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**Poster : Generative Art Criteria**



**Topic: Generative Approach**

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**Abstract:**

This poster shows mainly the criteria of Generative Art process performed by us in the book “The Environmental Design of Morphogenesis. Genetic Codes of artificial ware”, 1992.

It contains only some considerations about Generative Art and about traces of paths. By following own imaginary that develops itself with the casualness and unpredictability of subjective thoughts.

But with a peculiarity: these considerations are not only theoretical considerations. In the performed GA process, each hypothesis, each possible path that is outlined and each logical approach was already operatively experimented with original software and was also the basis of our teaching activities, with very interesting results.

The Generative Art paths gave us the possibility to experiment how the subjectivity as human vision with its peculiar, contingent and casual character, can operatively coexist with the rational logics. More, it allowed us to directly put the subjective unpredictability inside the logical operative approach through a peculiar concreteness of original algorithms.

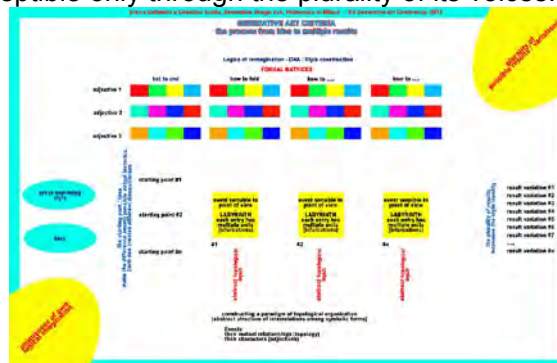
By using contemporary devices we developed again the pleasure of a scientific pre-modern approach. So we work not with an axiomatic approach but with our imagination and evaluation of multiple and amazing faceting of our world.

Generative approach has made to emerge an unexpected dynamic order as unpredictable but recognizable way to skid toward the complexity. More, it has made to emerge a time of creativity able to trace the character of infinite possible parallel tales, not linear and fascinating tales about the discovering of possible.

Also if the Generative Artworks seem to be intelligent, they are only a dynamic representation of the evolution of an human idea. They are not able, in themselves, of ideation and creativity.

Their role and contribution are, in any case, essential. Like all representation they are an irreplaceable way to enter inside the knowledge as in scientific discovers.

A Renaissance concept appears again with Generative Art: the priority of uniqueness on the equality following the thinking that the oneness of reason is perceptible only through the plurality of its voices.



Generative Art is able to trace a DNA of artificial ware by proposing a meta-approach to reality. Its representations are the results of a rational construction connected to a subjective imaginary as dynamic idea-concept.

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**Keywords:**

generative art, uniqueness, logics, imagination, algorithms

# GENERATIVE ART CRITERIA the process from idea to multiple results

Logics of imagination - DNA / Style construction

## FORMAL MATRICES



the starting point / time  
make the difference among possible virtual histories  
Each one creates different virtual histories

- starting point #1
- starting point #2
- starting point #n

- event sensible to point of view  
LABYRINTH  
each entry has multiple exits (bifurcations)
- event sensible to point of view  
LABYRINTH  
each entry has multiple exits (bifurcations)
- event sensible to point of view  
LABYRINTH  
each entry has multiple exits (bifurcations)



constructing a paradigm of topological organization  
(abstract structure of interrelations among symbolic forms)  
Events  
their mutual relationships (topology)  
their characters (adjectives)

- result variation #1
- result variation #2
- result variation #3
- result variation #4
- result variation #5
- result variation #6
- result variation #7
- .....
- result variation #n

the plurality of results  
increases the style of identity

possible plurality / variations

richness of own  
logical imagination

