THE EYE IS A DOOR

Landscape, Photography, and the Art of Discovery

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ANNE WHISTON SPIRN

2014

The Eye Is a Door: Landscape, Photography, and the Art of Discovery

More than 60,000 visits from around the world to the Sensing Place website, increasing by 19,000 in the past year alone, MIT Open Courseware Portal, 2011

"Spirn's new book is both beautiful to look at and enlightening to read....She draws attention to the potential for design, both for good and for bad purposes. She points us towards the stories that surround us and the patterns which envelop us. In short, she makes us see again.... few people have been able to so consistently produce work that changes the lives of people throughout the world. Her ability to direct our attention to that which is both invisible and right before us ... is unparalleled."

CHRIS AIKEN, Choreographer, Director of MFA Program, Smith College

"Generates an unprecedented dynamic dialogue between author and reader."

Landscape Journal

The book's topics are central to design: landscape's stories and the sense of place; lights of day, in season, in place; what color tells; significant detail; the art of visual thinking. There is a growing interest in the practice of design and art as a form of research; *The Eye Is a Door* contributes to this discussion as does my course, Sensing Place: Photography as Inquiry, which was an incubator for the book.

The Eye Is a Door invites the reader to see more acutely and to explore the practice of photography as a tool of discovery. Why a door and not a window? A window is something to look through, but a doorway is to pass through; crossing a threshold, one enters a new place. To see, to really see, is to open a door. To pass through that door is to arrive at a new understanding. Thus the titles of the book's three parts: Threshold (an essay of photographs), The Open Door (an essay of words), and Passage (an essay of photographs).

The Eye Is a Door is an original e-book. The book's photographs are the subject of a major exhibition at the Smith College Museum of Art from January–August 2014, complemented by an across-the-curriculum program on photography, landscape, and the art of visual thinking, which is recorded on www.theeyeisadoor.com. The exhibit is traveling to other venues.

SPONSORS

National Endowment for the Arts John Simon Guggenheim Foundation University of Pennsylvania Massachusetts Institute of Technology Smith College Museum of Art

Left Publishing the The Eye Is a Door as an e-book made possible the low price of \$4.99



I designed the e-book to permit a new way of reading images and words.

Left In the e-book, photographs can be viewed singly, in pairs, or in photo essays as a sequence of paired images.

Right (above) In the e-book, a single image can appear at different points in the text. Click on the red square and the image appears; click again and it disappears.

Right (below) The e-book can be read on multiple platforms, from smart phone to tablet to computer. Here, shown on an iPhone.

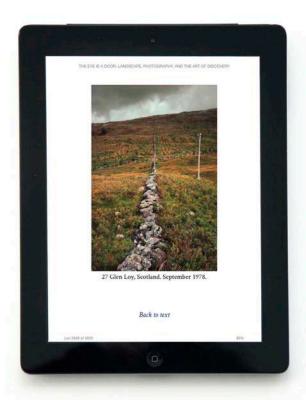
The Eye Is a Door: The E-Book

The Eye Is a Door is an interplay of images and words. The book's two photographic essays embrace a central text of short chapters. The first visual essay explores the sense of place. The second, which concludes the book, contains more complex photographic pairings that plot a sequence of ideas, an argument for a language of landscape. Eight chapters of text are a counterpoint to the photo essays. Images and words correspond, but a single photograph represents more than a single idea or story, and each photographic pair and sequence of pairs has its own logic.

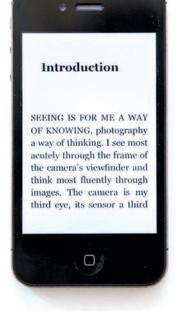
Designing *The Eye Is a Door* as an e-book permitted a fluid relationship between image and text, where neither dominates the other. The reader encounters the same image within the context of both visual and verbal essays, and a single image may appear in the text at several different points. Rather than paging back and forth, simply touch an icon at the end of a sentence, and the associated image fills the screen. Touch again and return to the text. A new kind of reading. There are additional advantages to the e-book. Move directly from text or image, through embedded links, to referenced websites. Customize font type and size with "reflowable" text. Since *The Eye Is a Door* has reflowable text rather than a fixed format, it works well on a smart phone, easily carried as a reference in the field.

With its many color photographs, a print edition of *The Eye Is a Door* would have been priced beyond the reach of many readers. As an e-book, it is priced at \$4.99.

world, waiting to be read. Some, like earth's shadow, are cosmic, others are mundane. I search for both, and for the processes that drive the narratives, to discover the patterns that underlie them. I look for places where process creates a pattern that transcends scale, where I can appreciate how similar processes shape the local landscape, the earth, and the universe, like a "galaxy" of sea foam. 24 Where human settlement and the landscape's own deep structure correspond (The Ridgeway 31, High Plains 32). Where people have shaped and arranged landscape to express identity and idea (Kongenshus 28). Where cultures have acknowledged the power of place (Uluru 11). To learn to read the stories in landscape, I looked first for places easily read: seashores, deserts, and mountains; the sacred landscapes of memorials, cemeteries, places of worship; political landscapes, as in Washington, DC. Such landscape primers prepared me for more complex readings, as in the Scottish Highlands, the Salton Sea, the Black Bottom of West Philadelphia - all of which hold dark, overlapping stories of natural and human history. 27 Some places have unusual power to stir



















Part 3 / The Eye Is a Door



Above This ditch transformed an entire landscape. Where there was once water, there is now grass.

Left Significant details are clues to deciphering landscapes of place as products of human design and geological and cosmic forces.

The Eye Is a Door explores visual thinking as an art of pattern-seeking, of culling the significant from a welter of the irrelevant or peripheral. Significant detail, alone and in combination, exposes a larger pattern. I look around, alert for anomalies—things out of place or from another time, a break in pattern, clues to a hidden order or a meaning overlooked. Photographers seek significant detail as metaphor to stand for a larger whole, to hint at the deeper meaning beneath the surface, to tell a story. So do designers.

"The Eye Is a Door begins a new conversation in a time of artistic volatility when media are being invented, redefined, and combined. Anne Whiston Spirn speaks to us in a unique and magical convergence of images and words seen from an entirely new perspective, and invites us to join the conversation. I promise you, it is not one to miss." WILL STEACY, photographer, 2011 PDN 30 under 30



Above To design a dialogue of natural process and built form.

Right Argument: landscape is a form of language through which places can be read and designed to ensure survival, serve human purpose and express ideas.

Visual thinking is an art of pattern-seeking, of culling the significant from a welter of the irrelevant or peripheral. Significant detail, alone and in combination, exposes a larger pattern. I look around, alert for anomalies—things out of place or from another time, a break in pattern, clues to a hidden order or a meaning overlooked. Photographers seek significant detail as metaphor to stand for a larger whole, to hint at the deeper meaning beneath the surface, to tell a story. So do designers.

"Spirn shows readers how to make thinking with photographs a do-able, teachable skill. Everyone who works with photographs, no matter how experienced they are, will come away from the book with new ideas and sensitivities."

HOWARD S. BECKER, sociologist, author of Telling About Society

Part 3 / The Eye Is a Door















Marnas, a design manifesto in the form of a garden by Sven-Ingvar Andersson. For every person, the eye is a door. What one finds beyond that door depends on what is there, and what one has the skill to see, but also on what one wants to understand. Beyond my own eye's door are landscapes, the stories they tell, and the ideas they embody. I pass through the eye's door and see: that the natural and the human are one, continuous not separate, landscape a mutual shaping of people and place and a form of language born out of living, a language with which to tell new stories and to envision how to adapt human settlements in life-sustaining ways.

"A series of clear essays and suites of superb photographs ... an aid to understanding and living intensely." LAURIE OLIN, founder of OLIN

Part 3 / The Eye Is a Door





The Promise and Problems of the Visual E-Book:

Call for an Alliance between Authors and Librarians

Abstract—This article explores the state of libraries and authorship in response to the evolving landscape of electronic books. The authors discuss the topic through a conversation about the choice to self-publish an electronic book in the visual arts, tissue such as the primary landscape to the second of the publishers on the visual arts, title availability of e-books to laborance, the efficience of publishers on the book medium and martiest, and implications for libraries and collection development are considered.

INTRODUCTION

Research and scholarship in the visual arts and design fields requires entensive use of images in order to make arguments about theory and practice. However, the cost of images in order to practice of the property of the pro

The Promise and Problems of the Visual E-Book | 213

nature of the book's ideas and structure, I wanted to experiment with the opportunities the digital medium affords to transform the reading experience itself. Imagine being able to call up images referenced in the text with a simple up on an icon. Tay the screen, and the image appears, up again, and it vanishes (Figure 5; Figure 6). That function alone transforms the reading experience. Your eye rests, undistrated, on the image, then returns to the text. No ficking back and forth between different pages, atcking your finger in two parts of the book when an image is referred to more than once, E-books also afford the potential for seamless movement between the book and the web. The Spir 1s a Door cites works by other photographers, whose images appear in the e-book litted. Tayping on the explosion takes the reader directly to that photographers' website, tap again and return to the book. The Spir 1s a Door website (fitting)* wave. They simulated the screen of the simulated of the screen of the s





Could the e-book hold a

The technology was there.

screen was gorgeous, nothing like the dull black and white screen of the Kindle. The iPad, and the tablets that soon followed.

greatly expanded the audience for the illustra

a

The first IPad had been released earlier that year. Color on its high-resolution

Porter Square, Cambridge

Newbury Street, Boston

A publication of

The Eye Is a Door has been recognized as an important contribution to debates on the future of the book and as an innovative prototype for the richly-illustrated electronic book, which redesigns the flow between images and words.

Facing page (above) Featured in *Art Documentation*, the journal of the Art Libraries Society of North America, fall 2014.

Right and facing page (below) Featured in Architecture Boston, summer 2014, in print and on the Web. book. I left the symposlum determined to explore the potential of the medium and decided to publish The Eye It a Door is notignate-book, satting the price at \$4.00, e cost that owne n struggling student could afford.

The Eye It a Door is about seeing as a way of knowing, and photography as a is see most acutely through the frame of the camera's viewfinder and think most fill images. The book invites the reader to join in this process of seeling, thinking, as diseasing The Eye Its a Door as e-book permitted a fluid relational to the description.

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Despite is advantages, the electronic format imposes constraints. Especially infursiting are those imposed by Amazon's infector - book platforms, howen as MOBI and RFQ, which are far less flexible (especially in handling graphics) than EPUB, an open-source platform used by (Books and other critine retailers. Many authors and publishers of illustrated e-books avoid Amazon and release their works solely on iBooks. But Amazon selfs more than half of all e-books, so this isn't an option for the author who wants to reach the widest possible audience.

Amazon may ultimately catch up or lose market share, and other limitations may soon disappear in the meantime, constaints can provide a retishing. The Eye is 4 Door's original design cattled for images referenced within the text to appear when called up, then to vanish. EPUB permits this, but MDBI and KPG on orc. Our solution is to treat these images as footnotes, which means that they all most appear at the back of the book in this order in which they were clock or not ideal, since some images appear more than once, and the sequence seems haphazant; and yet appropriate, for those images are, in fact, claticor, footnotes of Images rather than veries.

This solution inspired the design for new a-editions of my books new in production: The Language of Landscape and The Grantes Garden. These new e-books will consist of two parts, where the parts can be read both separately aris interactively. In this finst part, the reading experience will be similar to the text portion of The Eye 'a e Door. The second part will consist of all those images clade in the text, composed daliberately as sequenced essays of images and captions, where each image links back to associated text. The reader may then choose whether to start by reading essays of text (with links to the images) or by reading essays of images (with links to the text): a new kind of book that serves both visual and verbal thinkers.

We are in the midst of a Guisnberg moment, with e-publishing comparable to the invention of the printing press. The technology is in its Intancy, Design, production, marketing, and distribution—ast are being instrumenter. For design-eurons, the colos offers rew honteners from the publication of visual ideas and arguments to outreach to a wide new audience for those ideas to the design of the reading experience itself. Those who embraces the e-book may open the eye to may visual works.

The Eye Is a Door: Exhibit

This major exhibition, organized by the Smith College Museum of Art in Northampton, Massachusetts, explores how my photographs "encourage a deeper understanding of the natural and built environment through the development of visual literacy—the ability to read and analyze visual information."

The museum's education department has developed a range of educational materials associated with the exhibit in order to teach visual literacy and landscape literacy to a broad audience. A wide range of courses at Smith will use the exhibit: from landscape studies and art to environmental studies and geology, to anthropology, literary studies, history and dance. The museum is also an educational resource for colleges nearby (Amherst, Mount Holyoke, Hampshire, and the University of Massachusetts) and for K-12 schools in central Massachusetts and has an active community outreach program.

The exhibit was funded by grants from the National Endowment for the Arts and from the Massachusetts Cultural Council. After SCMA (January 31–August 31, 2014), the exhibit is now traveling to other museums.

"Simultaneously gorgeous and chaste ... There's a matter-of-fact flawlessness to these photographs." MARK FEENEY, The Boston Globe

Right and facing page Three excerpts from the six-panel brochure prepared by the Smith College Museum of Art, distributed to all museum members and visitors.

The Eye is a Door Landscape Photographs by Anne Whiston Spirn

January 31-August 31, 2014



smith.edu/artmuseum

Seeing is a way of knowing; photography is a way of thinking.

INTRODUCTION

This exhibition showcases the photographic work of world-renowned writer, scholar, and landscape architect Anne Whiston Spirn. The author of several important books on landscape, Spirn is known for her multi-disciplinary practice that evolves from her photographic work. Her new book, The Eye Is a Door: Landscape, Photography, and the Art of Discovery, features this work and describes her approach.

This is the first major exhibition to explore how Spirn's photographs encourage a deeper understanding of the natural and built environment through the development of visual literacy—the ability to read and analyze visual information. This approach to learning allows people to question and interpret what they see, which has broad implications across many fields of inquiry and design.

Spirn views photography as a tool that helps hone this ability by focusing attention on significant details in the landscape in order to discover the invisible. She has been on the forefront of the movement to make this kind of visual thinking a fundamental part of people's daily lives.

As a teaching museum, Smith College Museum of Art is dedicated to nurturing visual literacy in an interdisciplinary environment.

Produced over the past 35 years, the images in the exhibition capture stories and ideas embodied in places the artist has visited for her research, which range from the volcanic landscapes of Iceland to sacred Buddhist gardens in Japan.

The 46 color images featured in THE EYE IS A DOOR connect such diverse topics as geology, biology, astronomy, anthropology, engineering, architecture, history, literary studies, global studies, studio art, and landscape studies.

For further information about this exhibition visit smith.edu/artmuseum



Why a door and not a window? A window is something to look through, but a doorway is to pass through; crossing a threshold, one enters a new place. To see, to really see, is to open a door. To pass through that door is to arrive at a new understanding.

THINKING VISUALLY WITH LANDSCAPE

Ideas to consider when viewing this exhibition.

Observation

What do you see?

Take a visual inventory and make note of details that stand out to you.

Interpretation

What is going on in the image?

How do the details you noticed connect to create a larger whole? What patterns or anomalies can you discover?

Building a Narrative

What story does the image tell?

What can the connections and patterns you discovered tell you about the history and life of this place?

What parts of the story do you still wonder about?







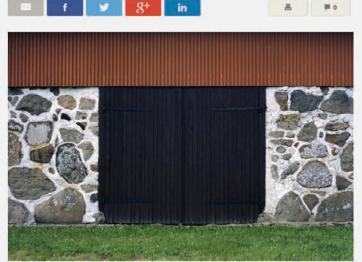


Top Smith College Museum of Art. A wide range of courses at Smith used the exhibit: from art to environmental studies and geology, to anthropology, literary studies, history and dance. The exhibit was also used in teaching visual literacy to K-12 classes.

Bottom University of Arkansas, School of Architecture.

Right "...simultaneously gorgeous and chaste. There's a matter-of-fact flawlessness to these photographs," Mark Feeney, *The Boston Globee* art critic, February 25, 2014.

Anne Whiston Spirn makes a sense of place visible



PHOTOS BY ANNE WHISTON SPIRN

"Södra Sandby, Sweden" part of "The Eye Is a Door" exhibit at Smith College.

By Mark Feeney GLOBE STAFF FEBRUARY 25, 2014

NORTHAMPTON — Anne Whiston Spirn wants to be clear about her choice of metaphor. "A window is something to look through," Spirn has said, "but a doorway is to pass through; crossing a threshold, one enters a new place." A sense of place deeply informs "The Eye Is a Door: Landscape Photographs by Anne Whiston Spirn." The show runs through Aug. 31 at the Smith College Museum of Art.

Those places range from very near to very far: Nahant, where Spirn lives, Japan, Australia, Iceland, Sweden, Britain, France, the American West. There are 47 color photographs in the show, and at least seven have doorways or entrances in them. Spirn, who teaches landscape architecture and planning at MIT, took the images between 1978 to 2013, yet dates seem irrelevant. All of them suggest a timeless quality. Or, rather, they seem so specifically in the given moment that Spirn took them that they stand outside of time. "Finding the place to stand may be a matter of inches as of years," she's written.

While never making her colors seem unnatural or hyped, Spirn gets the utmost out of them. So many of her images manage to be simultaneously gorgeous and chaste. There's a matter-of-fact flawlessness to these photographs. Declining to call attention to itself, that flawlessness is felt more than seen. The blue in "North Head, Sydney, Australia" is such a blue. The subtlety of the interplay between green (vegetation) and red (soil) in "Uluru, Central Desert, Australia" is quite marvelous. A barn, in "Södra Sandby, Sweden" offers its own transporting interplay of those



colors: red eaves above, green grass below, and patterning of stone walls and darkness of doors in between.



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behavior



what can be seen directly and what is hidden and can only be imagined.

Beyond my own eye's door are landscapes, the stories they tell, and the ideas they embody. I pass through that door and see: that the natural and the human are one, continuous not separate, landscape a mutual shaping of people and place and a form of language born out of living, a language with which to tell new stories and to envision how to adapt human settlements in life-sustaining ways.



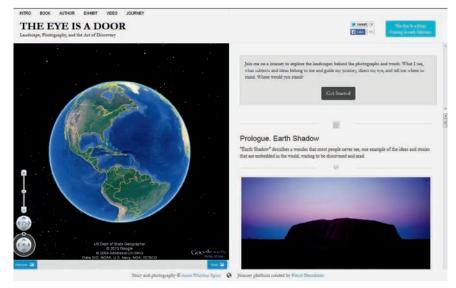
Buy the Book

The Eye Is a Door: The Web Site

The Eye Is a Door website (www.theeyeisadoor.com) complements the e-book. Read sample chapters. View the photo essays. Visit the exhibit and read the reviews. Watch a video. Take a trip to the places depicted in the photographs. The latter section, Journey, links photographs and associated text with Google Earth. Click on a photograph and be transported to a satellite view of the place, where you can take control of the mouse and explore on your own.

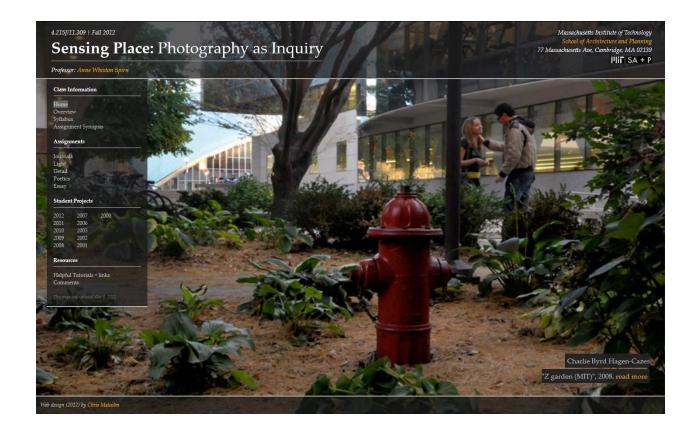
Left Home page (www.theeyeisadoor.com)

Right An innovative website pairs text and photographs, links them to Google Earth, and invites the visitor to travel to places described in the book. Sample journeys, from top to bottom: Start the Journey; Uluru, Australia; Parc de Sceaux, Paris, France.





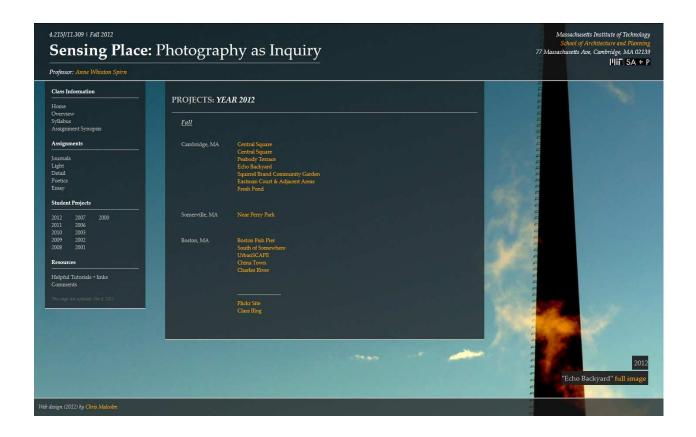




More than 60,000 visits from around the world to the Sensing Place website since 2011, through the MIT Open Courseware Portal alone. Visits through that portal are on the increase: ca. 19,000 in the past year. The website has been online since 2000.

Sensing Place: Photography as Inquiry

"Sensing Place," a course that explores photography as a disciplined way of seeing, of investigating landscapes and expressing ideas, was a laboratory for *The Eye Is a Door*. Students learn to see and think with both a critical and a creative eye, to reason with images as well as with words, to question dogma and discover ideas. The class website is a framework for learning where students' insights grow out of their independent and collective work (architecture.mit.edu/class/landphoto). Students post their work online so it can be seen and discussed by others. Since the work of each year's class is archived online, current students learn from past students too. The website is open to the public, and a version is included on MIT's OpenCourseware, where it has received more than 60,000 visits from around the world. Many teachers and photographers describe how they have adapted aspects of "Sensing Place" in their own work.



"Anne is one of those rare people who truly works in multiple disciplines and who truly makes vital contributions to each. She is a photographer/artist. She is a landscape architect. She is an author. She is a teacher. It is in this last capacity that we first got to know Anne personally as we took her "Sense of Place" class while Loeb Fellows at Harvard University Graduate School of Design. Her passion, knowledge, discipline and commitment were apparent from the beginning. Anne taught us how to read landscape in a new way—using the tools and vernacular of literary criticism to break down its elements and to see how the historical, political and aesthetic qualities of place inform each other. This technical lesson in how to see ecologically has been transformative in the way we approach our own work. More importantly, however, was the spirit of learning and respect for life that Anne imbued in every student in the class. It was obvious that we were not the only ones that came out changed and deeply enhanced by Anne's teaching."

SUSANNAH SAYLOR AND ED MORRIS, Co-Founders, The Canary Project