

Studio Professor
Henri T. de HAHN

Studio: Cowgill Hall 3rd Floor
MWF 1:25 – 5:15pm
Seminars: TBD
Office hours: MWF 11:00 – 12:00 or by appointment
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Writing Essay No. 3

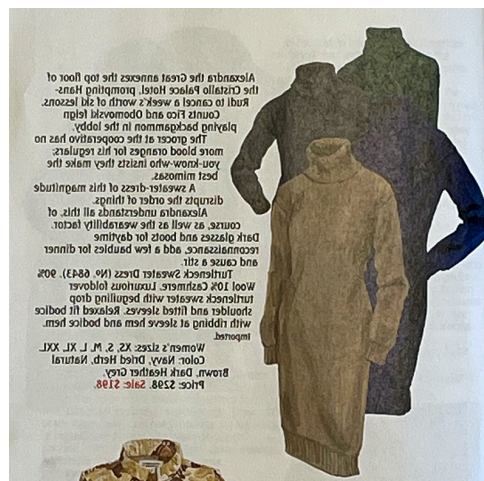
Given: Friday, February 18, 2022
Due: Monday, February 21, 2022: 1:30pm (Google Drive)

Assignment:

Your third writing essay consists in promoting the unique atmosphere of your loft envisioned by you, and this in a similar playful manner to those writing of the famous **J. Peterman Company Catalogue**.

Your writing will focus on the “hyper-creative product descriptions;” a sensuous feeling of comfort, luxury without “...really talk[ing]to you[audience] about the features of the product. They talk to you about the story of what it might be to live in that product. They focus on one idea: How would you want to feel wearing this thing” How do you make someone believe that it feels good and wonderful living in your loft?

I will distribute a number of catalogues for your perusal, and include two examples below.



Deliverables:

1. Essay shall be uploaded no later than Monday, February 21, 2022: 1:30pm (Google Drive ARCH2016_S2022_DEHAHN) under your name (John Doe), folder name (Project 1), and folder (Writing Essay 3)
2. Essay shall be between 250-300 words, Arial Font, Size 12, Single line format spacing.
3. Essay shall be titled: WritingEssay3_S2022_Firstname
4. Include your full name, title of Essay (Written Essay 3 or a title of your own), name of faculty member (Henri T. de Hahn), and date of submission
5. Essay should be subdivided into several paragraphs with space in between each