

EYES IN



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World's Innovative Creators & Their Masterpieces

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a Powerful Dialogue through Film**

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Eyes in

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THE NETHERLANDS**

**Understated Luxury:
The Designs of Piet Boon**

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Recreating Nature**



Dear Reader

October is my "silence after the storm," a month to slow down and savor the time I spent traveling to festivals around the world. I was delighted with the stunning creations that I saw on the runways at New York Fashion week, London Fashion Week and Paris Fashion Week. My time at the Toronto Film Festival, the Decorex Design Fair and the Monaco Yacht Show resulted in great interaction with creative people and interviews with them about how they achieved success. For me, this aftermath provides greater inspiration to discover new innovations around the world. October also brings some of my favorite festivals, such as the London Film Festival, the Frieze Art Fair and the Frankfurter Book Fair. Most of all, October sets the whole world in a season of change, from which I am certain new innovative ideas will arise, as change is the perfect breeding ground for brilliance. I hope this edition of EYES IN will trigger new dreams and possibilities in you. Let us continue on to realize our greatest potential and create masterpieces.

Best wishes,

Vivian Van Dijk
Editor-in-Chief EYES IN Magazine and www.eyesin.com

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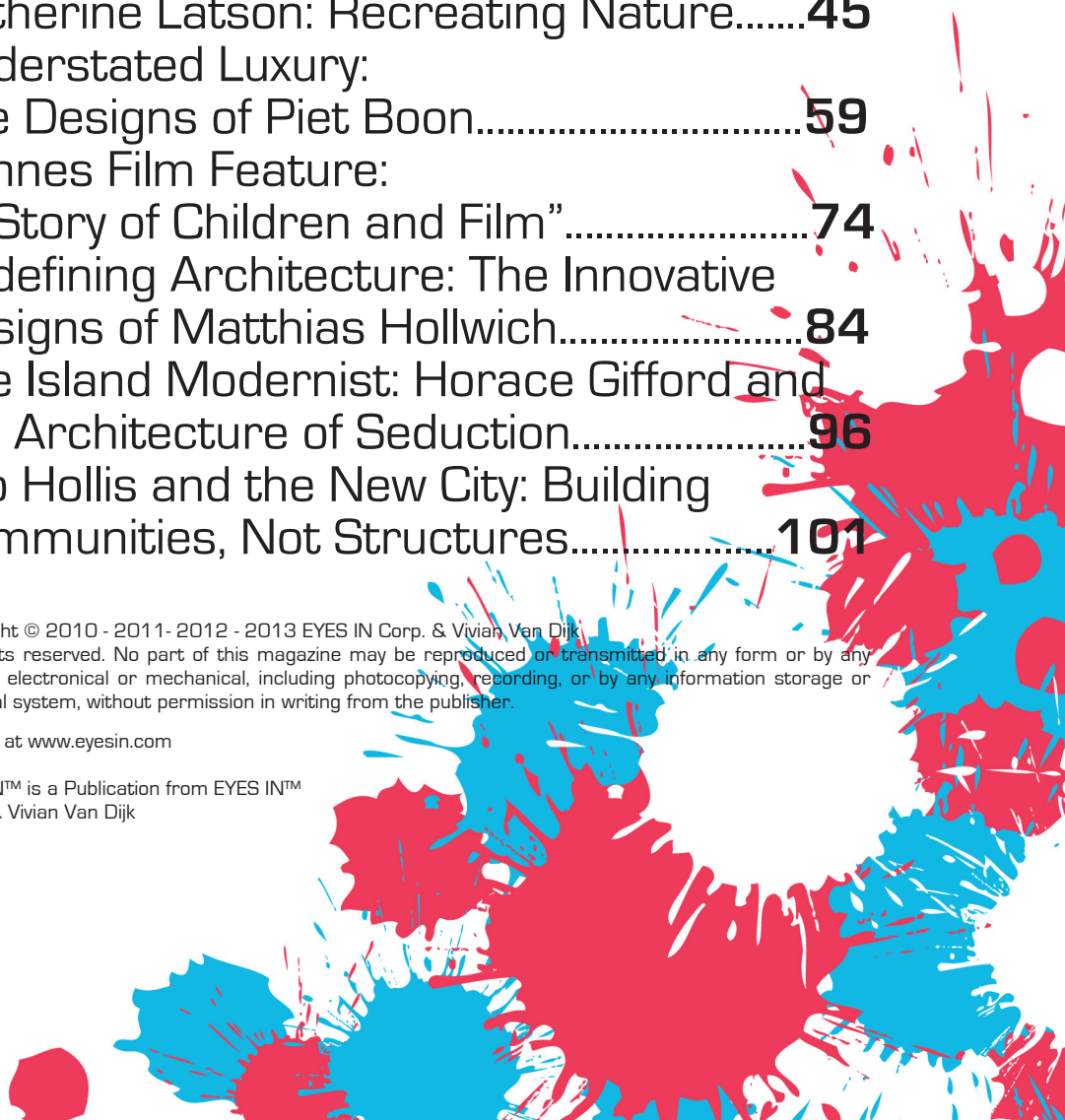
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EDITION 24



Editor-in-Chief Vivian Van Dijk: "Tiffany Shlain is an innovator in her communication and films of global technology. With an inspiring intellect, Shlain seduces her audience to desire something greater from technology and to better manipulate the evolutionary influences it has on us all. Any technology movement passed through the lens of Tiffany Shlain is made understandable and more enjoyable due to Shlain's innovative approach, superior communication skills and smart analyses."

Filmmaker Tiffany Shlain: Forging a Powerful Dialogue through Film



For more than two decades, filmmaker Tiffany Shlain has been producing thought-provoking pieces that draw people together and force them to re-evaluate how they interpret important issues, from reproductive rights to the environment. In the mid-90s, Shlain started the Webby Awards, given for excellence on the Internet and presented annually by the International Academy of Digital Arts and Sciences. Since then, she has fully embraced the evolution of her career alongside the boom of a technological society, and has found great success as public speaker, filmmaker and visionary.

Shlain was born in Mill Valley, California to a successful author and surgeon, and felt the push from her family to pursue a career in medicine. But Shlain was more interested in the arts and instead

attended the University of California at Berkeley. There she studied film theory and stumbled upon her signature style in film production. Because her school did not offer film production courses, Shlain pieced together her first films from whatever she could find — old reels, archived images and even original animations. It is a style she remains true to today in her long line of documentaries, forsaking interviews and the traditional style for her own, and choosing to personally narrate each one.

While at UC-Berkeley she received the highest honor in art, The Eisner Award, for filmmaking, and graduated valedictorian of her class. To build upon her studies, Shlain headed for the East Coast, where she enrolled in NYU's Sight and Sound program, a move that ultimately launched her career.

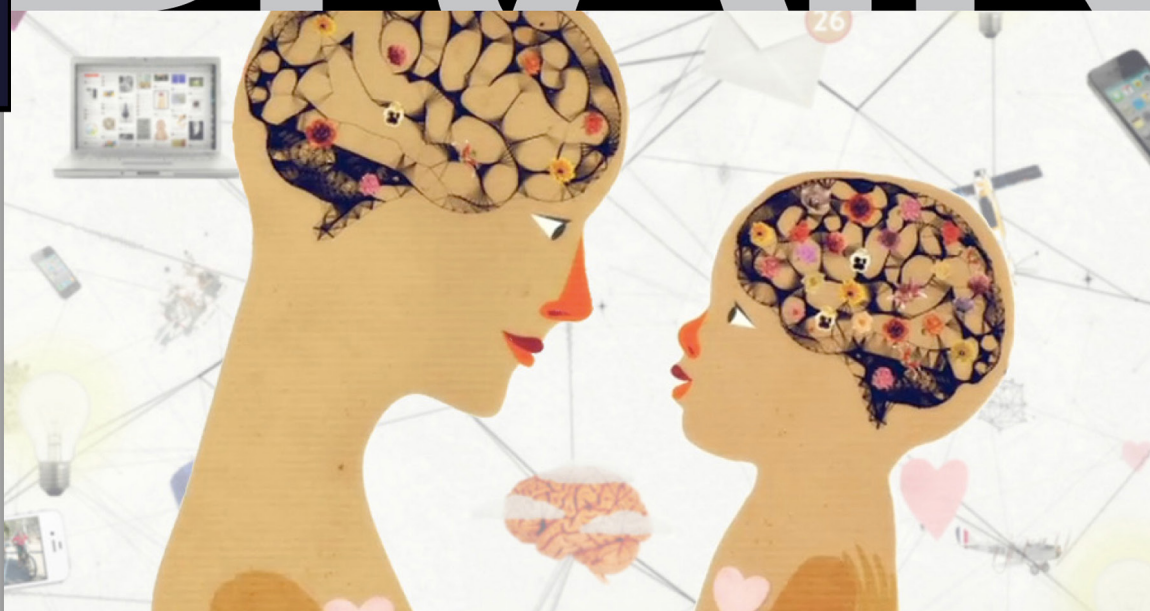
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"Courage is like a muscle; you've got to just keep exercising it, little successes, little victories, and little experiments that you can build on."

In 2003, after the election of George Bush and his decision to remove funding for Planned Parenthood, Shlain felt motivated to use her talents to speak out on the issue. She produced her first documentary about reproductive rights, titled 'Life, Liberty and the Pursuit of Happiness' (2003). Three years later, she explored the identity of Jewish Americans through the history of the Barbie doll in her documentary called 'Tribe.'

Shlain has a way of presenting controversial issues in a manner that disarms the viewer and creates an environment for greater understanding. She sees herself as less of a filmmaker and more of a conversation

starter. Because of her great talent to communicate effectively and inspirationally, she has been honored by Newsweek as one of the "Women Shaping the 21st Century." Shlain has also written for The New York Times, Variety Magazine and the Sundance Institute and was invited as guest lecturer at Harvard, Massachusetts Institute of Technology, The Idea Festival and many Fortune 500 companies.

"My mother is a psychologist and talked to me a lot about human emotions. My father was a great storyteller, a surgeon, and writer who always told me to look for patterns in history to help us understand the present. They both have been very creative influences on me."



In 2011, Shlain released what has become one of her most well-known feature films. “Connected: An Autobiography About Love, Death, & Technology,” which investigates the numerous global issues that affect everyone. It explores how those issues can connect us in positive ways to bring about progress and change. The feature also reveals a very personal side of Shlain, as well. During production, Shlain found out she was unexpectedly pregnant, after already having suffered four miscarriages. She also received tragic news about her father during the same time. Through those timely events, Shlain was ironically presented with the choice to connect her own personal life to her work. It proved to be a powerful move and the film was chosen by the Department of State to represent America in the American Film Showcase.

Her films have been selected at more than 100 film festivals worldwide (including Sundance and Tribeca), have won more than 45 awards and have been translated into 66 languages. She was awarded the “Disruptive Innovation” award from the Tribeca Film Festival, showing just how cutting-edge she is as a person and in her career.

“I write in a journal every day that is filled with ideas. I worry I won’t be able to do them all.”

Her current and ongoing project, a collaborative effort referred to as Cloud Filmmaking, is a film series titled “Let it Ripple: Mobile Films for Global Change.” The concept is to create 12 short films over a period of four years about various aspects of life.



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-Bits: Tech Talk, *The New York Times*



connected

an autoblogography about
love, death & technology



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"Each of these films is made collaboratively by inviting people from all over the world to send in videos from their cell phones. Then once the film is completed, my team offers free, customized versions of the film to non-profits to help spread their message," said Shlain. "The first film in the series, 'A Declaration of Interdependence,' with music by Moby, was released in 2011 and has been volunteer-translated into 65 languages The second film in the series, 'Engage,' which looks at the importance of engaging in society, has now been made for free for over 200 organizations globally since its release fall 2012. The newest release is both a 10-minute film and a TED Book, called 'Brain Power: From Neurons to Networks,' which looks at new research on how to best grow children's brains and applies it to thinking about the best way to grow the global brain of the internet," Shlain added.

"I am interested in looking at the evolution of technology and its effect on humanity, how to be mindfully using it, and looking at the good, the bad, and the potential of it all. The future doesn't start somewhere off into the distance; the future starts here."

Her TED Book, "Brain Power" ranked as Amazon's 10th most popular book on neuroscience in its first week. The next Cloud Film will focus on the neuroscience and social science of how character develops.

To learn more about Tiffany Shlain or watch previews of her intriguing and informative documentaries, please visit her Website at www.tiffanyshlain.com



A Conversation with Webby Award Founder and Filmmaker: Tiffany Shlain

As a child, what did you want to become?

I was an entrepreneur from a young age. I wanted to make things happen. One of my first entrepreneurial adventures as a child happened when I organized the kids in the neighborhood for a car wash.

I was also always really interested in writing and art. I loved the movies, but didn't think it was really an option for me. I was determined to figure out how to make it an option though! I was also very interested in technology and used to play a lot with the Apple IIe.

In which town did you grow up?

I grew up in Mill Valley, California.

What inspires you in the job of being a filmmaker?

I am very excited about the new collaborative Cloud Films I'm making. My team and I at The Moxie Institute wanted to both solve a problem [support nonprofits that do great work with limited resources] and figure out how to use all these new tools available in the 21st century [mobile devices, cool applications, growing use of the Internet]

to make films collaboratively with people from all over the world. Our first experiment in this was our film "A Declaration of Interdependence." This film was translated into 65 languages by volunteer translators, and we've made more than 120 free customized versions of the film for nonprofits globally. This shows the power of this new way of making films.

Tell us about how you help non-profit organizations?

Our Cloud Films are part of our new film series "Let it Ripple: Mobile Films for Global Change," that aims to help nonprofit organizations inspire their followers using impactful video. There are so many great organizations in the world doing wonderful things but aren't able to really share their stories because of limited resources. Through "Let it Ripple," they get powerful films focused on issues that connect us all and that show what it really means to be human. We customize these films for each nonprofit that requests one so that it includes a unique call-to-action that's specific to that organization's mission, whether it's a call for donations, volunteers or something else. Our three films, "A Declaration of Interdependence," "Engage," and "Brain Power" have been customized and donated to more than 500 nonprofit organizations around the world. It is so wonderful to be able to give back in this way.

Which basic elements of creativity did your family teach you?

My mother is a psychologist and talked to me a lot about human emotions. My father was a great storyteller, a surgeon and a writer who always told me to look for patterns in history to help us understand the present. They're both very creative influences on me.



What do you consider to be your greatest masterpiece?

Professionally, my film “Connected” definitely challenged me the most artistically. I am very proud of the complexity of the film, but it took a lot out of me. But I am so loving making these new Cloud Films. Personally, I am a believer that living itself is a very creative act. So the way my family lives and unplugs on the weekends, that is an evolving creative work.

Do you follow any philosophical or psychological approach in making your films?

When i was a little girl I taped a quote above my desk. It's still on my desk today, but it now lives on my keyboard. It's by Goethe. It says, “Whatever you think or dream you can do, begin it. Boldness has genius, power and magic.” That's my philosophy.

Newsweek has mentioned you as one of the women shaping the 21st century. If you had the power to change one thing in the 21st century, what would you change?

Increased mindfulness in how we use technology, the ability to truly stretch the boundaries of how we use technology and a better ability to know when not to use them.

What is your favorite building in the world?

The Eiffel Tower is my favorite building. I was living in Paris last summer with my family and as we walked up to the Eiffel Tower, I had tears in my eyes. It's bold, it's elegant and its engineering is inspiring. It took my breath away.



What is your favorite hotel?

For hotels, there's one that my husband and I stay at called the Bowery Hotel on the Lower East Side in Manhattan. It's the romanticization of old New York. I love it. I love the aesthetics. My home is a mixture of modern and vintage as well.

What would be your ideal home?

Oh, I love the home I live in in Northern California. It's very open, very high ceilings and has a lot of open space. A beautiful garden, too. I could live here forever.

Can you tell us about the art video collage you created with your husband, Ken Goldberg, who is a UC-Berkeley Robotics Professor?

The art project was called "Smashing" and it was riffing off the ritual of how in Jewish weddings, you smash down on a glass to seal the marriage. We looked at it as a way to seal a vow and invited people to stomp on this robotic pad that activated a huge projection of a glass breaking in slow motion. They would listen on headphones to different music that would play based on their stomp pressure and were told to think of a vow they wanted to make.

How did you get the inspiration to become a technology expert?

When I first saw the Web, I thought "this is gonna change the world!" I was given the opportunity to found the Webby Awards

and I spent a decade of my life doing that. In 2001, I was doing the Webby Awards and became very concerned about reproductive choice. Bush had just come into office and the first thing he did was take away funding internationally for family planning. So I approached Planned Parenthood to make a film that would speak to my generation, called "Life, Liberty and the Pursuit of Happiness." Then the Web started to be able to show films for the first time and I thought, "This is the sweet spot!"— combining my love of technology, my love of filmmaking and social engagement around the most important issues of our day.

In which way do you consider yourself an innovative creator?

I'm trying to engage people on the most important issues of our day in new ways — through film, the Web and through live events. I'm not a filmmaker, I'm a conversation maker. And I think that conversations have a very powerful effect to ripple outward and make a change.

Do you think your background has influenced your current filmmaking style? If so, what specific element in your background is most pervasive in influencing your style?

When I started making films, there was no film production at UC-Berkeley, so I used to make films using found and archival footage. My style is really created from that. A lot of documentaries do interviews, but mine are either archival images or original animations. I think my work has gotten better the more honest I've been. As an artist, whether you're a writer, an artist or a filmmaker, the closer you get to your truth, the better. That's been a guiding principle for me.



Can you tell us more about your film series "The Future Starts Here" and the co-evolution connection with technology?

Sophocles once said "Nothing vast enters the life of mortals without a curse." Technology is so vast — but what's the curse? I am interested in looking at the evolution of technology and its effect on humanity, how to be mindfully using it, and looking at the good, the bad and the potential of it all. The future doesn't start somewhere off into the distance; the future starts here. We are currently in production on eight five-minute episodes about everything from being a working parent in the 21st century, to tech etiquette to Cloud robotics. AOL will be releasing all of them on October 10th. We are excited about the series.

Which of your key talents do you attribute to your ability to be able to unravel complicated subjects about identity, science and technology?

Boldness. Boldness came because I failed . . . and I was okay. What's the worst thing that could happen if you tried to do the things you want to do? You're gonna fail a little or you're gonna fail a lot. Courage is like a muscle, you've got to just keep exercising it — little successes, little victories, and little experiments that you can build on. I'm at this point in my life where I've done a lot of things; some haven't worked and a lot have worked, but I learned more from the things that haven't worked. That's the best part of getting older. I love learning from other people, yourself, the depth of relationships and supporters. The more I do this, the more I can activate a collaborative, beautiful network in this world.



IT'S ON



What do you hope the effect will be from your film series with AOL?

There are so many videos moving around the Internet, so I hope to elevate the conversation by creating engaging, intellectually stimulating five-minute episodes that will make people laugh and think.

Are you producing any projects connected to Cloud filmmaking?

Yes, we have a new Cloud Film, "The Science of Character" that will premier this fall. Its the fourth film from our "Let it Ripple: Mobile Films for Global Change" series.

Do you have a favorite filmmaker yourself?

Francis Ford Coppola is one of my favorite filmmakers, but not just because of his films which I love, but because of the way he lives. He chose to make films not in L.A., but in California where I am. Also, his family is at the center of his life and he's able to really make films and keep family at the forefront

and collaborate with them. I look to him not only as a brilliant filmmaker, but also as a very creative liver of life.

Are you ever afraid you will run out of inspiration and creativity in your job?

No, I mean, when I was younger I'd have a creative block and it scared the hell out of me, but now I know it is all part of the process. I write in a journal every day that is filled with ideas. I worry I won't be able to do them all.

What is the most difficult thing in making documentaries/films?

In every film, in every project, there is always a dark moment where you're not sure how you're going to climb out creatively. The good thing about getting older is now I know that there will be light and we will climb out. But I feel like a project requires that moment where you feel like it's not working and you don't know how to fix it, and then it always get so much better after those very dark moments.



What is the most fun part in making documentaries/film?

Oh, collaborating! I love my team and I love making movies with people from all over the world through these Cloud Films. I love collaborating. It's very exciting to me to see what happens when you get creative people together and new ideas erupt.

Do you embrace the changes in the film industry regarding social media and technology influences?

I completely embrace it. It's completely changed the way I make movies with the cloud film. For every new technology or distribution platform that comes out I'm always thinking, "How do we play with this? How do we incorporate this?" It's very exciting.

Do you have any plans for future masterpieces?

I'm working with a neuroscientist, Dr. James R. Doty from Stanford who runs The Center for Compassion and Altruism. We're brewing up a cool project together — an art installation.

As a co-founder of the International Academy of the Digital Arts & Sciences, do you see a threat to human life coming out of the area of the digital arts and sciences in the future? If so, in which way do you think we can protect ourselves?

I do not see a threat. I think all of these technologies are just an extension of us, and we are evolving. I don't think everything is going

to be perfect moving forward, but I believe in humanity. I believe that these tools are going to continue to co-evolve with us, together.

Do you like art? Do you have any preferences for an artist and/or for creators of artistic or innovative works?

I love art. I feel that so many people are artists. I feel like there are mathematicians that are artists. Everybody who is passionate about their work and pours their creative energy into something is an artist. I love film, I love sculpture, I love painting, I love fashion, and I almost kind of look at everything as an art form.

Is there a particular artist or an individual who you admire or whose work you admire?

Yes, there are so many. I love Lori Anderson, the performance artist. I love Bjork, Rauschenberg, Auguste Rodin for sculpting and Alexander McQueen for fashion. There are so many I could really go on all day.

In which way do you think creating films and art are different and/or similar?

Creating film and creating art are alike because they're both collaborative processes. Both require the involvement of a lot of different people: artists, craftsmen and craftswomen.

Do you aspire to collaborate in your film creations with an artist or creator from another artistic or innovative discipline?

Yes, I think that's the next point of my career that I'm excited about. Collaborating more with peers from other disciplines. I'm currently collaborating with people from all around the world through my Cloud Filmmaking "Let it Ripple" series.

Do you have any personal or professional dreams for the future?

Continuing to evolve the conversation. Living my life, making art that inspires and engages people and pursuing big ideas.