

BABEL INTRODUCTION

BABEL Concepts

BABEL - CULTURAL ORGANIZATION AREAS OF ACTION



CONTEMPORARY
ART

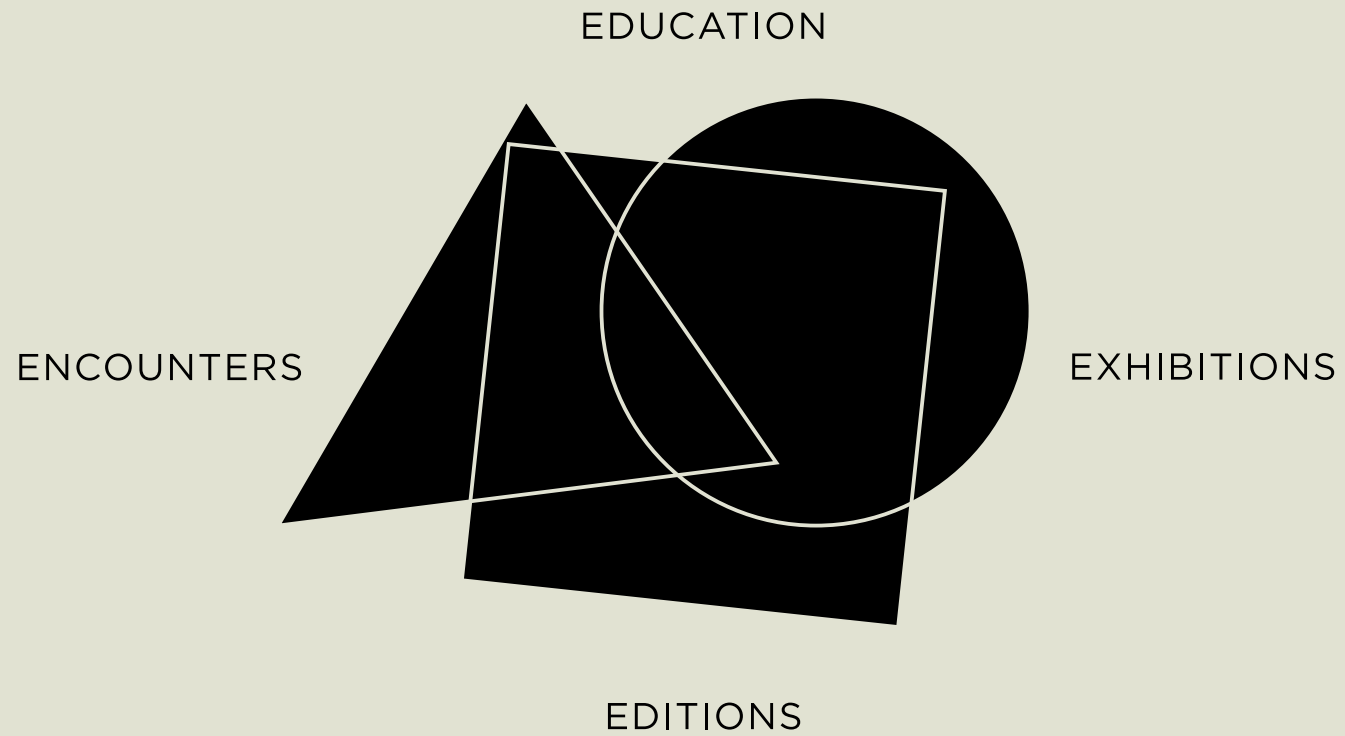


ENVIROMENT



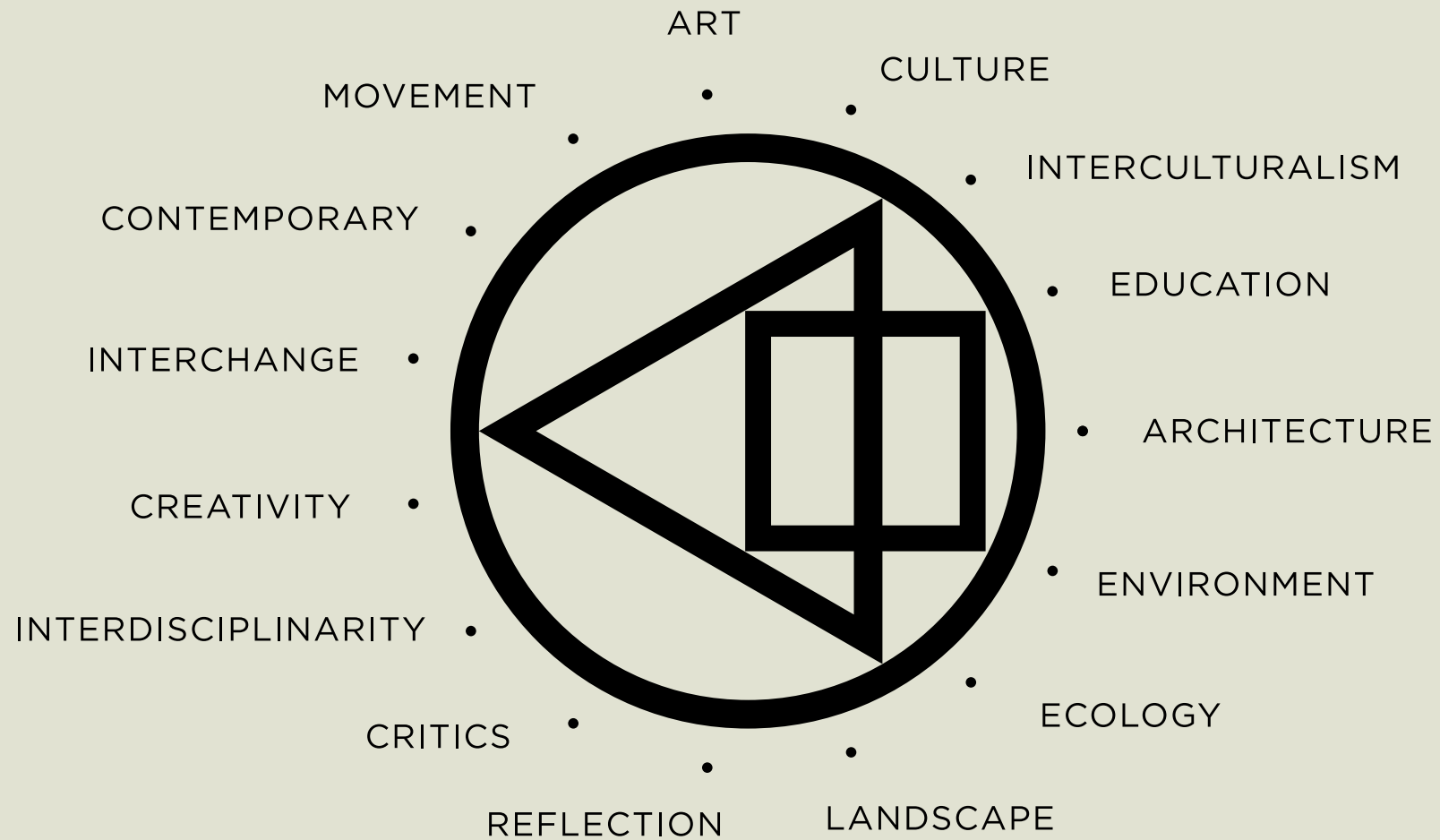
ARCHITECTURE

BABEL - CULTURAL ORGANIZATION FORMS OF ACTION

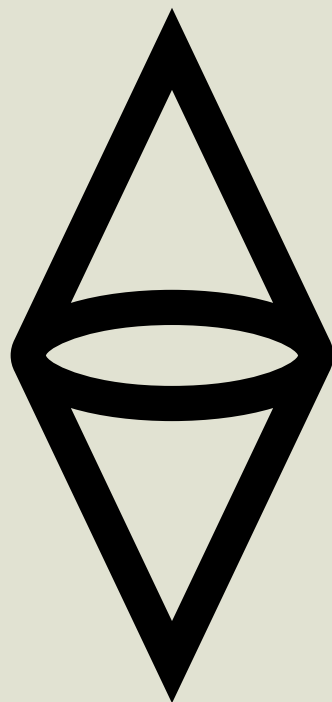


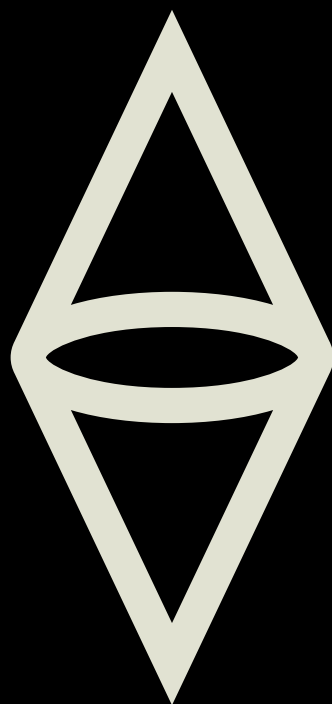
BABEL - CULTURAL ORGANIZATION

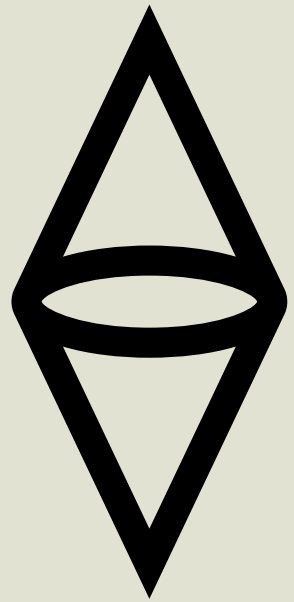
KEY WORDS



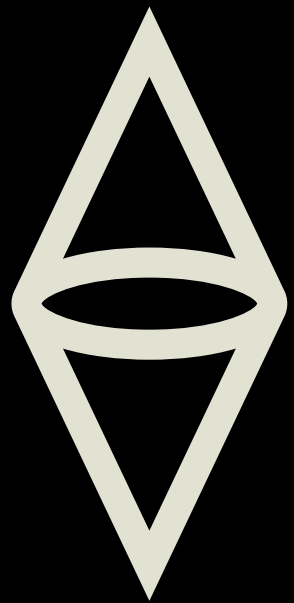
BABEL Identity



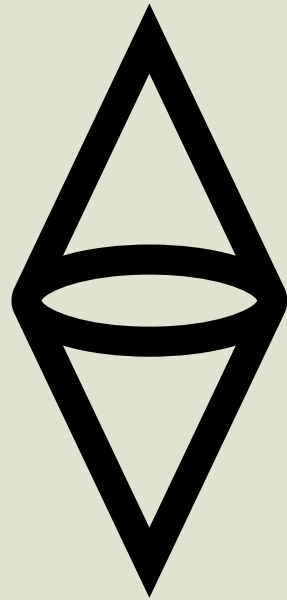




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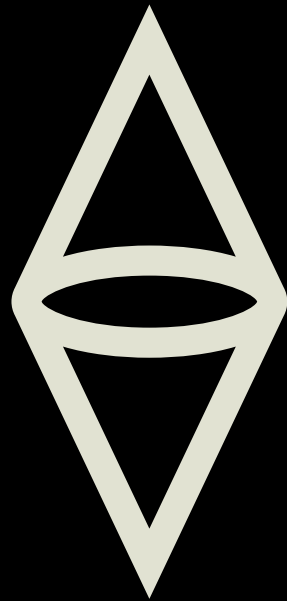


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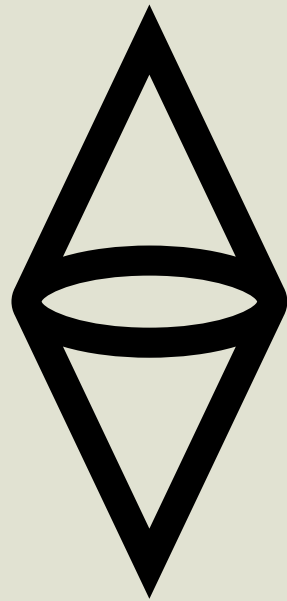
BABEL

Cultural Organization



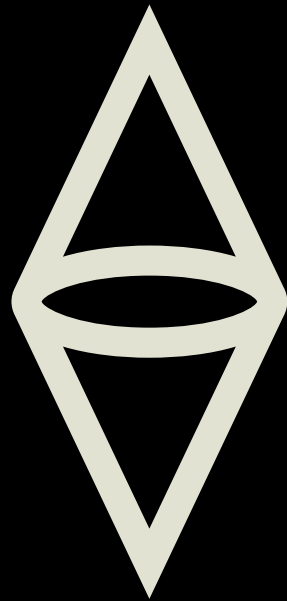
BABEL

Cultural Organization



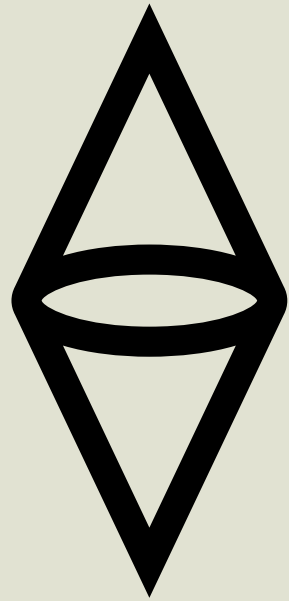
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A Museum Without Walls



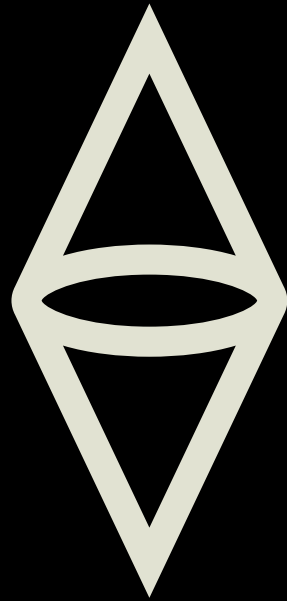
BABEL

A Museum Without Walls



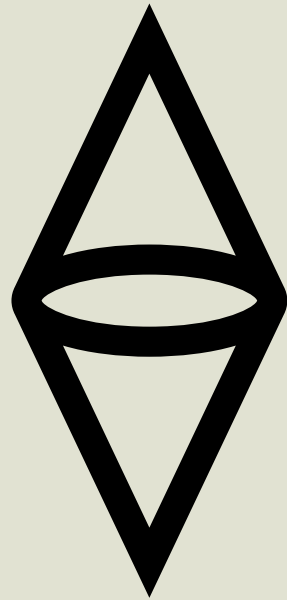
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文化组织



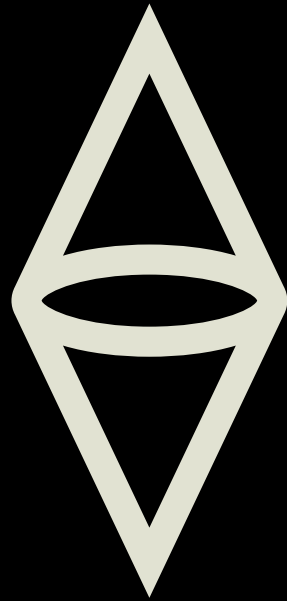
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文化组织



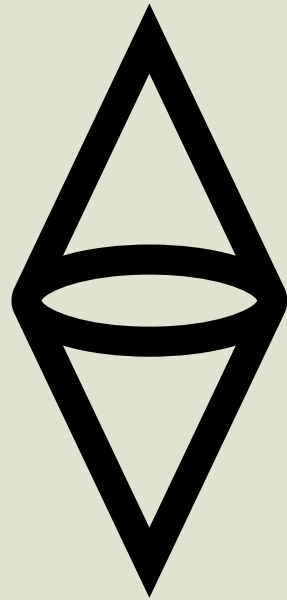
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个没有围墙的博物馆



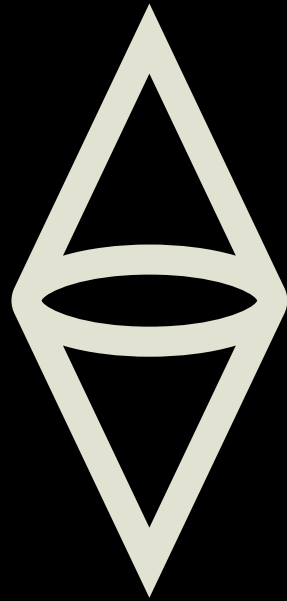
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个没有围墙的博物馆



巴别塔

文化组织



巴别塔

文化组织



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Cultural Organization



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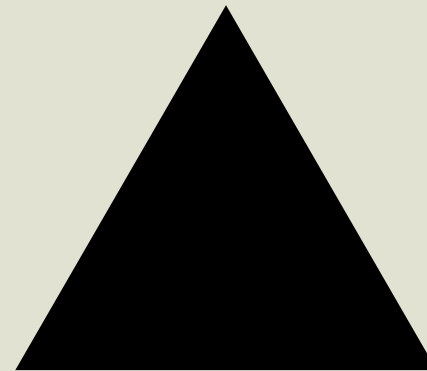
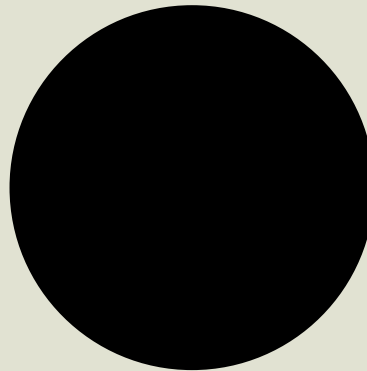
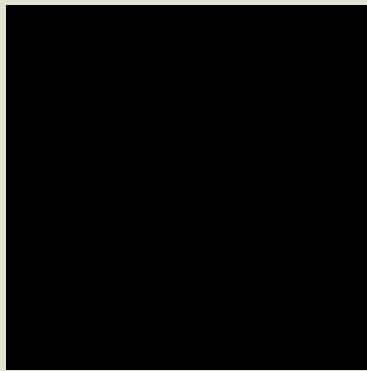


BABEL
文化组织

BABEL

Rational and Symbolism

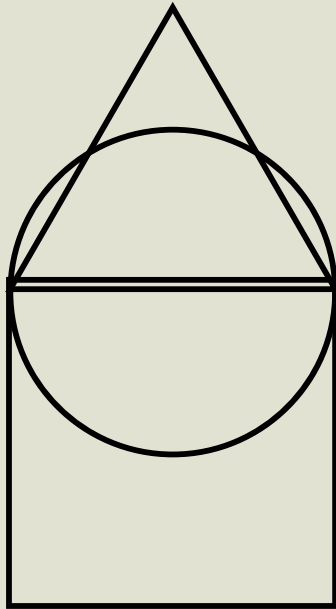
BABEL IDENTITY



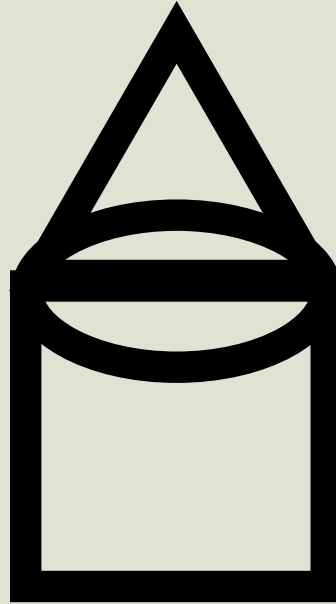
According to Bauhaus, this three shapes (related to the primary colors) are the paradigm of shapes considered the base of all other visual expressions.

Babel identity starts from this principle.

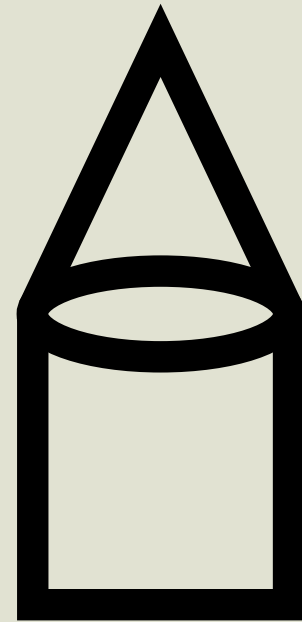
BABEL IDENTITY



3 two-dimensional shapes

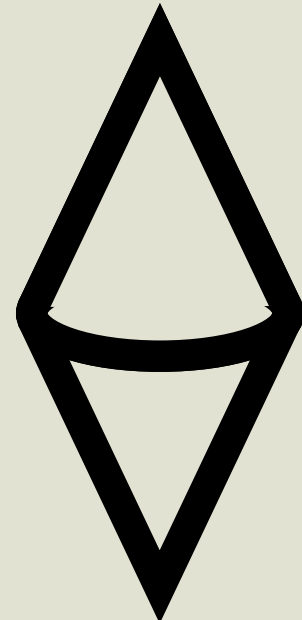
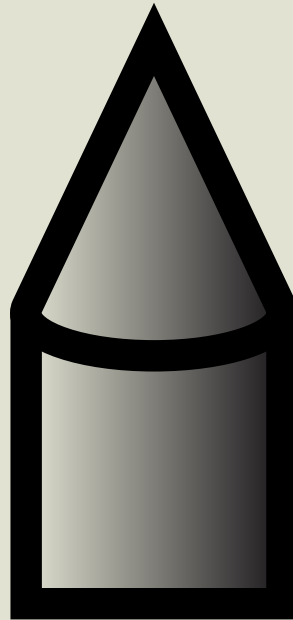
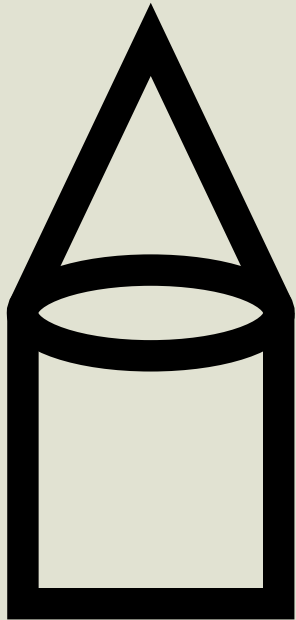


3 two-dimensional shapes with
expression and dimension



3 two-dimensional shapes

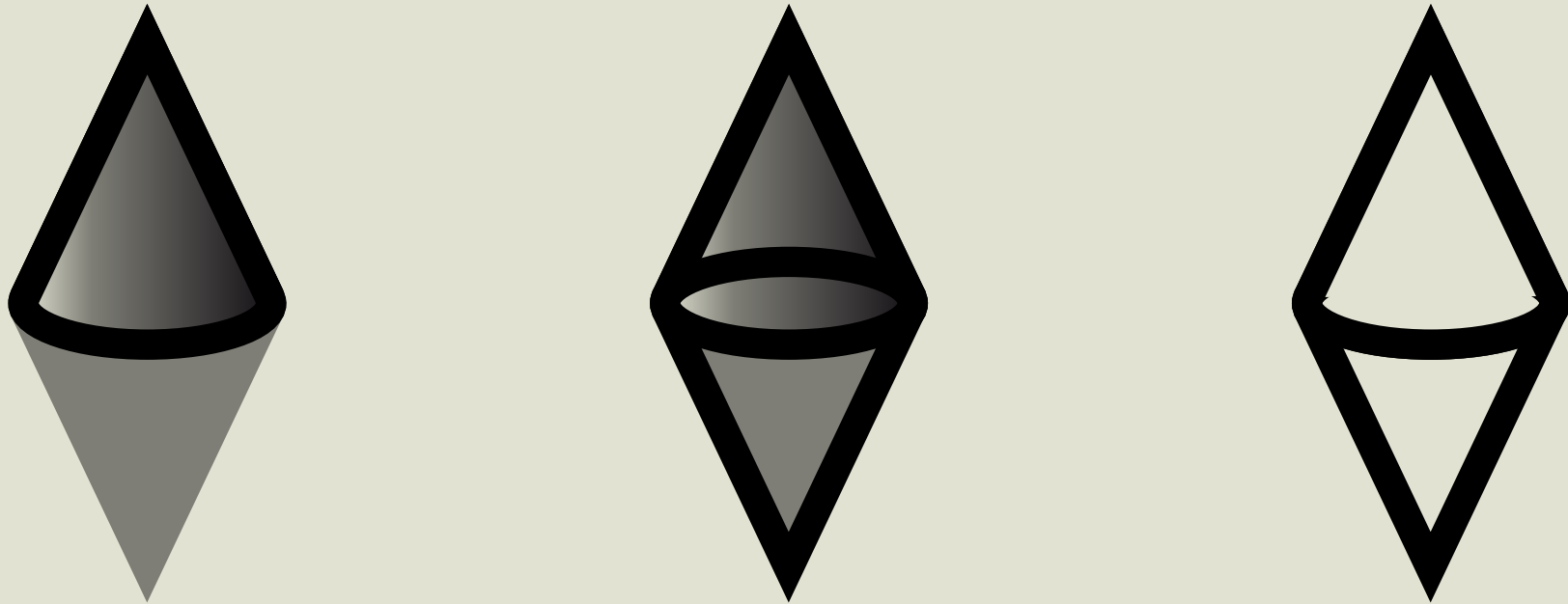
BABEL IDENTITY



BABEL TOWER

The articulation of the three basic shapes projected to three-dimensionality drives us to a new visual representation that could be interpreted as a tower. Its meaning will always be subjective but it can be assumed as representing BABEL TOWER.

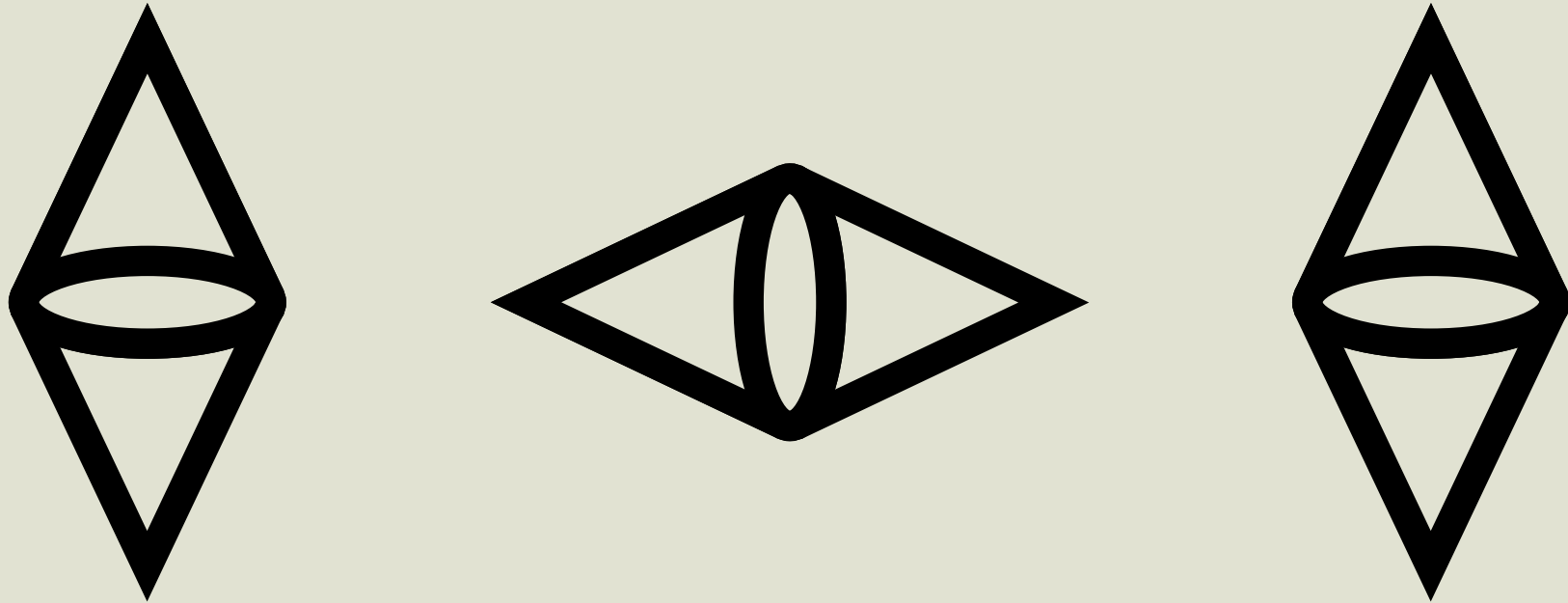
BABEL IDENTITY



VOLUMETRY, LIGHT AND SHADE

Three-dimensionality is obtained through the projection of light. Light and shadow are the basic elements for the production of volume in objects. In a two-dimensional drawing, light and shadow are the elements that define and characterize the volume of the object. By defining the object's contours with lines one maintains the representation of the three-dimensional in a two-dimensional plan.

BABEL IDENTITY

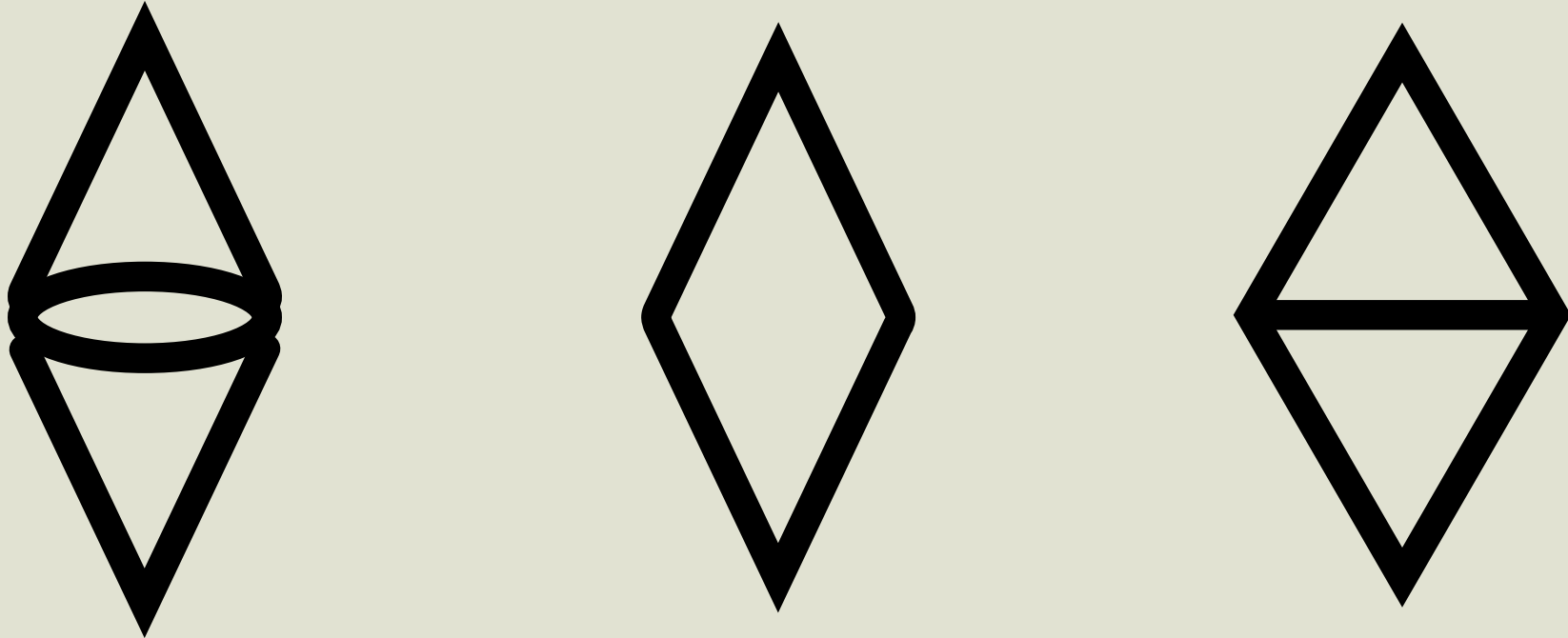


VISION AND OBSERVATION

Vision is one of the five senses that allows the perception of the world. The vision encompasses two different perceptions, color perception and the perception of brightness.

Observation is one of the steps of the scientific method. Involves perceiving, seeing without interpretation. The observation is reported to have been viewed, without, at first, the ideas interpretive observers are taken.

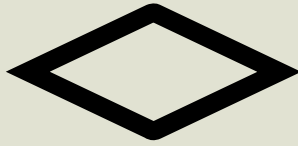
BABEL IDENTITY



THE LOZENGE, DIAMOND SHAPE, THE PORTAL OF ENTRY OF BOTH WORLDS

The Lozenge, diamond shape, is considered a feminine symbol, since the dawn of humanity. In early caves writings, the lozenge represents the vulva, the matrix of life. It symbolizes the gateway to the underworld, initiatory passage to the womb of the world. In China it is one of the eight main emblems and also considered the symbol of victory. Diviners consider it a sign of happiness in love when it appears in the readings of coffee grounds. Their representation when made by the association of two isosceles triangles, united by their bases, symbolize the exchange between heaven and earth, the contact between the upper and lower worlds or even the union of the two sexes.

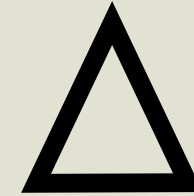
BABEL IDENTITY



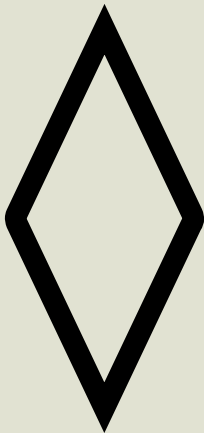
ART



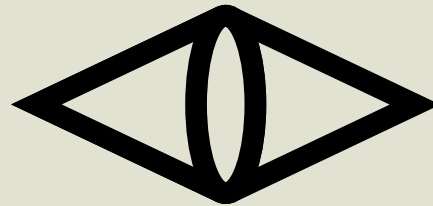
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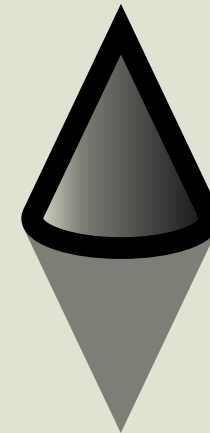
ARCHITECTURE



PORTAL OF ENTRY
OF BOTH WORLDS



OVERVIEW / NOTE



VOLUMETRIC,
LIGHT AND SHADOW

Keeping the principles of the laws of basic shapes (according to the Bauhaus), we created the identity Babel with meaning and interpretations that position the Organization in their areas.

Art - Portal of entry of both worlds (spirit vs. matter)

Environment - Overview / Note

Architecture - Volumetric, light and shadow

BABEL IDENTITY



BABEL
Cultural Organization

BABEL

Futura Medium

Foundry Bauer Type Foundry — Criada em 1927 — Re-emissão Intertype — Projecto de Bauhaus

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Cultural Organization

Neutra Text TF - Bold Alt

Foundry House Industries — Criada em 2002

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abcdefghijklmnopqrstuvwxyz

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With the choice of *Futura* and *Neutra Text* we have created a dynamic between a font designed in the 20's with one from 2002. This fonts are timeless and have quite similarities. While *Futura* brings us to projects developed by Bauhaus, the *Neutral Text* brings the contemporary and todayness.

BEBEL Areas of Action



EDUCATION



INTERNATIONAL PROGRAM



EXHIBITIONS



CONFERENCES



PUBLISHING



EDUCATION



INTERNATIONAL PROGRAM



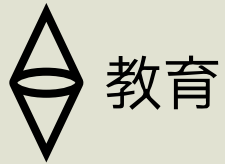
EXHIBITIONS



CONFERENCES



PUBLISHING



教育



国际计划



展览



会议



出版



教育



国际计划



展览

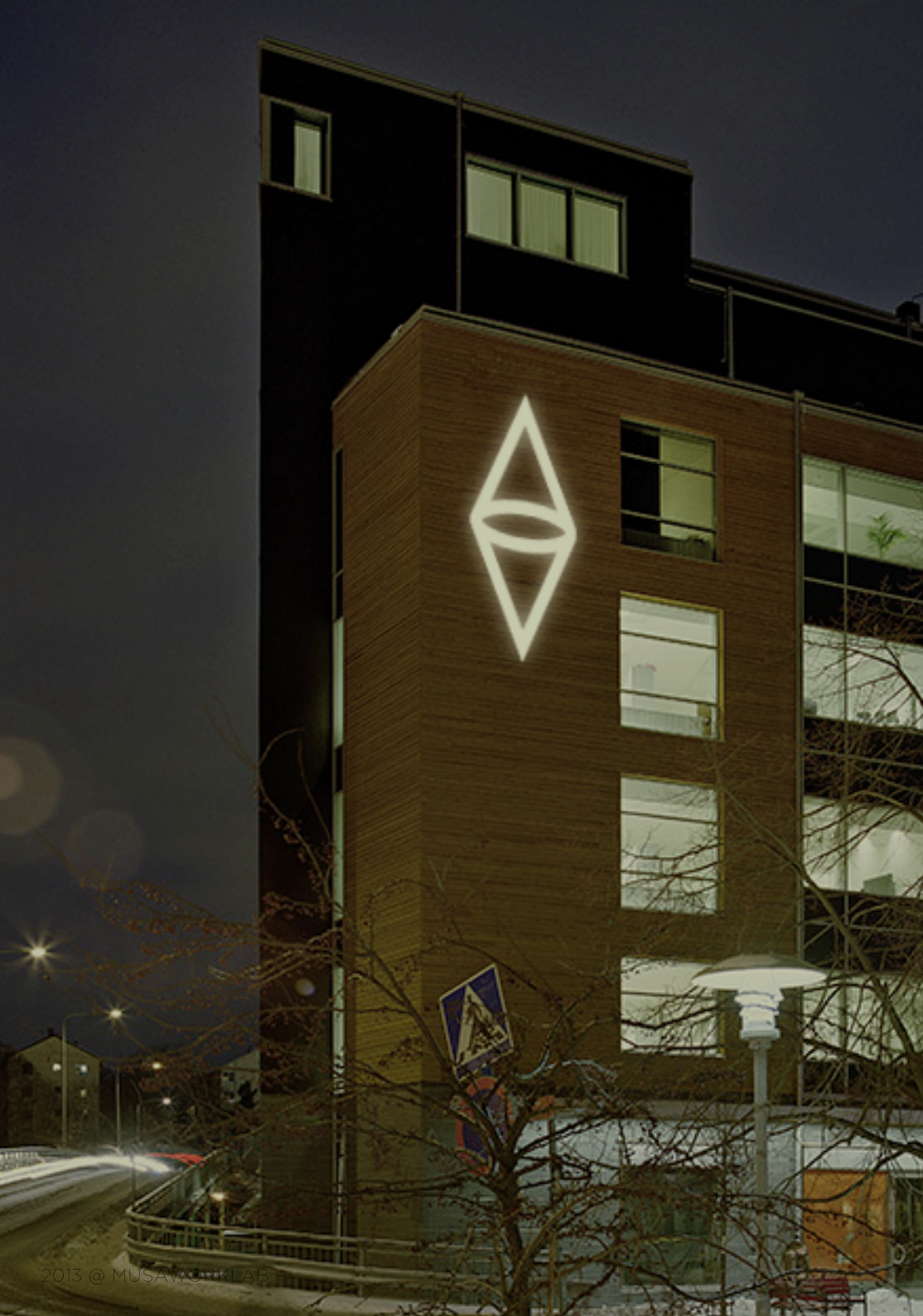


会议



出版

BABEL Applications

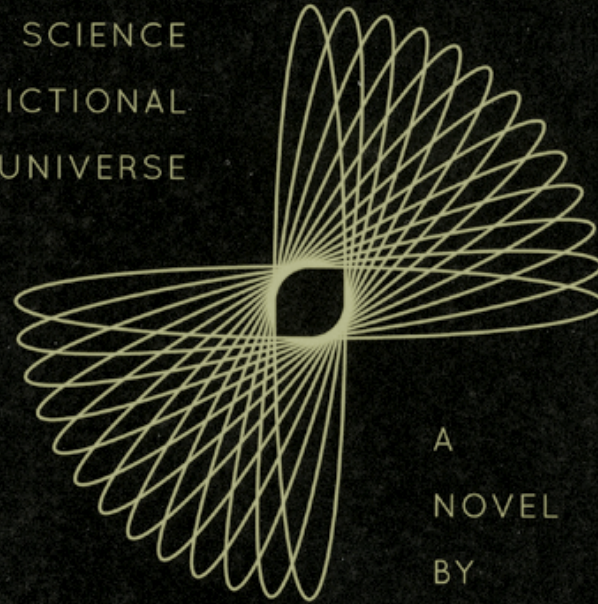


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HOW TO
LIVE SAFELY
IN A
SCIENCE
FICTIONAL
UNIVERSE



A
NOVEL
BY
CHARLES
YU



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EDUCATION

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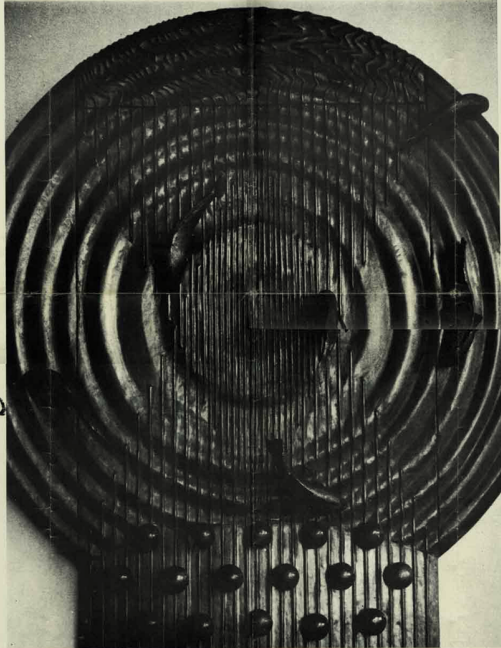
EDUCATION



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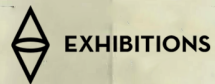
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STOREFRONT SHOW OPENS 8-11PM
A-Z DARK DANCE 597 BROADWAY 11PM-3AM

TOSHIO SASAKI
"Drawings in Lead"



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EXHIBITIONS

The Formation of the Japanese
Print Collection at the Art Institute:

FRANK LLOYD WRIGHT AND THE PRAIRIE SCHOOL

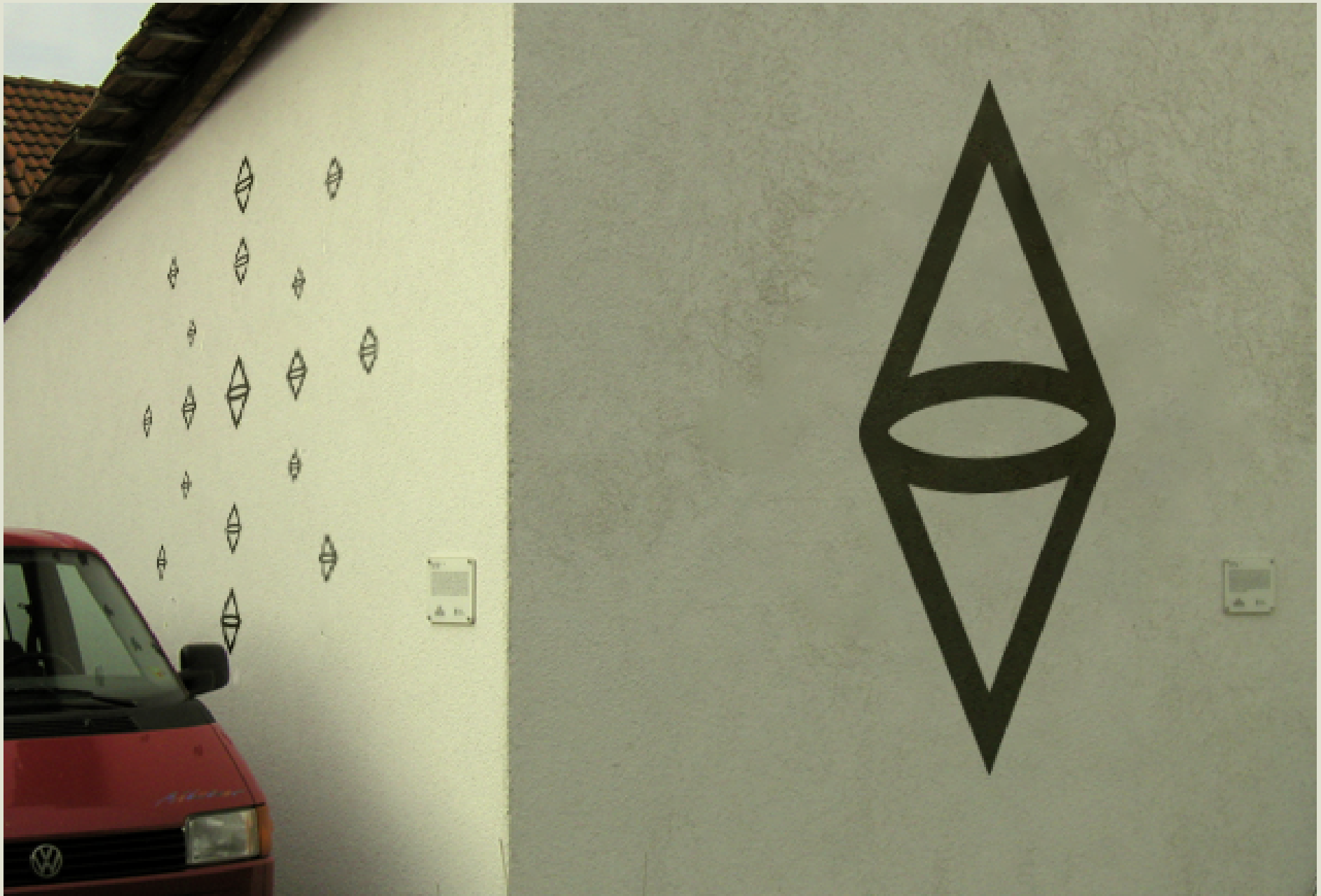


August 18–November 4

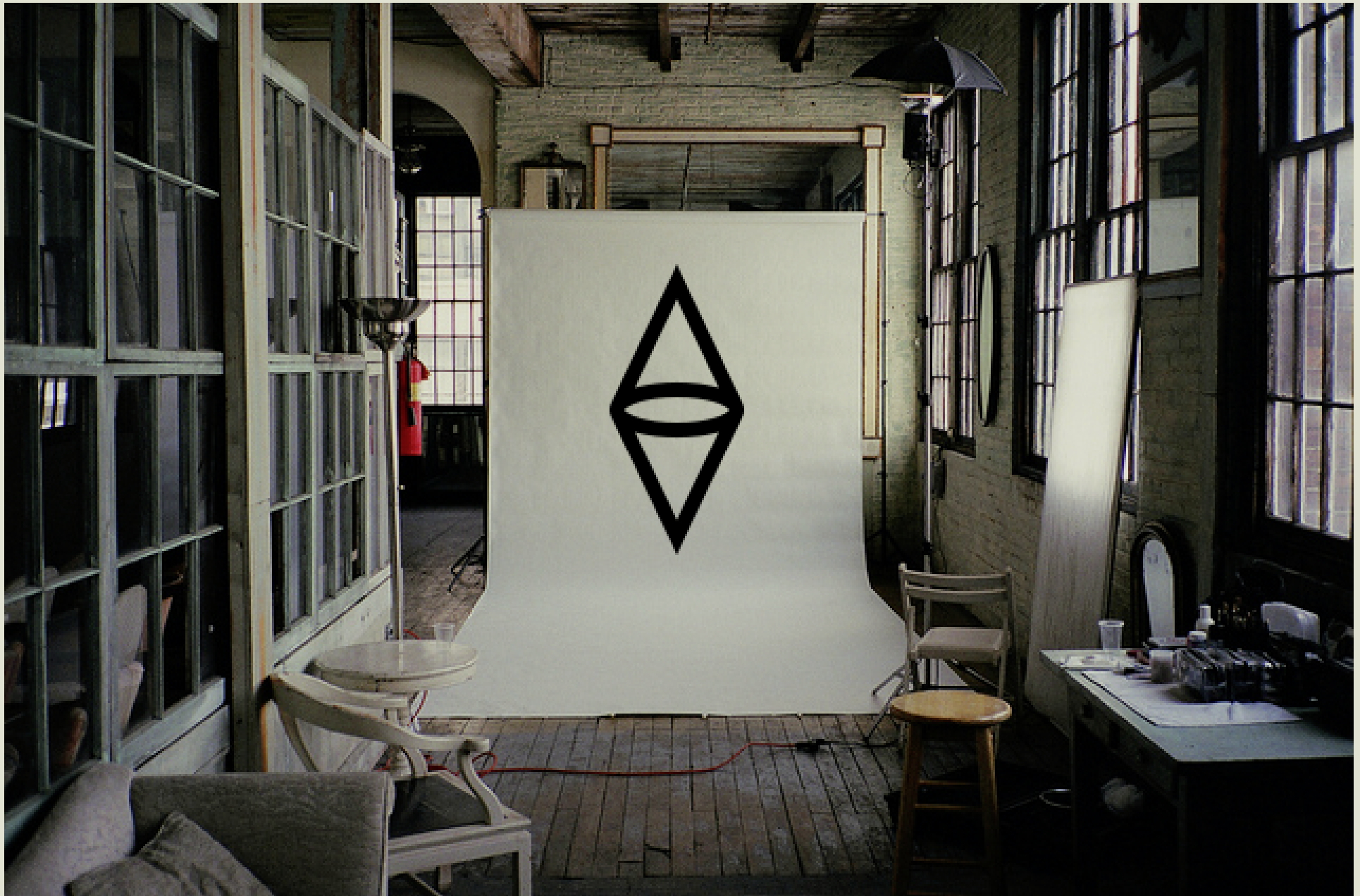


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INTERNATIONAL PROGRAM



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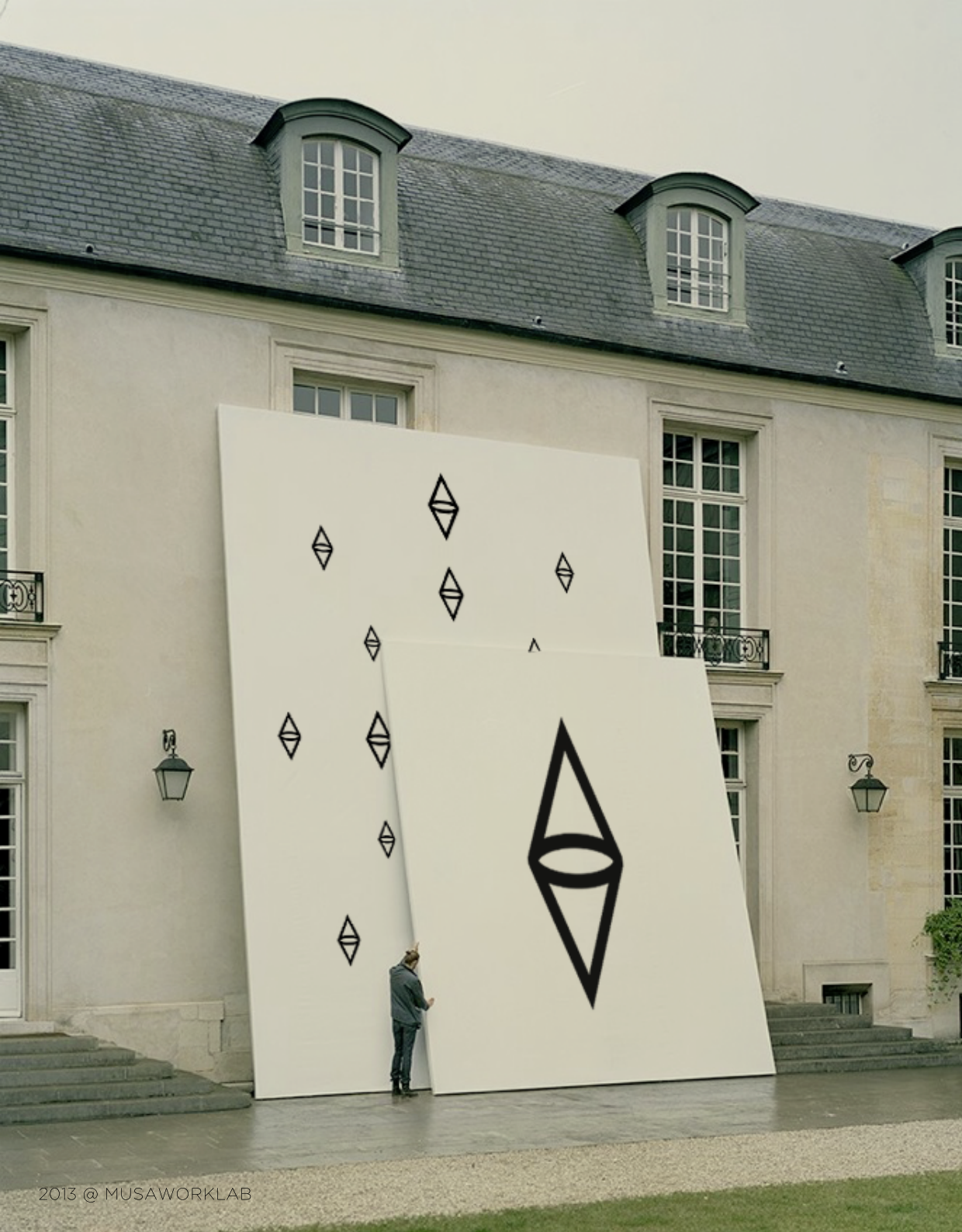


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