MoBook II

Commercial Endeavors 2006 - 2008

"Without a system of formal constraints, there are no creative acts."   - Noam Chomsky

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"Lateral thinker. Problem solver. Mr. Left (with a slant towards the right).   Creative. Duality and conflict in unison. Unique. Painting, sculpture, music, imagery, sound. His style is not seen or heard in any one single piece, project, or medium, but his signature is evident across all his works combined...   There are stories being told through mute gestures which require the viewer to ask: "What's going on in there?!"

- Mark Smith
Global Creative Director
Jordan Brand

∂rtist + Σngineer = |π√Э☰☤®

We've brought to the millennium a hyper-connected world of multi-sensory communication, diminishing attention-spans, global profiteering, crowd-sourcing, amorphous boundaries between real and virtual, climate crisis, exponentially progressing technologies, and a near paralyzing accumulation of both indispensable and insignificant information. Now, the essential task of today's thought-leader is to peer into the swirling cloud of 1's and 0's and point the way through this growing storm of digital flotsam and jetsam toward a new enlightenment.

Since 2004, my company, VirtualMo, has been commissioned by dozens of returning clients in search of an original approach to their communication needs. Calling on a range of skills and interests from traditional art-making practices to the most advanced digital technologies, my work is founded on a long and invested relationship with the promise and impossibility of technology.
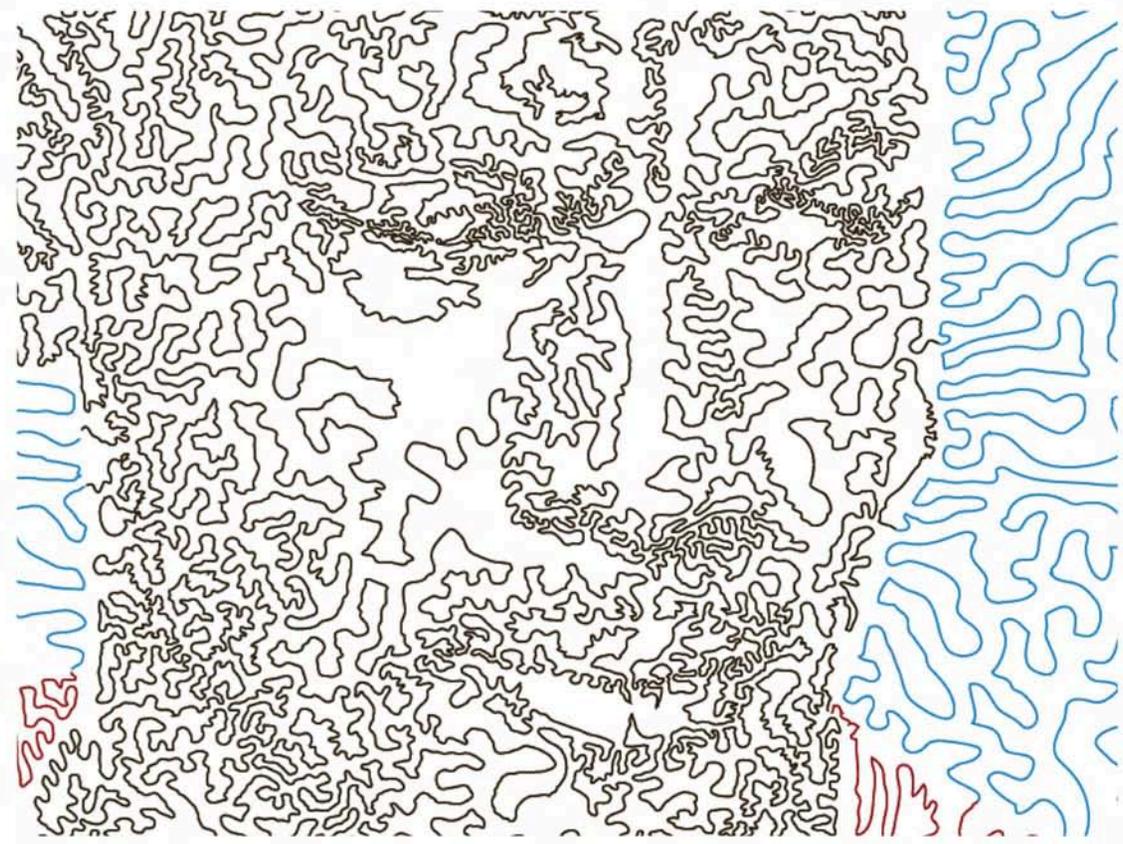
This rare fusion of contradictory talents and methods makes me uniquely suited to dissect, analyze, and create a paradigm-shattering approach to the ever-increasing complexity of today's communication channels and modes. Through the collected works of this book, I intend to demonstrate one professional designer's inventive approach to addressing the mounting challenges to clear, concise, and smart commercial communication. I look forward to opening a dialog with you about these, and other topics, soon.

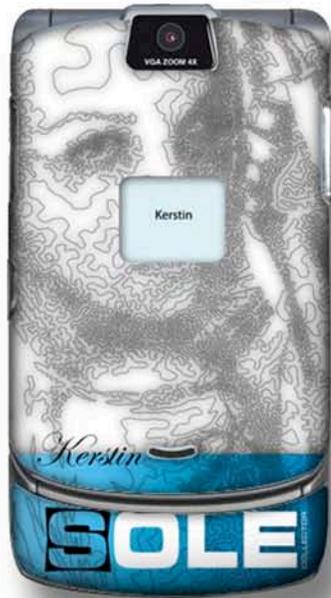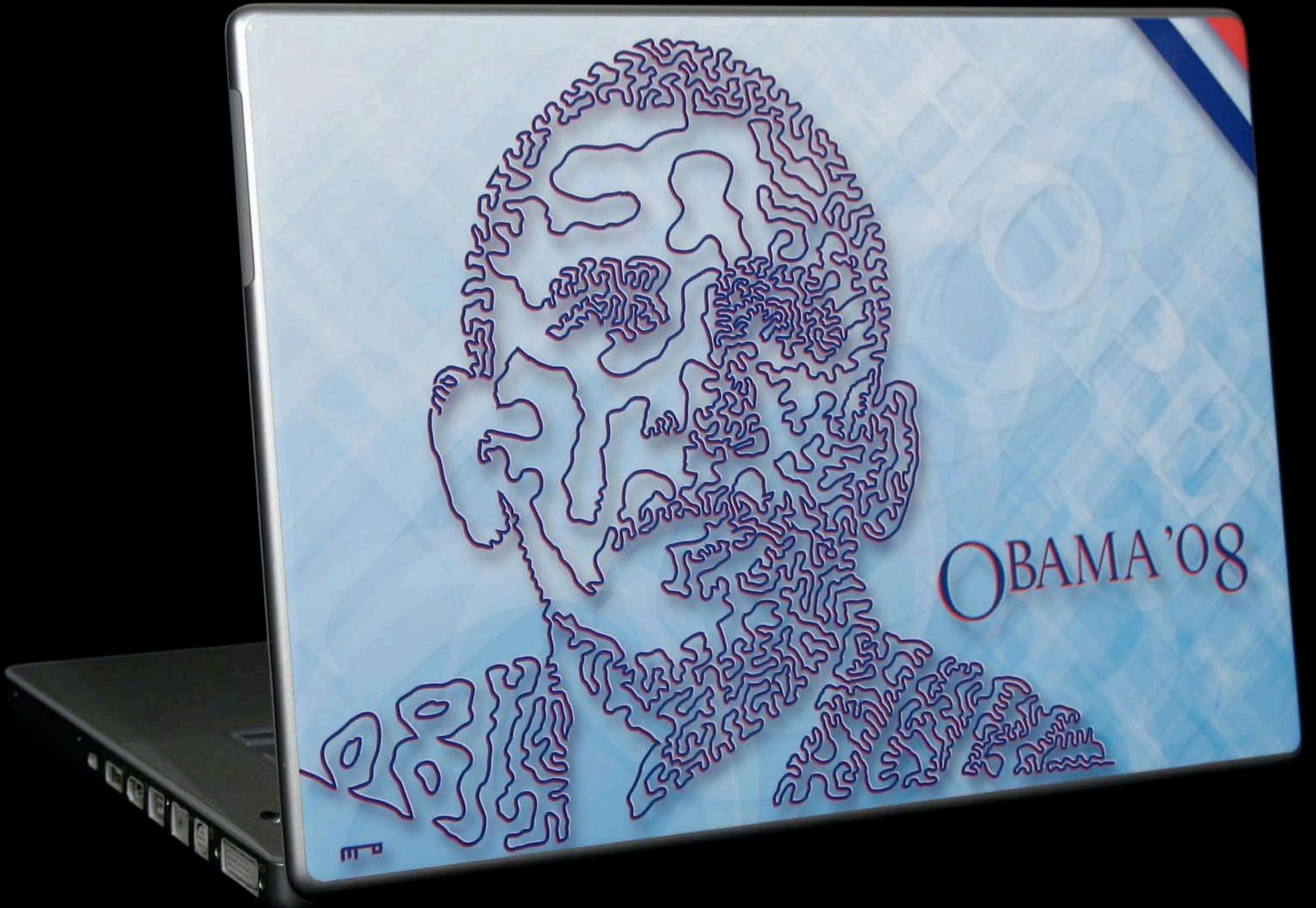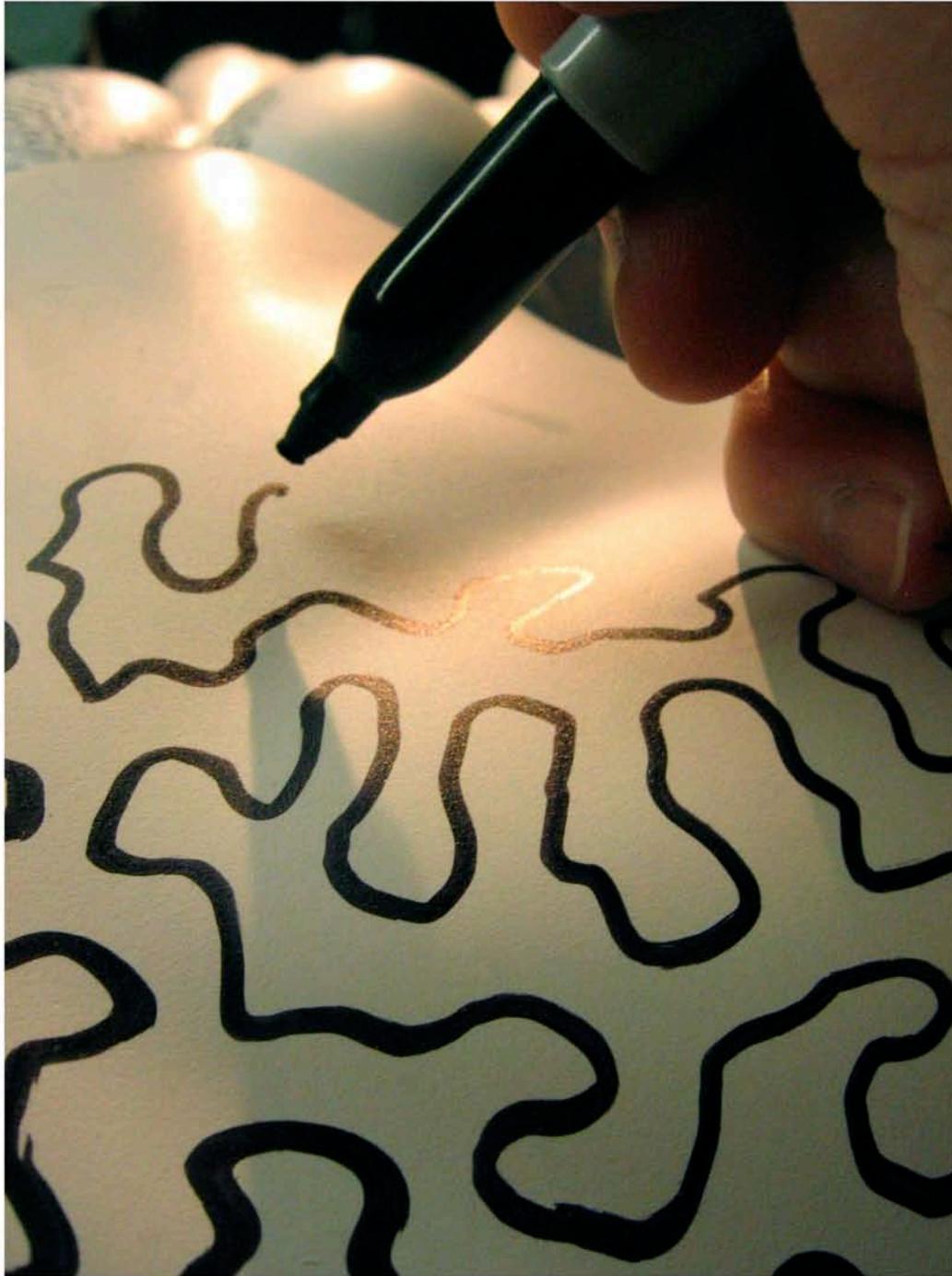Yours, Mø   090228
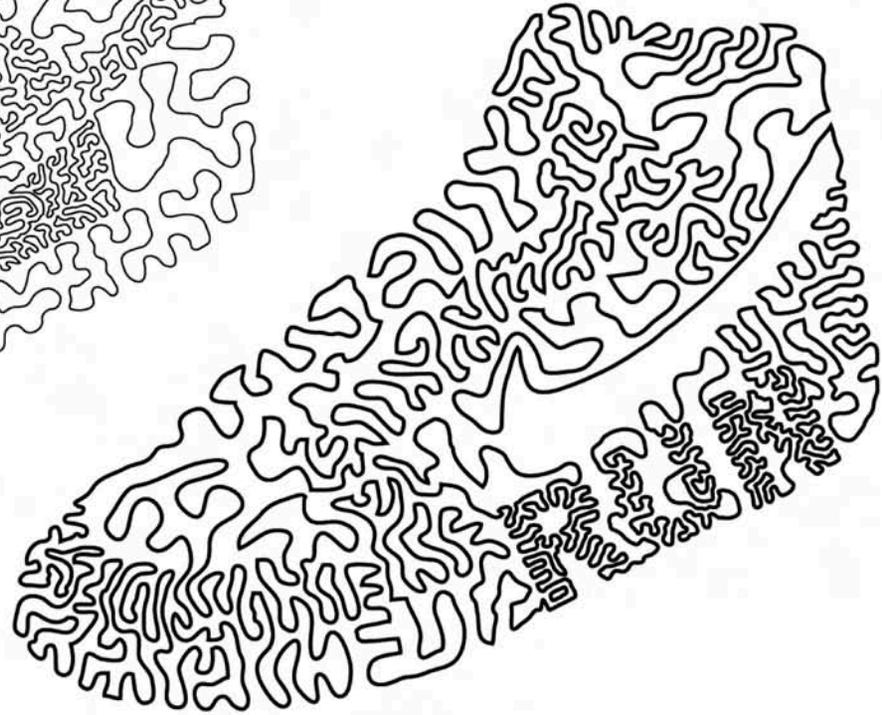
Labyrinthine
Projections™

CONSTRAINT: "Do you think he can make a labyrinth with light?" - Michael Jordan

OBAMA '08

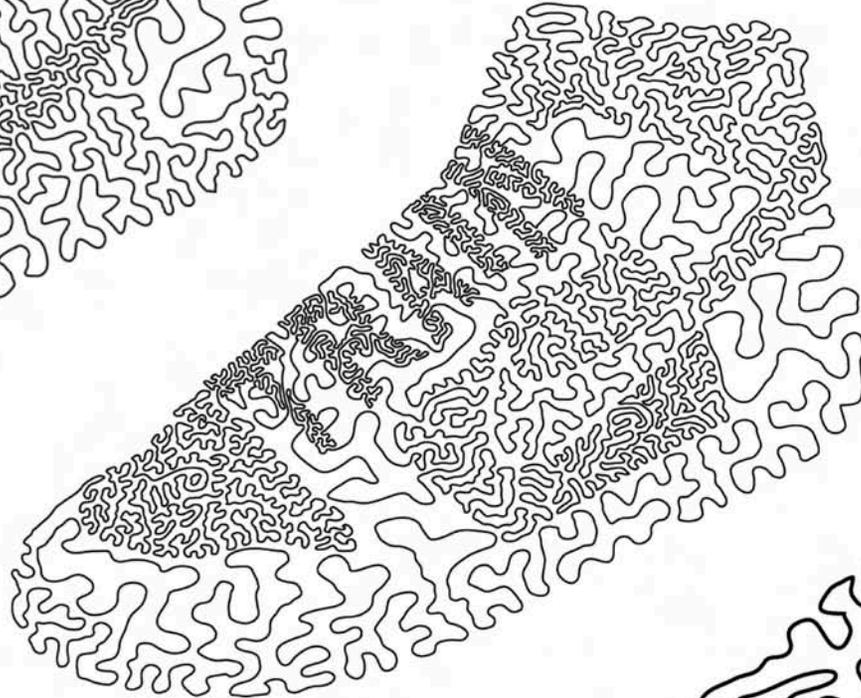CONSTRAINT: "Do your labyrinth trip on this mannequin. Work-in some words associated with sports and equipment. Spend, like, a day on it."- Mark Smith
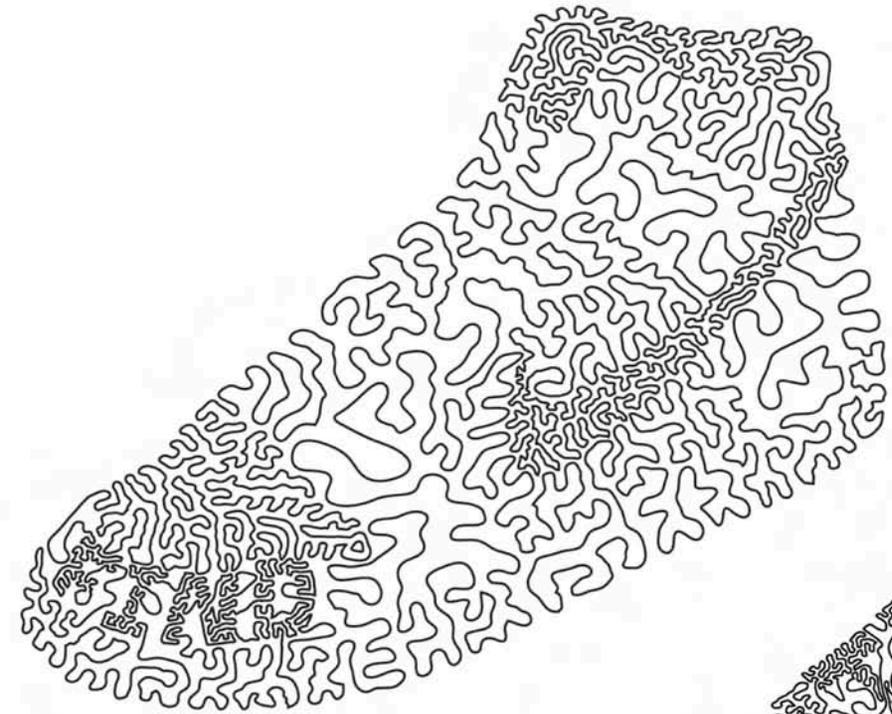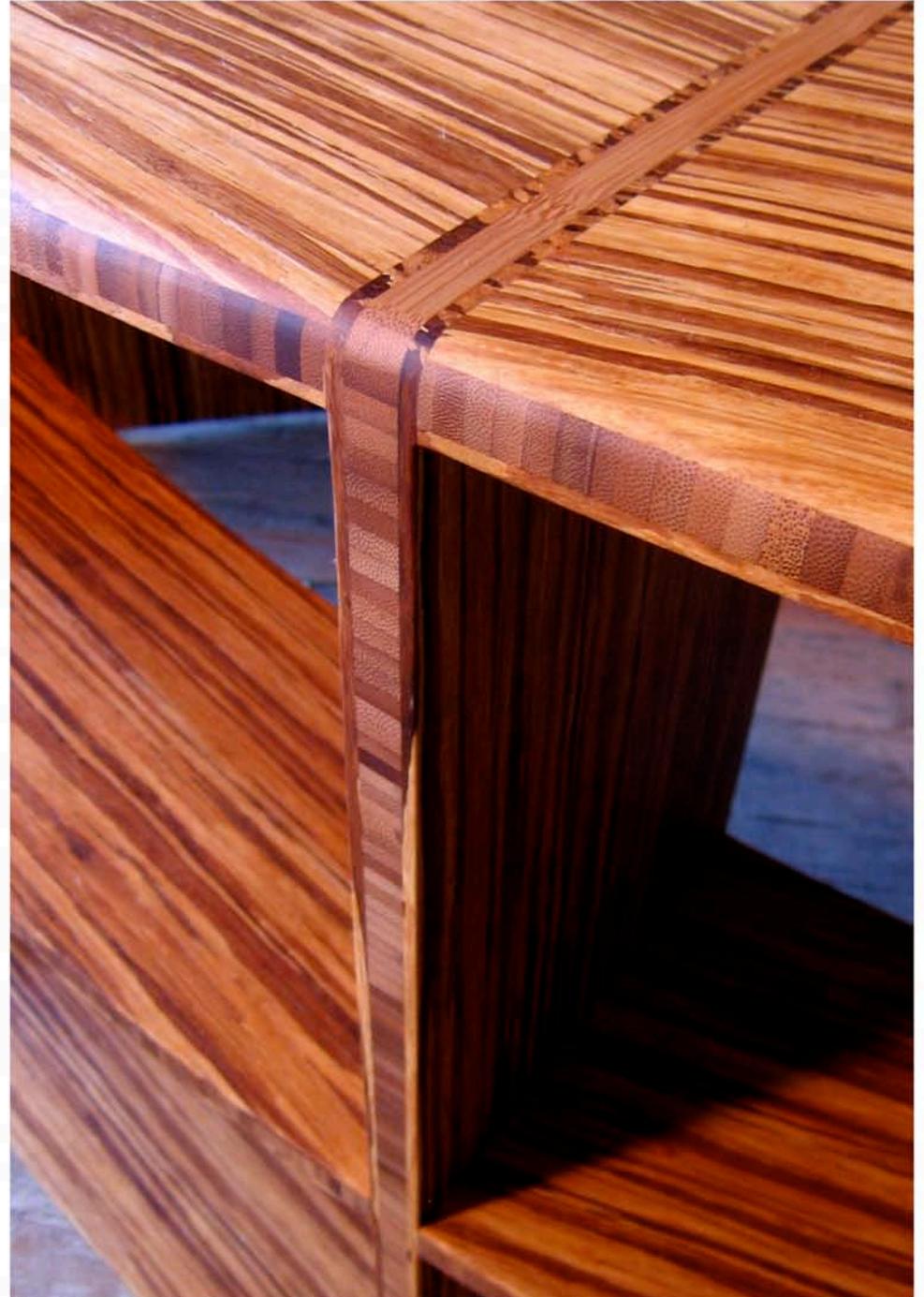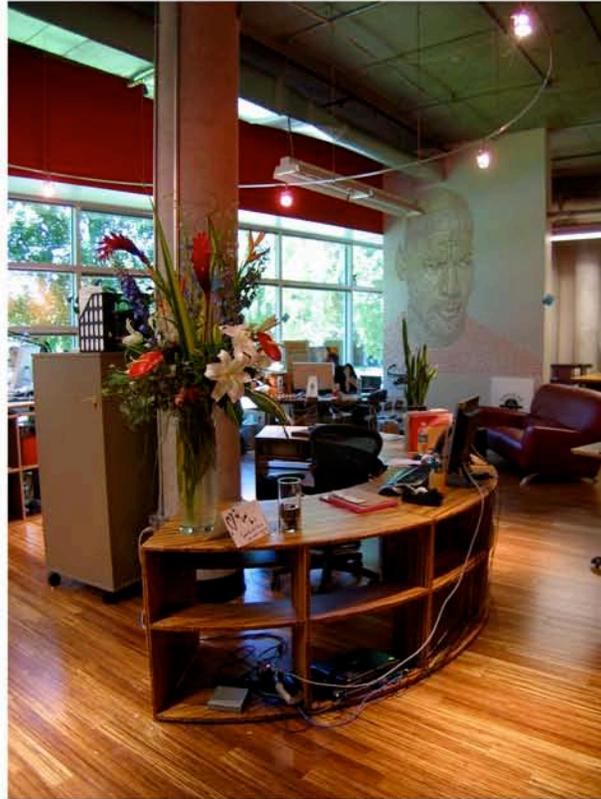
CONSTRAINT: "Labyrinth-up three Dunks, one each with the words, 'RUN,' 'TRAIN,' and 'FIND,' worked in. Oh, and, a set of three lamps with 'ID' embedded. Cool?" - Mark Smith

NIKE:
Innovation Kitchen
Design Center
Furniture

CHINA:
Warner Grand Garden
High Roller Penthouse
Loft

7th FLOOR - RESIDENCE

7A
7B
7C
7D
7E
7F
7G

Pantry
Kitchen
Living Area
Master Suite
Wardrobe
Master Suite Bathroom
Dining Room
Lounge
Exercise Room
Suite 1
Closet
Suite 1 Bathroom
Entry
Coat Closet
Indoor Garden
Foyer
Maid Bathroom
Maid Bedroom
Guest Bathroom
Storage
Laundry
Maid Kitchen
Refer.
Storage
Driver / Guest Bedroom
UP
DN
Note 1

8th FLOOR - ENTERTAINING

8A
8B
8C
8D
8E

Wet Bar
Entertainment Area
Super Guest Suite
9 / Sleeping Loft
Super Guest Bathroom
Meeting Room
9 / Living Platform
9 / Party Platform
Office
Guest Bathroom
Coat Closet
Entry
Indoor Garden
Foyer
UP
DN

CLOCKWISE from TOP LEFT: Mother-In-Law-Suite; "Super Guest" Suite; Master Suite; Driver's / Guest Suite

CLOCKWISE: 7th Floor Foyer; 8th Floor Entertaining Area; Super Guest Suite Wetroom; 7th Floor Lounge

CONSTRAINT: "Design a 'Livable ArtSpace' where every view has a 'WOW! Effect'." - Jason Chen, CEO Tianjin-Warner Global Development Co. 23

"WonderWall," stained-glass waterfall featuring falling fog effect • 8th Floor Cloud Ceiling • Spinal Staircase • Rain Bar
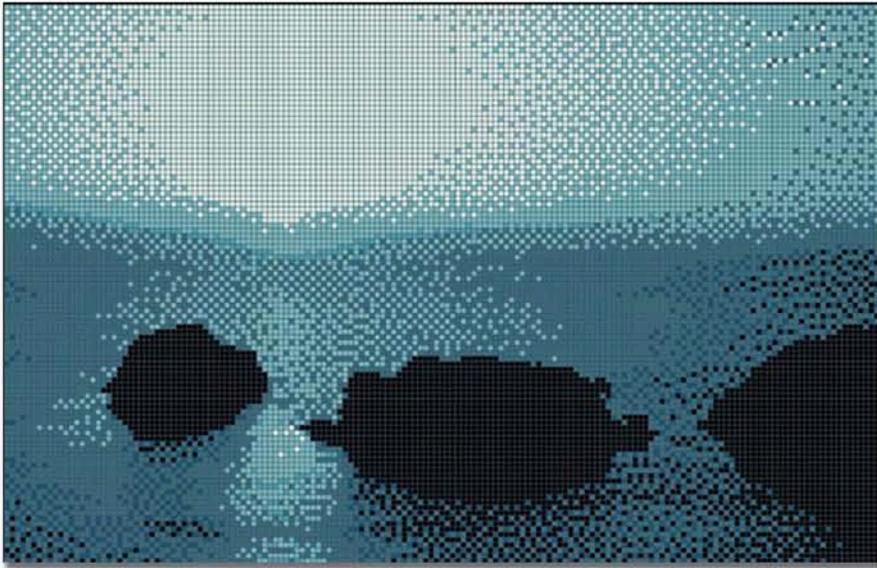
"Wall of Desiderata" lighted poem wall • featured wall detail • 8th Floor "Starry Night" ceiling

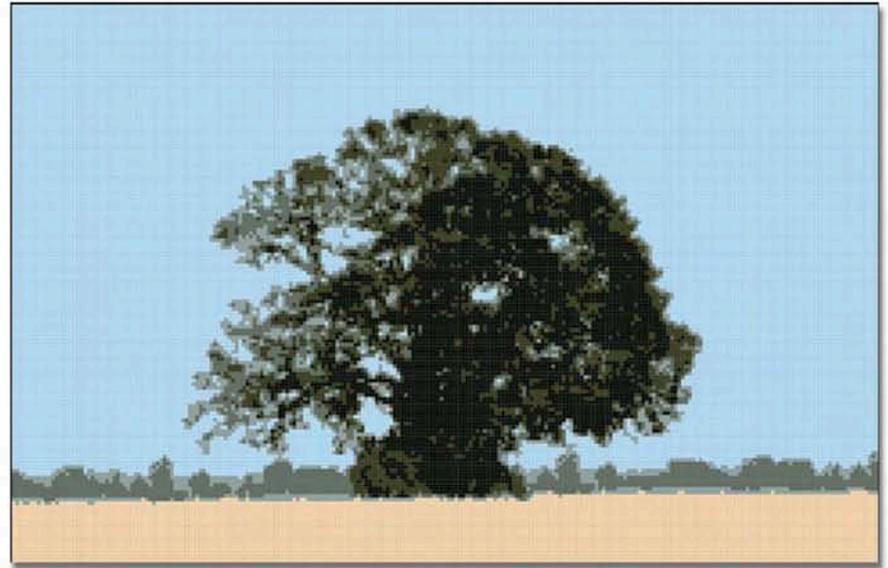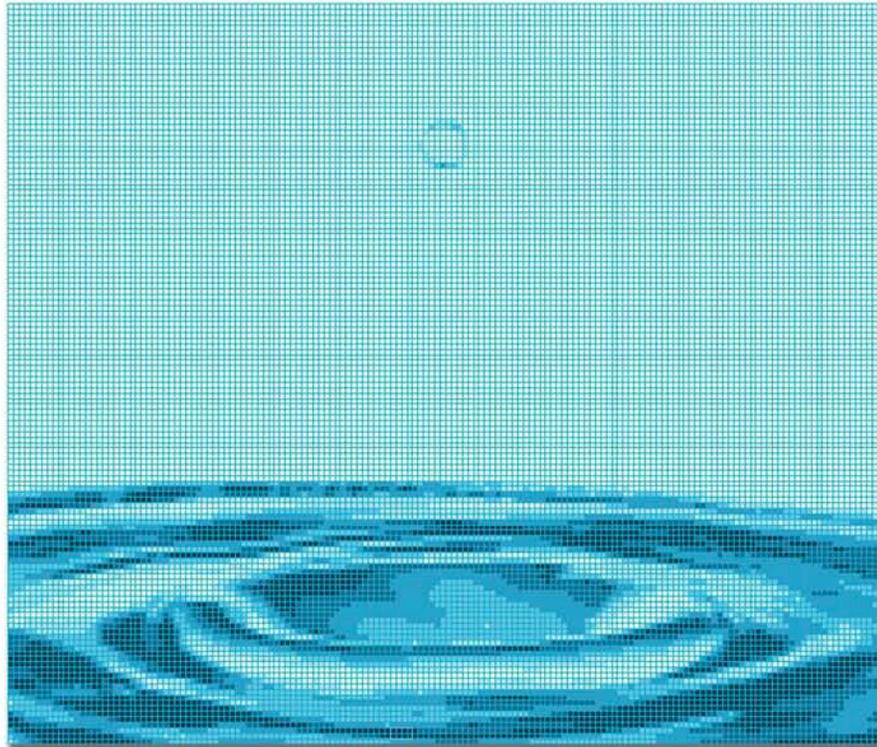"Spinal Staircase," inspired by the remains of an unearthed Hydrosaurus.

"Moon Rise" 188 in x 102 in , 20mm ceramic tiles, six colors

"Meadow" 188 in x 102 in , 10mm ceramic tiles, six colors

"Droplet" 125 in x 102 in , 10mm ceramic tiles, six colors
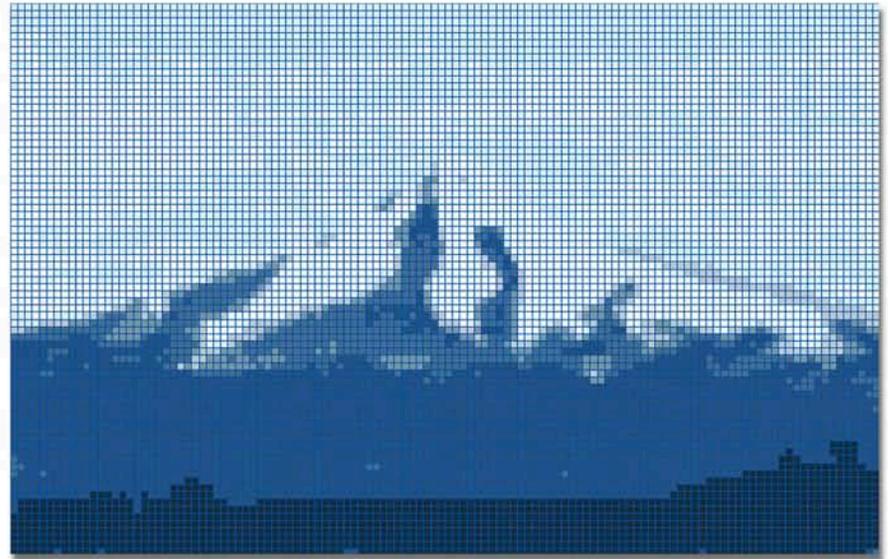
"Mt. Hood" 188 in x 124 in , 20mm ceramic tiles, six colors

CHINA:
Warner Grand Gardens
150 Happy Gold
Condominiums
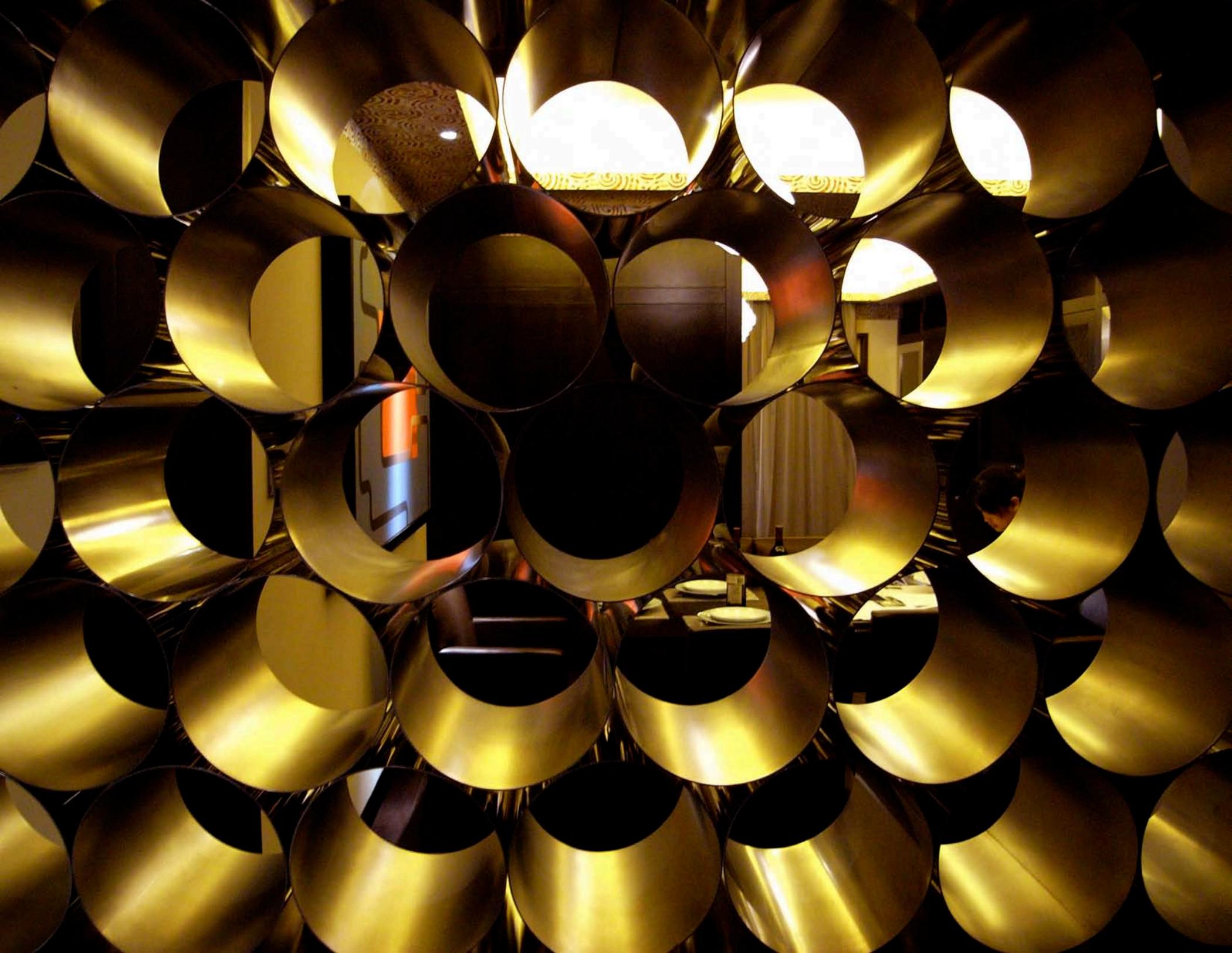
NIKE:
Air Force 1
Full Woven

CONSTRAINT: Weave an entire upper from a single piece of material while retaining the blocking of the Air Force 1.
INSPIRATION: 'Safety Dance' - road cone orange and reflector. PHOTOS: Ryan Unruh
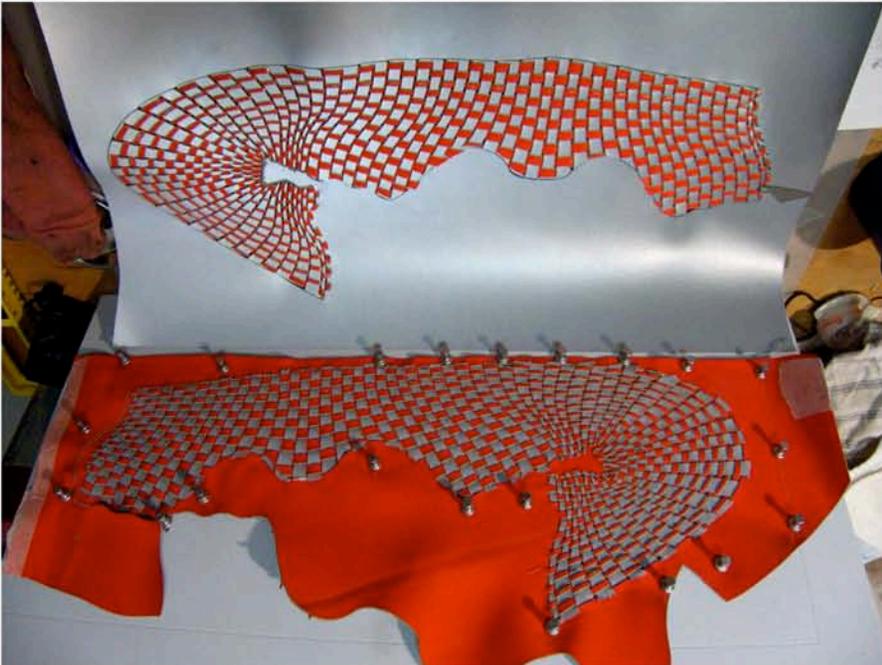
NIKE:
Vancouver 2010
Olympic Apparel

CONSTRAINT: Canada's First Nations iconography, warrior mask, and Aurora Borealis.

FIBROSITY

- Feathers
- Performance flywire technology
- Aurora Borealis
- Metaphor for lineage of warriors
  past present and future
- Exploding Spirit
- Ice spray
- Muscle fibers
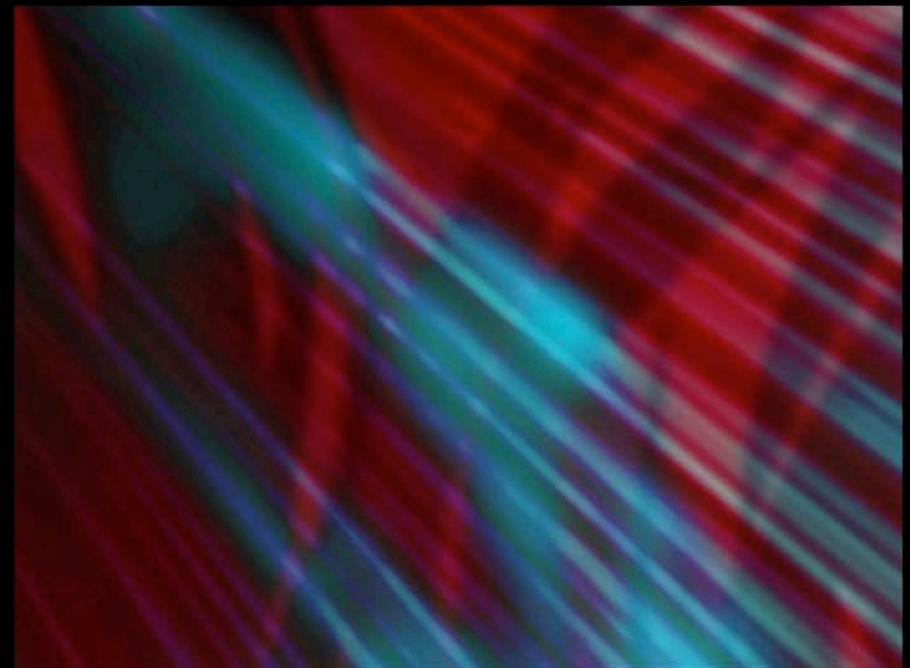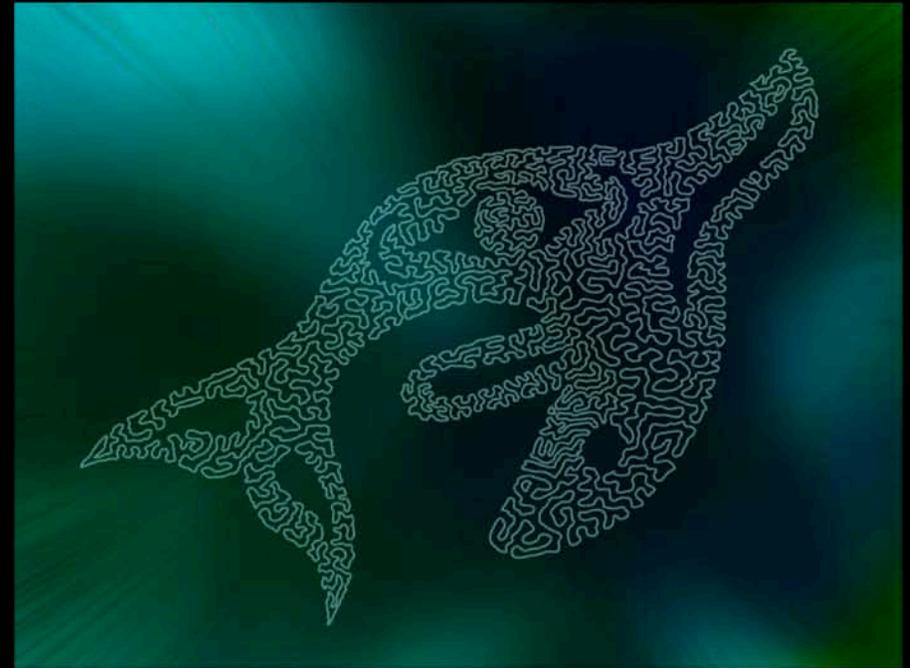
Pro / Training Mash-Up

NIKE - Vancouver 2010 HOØ9 Collection

Tier 2 - Men's Outerwear

NIKE - Vancouver 2010 HOØ9 Collection

CONSTRAINT: 126 line–item designs...

Tier 1 - Mens

NIKE - Vancouver 2010 HOØ9 Collection

Offset Hem Tag - Apparel

Collector Pin -
Jackets Footwear & Hats

Tier 1 - Womens

NIKE - Vancouver 2010 HOØ9 Collection

VirtualMo Brand Mark - Tier 1

NIKE - Vancouver 2010 HOØ9 Collection

NIKE:
Jordan BMWs

CONSTRAINT: Given these Air Jordan basketball shoes as reference, brand these BMWs to match.

KEMO ACTIVE:
Branding a
Think-Tank

Extremely Cynical – does not trust the media and increasingly less trustful of brands

Technology Enabled – wired, fired up and aware of his ability to influence friends and the world around him through networked devices and applications

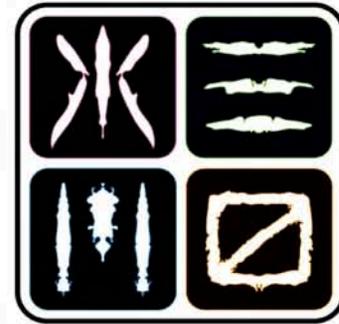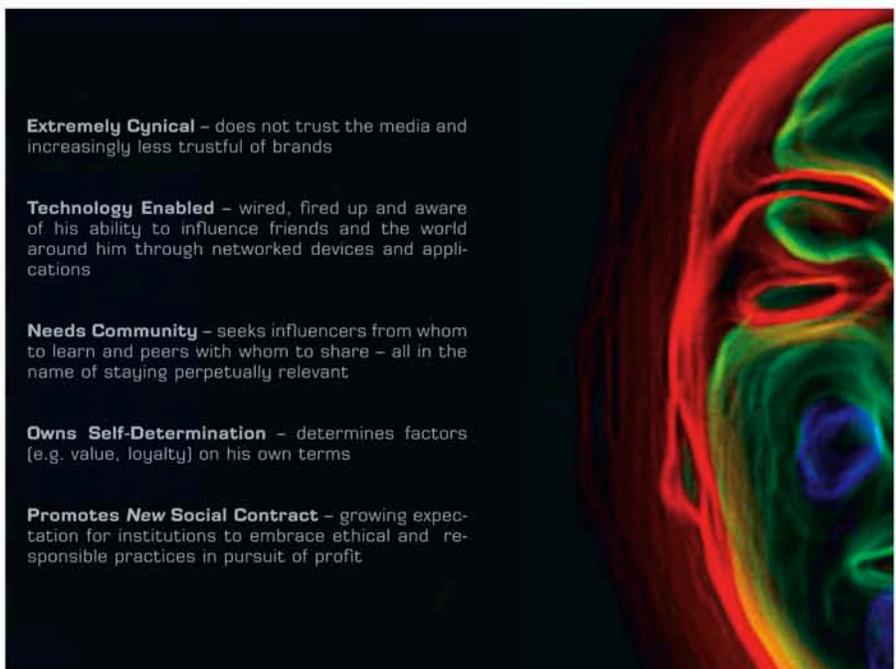**Needs Community** – seeks influencers from whom to learn and peers with whom to share – all in the name of staying perpetually relevant

Owns Self-Determination – determines factors (e.g. value, loyalty) on his own terms

Promotes New Social Contract – growing expectation for institutions to embrace ethical and responsible practices in pursuit of profit

Commercially Engaged – continues to define himself by brands he selects and rejects

Privacy Disabled – fears loss of personal control of incoming messaging and outgoing information

Needs Anti-Community – defines himself by who he is not

Suffers Status Anxiety – constantly aware of his place in society, ability to ascend, as well as how far he can fall

Ethically Ambivalent – selective application of personal values

CONSTRAINT: Design a graphic-heavy book that communicates a new paradigm of brand–to–consumer relationship.

49

Who
am I? How about
Who am I not.
The DEHUMANIZATION
of culture for the express purpose of
PROFITEERING
is not good stewardship, is not
forward thinking, and is
UNSUSTAINABLE

I'm not a number. What's more, I'm not down
with your patronizing tone,
I'm not down with
satisfied with the choices
fewer seem honest anymore.
cause I don't see
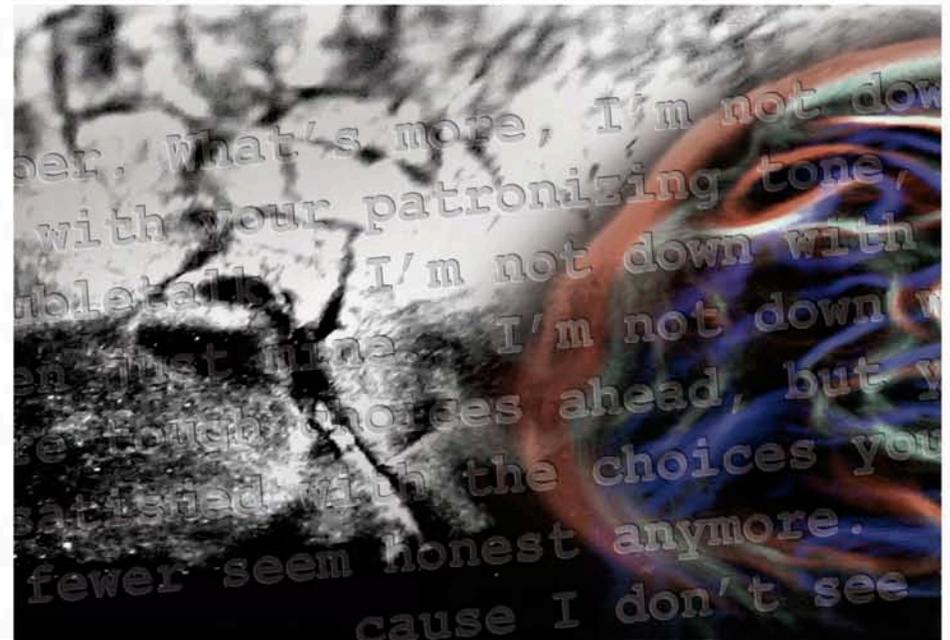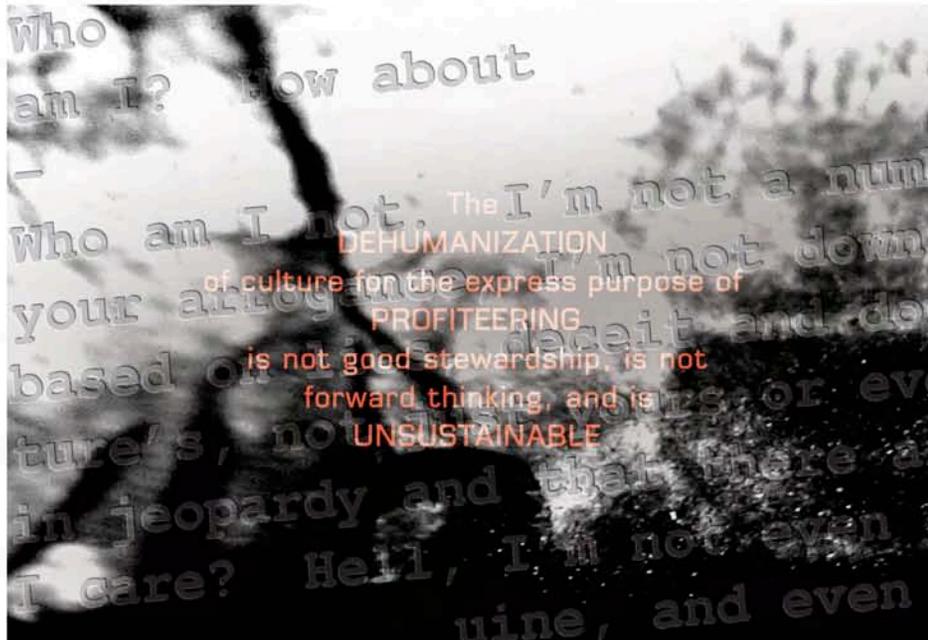
"The Founders' Primal Rant."

I'm not down with your campaigns
your greed and unwillingness
with your fear tactics. I'm
you only seem interested in
put forth because nearly all
I'm starting to wonder if an
many if any of you
shrilling cacophony

to think about. All our fu-
aware that the environment is

Consumers are not walking
WALLETS

Employees are not human
RESOURCES

Vendors are not
LEECHES
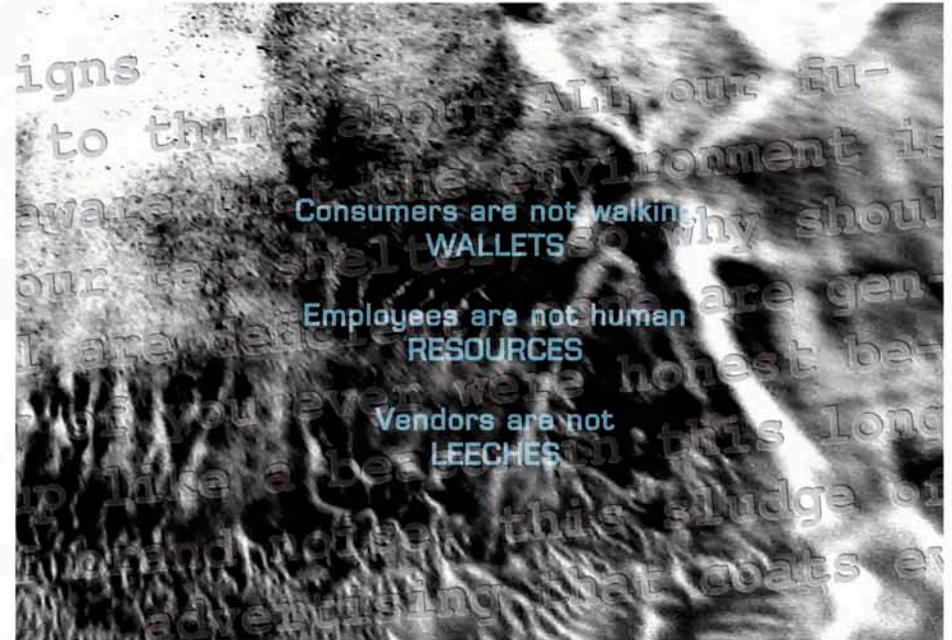
KeMology

Contrast is a state of human being, and predates Eden.

In a seminal moment, today's consumer instantly travels a vast distance on a continuum of behavior which is anchored by the poles of emotional and rational impulse. The head, heart and gut are engaged; a purchase decision will be made; a threshold will be crossed; alignment between buyer and brand hangs in the balance – do they compliment or contrast?

We at KEMO Active analyze consumer behavior, company culture, market-space, and the greater cultural landscape to understand how people, events, and technology intersect to inform your brand experience. Through our holistic approach, we identify confluential sequences that are key in a brand's potential to differentiate and influence behaviors within a market. With this insight we develop multi-dimensional constructs that are then used to inform our proprietary BrandWidth™ analysis.

Brand **actualization** utilizes the BrandWidth tool for the identification of contrasting and complimentary attributes that definitively reflect the PotentEssence of a new brand. **Invigoration** broadens the BrandWidth spectrum by illuminating the gap between the current and idealized market influence of an existing brand. Thresholds – criteria that signal when a change in behavior should or has been made – are engineered into the BrandWidth to further guide your brand's metamorphosis. This strategic process is paramount to launching any new creative voyage, and to the discovery of existing, emerging and heretofore unseen market opportunities.


HyperLife

The virtual child is born – how we gunna raise it?

Man's reconciliation of the **virtual** with the **real** is a barely detectable, yet HUGE, paradigm shift. The adoption of multiple digital personas is not only acceptable social practice, but is surely becoming a requirement in one's pursuit of real life, liberty and happiness.

This HyperLife is responsible for a myriad of problems as well as opportunities challenging civil society. Identity divorced from behavior, pressure to multi-task, the parsing of time & space, ambiguous morality, indulgence of alter-ego – interoperability is rewiring our world. Such a fractured existence eludes demography and psychography. For today's brand steward, a reach & frequency mind-set is a vulnerability. Given this, we suggest considering...

the sovereign consumer

pursuit of self-identity

rewarding the engaged

head • heart • gut

brand sustainability
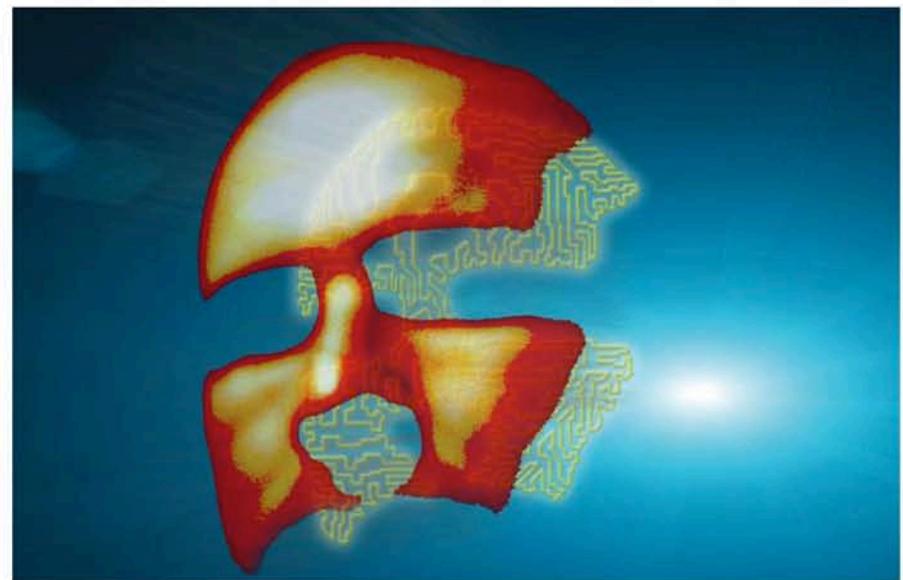
Who do you think I'm not?

○

It is vital to understand what role your brand plays in an individual's pursuit of self-identity. People will opt into brands to simultaneously let the world know who they are, and who they are not – what they stand for and what they stand against. This contrasting activity should not be underestimated as a means toward branding. The more you understand your customer's physical, emotional, and rational motivations for adopting brands to pronounce and denounce, the more you become an attracation in the pursuit of self-identity.

Pursuit of Self-Identity

make a...
friend | foe

The tempestuous drives of a precocious thirteen year-old can command just as much influence as the marketing department.

A new, anarchistic paradigm of Sovereign Consumers is emerging from the tsunami of cultural change. The result is a phenomenal shift of power from institutions to individuals. What you stand for, how you act, what you enable, what you disable is registered by your prospects, customers, employees and partners. Their omnipresence is ready to recommend, criticize or stand indifferent.

Your brand is fair game.

Sovereign Consumer

Community
of
One
?

INFOCUS:
The Creation of
XIGHThed

Ok. So imagine yourself – if you will – sleek, strong, and angry. Your family's dead from the biochemical agent called MoToX released by Chancellor Corpus - the fascist your country THOUGHT it voted in 10 years ago. Robo-facism tried to take over, but half of the survivors refused sublimation, skinned themselves in activated charcoal, and undermined the power structure. Hell no, there isn't going to be a moral majority. Thats how the pooch got screwed last time. This is all about the amoral minority. Nah, your city is in ruins, water's hard to come by, someone ate your dog.

They sent in the Peacekeepers who tried to keep order. Tried to enforce some form of civilization... dressed in white, with white tanks and white choppers. They tried to white-wash the whole

"THIS IS ALL ABOUT THE AMORAL MINORITY."

dark scene. But they blew it. There's old death metal blaring, you've got membership in a squad of amateur assassins and a ton of ammonium nitrate. You attack the white troop carriers, painting them with the black stripes of your revolution. Marca Registrada. An insidious warning to those who might have the misfortune to pass through your 'burb. With names like "Scab255" and "The Gunboat Diplomats," burb crews rip-off soup lines, murder entire subcultures, replace MP3 with RPG.

4

This is the future that players love to experience– the jaded zeitgeist of a lowless future where power, weaponry, and action

"...POWER, WEAPONRY, AND ACTION REIGN SUPREME"

reign supreme. XIGHT should reflect a guerilla activity and aggressive, anarchistic vibe of a product of technological and aesthetic futurism, but still hell-bent on rebellion and unrequited love for alternate realities.

5
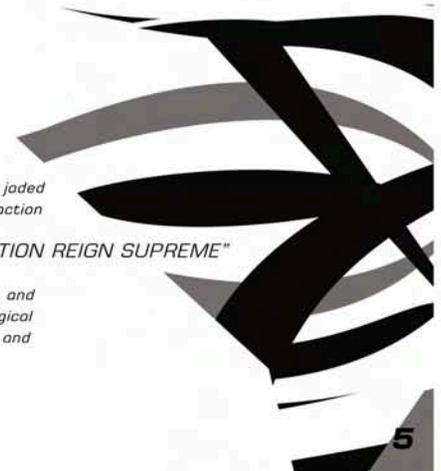
THE NAME: XIGHT

"There are only two types of words that matter: The ones that describe the make and model of your sidearm, and the ones that you scream while firing it."
- XIGHTHED

TAGLINES

+ XIGHT one up.
+ Never point the XIGHT directly at your face.
+ XIGHT makes right.
+ Don't point the XIGHT unless you intend to use it.
+ Step into the XIGHT

RIGHT Every word that rhymes with XIGHT works for the
LIGHT brand. Every part is an attribute or experience
MIGHT that feels right. Speed, agility, futrism. . . said
FIGHT like you were sneezing brains. Start with 'XIGHT
NIGHT by InFocus' initially, and then it's just XIGHT,
TIGHT tall and proud by itself, like that one tree in
the middle of a freshly annihilated rain forest.
All caps, all-out, all the time.

6

THE LOGO

InFocus
XIGHT
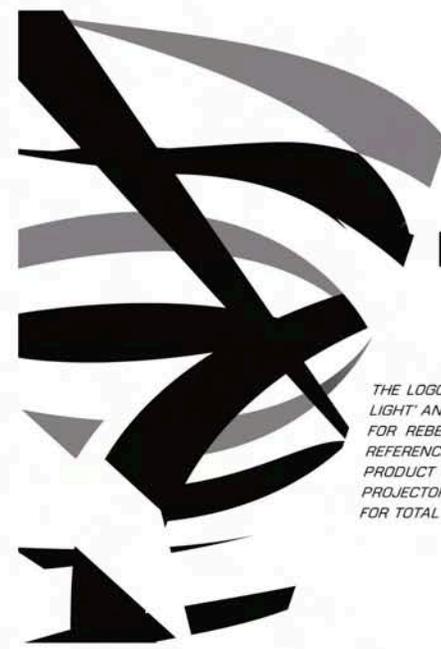
THE LOGO IS BUILT AROUND THE CONCEPT OF 'RAYS OF LIGHT' AND USES DAZZLE - THE BLACK-AND-WHITE CODE FOR REBELLION. THE SHAPE OF THE XIGHT LOGOTYPE REFERENCES ARCHITECTURAL ELEMENTS OF THE ACTUAL PRODUCT LINE, THE G REFERENCING THE 'SNOUT' OF A PROJECTOR. ENOUGH CONTRAST AND VIBRATION HERE FOR TOTAL EYEBALL OVERHEAT.
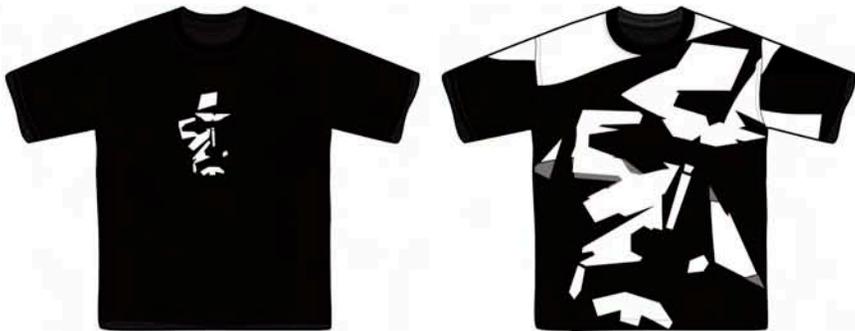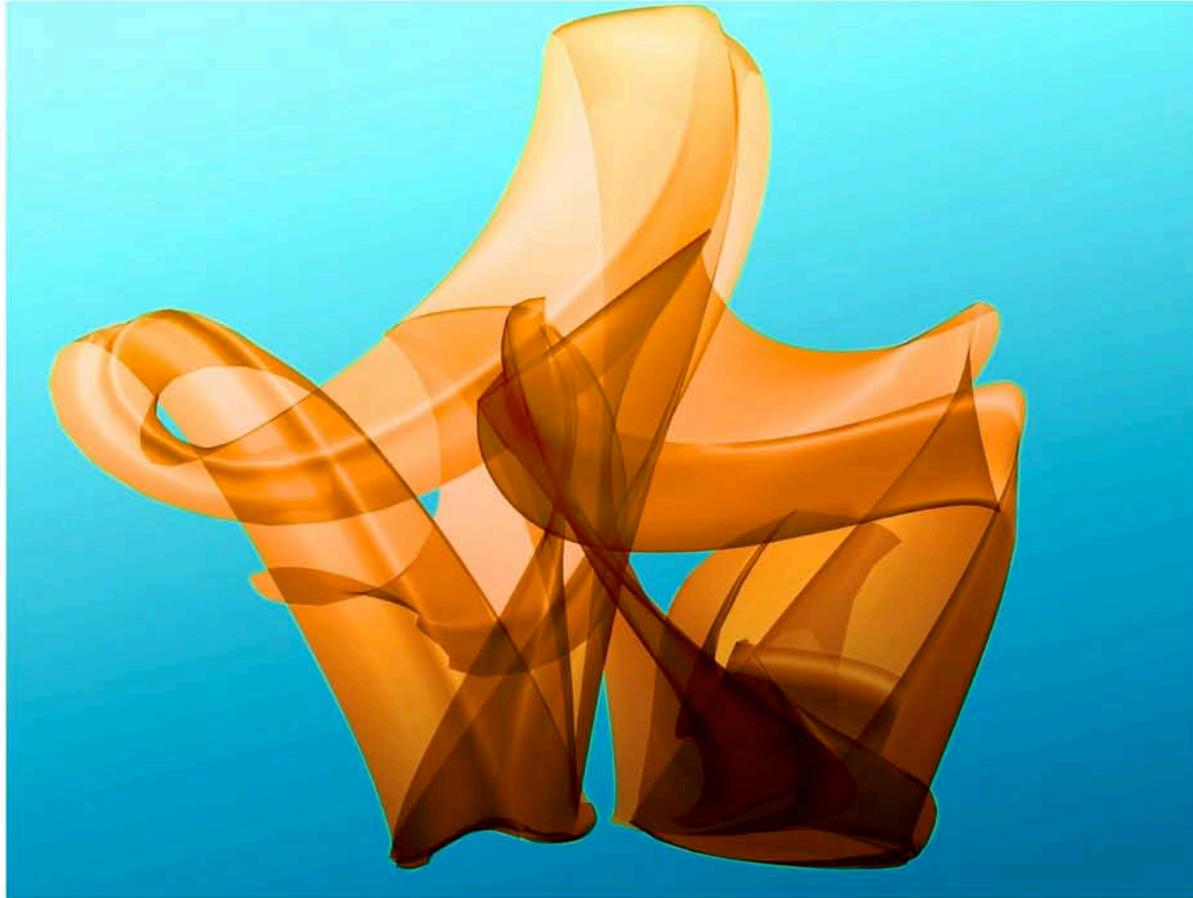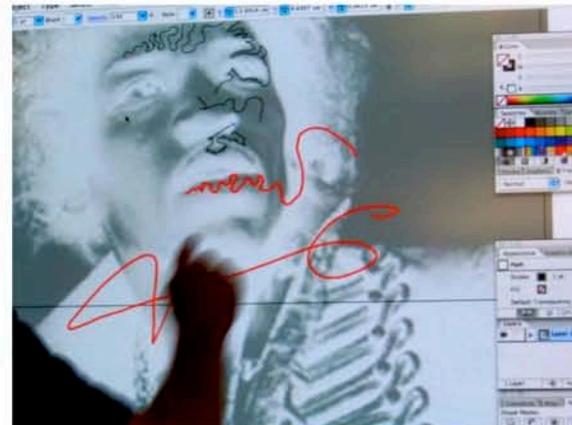
7

CONSTRAINT: Create a sub-brand for a projector marketed specifically to teen gamers. INSPIRATION: Demonic Dazzle...

HEADLAMP PACKAGING


XIGHTHED MERCHANDISE

22

25

InFocus
XIGHT

... with a twist of taboo.

RESEARCH:
Toronto University
Department of
Advanced Graphics
Professor Karan Singh, PhD

CONSTRAINT: Only one's own personal creative limitations.

In late 2005, the department chair, Dr. Karan Singh, came across the largest of my labyrinth drawings, installed for the X-Games on the side of a 70 x 70 foot wall in downtown Los Angeles. Singh had been independently developing software to create single-line labyrinth portraits much like those I make by hand. For Singh, the complexity of such an algorithm was so much that he was having difficulty finding a computer powerful enough to process the calculations. When he saw my work, he contacted me to exchange notes about the "code" and the "hardware" we were using. When I told him my "hardware" was a Sharpie marker and the "code" was hard-wired into my brain, Singh was in total disbelief that a human could create such an image without the aid of a computer. We found an immediate synergy in our interest in the intersection of art and technology. Since, I have had the incredible opportunity to participate in ongoing research with the University. Here are descriptions of our other collaborations:

- The 12 x 6 foot digital input touch display is one of the two largest in the world. As a road-test of its impressive resolution (15,360 x 4,800 pixels!), I was invited to execute a hand-drawn digital labyrinth using this incredible design tool. (shown previous page)

- Dynamic Draughting Board is used to quickly capture and analyze dynamic data of an artist sketching in real-time. I was invited to work with this tool as the team's programmers analyzed my labyrinth drawing process to refine their own software algorithms. (shown inset previous page)

- Our motion-capture project began with capturing a person's hands as she signed in American Sign Language. The data from the motion capture was massaged to create these ghostly beautiful images of specific words. The one shown on the previous page is the sign for "fresh." We are furthering this research with capturing and graphing the motion of a both Tai Qi and Qi Gong master, a ballerina, and a eventually an ice-skater.

- The "Shadow Morph" sculpture project is a 20 x 20 x 20 foot static sculpture made from a stacked array of complex shapes. With the rising sun, the sculpture casts a shadow in the form of a recognizable portrait. As the sun arcs across the sky, the shadow morphs through a series of two more different, yet distinct, portraits. We are close to perfecting the design for a FIVE portrait version.

- The "Hendrix Experience" Visual - Audio remix application is a computer-based music program that treats a labyrinth line as a piece of audio tape. As the user "scrubs" a playhead along the labyrinth image, an audio track imbedded in the line sounds. The user can watch the playhead track the image with the music, set multiple, simultaneous in and out looping points, change the playback speed of individual sections and other fun features. The aim of this project is to create an interactive, visual "remix" tool for music.
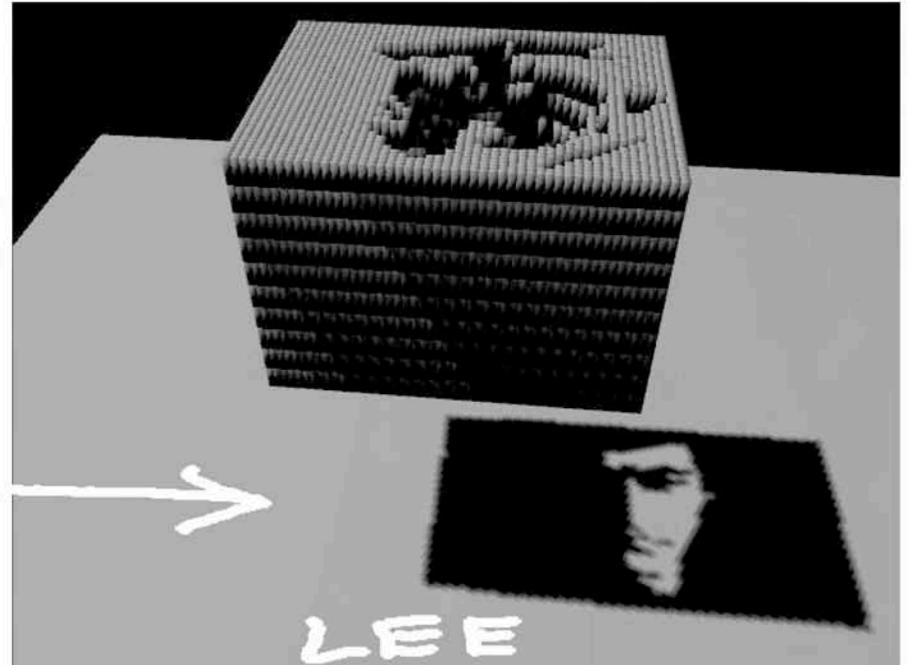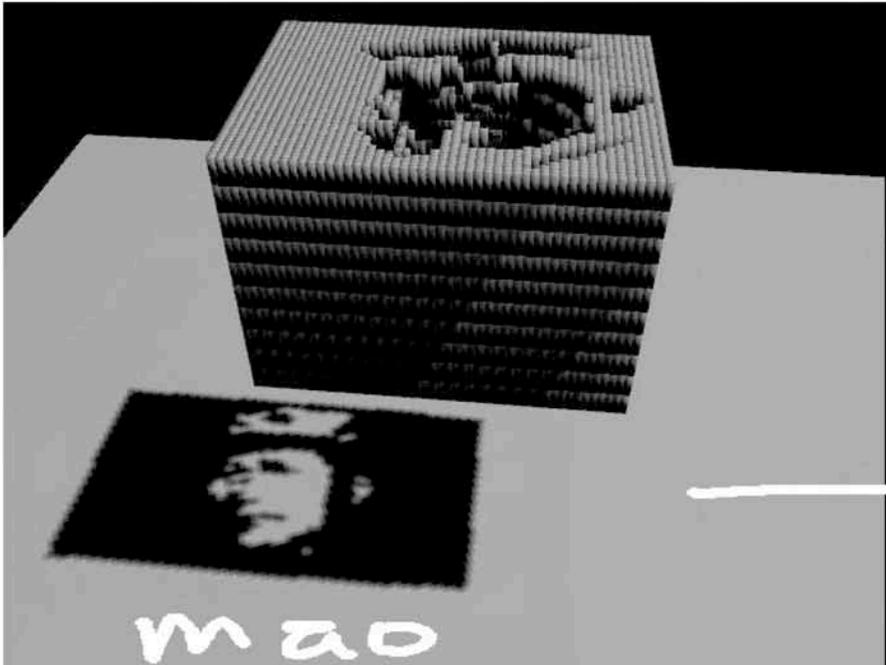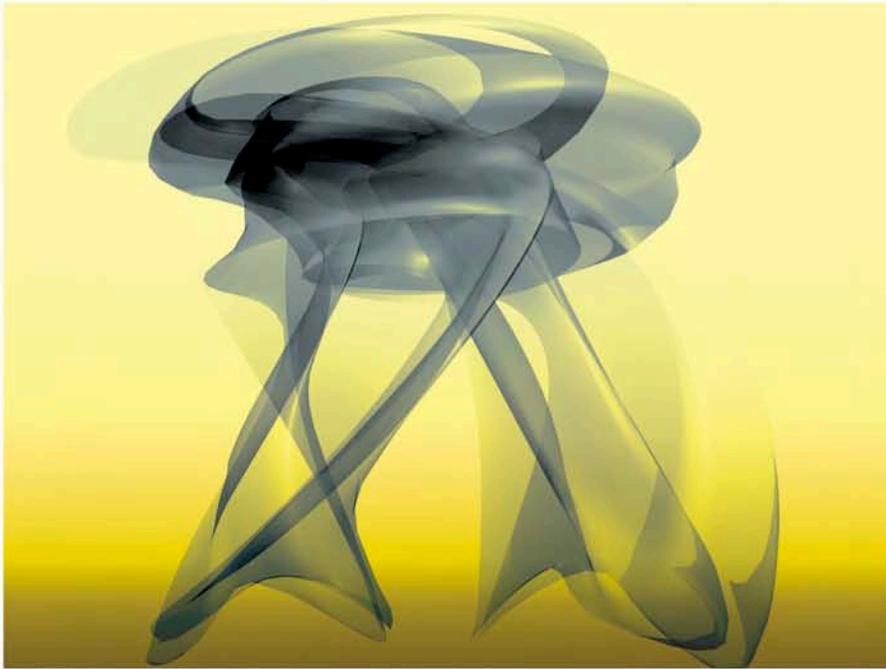
"Unite," from the ASL motion-capture project. The Hendrix experience "Visual-Audio" remix application.
Beginning and end stages of the "Shadow Morph" project.

About Mø...

*J. Eric "Mo" Morales is a transmedia designer
and communicator based in Portland, Oregon.
Operating under the commercial entity known
as VirtualMo, he has provided creative services
to the world's most influential brands including
Nike, Apple, Kodak, Intel, CBS Radio, InFocus,
Wieden + Kennedy, and others.*

*With undergraduate degrees in engineering
and art, Mo is currently pursuing an advanced
degree in design to enable him to take his
unique approach to creative problem-solving
into the university classroom.*

CONTACT:
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CEO / Founder VirtualMo, LLC
mo@virtualmo.com

MoBook II : commercial works from 2006 - 2008

dedicated to Master Donald E. Smith, MFA, PhD