

New Museums
Tiny Houses
Micro Green: Tiny Houses in Nature
author

Collaborator

Mimi

studied Architecture

Master's @ Sci-Arc
Bachelor's @ Cornell

writer

journalist

curator

critic

editor & publisher

Zeigler

pronounced like 'tiger'.

Architect Magazine

Loud Paper

**Documentation
and Fantasy**

Oct. 15, 2012

Francesca Ramos

“The city as software.”



Open-Source City

In urban interventions, the metaphor matters.

The article talks about how we need to stop talking about the city as organic, but as a software. The article ironically only exists online, until it is repurposed in Istanbul for an exhibit called Adhocracy, now in print. This project led Zeiger to answer questions she had about the realms of print and web and how they intersect, or do they? What is the relationship between the tactility of print and existence of things online?

**“We’re nostalgic for the classified
backpage section.”**



New City Reader

Zeiger produced and printed the Classified section for the New City Reader with #lgnlgn in NY. Meant to be read in the city, taped up on the wall where it becomes legible.

“Didn’t feel right” that it only belongs in the print realm, and so decided to compile data online (personal information about yourself) to create a textual mapping of wants and desires and of “love and loss” --which is essentially what the classifieds section is about.

Unfinished Business //

The Los Angeles Forum for Architecture and Urban Design announces a major retrospective exhibition: UNFINISHED BUSINESS – 25 Years of Discourse in Los Angeles, running from July 13th through August 26th, 2012 at the WUHO Gallery in Los Angeles. Zeiger collaborated on the exhibition's publication which serves to document the discourse between participants of the LA Forum.

She wanted to capture the voices of the forum through a layout that evokes "chatter", with a yellow line that zips right through the page that includes questions like, "What is your favorite LA Freeway?", "Have you ever taken the Metro?", "What was your first car?" and "If LA was a sandwich, how would it be like?"

The complexity comes out of the pieces and voices running simultaneously throughout the newspaper.



**“If L.A. was a sandwich,
what would it be like?”**



“ [The students] were running around the streets like crazy.”

#platformproject

Zeiger's 'Platform' class focused on interrogating the internet's role in design discourse. Using twitter as a critical medium, students were encouraged to use twitter to document interactions, critique narrative, conversational, critical system. They were given twitter exercises, such as getting to know each other, conveying interviews, capture someone's personality in a tweet, observing the city around you in 140 characters.

To document this experience, a hashtag on twitter was used to curate tweets into four categories: critical, observational, narrative, conversational.

It took 400 tweets, hand assembled, and 4 hours to put together. Instead of stapling, they were given an option to take them out of the book and put them on the streets of LA where they came from.

I feel that Mimi and I share an affinity with social networking and the unique opportunity of discourse that it presents. If I had the chance to collaborate with her, I would like to propose a publication where we ask people online from all over the world, "Which place in the world do you wish to visit?" and ask them what they would want to do there if they get the chance. The responses would then be compiled in print and distributed all over the world.

For example, "Eat French crepes on the top of the eiffel tower." Then someone who receives the publication in France would take out the page and fulfill their fantasy for them by tearing that page and placing it in the location they wish to visit. Then it becomes a declaration of that wish., a personal imprint in real space made possible through the digital realm.



Fantasy

Project