



The Wonders of a Derive

"Inspired by the idea developed by Guy Debord in the *'Theory of the dérive'*, this first project was based on the observation and interaction with the urban context through visual memory. The principle challenge was to let ourselves get driven by the construction of ideas instead of avoiding important step and jumping directly to what the final piece would look like.

The project was constructed so that from the beginning, our comfort zone would be placed aside in order to test our creativity and imagination. At first very confusing and unclear, the project did not go very well when I started. The concept of the derive and the unclear task and process which we had to go through had a negative impact on my first experience in this class."



arc de triomphe

WAY HOME

Rue Saint-Roch
 Rue Lombard
 Place du marché St
 Rue du marché St
 Rue du 29 juillet
 Rue de Rivoli
 ⇒ METRO - TUILLERIES - ÉTOILE
 Avenue de Wagram
 Rue de Tilsitt
 Avenue Mac-Mahon
 Rue du Général Lanrezac
 ⇒ HOME
 - 10 minutes
 + 30 of drawing + pictures

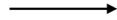


Hotel Cecilia
 77 avenue Mac-Mahon, 17ème

"My first derive was based on what I could find from Parson's Paris to my home. I noted down the names of the streets which I passed and thought I could draw a couple buildings I passed by. I sketched 2 places where the architecture appealed to me: the Arc de Triomphe and the Cecilia hotel. I also took a couple of pictures of the juxtaposition between the sky and the buildings as I walked through different streets. For this first try, the language that turned out the best in my opinion was the photographs. The sketches and the writing were also interesting but did not speak to me as much as the pictures did overall."



"The 2nd and 3rd derives I did focused on the language which I thought had worked best, in this case, photography. The contrast between the buildings and the colors of the sky created an interesting effect, which almost looked like it had been made into a collage. I also appreciated the symmetry, the vanishing point on the horizon lines and the converging lines the buildings created.



"My inintentional maladroitness caused my photographs to turn around as I was modifying them on Photoshop. Their simplicity was suddenly taken to a new level as the perspective changed with their orientation.

The upside-down sky appeared as floating water, resembling and somehow acting as a mirror effect that actually looked pretty incredible. Surprisingly, the new setting did not at all present a disturbing or chocking image. The highly saturated colors of the sky gave a flowing aspect to the photographs in general, further emphasising the natural-looking effect created through the lighting and contrast from the buildings."



Eugenia Loli's Interview

~ **When and where were you born?**

1973, Athenes (Greece)

~ **What have you studied?**

I studied Computer Programming and database analysis. I lived in Greece and later on in Germany, France and the UK - I now live in the USA.

~ **What made you want to make Art and Collage?**

After I saw other Pop collagists' work in 2012, on Tumblr, I felt the need to make my own. (Julian Pacau's work was one of her first inspiration)

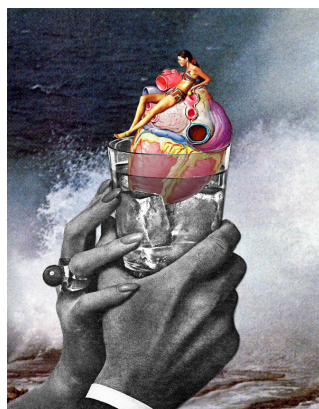
~ **What is the message you want to illustrate in your work?**

There are multiple messages, but most of it has to do with a sarcastic look at the human stupidity.

~ **What is your objective when you create those collages?**

Sometimes it satisfies me. Collage is like Tetris, it feels satisfying when all the pieces come together.

Interview done by email in 2016.





"The kind of illusion created by the colors of the sky greatly reminded me of a collage artist I admire called Eugenia Loli. Her personal approach to the outer-world gives her art an ironic and vintage aspect, which I find particularly fascinating. The superposition of objects and figures could be a great inspiration to take my project further in terms of perspective and contrast. By reversing the photographs I found out that the reflection of the sky upside down strangely resembled water, which could allow me to include objects in relation to this one into my work.

<http://eugenialoli.tumblr.com>

The various prototypes developed for the first critics can be seen above. The result was pretty effective, especially with water-related objects Photoshopped onto the photographs. For this reason, the very last prototype with the planets was judged much less esthetically pleasing than the other three, for obvious reasons."

"**T**his first project based on the derive theory of Guy Debord was quite of a challenge overall. The process imposed was very different from the one I am used to follow but became a thoughtful experience in allowing my work to take directions in a way I would not have thought it would.

The project related to my major, Fashion Design, through the promotional and communication part of this one. Posters are important pieces when it comes to sharing work and serve as a strong base in advertising. The basic knowledge and skills acquired in Photoshop allowed me to