

EAST COAST HOME+DESIGN

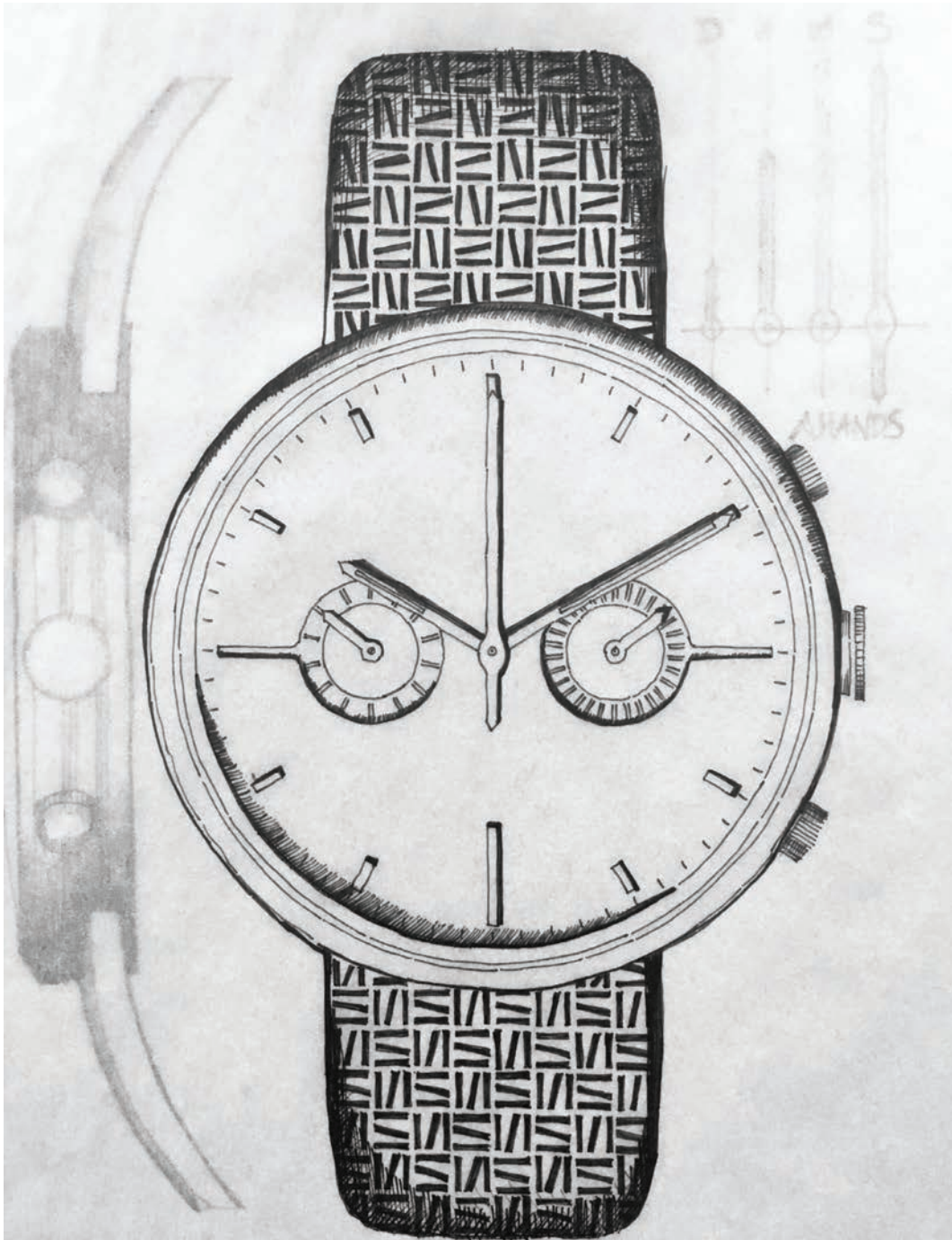
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ASK THE EXPERTS



CHARETTE

The term "Charette" (little cart) appeared in the late 1800's. Architecture students at the Ecole Des Beaux-Arts in Paris who needed to rush their designs to their instructors, placed their drawings on a cart which was called a charette. Later the word broadened in meaning and came to describe any intense, short-term design project. Today the word is used by the architectural and design community at large to describe any intense, on-the-spot design effort.

East Coast Home + Design asked several of our Architects to design a charette and describe how it relates to their design. The results are not only stunning, but amazingly creative.

Story by Pam Gersh

STONEWATER ARCHITECTURE



Michael Moritz of Stonewater Architecture drew inspiration for his watch-face design from a beach house his firm designed. The beach house's design was intentionally simple, as the client wanted a place that he and his family could unwind and disconnect from the stresses of the modern world. There are no TVs in the house—just large windows highlighting the home's amazing oceanfront views. Michael's watch design has the same intention: to disconnect the wearers from the fast-paced, disruptive world of Internet-enabled devices, and reconnect them with their surroundings. Instead of distracting the wearer with work emails and social media, this watch encourages its user to engage in the present moment by providing just the essential information needed from a watch: the time. Its design is minimalistic, devoid of ornate details and unnecessary functionality. "The design is simple and clean,

with no alarm, no Internet, no apps," says Michael. "The watch is meant just to tell time, to get back to the simpler things in life, to tell my son how long before he can go into the ocean after eating, and to see what time lunch and dinner are." It harkens back to the days when a watch was a simple and elegant fashion accessory.

*Michael Moritz
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