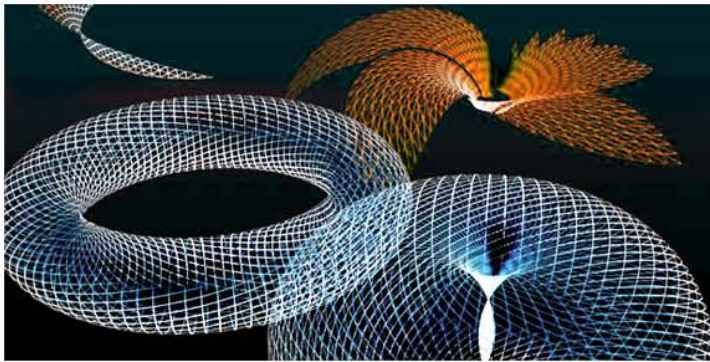
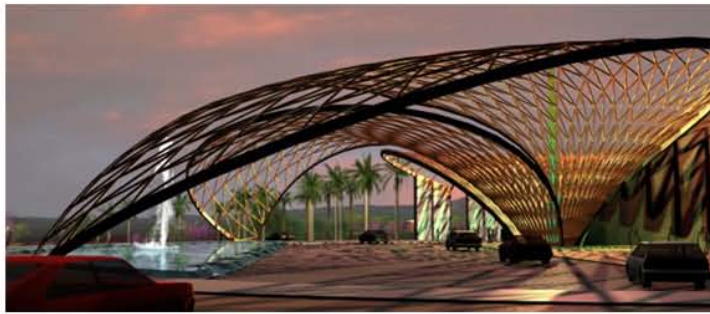


# ***From Virtual to Visceral and Back Again Through Media*** *The Morongo Porte Cochere, an Example of Architecture and Set Design*



## **Design Engine:**

The form was derived from rigorous geometric exercises involving the torus and the spiral



## **Virtual Design Model:**

Like *Zlote Tarasy's* undulating roof, the mesh of the design model was used for the centerlines in the engineering of the structural members



## **Built Project:**

The visceral manifestaion of the Virtual Model



## **In Film:**

As a set in Nicolas Cage's 2007 film *Next*, the feature piece returns to Media



## **Online:**

As a set in a Mercedes Ad it returns to the computer via the internet



## **Television:**

As the set for *Toyota's Venza* commercial, the design-conscious ad aired during the *Super Bowl* in 2009.