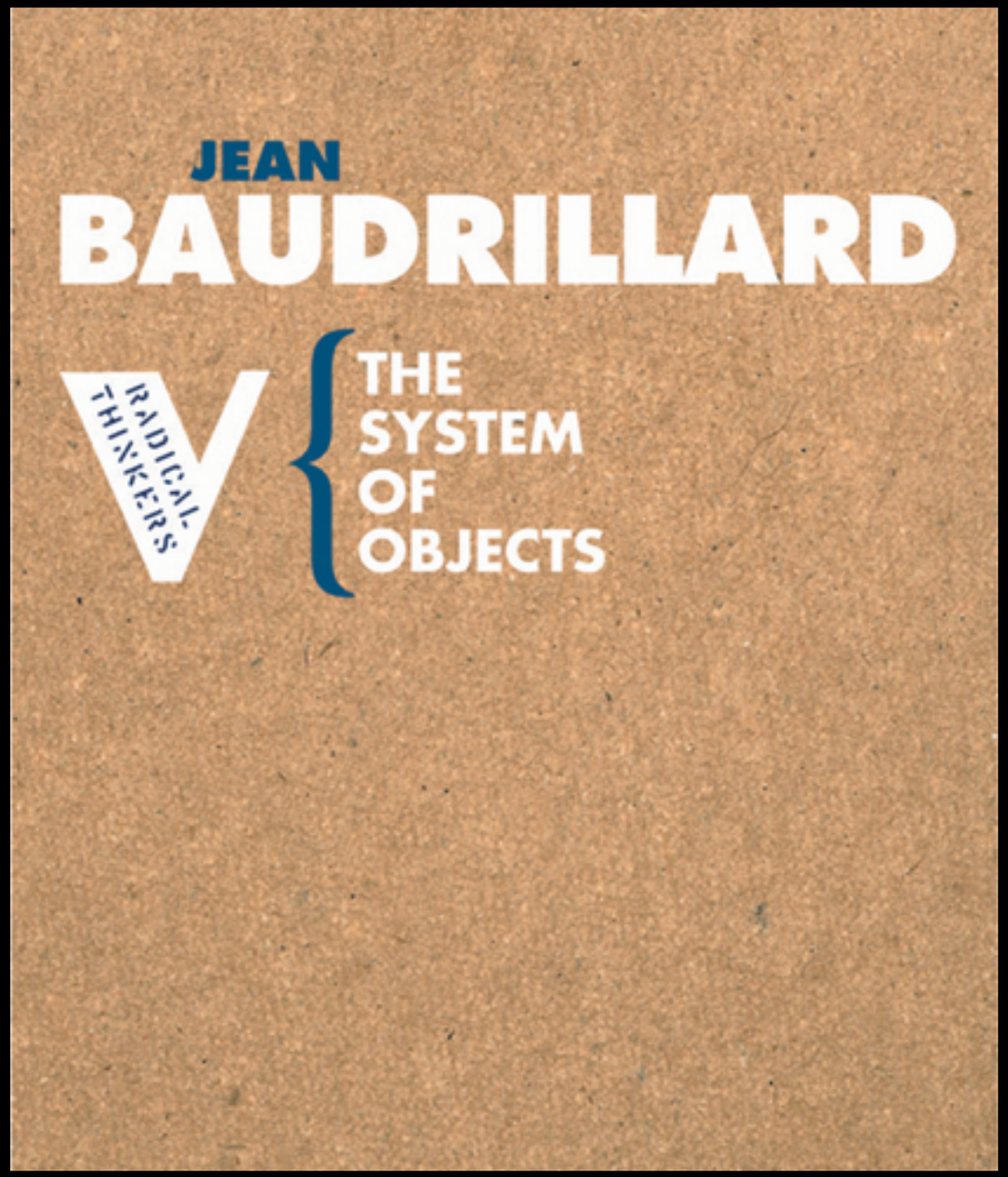
Jean Baudrillard

French Sociologist,
Philosopher & Theorist

USC

The System of Objects

- Focus on consumerism
- How are objects being consumed?
- Influenced by Marxism
- Consumption over production as a driver in Capitalism



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Object-Value System: Ways an Object Obtains Value

- *Functional*—its instrumental purpose
- *Exchange*—its economic value
- *Symbolic*—a value that a subject assigns to an object
- *Sign*—its value within a system of objects

Digital Products

http://www.nytimes.com/2009/06/01/arts/01iht-DESIGN1.html?_r=0

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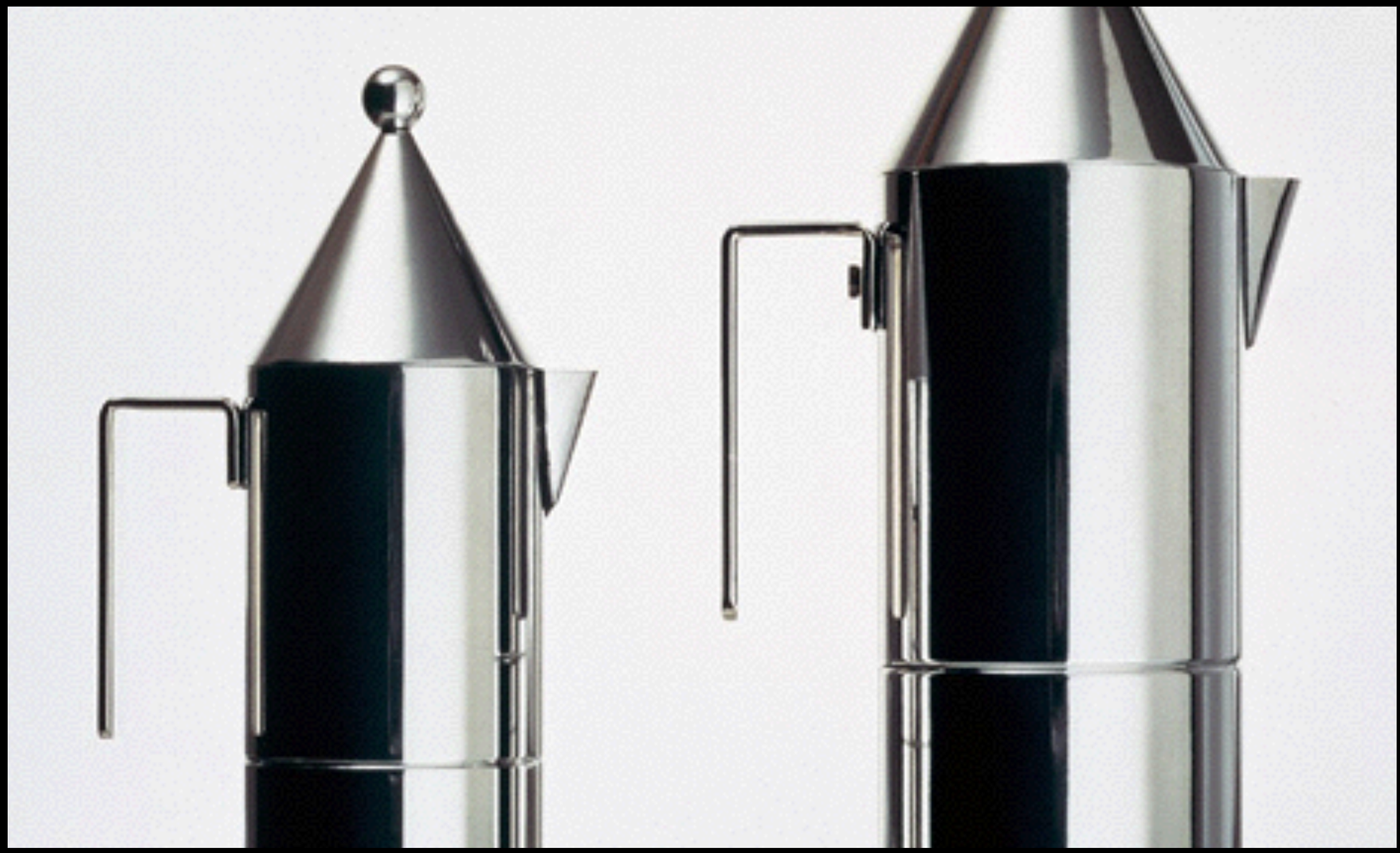

Aldo Rossi

Form doesn’t always follow function

For next class…

Read "The System of Objects (pp. 255-83)", Selected Writings, Jean Baudrillard.

- Choose an object (digital or physical) and define its value using Baudrillard's Object-Value System. Feel free to take a personal or a more collective perspective of the product.

- Use this Bloomberg article showcasing products of both great form and function if you are searching for examples.