

## Design Finesse

Design Finesse describes both the exquisite delicacy of a design expression as well as its cleverness in performance and subtle execution. Finesse is not about mere surface treatment, nor is it about finish or ornamentation. Rather, it is the physical manifestation of a highly sophisticated coalescing between material, technique (craft/skill) and performance.

Throughout history man has used technology not only to enhance his practical abilities but also to express his deeply rooted ideas, both material and immaterial, of the world he inhabits. These expressions have evolved to provide for a rich repertoire of features and styles. Within these one can find examples of particular intensity with a deliberate dedication to exploring materiality through an excessive articulation of form, structure and pattern. These projects cannot be sufficiently evaluated through an ethic of optimization or efficiency as their qualities range from the intellectual to the visceral and from the technical to the atmospheric.

In observing contemporary digital design one notices a renewed interest in the 'extra-ordinary'. The emerging ecology of computation, fabrication and material intelligence allows for ever growing complexities to be drawn and build with relative ease. However, strict adherence to specific software or singular techniques often blur the boundaries between the profound and the trivial rather than providing unique and authentic results. Finesse describes an intentional approach to form-making through refinement rather than form-finding through linear processing.

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