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SEE MORE PHOTOS Photograph: Michael Childers MARK NICHOLS Face it: All the altruism of global warming besides, eco-friendly design thinking still conjures up the bamboo pastiche-and-rock river from countless spa treatment rooms around the world. But Nichols, who studied interior design at UCLA, is a practitioner of a different kind of earth-friendly style: glamorous, modern, sophisticated. There's a kind of crisp, Birkenstock-y image that comes with the idea of a green interior, explained the Palm Springs-based designer, who beats that idea in the dining room shown here. Created in a model for Contempo Homes, a developer in a desert town, it sleekly blends the work of artist Gabriel Rivera and dining tables and chairs from the Ambiente Collection with recycled glass terrazzo floors and chandeliers from Artemide equipped with dimmable fluorescent bulbs. If you do your homework, you can find finishes and fittings with a high degree of refinement, Says Nichols — like dining chair fabric, which looks like rich suede but recycled polyester. Nichols devised with strict thought. Everything should have a purpose, he says, typing a sensible approach from his two-year-old company, which puts environmentally conscious practicality at the forefront and promises to help pave the way for a new kind of environmental decoration — with nary birkenstock in sight. —Mario López-Cordero Photograph: Scott Van Dyke of Contempo Homes Photograph: David Walter Gilbert REDTOP ARCHITECTS Redheads, they say, excited. Well, so is the architecture produced by Redtop, a young New York company whose principal —(from left) Amy Shakespeare, 36; Virginia Kindred, 41; and Lauren Rubin, 37 — all have auburn hair. The three met while working at New York's Mitchell/Giurgola Architects and banded together in 2003 to pursue their shared philosophy that architectural design has the power to make people happy, and on a budget as well. We believe that light and color and texture can make a simple office a very beautiful place, Rubin said. In a recent Manhattan townhouse project for a windy family, they restored the front of the landmark and rediscovered the rest. The main step: a two-storey rear extension, with glass and steel walls like Mondrian's, visible from the new rear deck equipped with a luxury gas grill by Wolf. The architects also designed high-end lighting fixtures that dramatically illuminate the indoor living room. Because Redtop is committed to green buildings, the townhouse has a geothermal well, which uses the Earth's own temperature to produce warmth and coolness through luminous floors. The group unabashedly uses the word "fun" as one of architecture's highest destinations. townhouse roof, space is no longer occupied by large cooling equipment, now featured on the basketball court. —Cara Greenberg Photo: Francis Dzikowski Photograph: Arlene Byster, Byster Studio MATT LORENZ The 32-year-old Chicago-based man who won Bravo's Top Design believes every designer can put together a gathering Settings. But we have a responsibility not only to make a beautiful room, but to help our clients' lives function better, Lorenz said. Rather than overdecorate just because that's what we're supposed to expect, we should think about changing the mood — choosing the colors and objects that bring them back to life when they come home at the end of the day. This solar space, for example, was created for a working mother with a busy photography career. Accessed through the arches of the kitchen (the tiled floors unite the two), it has a wall of windows on the right. It was meant to serve as an extension of the outdoors and as a relaxation room, a more meditative space, Lorenz explained. The general approach will involve two sofas (or one sofa and two chairs) facing each other at the coffee table. Lorenz reversed this convention, deploying a sumptuous two-wide daybed by Michael Berman and two stone end tables instead. Whitewashed and hand-carved Italian-style tables add unexpected classic surprise notes set against grommet-hung curtains from Henry Calvin linen. That's no Plasma TVs, no table games, no waste, no clutter. People overpopulate a room, says the disciplined Lorenz, clearly not enamored with the idea. —Jorge S. Arango Photograph: Arlene Byster, Byster Studio Photograph: Danny Piassick JULIO QUIÑONES I'm an old man in a young body, a Dallas-based designer joke, admits that his preference for perennials during trendy belies his 29 years. I think I've been in the design world for decades, he said. As a child, I pulled my red cart around the neighborhood and took home my possessions to redecorate my room. Graduating from a red wagon to a pickup truck and a job in construction, Quiñones studied myrrh and home improvement bolts and then went on to study design at El Centro College in Dallas. His resulting style is the same piece of wise advice and fresh approach. For bachelor pads for a recent divorce in high-rise Dallas, that means lining the bedroom in soothing colors and comforting textures. I wanted it to be a sexy retreat for her, she explained. Quiñones designed the barrel-back side seat and the bed itself. The versatile chaise is a vintage piece he finds 1stdibs.com. The bed is the focal point of the room, designed with a mirror at the back to act as a window reflecting lamp. I suggest adding chaise on the legs, where most people would put a bench, Quiñones said. Chaise is positioned towards the view, ideal for sitting and reading the Sunday newspaper. —Diane Carroll Photo: Danny Piassick This content was created and maintained by third parties, and imported onto this page to help users provide their email addresses. You can find more information about this and similar content in piano.io. As web developers we all love to code; That's why we do what we do. I assume we're all trying to be the best we can be. Working in a fast-paced environment at BKWLD, our development team had to learn to adapt in time to meet the deadline, most of which arrived a little sooner than we wanted. I am often forced to try to straddle the line between doing something well and doing it quickly. The hope is that these are both achievable, which is sometimes true. However, more often than not, I am forced to lean more to one side, choose to make something clean and beautiful, or make something complete when the client needs it. Which approach is better? Our technology director, Justin Jewett, summed it up very well when he told me: We need fewer killers and more street fighters. Jewett points out that we need people who can code quickly, roll with the punches and do the best job — something that's very difficult when things get hot and clients are less friendly. This has led to a lot of intense discussion about what approach is right. Poetry is good! There is a good code reason to be considered a form of poetry. It's elegant, clean, easy to read, and fun to write about. These are all incredible qualities that we have to fight for every day. This approach is philosophically correct. If the code is well composed from scratch then, late in the game, everything is easier to find and edit. For example, creating a JavaScript file to withstand all configuration-level variables is a good practice, tweaking things like animation speed and delay duration later on to be easy. Speed is either often overlooked and/or argued about among devs. A simple way to do something is often seen as bad or amateurish. Shortcuts and hacks are getting frowned upon, and their practitioners are regarded by the community as bad developers. I am a proponent of rapid development for a variety of reasons, a head that finishes something on time — or earlier. This leaves more room for polishing, and can make manufacturers and clients very happy. Not everything fits the conventionCreate a framework that undoubtedly accelerates development and makes things faster, but not everything matches a clean, packaged convention. There are times when simple image tags, tables, or even (dare I say?) frames, are quick solutions to problems that will take much longer to build using standards or some new innovative workflow. I have been working on sites that are too complicated for their needs and context. Not all of them require complex environments, Python frameworks, or scripts combined with cache-busting hashes. All of those things have their place for specific projects, but a good dev needs to choose what is best for the scope of the project, rather than using only the most complex technologies in all cases. What's right for your project? When considering the project you're working on, think about what needs and where most of the time should be spent. For example, if the site doesn't have a need for complex JavaScript, then don't add script loading frameworks and modules that will take time and energy to set them up. Instead, a simple simple script or even some JavaScript inline will work fine. That way, the requirements are met and you can spend more time across the site. If this project is a personal project that you really like, spend all the time you want to make sure every line of code is where it belongs and reduced to the cleanest form possible. If the project is for a three-month campaign to be completed next week, the shortest path to the finish line might be the best. I've only been a developer for five years, and 95 percent of my professional projects are my last. We need to finish quality work in the shortest possible time. Words: Matt Aebersold Matt Aebersold is a developer at BKWLD. This article originally appeared on the net magazine issue 246. Liked this? Read this! What is your code philosophy? Let us know in the comments! Comments!

