

ono
mato
pée

final art and
design document



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.

ding ding
dong!

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.

klap=

r e s e a r c h

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, paper weight). The installations have been mostly explorative, with site-specific mockups and physical tests in accessible areas. I've been attempting to bridge more closely the two interventions.

prototyping,
testing, making

ding ding dong!




Jacadi
PARIS

Relief

Deco Relief





frshhh frshhh frshhh frshhh frs



Handwritten graffiti in white ink, including the word "LOVE" and other illegible scribbles.

Handwritten graffiti in yellow ink, including the word "fishhh" and other illegible scribbles.

Handwritten graffiti in yellow ink, including the word "fishhh".

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Handwritten graffiti in blue ink, including the word "LOVE" and other illegible scribbles.

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Viseur

ABC



Décrivez au liseur le son que vous voyez sur la carte sans reproduction audio ou linguistique. Vous ne pouvez utiliser que des gestes et des mouvements silencieux pour atteindre ce résultat. Utilisez le visuel comme source d'inspiration pour formuler des idées sur la façon dont une onomatopée peut être présentée en mouvements ou en actes.



t e c h n i c a l
p r o d u c t i o n p l a n



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
					1	2
street installation 2						
3	4	5	6	7	8	9
10	11	12	13	14	15	16
card variation 2						
17	18	19	20	21	22	23
24	25	26	27	28	29	30
street installation 3						
31						

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
	card variation 3					
14 Valentine's Day	15 Presidents' Day	16	17	18	19	20
21	22	23	24	25	26	27
28						