

## Innies and Outies

It starts simply enough, with a question: are you a rock or a kite?

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photo credit: Wikipedia

The 'happyfamily blog' actually goes as far as saying successful relationships need one of each. There are people, according to the blog, whose 'whole role is to be the rock.' Yikes.

Scientists point out that the human brain is hard-wired for categorization. The Handbook of Neurosociology shows that we are fairly good at categorizing inanimate objects and figuring out which ones deserve our interest. We are not so good at categorizing humans, who are much more complex ... but we do it anyway.

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### Did You Know ?

We are the leading local provider of tools and resources for people planning on adding on to, renovating or building a home.

We have several consumer guilds to help you.

One of our recent publications is...  
"How to Hire a Contractor"



Download it here and share it with your friends.

### Archi-fact:

Architects are designers of our built environment. As such anything that is built can be designed by an architect. This month's Iconic Building of the Month is actually a bridge which is part of our built environment. This bridge was designed by an architect who has designed several bridges around the world and the Path train Station in Manhattan.

# Iconic Building Of The Month

**This month's Iconic Building is actually a bridge.**

The tied-arch, steel construction James Joyce Bridge designed by the Spanish architect Santiago Calatrava can be found spanning the River Liffey in Dublin center. At first glance, the bridge seems an ultra-modern misfit in a neighborhood of brick and mortar buildings. It is 40 meters (131 feet) long and used for car traffic, with a cantilevered pedestrian lane to one side.

But the bridge could be said to connect the past and future of Dublin as well. As reported on Archiseek, James Joyce's story "The Dead" was set in a house facing the bridge.



*photo credit: Wikipedia*

The bridge's remarkably modern look and materials despite its more aged environment set up a haunting parallel between the city and the story's main character, Gabriel, given his stated preference to not linger on the past and the dead. Nevertheless, in the story, he and his wife end their evening doing just that. The bridge also parallels Dublin's way forward, the city having developed into an economic hub, especially in the ultra-modern hi tech industry. But not without, as Gabriel more reluctantly does, acknowledging the past; in the case of the bridge, by its very name.

## Archi-Quote

The recent "Women's March on Washington" was one of the largest if not the largest marches in Washington D.C. in history. In honor of the women's movement and that march this month we quote one of the architects of the modern women's movement.

"Every social justice movement that I know of has come out of people sitting in small groups, telling their life stories, and discovering that other people have shared similar experiences."

- Gloria Steinem

*photo credit: Wikipedia*



*photo credit: Wikipedia*

# Innies and Outies

The point of the many ways in which we categorize others, scientists say, is to place them into one of two groups – ingroups and outgroups. With ingroups, we feel we know what to expect of these people and how to behave around them. Outgroups are less known and are often the object of stereotyping.

Portugal-based art director Joao Rocha provides an escape hatch. His Tumblr creation “2 Kinds of People” gives lots of other options: analog or digital, one alarm or three, chopsticks or fork, diagonal or right down the middle?

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His point, Rocha told the Huffington Post, is that “regardless of who you are, however different you may think you are from anybody else, we will always have something small in common with someone.” That’s fine, except ... he’s changed the conversation. The rock and the kite dichotomy emphasizes the value, the need, for differences. Rocha’s collection of dichotomies is aimed at finding shared traits between any two people on Earth. That’s valuable; sure, we need him to do that. Ah, who are we kidding? He must be a kite.

## Archi-Speak

Can you find these 5 ways we sense the world?

**Hearing      Sight      Smell      Taste      Touch**

Z F E I S J W E X T E O E K I  
 P I M E B W H W T M N Y D A H  
 U E A R E D A T S S U Q P Y J  
 O U N R E C Y A J Q W B Q G H  
 M R S D F I V S W Q S G B P L  
 J B M Z M E V T N G G B R P H  
 R X E H W B V E I M L F I L D  
 R T L R Z B W M K T Y C M D R  
 M H L K P Z P C Q A V A Y I W  
 T G E V A I C M V O R X Q Q V  
 G I S K V E F D R C S V Z Y S  
 C S D S A U I E V T R X W B D  
 O N U M C S Y D P H I G N Z J  
 T H E A R I N G E A H M C F N  
 H C U O T H N E O M F M V E E

## Ask M

In the James Bond books and movies the character “M” heads the Secret British Intelligence Service known as MI 6, of which James Bond is Agent 007.

When contemplating adding on to your home or building, renovating or building a new home or building you should have someone like “M” on your side. Each month the “Ask M” column will answer a reader’s question to place more information at your finger tips.

**This month’s question.**

Why does modern architecture have to look so harsh?

*Patti G.*

Patti,

It does not have to. Unfortunately many times it has hard angles, straight lines and harsh materials like steel and glass. Even Frank Geary’s curved designs like the Disney Opera House in Los Angeles do seem harsh due to the materials he selects. Frank Lloyd Wright’s work is considered modern and used natural materials which were similar to materials of the surrounding area.

Buildings can be designed in the modern design genre with more organic shapes and materials like wood and stone. There now seems to be a growing trend towards this philosophy of modern design and at Design M Group are part of it.

Email your questions to [info@designMgroup.com](mailto:info@designMgroup.com), and in the subject line type in “Ask M”. We look forward to hearing from you and hope we can answer the questions to everyone’s satisfaction.

## Want to speak with the Architect

Do you have questions but do not know where to start?

Do you know the legal consequences of starting a project without approvals?

Are you sure you have completed all of the research necessary so as not to waste your money and time during construction?

Are what you think are your NEEDS and OPTIONS truly the best for you and your future?

Does the contractor really have YOUR best interest in mind when suggesting solutions?

Answering these questions and more are the reason for enlisting a Needs and Options Review.

We can help you on your way to a successful project with less hassles and problems.

Visit: [www.designMgroup.com](http://www.designMgroup.com)

## About

Marcus Marino, RA, AIA, NCARB  
President



photo credit: Jenna Glatzer

Marcus Marino, RA, AIA, NCARB is a leading architect in New York City. He received a Bachelors of Architecture from the prestigious Pratt Institute and a Masters in the Science of Architecture and Urban Design from Columbia University Graduate School of Architecture, Planning and Preservation. He received his license to practice architecture in New York State in 1981 and is licensed in a number of other States. Marcus Marino has served on numerous Governmental Panels and serves as an expert consultant to other architectural firms and legal firms. He is the former Vice President of Public Advocacy of the New York State American Institute of Architects.

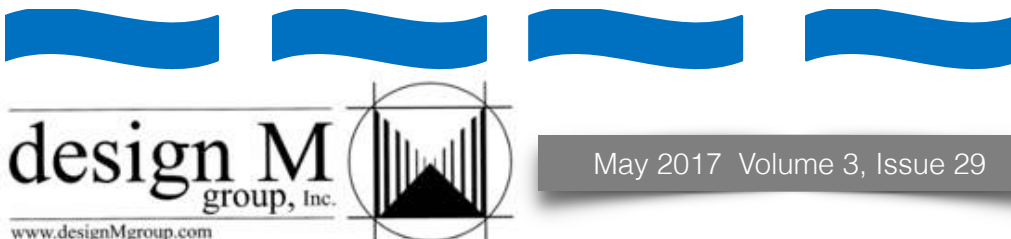
## Our core beliefs are ...

**Architects have a responsibility to our clients, community and the environment.**

**Architects should help provide information to our fellow world citizens about their homes, offices and the built environment in general.**

**Your Home should move you emotionally like your favorite song does.**

**Let Us Help You Build the Home You Knew Was Always There For You.**



May 2017 Volume 3, Issue 29

## Contact me !

[info@designMgroup.com](mailto:info@designMgroup.com)

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877 - SO Love My Home  
877 - 765 -6836

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