

“There are some really spooky health effects. Even with a turbine a mile away, I’ve heard people say they can feel their heart beating at the same pace as the turbines.”

—LAURA ISRAEL, FILMMAKER

to the town of Meredith by green aspects and financial incentives to boost the dying economy; the energy that is produced by the turbines is usually owned by large power companies like Duke Energy, General Electric, or Deepwater. “The landowner profits a little bit, and the town a little bit,” Israel says. “The companies profit most, because most of the benefits come from federal subsidies to build and to sell wind energy for more money.”

But residents of Meredith grew alarmed when they discovered the 400-foot-tall windmills brought with them issues they never could have imagined. “People say it sounds like a jet that never lands,” Israel says. “It just doesn’t stop.” And it’s not just the noise that affects the town. When the sun gets behind a giant turbine blade, an incessant, mechanical shadowy flicker results. Town residents say that nothing helps to block it out—not even closing shades or curtains. “People say you don’t get used to it, you get sick.”

Israel’s intent with *Windfall* is to open the topic up to the nation. “I want to create discussion and encourage people to look at this industrial development for what it is: industrial development,” she says. “I want them to discuss it in a more balanced way.”

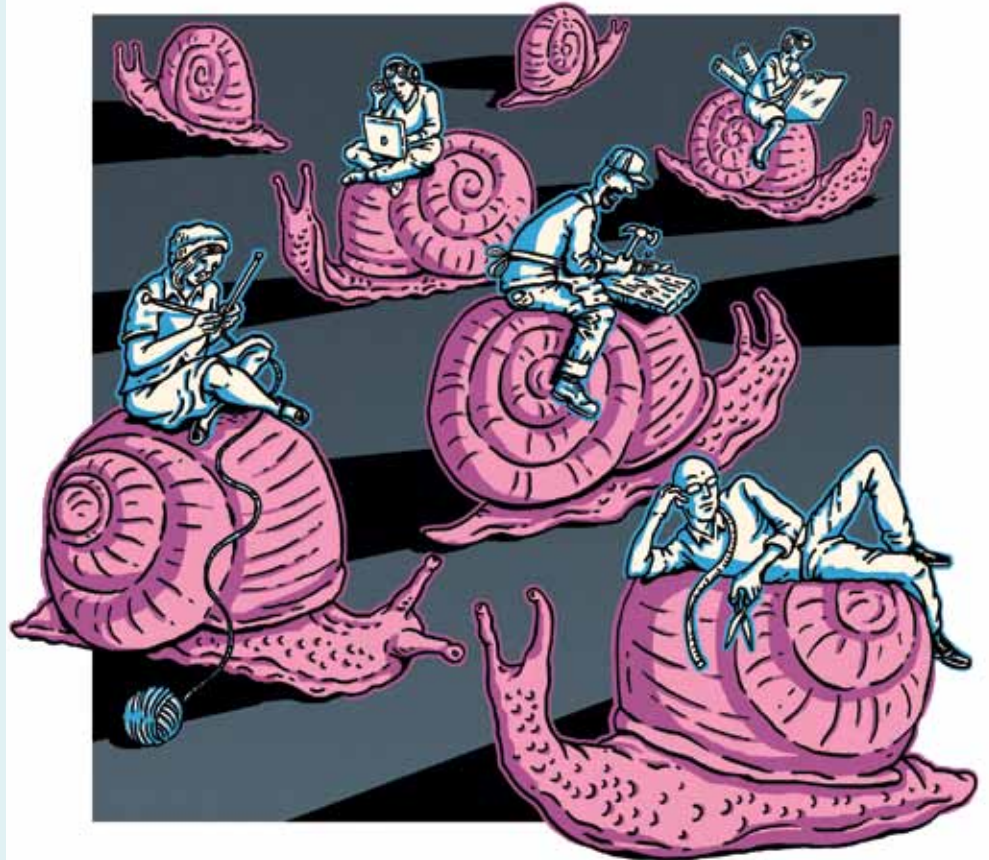
Don Quixote, she’s not. But she’s certainly produced an eye-opener. ♡

BY J. MICHAEL WELTON
ILLUSTRATION BY ANDREW ROBERTS

IMAGE, STYLE, DESIGN

Slow Design

Why the fast lane isn’t always the best for design



Fast fashion may not be a familiar term, but its concept is quite commonplace.

In today’s “need it yesterday” world, the fashion industry has adapted to this dizzying pace by getting the runway looks and trends into stores almost immediately. Zara, H&M, and Forever 21 are just a few of the retailers accommodating its consumers’ insatiable appetite for trends. Brands are also on board with churning out the latest styles faster than its consumers can think. Allen Schwartz, a designer who helms the affordable mall brand A.B.S by Allen Schwartz, has made a name for himself by making dress designs based off of the hottest

gowns on the Oscar red carpet—and turning around the knock-off designs by the next day. His crew works nearly round the clock to ensure that the designs will be available for purchase by the end of the week.

Fashion has become so fast paced that many brands are now faced with the challenge of coming up with 10 collections a season, when most haute couture designers typically produce just two. This demand is creating unprecedented creative challenges, and is the result of information and communication technologies speeding up the fashion cycle.

But this runaway train of consumerism might be headed for a different direc-

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tion. And at a slower pace, with none other than fashion royalty Tom Ford leading the charge. The 2000's were all about Ford's fast and sexy lines as the head designer for Gucci. Yet for his own eponymous line, he has taken a decidedly different approach. Instead of designing and producing 10 collections per year, he is retreating to the traditional twice-yearly show model. But what's more surprising is that he's not releasing images or details about his looks to the public until the collection makes its debut in stores. Instead he is remaining quite secretive about what will be coming out—thereby building excitement about the brand and its offerings.

It is a move to an earlier era, which is in contrast to the direction other brands are taking – such as Burberry's leading in simultaneously broadcasting runway shows online as it is making its catwalk

debut. Ford's self-imposed delay has forced his fans to wait patiently to see his latest

looks, all the while building more buzz and interest for his brand. If you weren't lucky enough to be there when it debuted in person, then you'll just have to wait.

In part, this movement toward slower consumption is a reaction to our fast-paced, globally-connected world, in which we are expected to connect with colleagues, friends, brands, everything on a continual basis. That

exhausting, energy-sucking lifestyle has led to a situation where time has become the actual luxury.

And only time will tell if consumers are patient enough to wait for Ford's looks if they accept his trend toward slow design. But for those who aren't, it's likely that H&M or Zara will produce something else for them to consume soon enough. ✎

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