

Project 5 Process

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Visual Communication Studio 1

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Research



Pipilotti Rist

She is a visual artist that born in Grabs in the Swiss Rhine Valley. Her art works were influenced by the eclectic education. So her works use the humor way to reflect the mass culture and poignantly against the common senses and stereotypes. I want to use her art work "Ever is Over, 1997" as inspiration.

http://artfem.tv/TEST/id;19/action;showpage/page_type;video/page_id;Pipilotti_Rist_Ever_is_Over_All_flv/

In this video, it actually combines two videos. It works very well, because the combination of two different videos create a new video and a different feeling. The left part is that a young lady is breaking the car window and say hello to the police. From this part, I can feel how Pipilotti wants to against taboos and stereotypes. The view of camera is from the view of other people to record the action of the young lady. The right part is that a young lady is working in the field. There are flowers and grasses. The view of camera is from the young lady, so you can feel how she is walking in the filed. The young lady feels casual and happy in both left side and right side. The combination gives me a feeling of cynic and humor. Also, the audio is interesting. I noise and the music combine together. The editing of this art work is carefully, because the cut of video is also in a humor way. I think this video is very interesting and talented.

I did some research and an installation named Memory Box by Car Has Ji is also using box to be a container of memory.



Also, “Alison Saar, a Los Angeles-based sculptor and printmaker, created “Displacement Recollection Exchange and Archive of Mobile,” a four-part installation that occupies more than 1,500 square feet of space in Room 1927. She describes it as a platform for Mobile residents to recall, exchange and reflect on their personal memories about displacement and separation.” By Thomas B. Harrison, Press-Register



Proposal

In this project, I decided to use a way to lead people connecting the words of design and language. From the research, I know how they use the object to interact with people. So, I want to use the 3D and 4D process to create more experiences for people to engage in it. Then I am thinking to combine the fabric and picture to create a process that people through feeling the texture of fabric and watching the pictures can come up a words. I think it is a good way to associate design and language.

Instruction:

1. Touch and feel the fabric. I will get different texture of the fabric.
2. I will Photoshop the pictures in order to make the element which I want people to focused on, to be emphasized. So I make the other parts black and white, except the main element.
3. Associating the fabric and the picture, people can make a guess of the word I want people to know and write down it on the paper. The answer will on the back side of the picture.