



# Forays

**Joe Day**

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<b>Binding</b>	Paperback / softback
<b>Territory</b>	World excluding USA, Canada, Australasia. Asia non-exclusive.
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- *Forays* gathers the designs of Joe Day and Deegan-Day Design, a Los Angeles-based studio exploring and intervening in visual hierarchies within the built environment
- This book is an important contribution to a fast-expanding body of architectural research into vision, projection, perspective, and the digital turn. As computational design exhausts the potential of variation-for-its-own-sake, the need for technological advance to sharpen our interactions with space, imagery both moving and fixed, and with one another rises to the fore

How does one envision architecture? ***Forays***

gathers the work of Joe Day and Deegan-Day Design into six diptychs, unified by this question. Working in a wide range of media and scales, Day's work mines the differentials between perspective and projection.

## ***Forays***

is organised in six diptychs, the first two paired projects are books in their own right; the second pair, a clothing line and a first building; the third, two houses; the fourth, two plays on brand identity and design methodology; the fifth, permanent and transient cinema proposals; and the sixth, two series of speculative work in local and global registers. Modelled on a comparison of two classic cameras – the Leica M3 and Polaroid SX-70 – each diptych includes a project with more 'Leica' to it – a more bounded, Cartesian clarity or distilled focus – and another closer to an SX-70 in its moving or folding parts, its shape-shifting adaptability.

**Joe Day** is a designer and architectural theorist in Los Angeles where he leads Deegan-Day Design and serves on the design and history/theory faculty at the Southern California Institute of Architecture (SCI-Arc).