

ono  
mato  
pée

## Thesis Concept

**onomatopée** aims to pull its audience into a space of play taking on its own materiality through its imposition and interactive qualities. Through its interventions as both a card game and a street-art intervention, **onomatopée** offers an opportunity for viewers to escape and enjoy, creating a temporal dimensionality free of routine life. Through seeing, reading, and thought, a viewer may abstract joy from these experiences, or minimally acknowledge a space of whimsical existence.



## Research

Through his employment of typography and layout, Massin brings life into two-dimensional surfaces, by his subversion and rejection of all traditional literary and visual conventions, creating compositions which are seen, read, and experienced through an intrinsic materiality in his designs. This intrinsic materiality can be defined as the creation and manipulation of space, movement, and time to create new metaphysical dimensions for the book as an existing entity.

The intention of this project in comparison, is to impose a similar materiality onto our existing reality. Through the mediation of **onomatopée** I hope to reveal the same mechanics by doing what Massin does in the book to the present living environment.

By using an appeal to the sub-conscious sensorial experience of the comprehension of the sound image the project creates a similar in-between dimension, something between what is read, heard, and felt.

## Prototyping, Testing, Exploration through Making

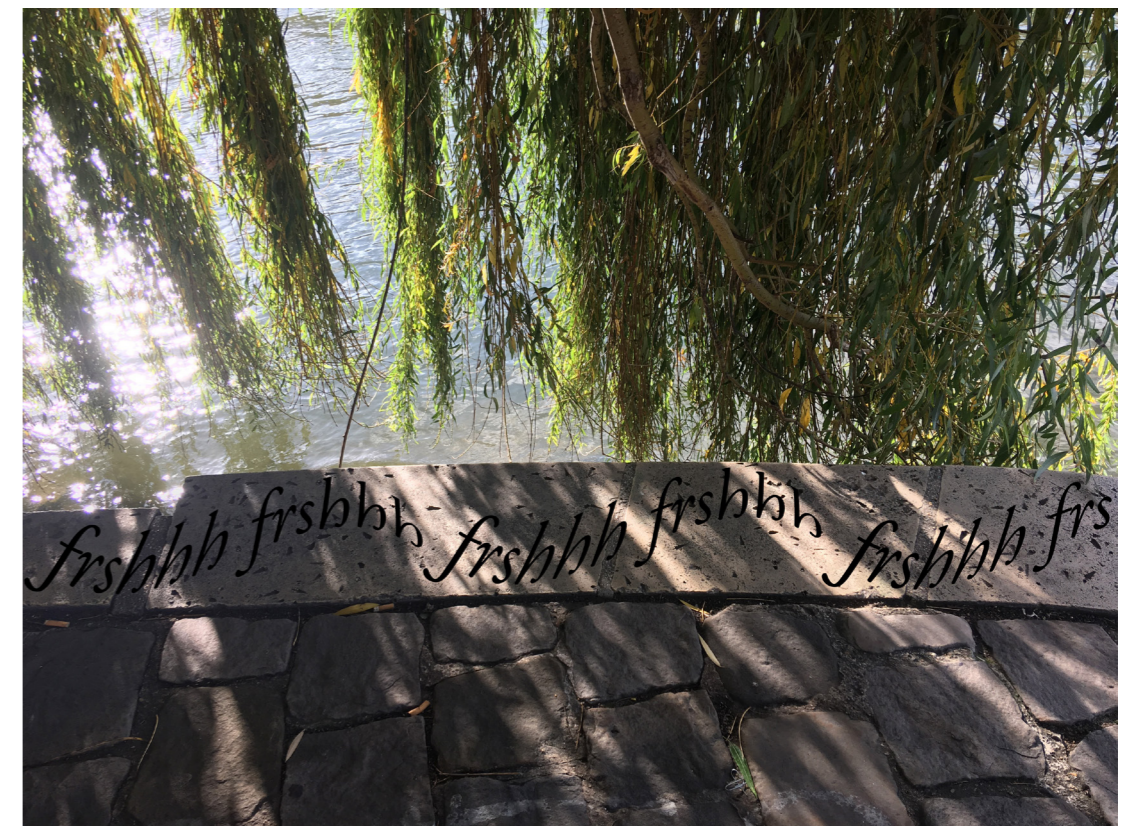
I've been formalizing format of both the card game and street installation. Through several test groups the technical layout of the card game and its packaging has been determined, and well as the significance of its visual qualities (ie. black + white, paperweight). The test groups have supplied crucial feedback, including audio and images documenting user interaction.



The installations have been mostly explorative, with site-specific mockups and physical tests in accessible areas. I've taken an extensive look at the user/audience experience of these installations, and have experimented with vinyl street tagging, photoshop prototypes, and projection.



aie!	!	a	t c	b i	h a u	u z
		Atchou!	u o m	o	r o	
	e	ï	h a	n g	b h	z B
chuuut!	h	u	C A	p l	c c g n d	ding
	u	t	!	a c	i d o g	ding
	u	c	L C	c a	l - l i n i	dong!
dring	g	d	h r b	l p	c c d n g	
dring	n	r	f	g u	a p a a	La
dring	i	g	h s b	l o i	k - k l l	La
	i	d	g lou	u g	p l a a	La
mau	u	h	m m	m a	h o	f a
	e	m	i i	o	u	
			m m	i u	o a	o u



I've been attempting to bridge more closely the two interventions with the conclusion that they may be best mediated through a book object highlighting both the card format and the documentation of these installations.



Working on such a large scale for the street-installation has produced multiple technical difficulties. For example, I believed the letters of this banner would hang free form, but will require a backing fabric for a banner flat. Spray-painting is also a feat. Difficulties aside, it is very important to plan, especially for large-scale or public space productions.



JANUARY 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
	street installation 2				1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	street installation 3					

FEBRUARY 2021						
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
	street installation 2					
7	8	9	10	11	12	13
14	15	16	17	18	19	20
	Valentine's Day	Presidents' Day				
21	22	23	24	25	26	27
28						

### Technical Production Plan

Moving forward in the next semester I'd like to focus biweekly on either the advancement of the street installation intervention or the card game. I wish to either create new variations or focus on ameliorating a priorly established version. Allowing myself in a basis of two week's time within each module will let me focus in a more balanced manner on the two different yet connected forms this project inhibits.

## **Writing Modules**

[Grid of 9](#)

[Domains and Precedents](#)

[Initial Concept](#)

[Prototyping Statement](#)

[Community of Practice](#)

[Audience/User Experience](#)

## **Prototypes**

[Paris Says...](#)

[Paris Says, variations](#)

[Card Game](#)

[Ding Ding Dong!](#)

[FRRRSHHH!](#)

[Experience Prototypes](#)

[Packaging](#)

[Ding Ding Dong Projection](#)

## **Midterm Presentation Slides**

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## **Final Presentation Slides**

## **ALL DOCUMENTATION**