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 oppuritunity 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.

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 creationand 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.



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 qualites (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









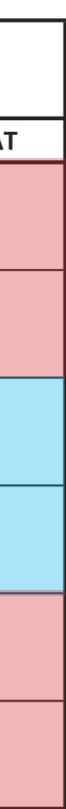
technical production plan





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.

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FEBRUARY 2021

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