

# James M. Paulius Metaproject 03

2013:035  
RITArc.0514

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Updates: Lisa Witt - April 9, 2015; Ella von Holtum – May 22, 2018;

Metaproject 03's theme was "Universal Toy". In 2012 Industrial Design Seniors were given the task of creating a wooden universal toy that would fit into the product line of Areaware, world renowned Avant-garde accessories manufacturer.

James M. Paulius was one of three winners of the contest with his entry "Blockitecture".

## **Box 1**

Metaproject 03 booklet

**Folder 1:** preliminary sketches for "Blockitecture" project and instructions-28 pages

**Folder 2:** 2nd and 3rd Iteration drawings-7 pages

**Folder 3:** Experiment stage sketches 4 pages

### **Experimentation:**

31 pieces of wood in different forms using felt and foam (housed in smaller box)

**[FRAGILE]**

### **First iteration:**

Bag 1: 10 pieces of hexagon shaped white foam core. **[FRAGILE]**

Bag 3: 17 pieces of wood block with graph lines carved into wood.

Bag 4: 12 pieces of wood in honeycomb shapes.

Bag 5: 23 pieces of wood in I-shapes.

Bag 6: 13 pieces of wood carved into arrow shapes. "First iteration carried onto second iteration."

### **Second iteration:**

Bag 7: 9 pieces of wood carved into arrow shapes.

Bag 8: 10 pieces of wood carved into arrow and building shapes with windows drawn on.

Bag 9: 9 pieces of wood carved into arrow shapes and building shapes painted orange, green and white.

### **Third iteration:**

Bag 2: 9 piece white foam core "Packaging Experiment" **[FRAGILE]**

Bag 10: 9 pieces of wood carved into building shapes with black windows painted on

Box 13: final to market toy "Blockitecture" produced by Areaware

[Note: bags 11 and 12 were discarded and contents were transferred to the smaller box containing "Experimentation."]

**Box 2:**

Retail materials [these have been removed from their plastic wrapping for preservation purposes, but have not been altered or unpacked in any other way]

Series 1: Brutalism (Final to market toy “Blockitecture” produced by Areaware)

Blockitecture Deco (later addition to the line)

Blockitecture Brutalism (later addition to the line)

Blockitecture Parkland (later addition to the line)

Blockitecture Factory (later addition to the line)

Blockitecture Garden City [large] (later addition to the line)

Blockitecture Garden City [small] (later addition to the line)

Blockitecture Habitat (later addition to the line)