

# URBAN AESTHETIC

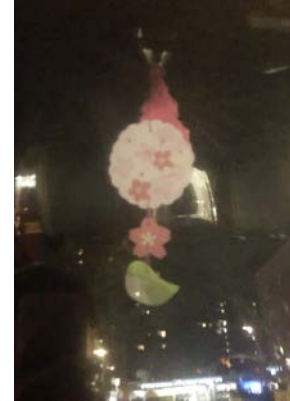
Sara Huang  
Integrated Studio 2



Garbage pile, New York



Penis on a car, New York



Pendant inside a Taxi



Door decoration

# PERSONAL & SOCIETAL AESTHETICS



In the 10 days of collecting, I attempt to explore and examine the notion of aesthetic through observation of everyday objects and sights in an urban setting. I raise the question of how people's standard of aesthetic is reflected consciously and unconsciously through the little things in life.

The images can be sorted into subcategories of personal and societal aesthetic values. Personal aesthetic values are found through, for instance, the way things are organized, the way a person dresses, how a door is decorated, the pendant hanged in the back of a taxi. On the other hand, societal aesthetic values are reflected in billboards, advertisements, public spaces, logos, and posters.

There is one time when I saw a row of garbage bags perfectly organized by color and aligned on the edge of the sidewalk, and right around the corner of the street, I encountered another pile of garbage bags, carelessly thrown into a heap. The comparison between the two set of garbage bags is obvious and strange. For me, it may suggest the aesthetic of the owners of these garbage bags -----perhaps one cared more about how things looked than the other, or the latter simply preferred the messy aesthetic.



15th st & 3 ave, New York



15th st & 2 ave, New York





Westside Market NYC



Westside Market NYC

The same goes to organized fruit stands at a market, or drinks inside of a restaurant fridge. Although it may be, most likely, for functionality or convenience purposes, they do deliver aesthetic pleasures to the viewer.

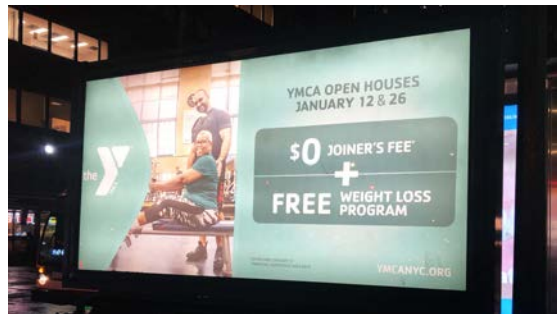
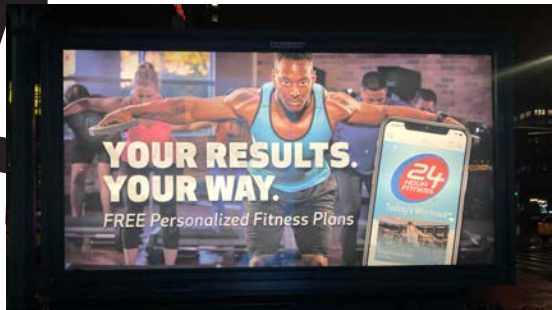


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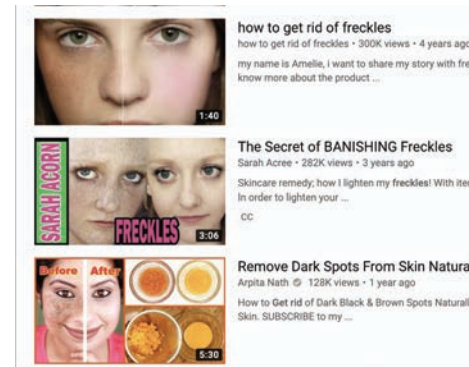
Movie poster, Union Square



Fitness and weightloss ad, Union Square



uglysexgirl. "freckle tattoo." Instagram, May 16, 2018. www.instagram.com/p/Bi1Rj6mhqCs/.



Acree, Sarah. "The Secret of BANISHING Freckles." YouTube, YouTube, 11 Feb. 2015. www.youtube.com/watch?v=1K5H9eNdAMY&t=5s.

# BEAUTY STANDARD

A big part of the society's aesthetic and beauty standard is expressed through movies, advertisement and social media. One of the interesting things I found while browsing through Instagram was a girl giving herself a freckle tattoo using Henna. At the same time, there are countless video tutorials on YouTube titled "How to get rid of freckles", "The secret of BANISHING freckles", etc. It shows a variety of the public's approach to how beauty is defined.





# TRENDS



Enotaik. "Japanese graphic design." zhihu, 18 Dec. 2017, www.zhihu.com/question/20165643/answer/540591202.

The aesthetic of logos is going towards a minimalistic trends. Many are losing their character.



Enotaik. "Japanese graphic design." zhihu, 18 Dec. 2017, www.zhihu.com/question/20165643/answer/540591202.

# IN AESTHETIC

A trend in China of having the same storefronts



Zhejiang, China

# CULTURAL

Besides beauty standards, I found clues of the society's aesthetic through Chinese, Japanese and American logo evolutions, NYC subway, and Chinese storefront photos. All of which reflect different trends in aesthetics on a cultural level.



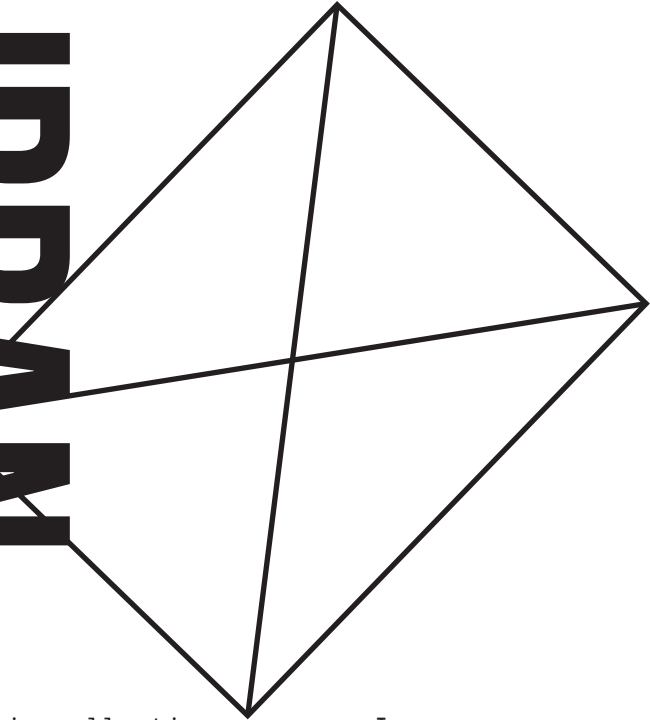
inside a NYC subway



Chinatown, NYC

# AESTHETIC

# URBAN



Through this collecting process, I find myself paying more attention to the surroundings on the street instead of being on the phone, or always in a rush. I was able to live in the moment more, which surprisingly, is something that I did not really do well before.