

Φ Design

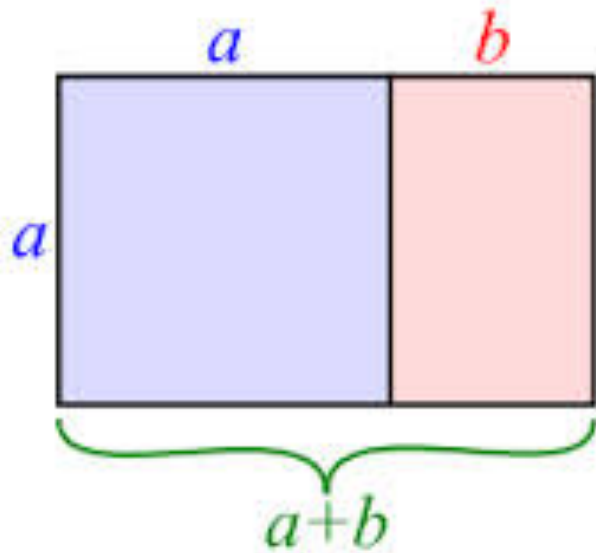
failing successfully

What is Φ ?

$$= (1 + \sqrt{5})/2$$

$$= 1.618$$

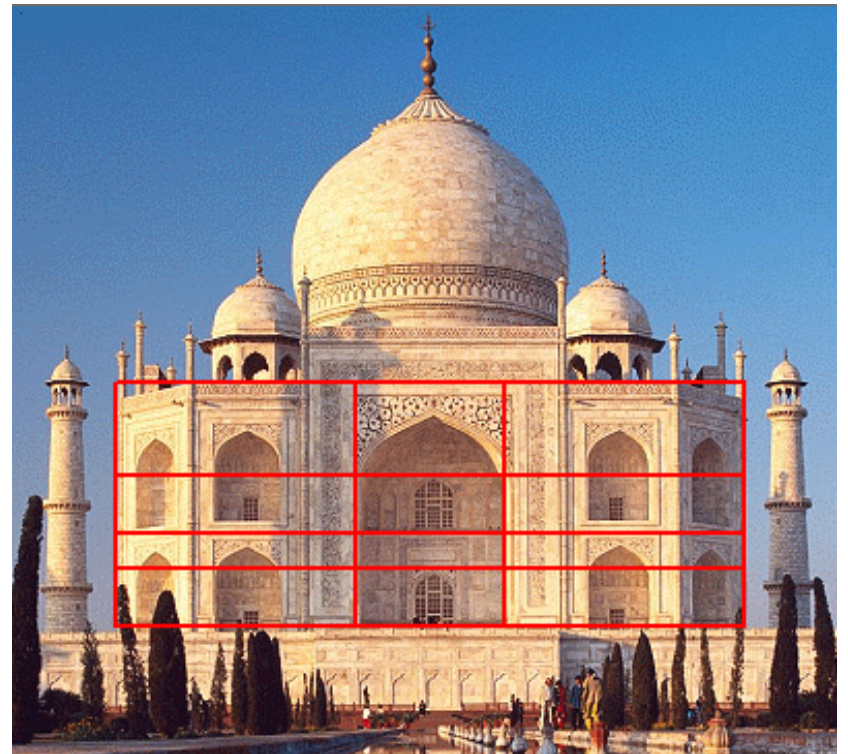
How to find Φ



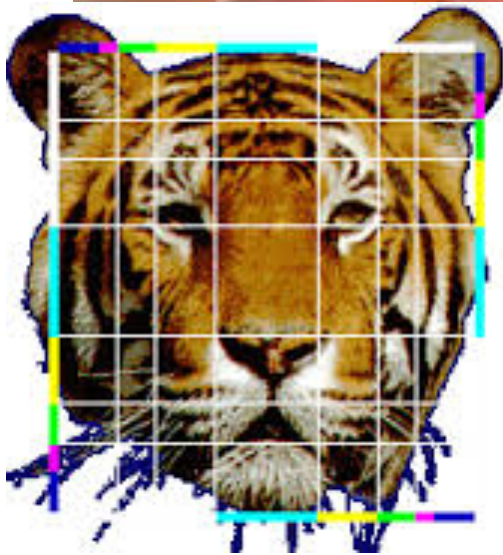
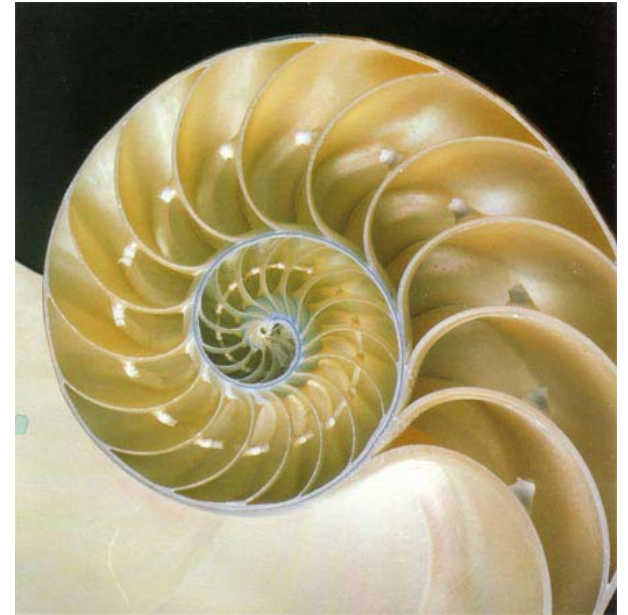
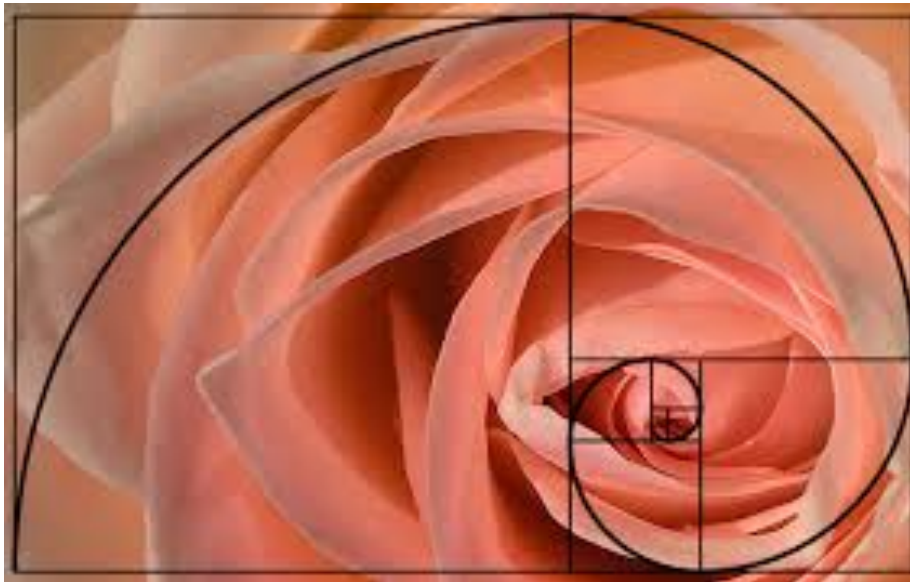
$$\lim 1 + \frac{1}{1 + \frac{1}{1 + \frac{1}{1 + \dots}}}$$

Why Φ ?

It looks nice

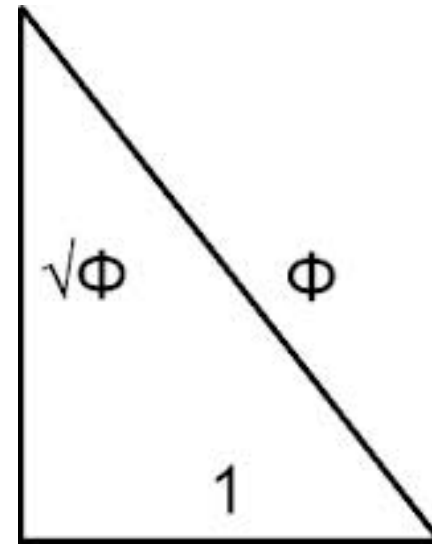


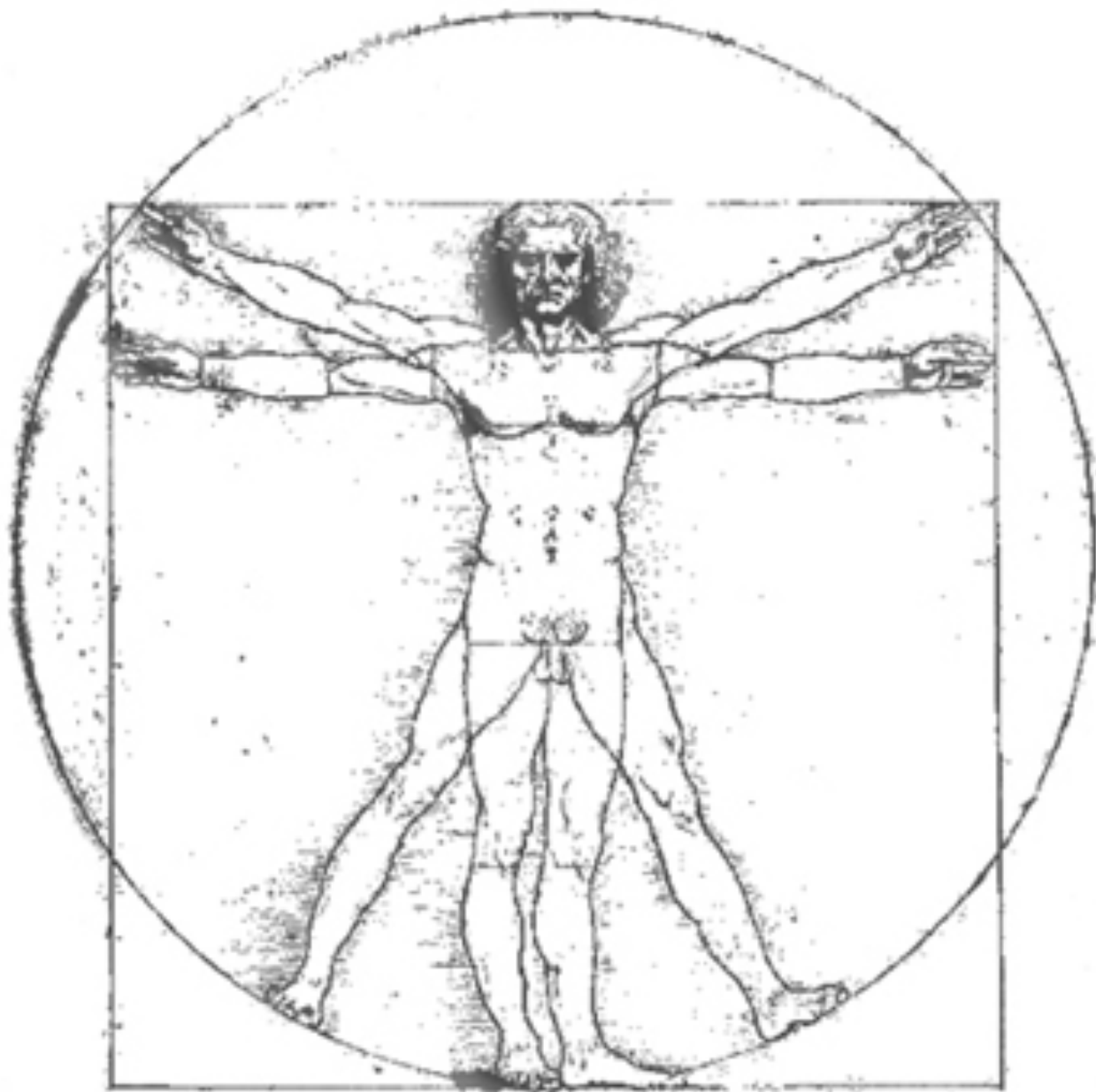
Φ in nature



Φ 's History

Euclid: A straight line is said to have been cut into an extreme and mean ratio when, as the whole line is to the greater segment, so is the greater to the lesser.



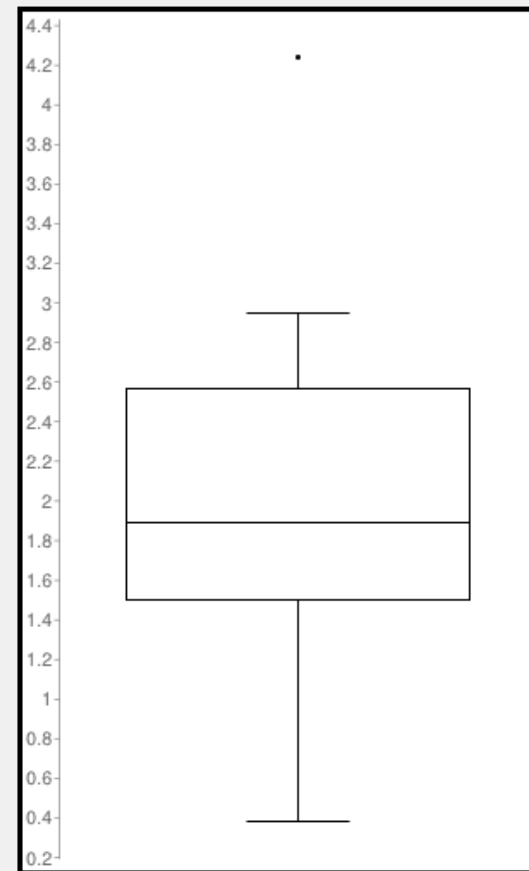


Using Φ Subconsciously

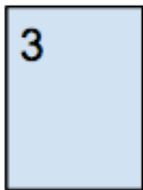
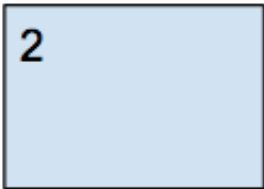
Please draw a rectangle that looks nice to you below

Sample size: 44
Median: 1.8885714285
Minimum: 0.384615385
Maximum: 4.238095238
First quartile: 1.5
Third quartile: 2.56666666675
Interquartile Range: 1.06666666675
Outlier: 4.238095238

[Mean](#)
[Median](#)
[Mode](#)
[Standard Deviation](#)
[Variance](#)
[Mean absolute deviation](#)
[Range](#)
[Interquartile range](#)
[Quartiles](#)
[All dispersion data](#)



Choosing Φ subconsciously

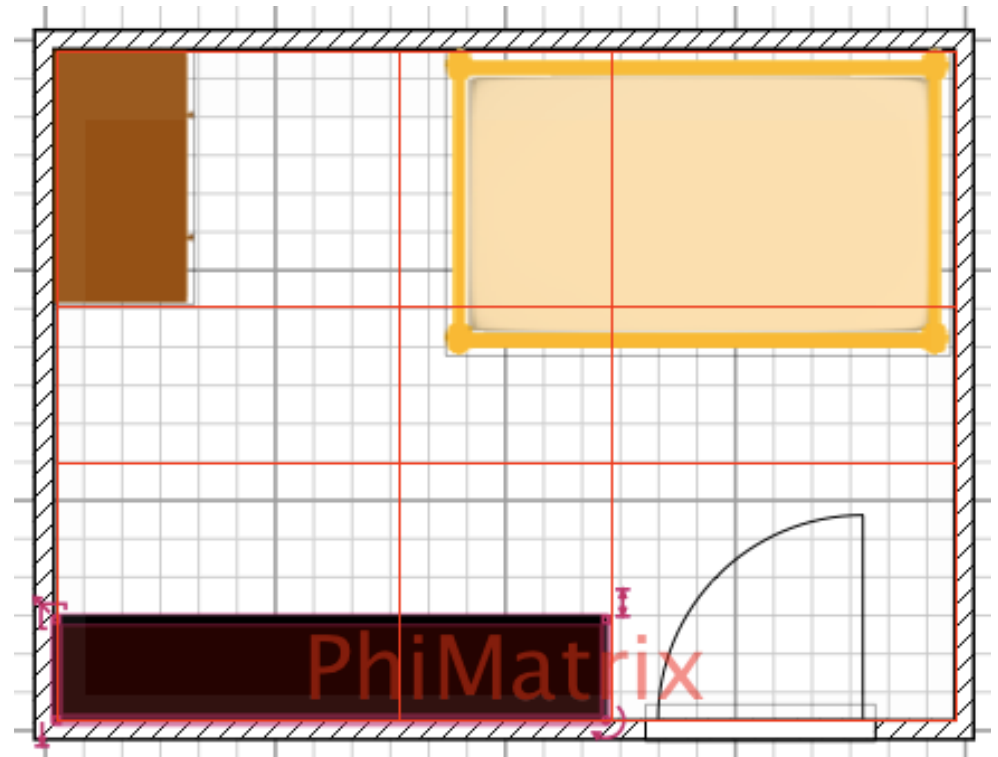
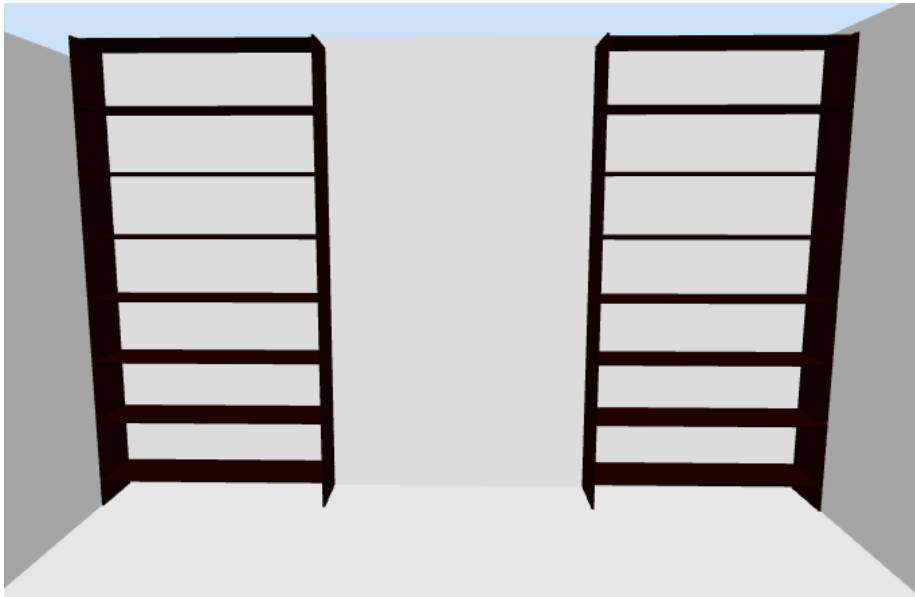


	best	worst
1	19.80%	23.80%
2	47.50%	6.90%
3	14.90%	35.60%
4	17.80%	33.70%

Φ in interior design

Quantifying interior design

Incorporating Φ into a design



Why isn't Φ in interior design?

practicality

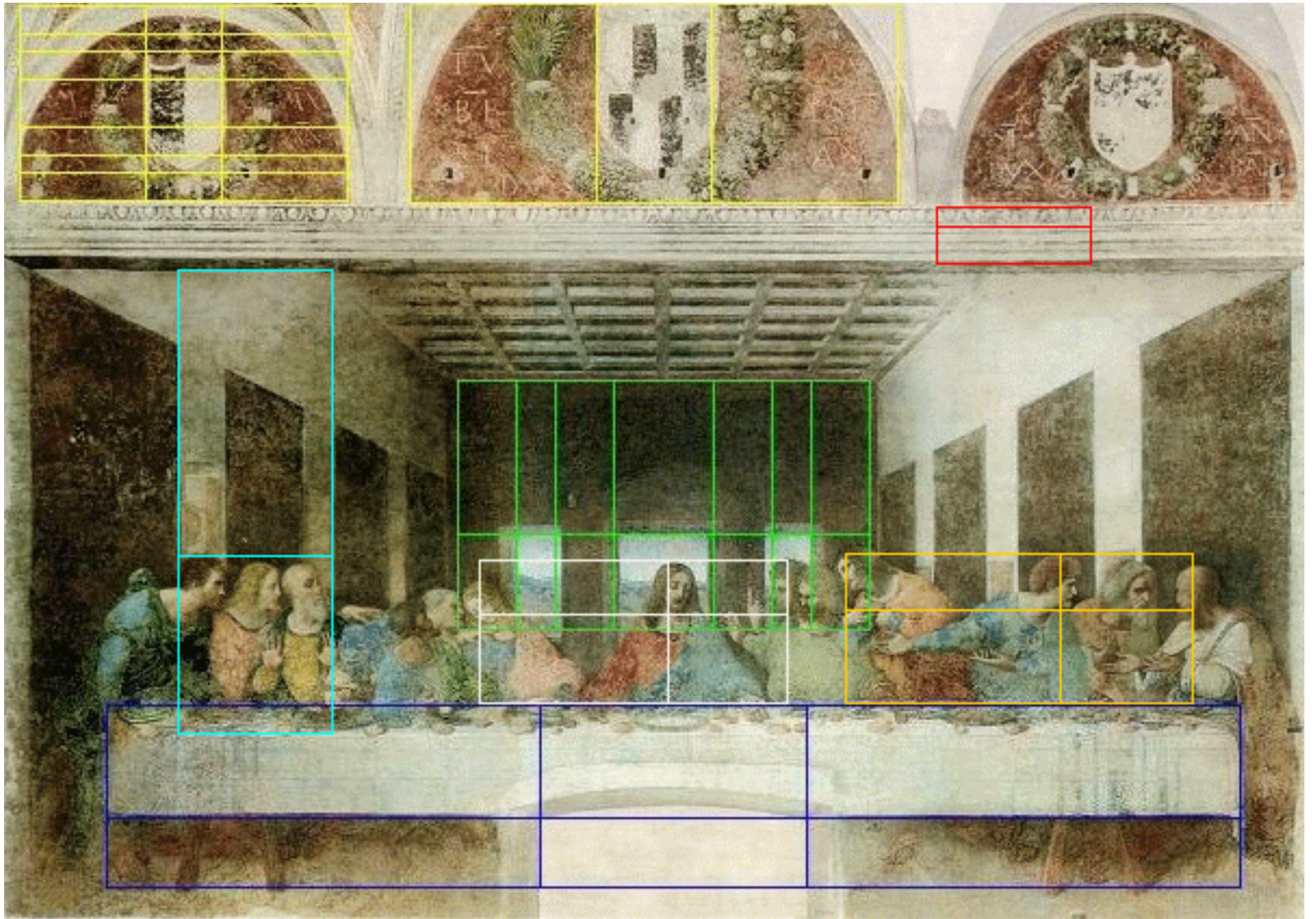
Lack of Φ in interior design

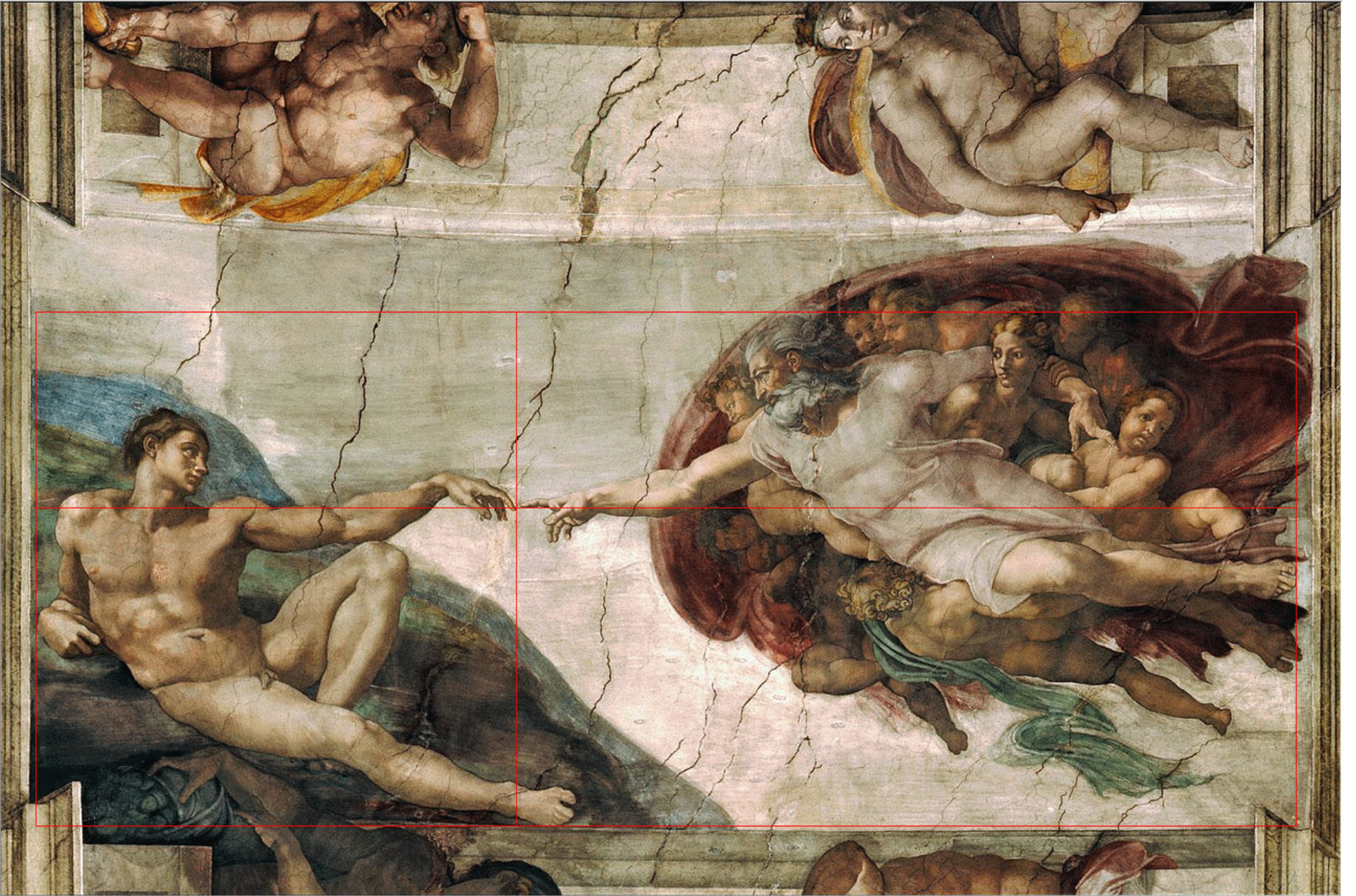
Interior design: 130,352

Φ : 163,519

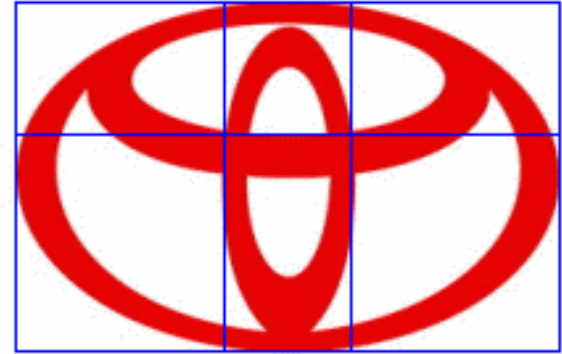
Interior design + Φ : 157



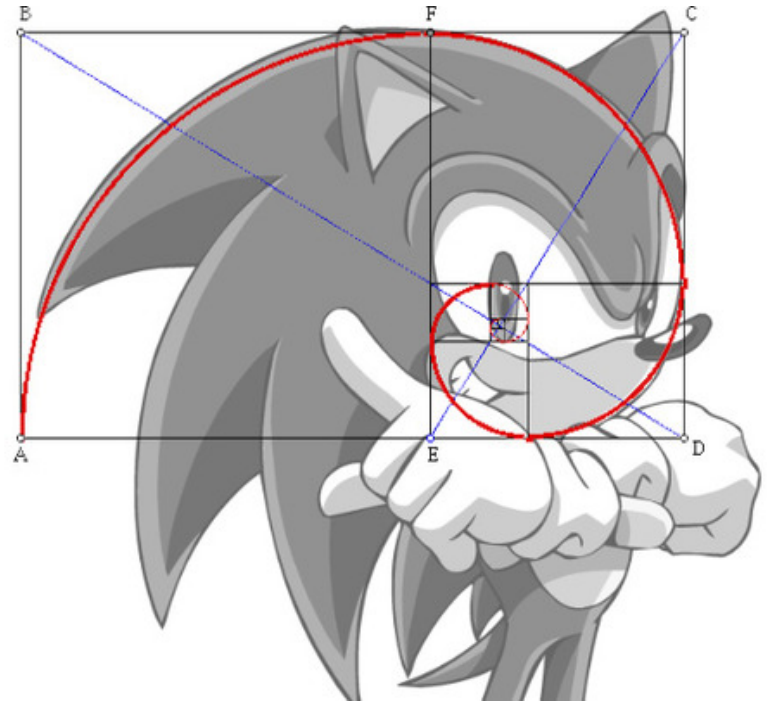








TOYOTA



Failing successfully

Thank you!

http://www.face4pets.org/images/feature/Hotel_Indigo.jpg

http://4.bp.blogspot.com/-Df3mFBaReDU/UsRo2CcNBRI/AAAAAAAAABYs/53uUlx7f-kU/s1600/694780262_8874b4f225_b.jpg

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<http://unique-optique.com/wordpress/wp-content/uploads/2012/03/plantspiral22.jpg?w=294>

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<http://www.phiday.org/wp-content/uploads/logo-pepsi.gif>

Phimatrix

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