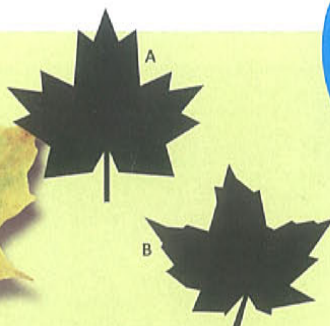


Organic Form Shapes that are irregular, complex, and highly differentiated are considered organic—this is what our brains tell us after millennia of seeing organic forms all around us in nature. As noted earlier, geometry exists in nature, but its occurrence happens in such a subtle way that it is generally overshadowed by our perception of overall irregularity. The structure of most branching plants, for example, is triangular and symmetric. In the context of the whole plant, whose branches may grow at different rates

and at irregular intervals, this intrinsic geometry is obscured. Conveying an “organic” message, therefore, means reinforcing these irregular aspects in a form, despite the underlying truth of geometry that actually might exist. Nature presents itself in terms of variation on essential structure, so a shape might appear organic if its outer contour is varied along a simple logic—many changing varieties of curve, for example. Nature also appears highly irregular or unexpected (again, the plant analogy is useful) so irregularity in measurement or interval similarly conveys an organic identity. Nature is unrefined, unstudied, textural, and complicated. Thus shapes that exhibit these traits will also carry an organic message.



Geometry exists as a building block of natural, organic forms. In the photograph of the leaf, above, lines and dots—the leaf’s veins and holes from insect activity or fungal degradation—are clearly apparent. The outer contour of the leaf also presents a symmetrical structure.

Distilled and stylized (A), this form retains its pictorial identity but loses its organic quality. Enforcing differentiated measurements between internal components (B) enhances its organic quality, while retaining its stylization.

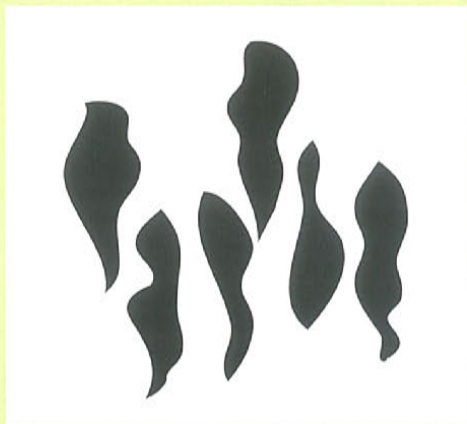
Soft, textured forms appear organic compared to similar forms with hard edges, as do forms that are gestural,

mostly curvilinear, or whose contours are constantly changing in rhythm, direction, and proportion.



The shapes shown here—one, with a relatively simple contour (left), and the other, with a highly differentiated contour—are organic, but to lesser and greater degrees. The first shape, despite changes in contour, retains an intrinsically circular

or dot-like—and therefore, more geometric—identity; the shape adjacent, with a complex contour that is ever-changing in measurement and directional movement, is dramatically more organic.



Variation is an inherent aspect of organic form in nature. All these essentially similar shapes are varied slightly relative to

each other and transmit an overall organic message, despite their structural similarity.



A CURLING, ORGANIC wave form integrates with the curved, yet geometric, letterform in this logo.

LSD Spain