

Robyn Young
Amy Finkel, Elisha Wagman
Integrative Studio/Seminar II
April 11, 2019
Project Proposal Draft

Through this project, I am looking to examine the impact of the album *Revolver* by the Beatles. *Revolver* has always been my favorite Beatles album and its cover artwork, in particular, stands out to me. To conduct this investigation, I will perform research on the creation of the album as well as what influenced the album art. Then, I hope to create a functional piece of storage based on the construction of cardboard 45 record totes that simultaneously told the narrative of the making of the songs *Yellow Submarine* and *Eleanor Rigby*, which were released as singles on a double A-side.

In order to gain an understanding of the impact of Klaus Voormann's work for the *Revolver* cover, I will also explore similarities and trends in album art that followed, specifically in the genres of psychedelic and punk music. Although the Beatles are classified as a rock band, I believe it's important to examine the band's influence in other genres. In my final piece, I hope to emulate the graphic style of the late 60's in order to further synthesize my research. The content will be based off of the narrative of the creation of the tracks. I aim to include mostly visual allusions to the plot rather than constructing a single strict, linear narrative.

I am looking to find a vintage suitcase or jewelry box that I can use as a base for my own design. Ideally, the physical elements and construction of the box I choose will help reinforce my narrative. I am planning to use either a wood or metal box. If I choose a wood box, I will likely have to sand down any existing finishes/paint, and re-paint it myself. I would probably do so

with acrylic paint and then use lacquer or shellac to seal it. The process would be almost identical with metal, though I would have to use spray paint rather than acrylic if I used a metal box.

Although Voormann was awarded a Grammy in 1966 for Best Album Cover, I still believe *Revolver* as a whole remains an incredibly underrated album. This was the first album the Beatles created as exclusively recording artists, and they took the liberty to experiment with all the resources they had available; from using tin cans and milk cartons to create noise to multi-path controls that necessitate two people to operate simultaneously. As a result, when presented first with the tracks, Voormann had to create an image that could represent this entirely new sound. However, Voormann's cover is often left off of "best album cover" lists in favor of other iconic Beatles covers such as *Sgt. Pepper's Lonely Hearts Club Band*, *Abbey Road*, and *The White Album*. Therefore, I am seeking to investigate the impact of this particular piece. Visual art and music share an incredibly important connection. Two of the most influential art museum exhibits I can remember from my childhood are an exhibit on the psychedelic poster art of the Summer of Love, and one on the visual development and performance of Pink Floyd. As a result, I'm drawn towards creating art inspired by music, though I hope to further expand into how I can implement research and technique into this particular piece.

Through my research, I hope to gain a better understanding of *Revolver's* significance in the visual culture, but as well as the aspects of the design that make it so attractive to me in the first place. Additionally, I will attempt to implement these same sensibilities in my own work. My goal is also to create a functional piece that I won't mind taking with me when I move. I

believe that album art, as a medium, is incredibly important. Even though almost the entirety of the music industry has shifted towards a digital system, the square format of the album cover has not changed. As a result, I believe it would be valuable to examine the impact of the *Revolver* album art.