BETH AGAR



'Frozen Figures'

Key Words; historical, modern twist, figures, interior, pattern, renewed

'Frozen Figures' is an historical interior collection with a modern twist. Inspired by the Liverpool Walker Art Gallery and London's Victoria & Albert Museum, in celebration of the historical figure head and busts that are displayed within these locations. Using imagery collections from displays to develop a collection, which showcases the elements of not only the busts but also the hidden details that often go unnoticed. The aim of this collection was to capture and showcase figures that are lost and forgotten giving them a renewed life within these interiors. Creating a range of designs that could be sold commercially as well as being both sold and possibly used within the museums and galleries themselves. These are targeted at those who visit the art galleries and museums and have an interest in quirky and bold interiors. Furthermore, a target market that is intent on standing out from the 'norm' and 'traditional' interiors, also those who have an appreciation of the historical displays. The collection itself has been broken down into 3 colour ways each mini collection contains 1 hero print and 8 coordinates each one reflects imagery from within the hero print. By having the 3 different colour palettes there is a wider range of variety for customers.

HISTORICAL WITH A MODERN TWIST



DRAPING







FOLDS



FROZEN
FIGURES
REIMAGINING
RENEWING



INTERIOR



JOHN LEWIS & PARTNERS

QUIRKY





FABRICS
WALLPAPER
GIFTSHOP
SOFT FURNISHINGS

CURIOUS EGG







BOLD

NOT ON THE HIGH STREET

CONVERSTATIONAL BESPOKE INTERIORS



DRAPING



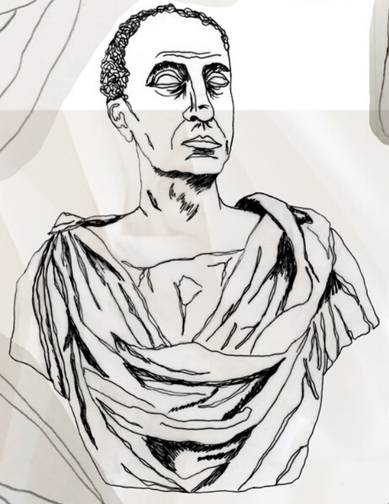
HISTORICAL FIGURES



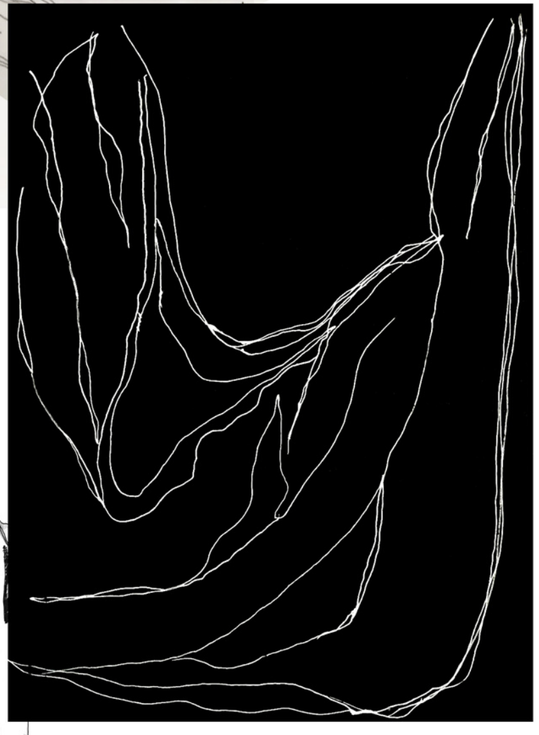


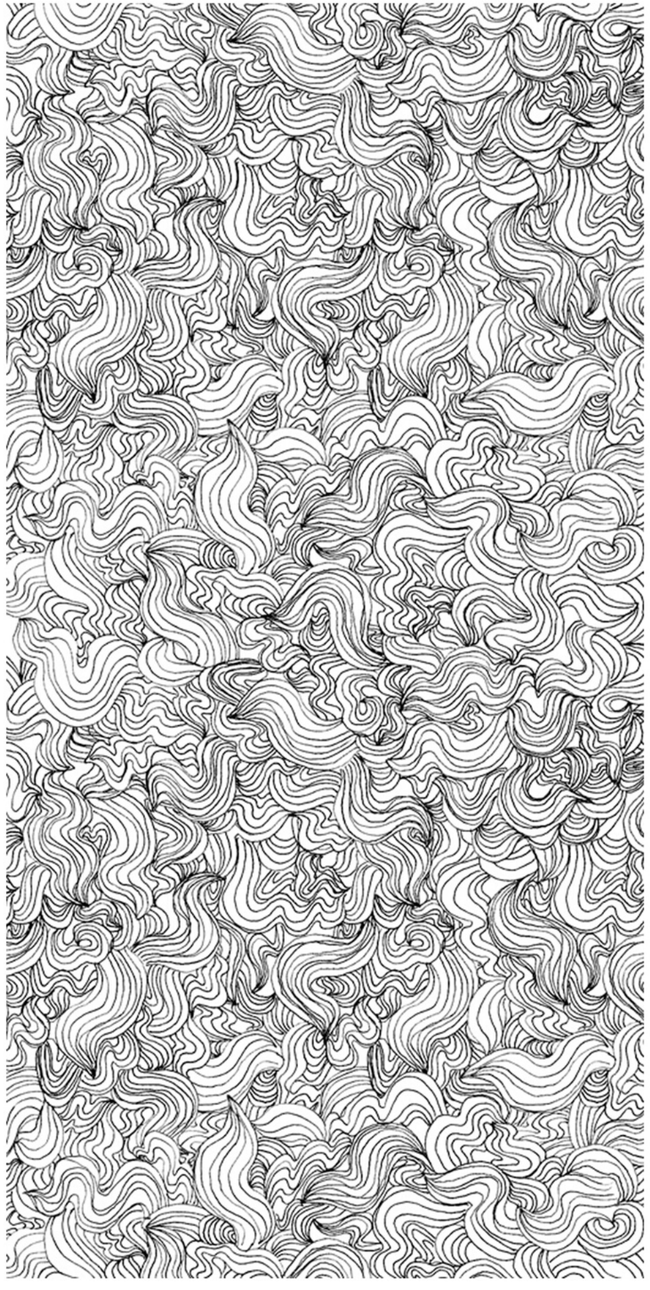


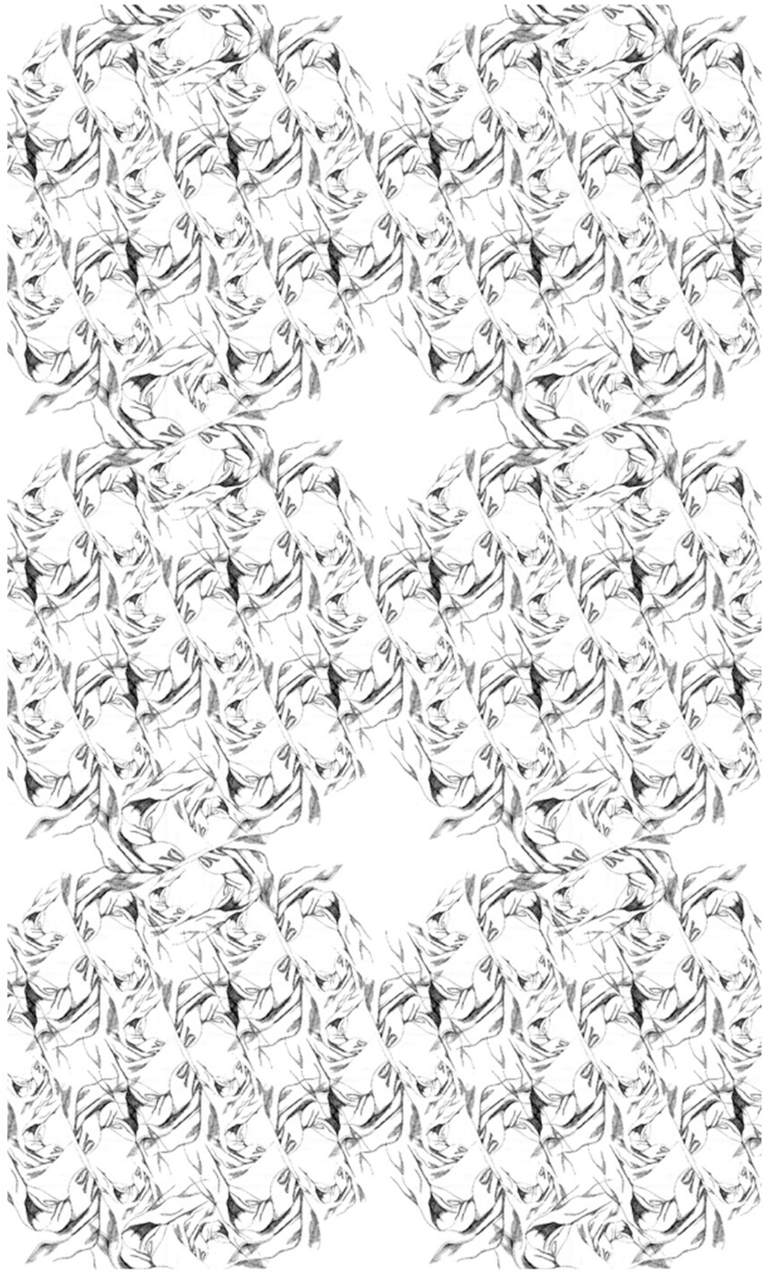
FOLDS



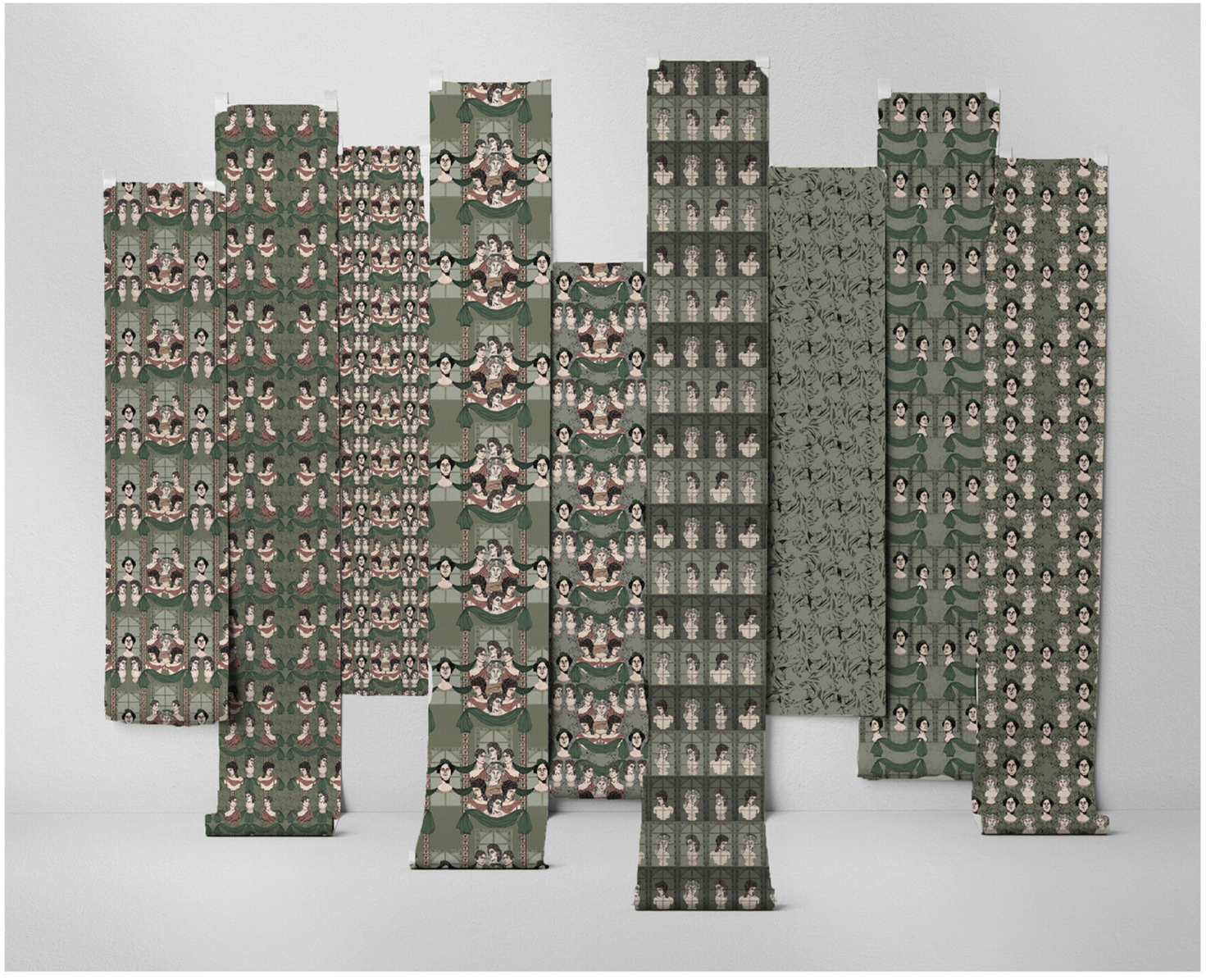




























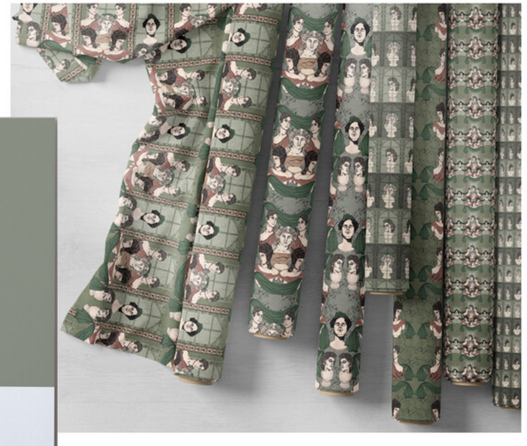




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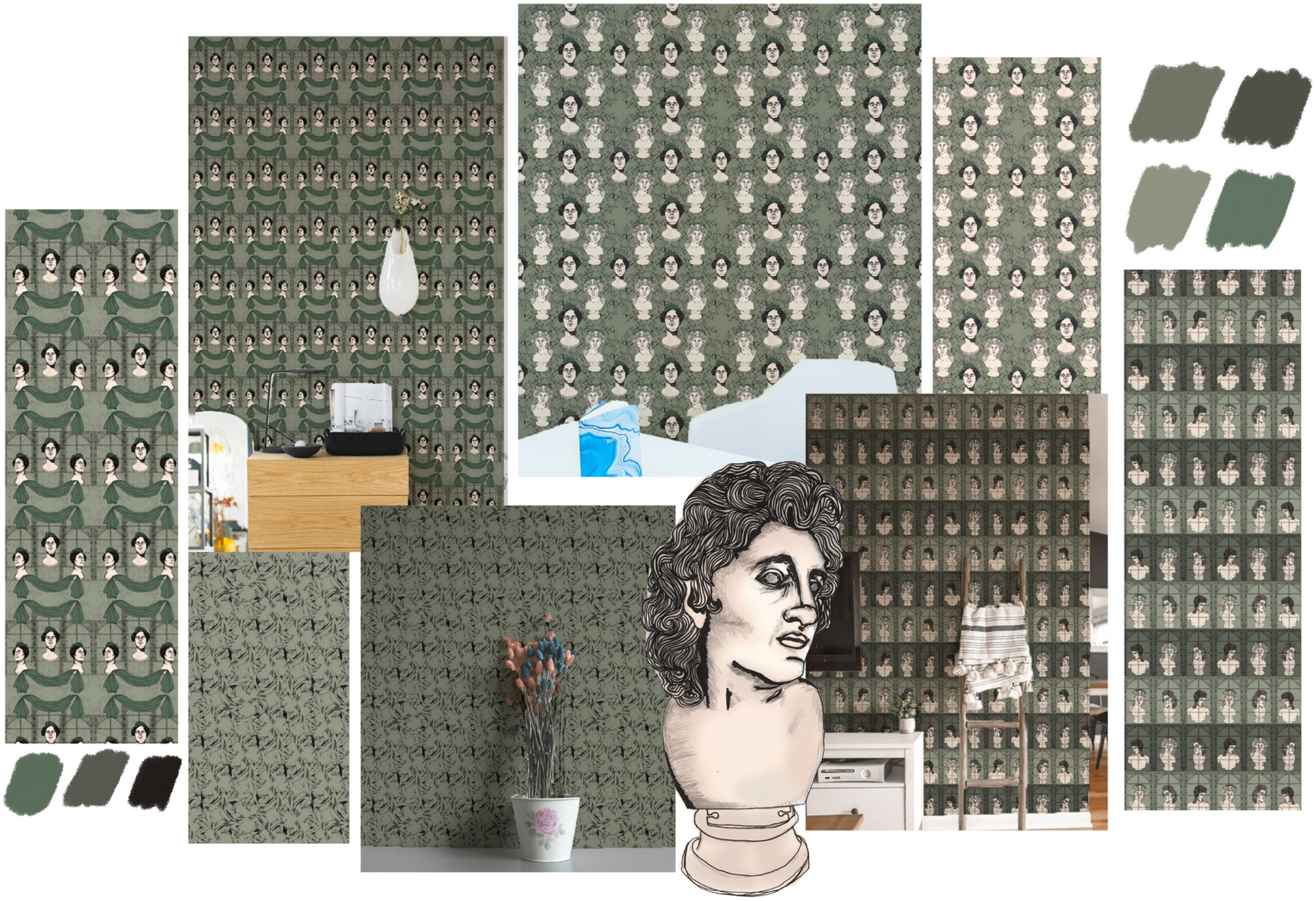


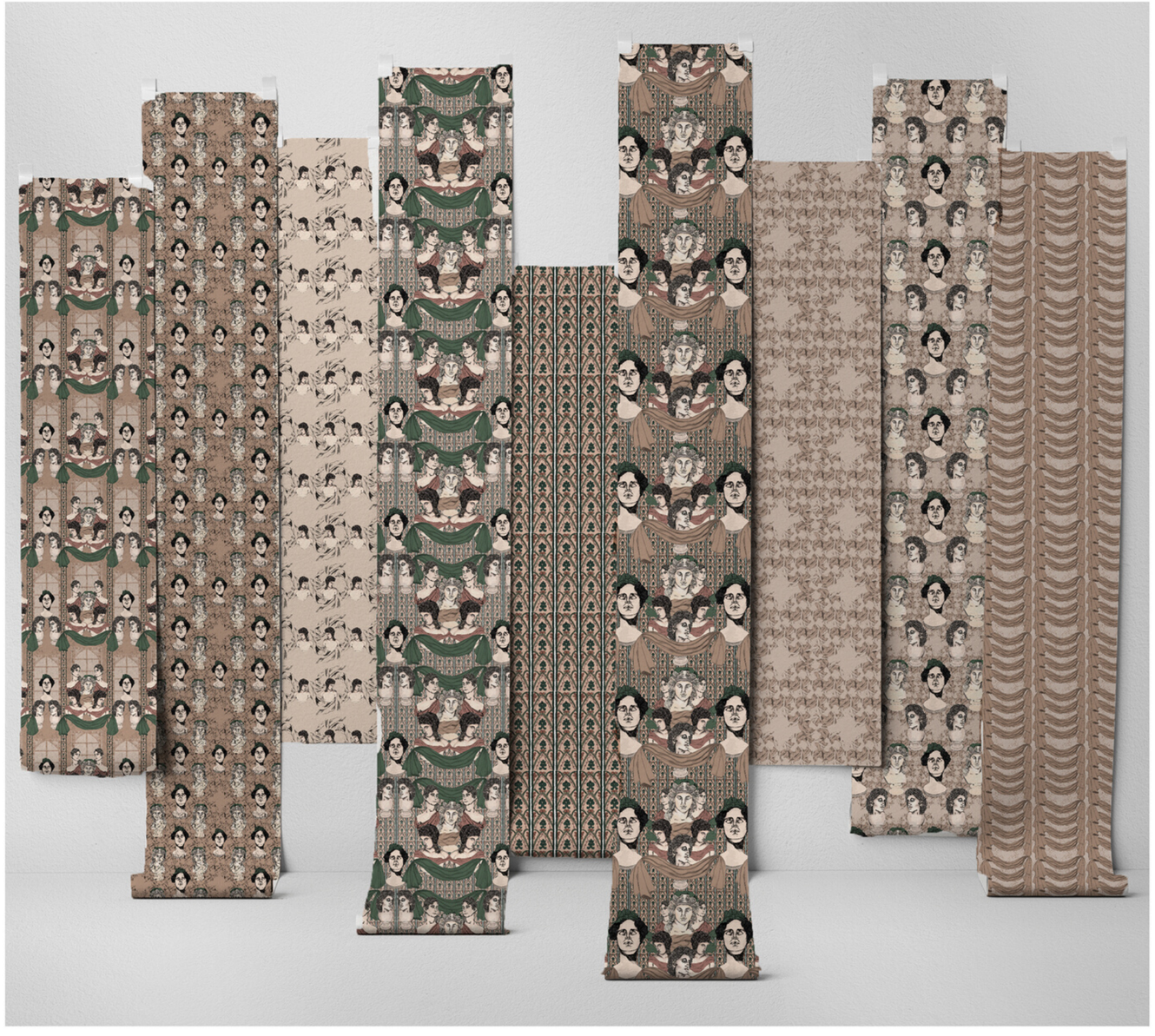


















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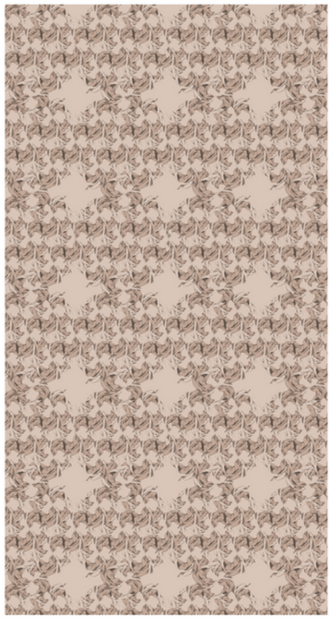




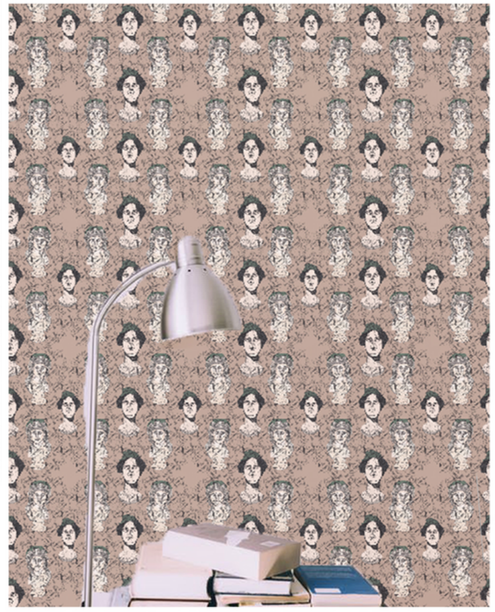




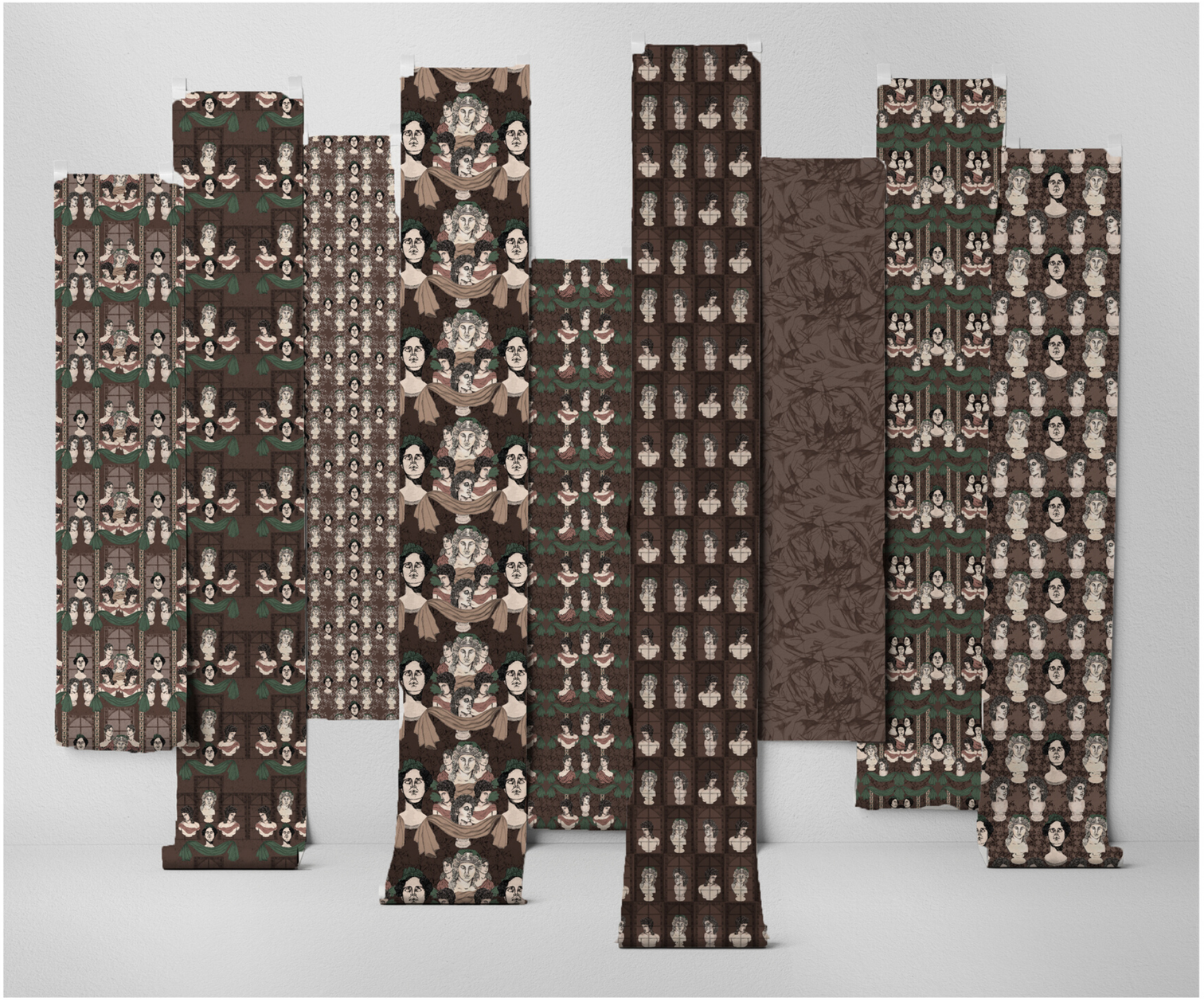










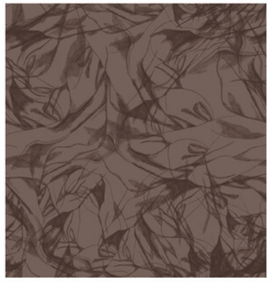
















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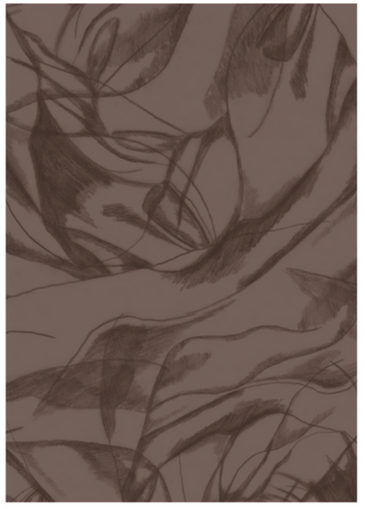


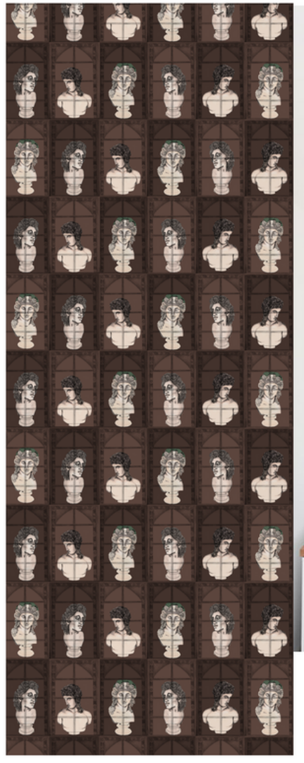


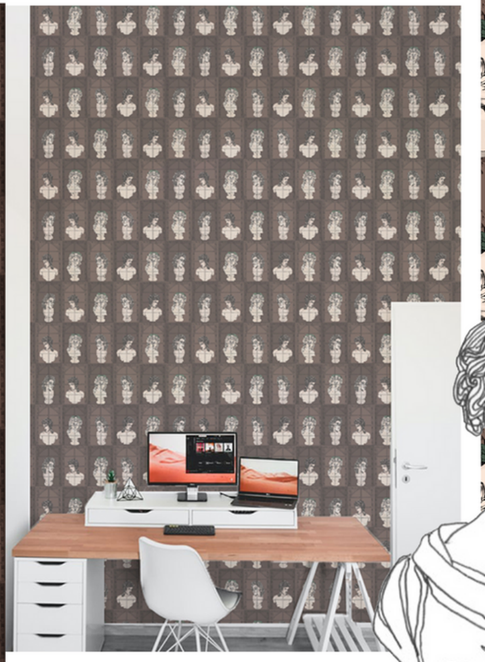








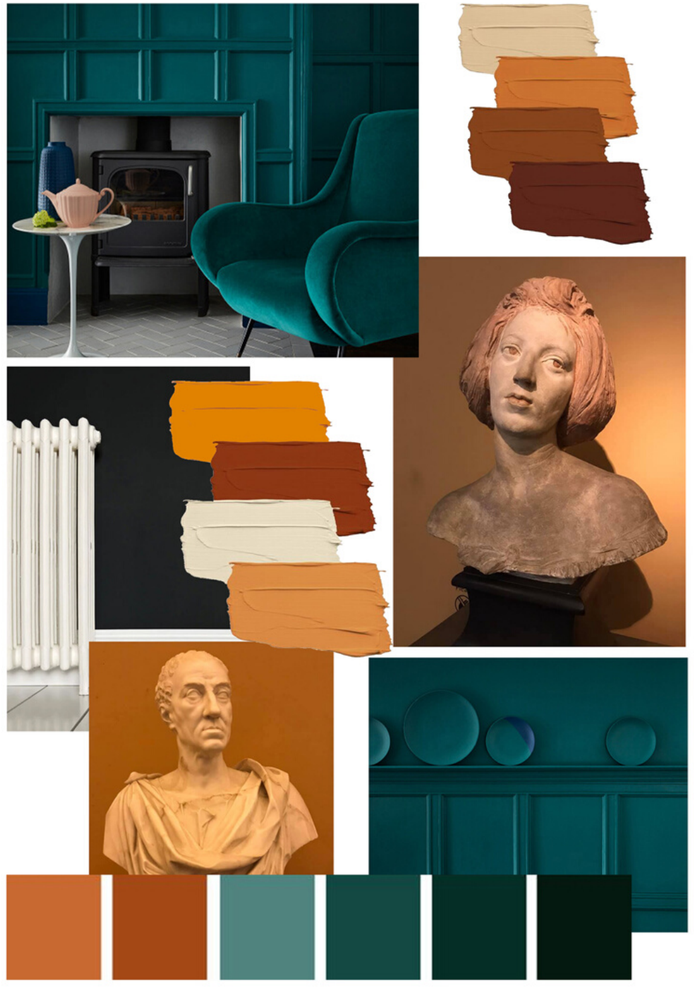




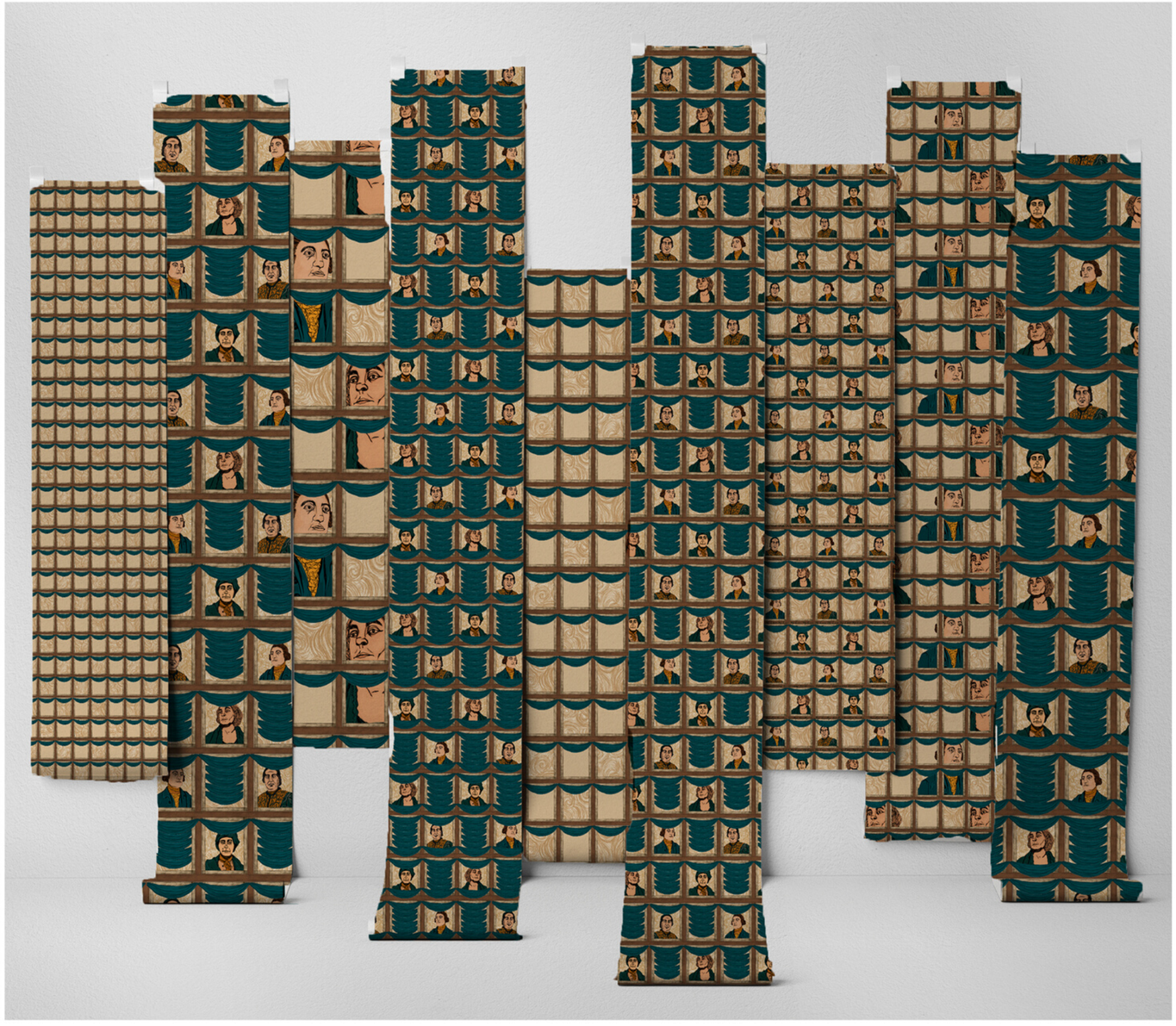




WINDOW WATCHERS

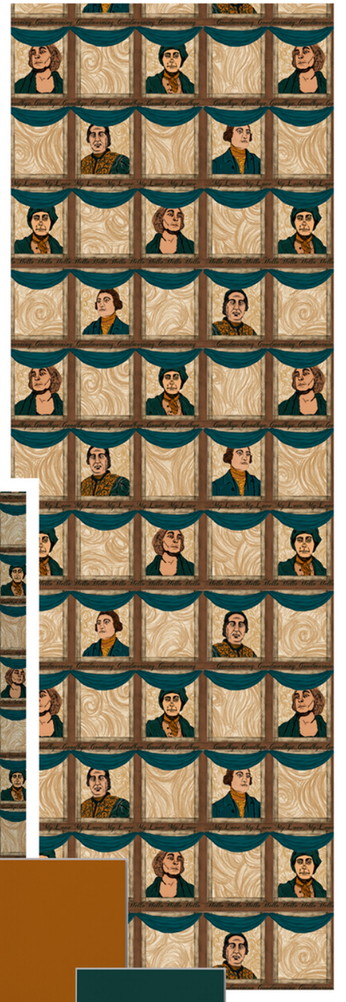


A SMALL COLLECTION OF LIMITED EDITION PRINTS







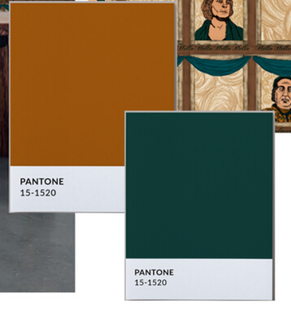











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'Mirroring Joy'

Key words: joy, playful, quirky, lifesize, colourful

Mirroring Joy was a project in response to the live brief set by the RSA 'Platform for Joy'. The brief requested a response in a creative format that brings joy into train stations, identifying and problem-solving current issues within stations and posing a solution. Currently people have a negative perception of train stations as our emotions and behaviours are impacted by our surroundings, in turn this has an impact on those around us. An investigation was implemented of this issue through research trips to train stations and by conducting surveys and questioned those who have direct contact with the environment regarding the theme of joy. I have successfully gathered a range of information that I have used to inform my designs including what people felt would improve the stations and the colours they consider to be joyful, which is a key characteristic within my designs.

For my final outcome I have created a series of life-sized figures that are designed to showcase colour and pattern inspired by the 10 aesthetics of joy from book 'Joyful' by Ingrid Fetell Lee. These have been designed to create a joyful atmosphere promoting happy emotions and behaviours. I wanted people to see these figures and identify themselves within them embracing the bright colourful patterns, lifting their moods.

MOOD BOARD; KEY THEMES AND INSPIRATION

My proposal creates a connection between those in the station and the people within the murals located on the walls of the station. My theory from my research is that people will see these joyful designs and mirror the emotion they see in themselves, creating their own joy.

PLAY

CIRCLE, SPHERES AND BUBBLY FORMS

Embracing your 'inner child' even as adults we have our younger selves within us, although adults have a different type of play we still all seek out the 'fun' within the things around us for example colour and pattern. I have captured this aesthetic through the bubbly, loose, circle forms within the pattern fills and quirky hidden faces within the clothes of the figures. Playing a game of eye spy with the designs, spot yourself within the figures, spot the hidden faces, which then creates an intercation between the designs and the users. I want my designs to create a playful connection for station users of any age range.

PLAYFUL SURPRISE

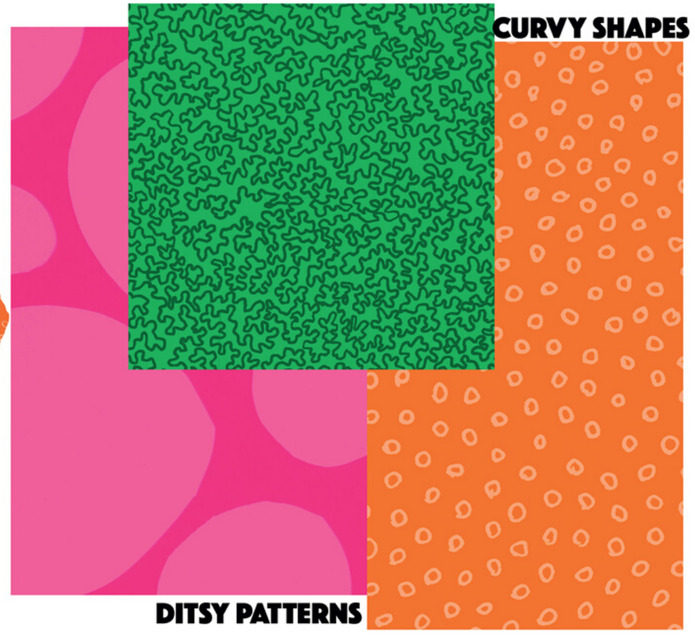
Finding hidden suprises, within the designs giving them a quirky and playful element. The hidden heads are frozen in time like the figures within my design. Suggesting that are in the station but there minds are somewhere else.



"PLAY SEEMS TO HAVE ITS OWN PHYSICAL LANGUAGE"

INGRID FETELL LEE'S BOOK ' JOYFUL, THE SURPRISING POWER OF ORDINARY THINGS TO CREATE EXTRAORDINARY HAPPINESS'





CURVY SHAPES

DITSY PATTERNS



BRING PEOPLE JOY THROUGH BOLD COLOUR AND PATTERN

CLIENT BOARD

Thousands of people pass in and out of train stations everyday for countless different reasons, there is also no set age range or gender that uses the rail network meaning that I have to create my design in a way which is appropriate for a diverse audience. My proposal is not directly targeted at one particular audience. I intend for my designs to have a impact on each individual's emotions that view the design. In effect my design is intended to impact the perception and energy of the station's atmosphere.







CENTRED AROUND NETWORK RAIL USERS AND WORKERS



PROBLEM RESEARCH

Semiotics theorist Ferdinand De Saussure look closely at this within his studies, that body language and facial expressions are used as subconscious signs to identify to others how we feel.
"Your body language, your eyes, you energy will come through to your audience before you even start speaking" Peter Guber

EMOTIONS AND BEHAVIOUR IN RELATION TO TRAIN STATIONS

My proposal looks closely at train stations from a psychological point of view; thinking about how stations impact on our emotions and behaviour towards them. From the research I have undertaken it is clear that a high percentage of people have a negative outlook towards them. I have created a design which will create a positive 'joyful' emotional response.

We often don't realise that the emotions that we feel have an impact on those around us. Unknowingly to us we express how we feel visually through our body language and facial expressions. We don't realise this, and we often subconsciously mimic each other's behaviours. We view each others actions as signs and symbols as how we ourselves should react, we learn from one another.



TO CREATE EMOTIONS OF JOY WE ALSO NEEDED AN UNDERSTANDING OF WHAT IS JOY?

Psychologists describe it as a intense moment of happiness and positive emotion.

WHY AND HOW DOES JOY EFFECT US?

* It is contagious through body language and facial expressions and sharpens our minds.
* Studies have shown that those who feel emotions of joy are more likely to make better decisions.
*It makes us more open minded to things that surround us and more accepting of seeing life in different ways.
*It brings down the bodies stress levels.

During my own personal research within train stations I took notice of the behaviours and body language of those around me. The person on the right for example, their body language could be interpreted as negative with a defensive pose that infers stress, anger annoyance. Taken after a delayed train announcement, those on the platform began to display the same response. My hopes are that my designs can change this reaction, during stressful times, people can be brought joy from my designs. Instead of dwelling on the stress of the delayed train they can be distracted by designs.



‘JOYFUL’ RESEARCH

Ingrid Fetell Lee’s book ‘Joyful The Surprising Power of Ordinary Things to Create Extraordinary Happiness’ has been a big source of inspiration and information informing my proposal. The ‘10 Aesthetics of joy’ played a key role in the imagery that I have created.

The body language of the people that I have created is a frozen image of the body language of those that you see within stations. That being that they are neutral stances , positive, comfortable and at ease, that being the type of body language that I want those within the train station to mimic.



ENERGY
VIBRANT COLOUR AND LIGHT

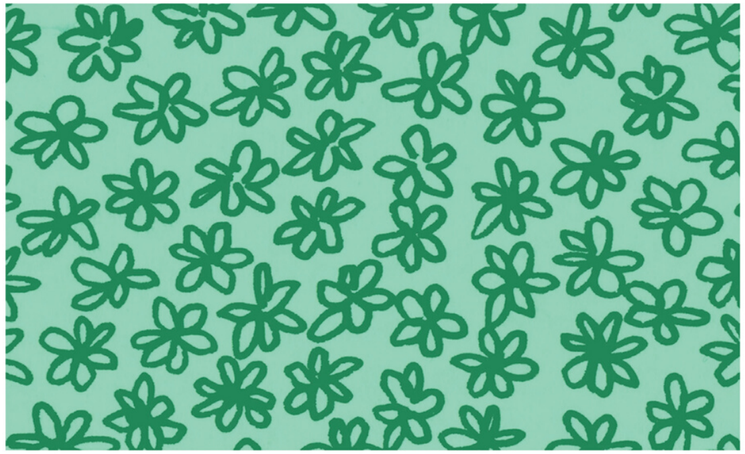
“Color is energy made visible”

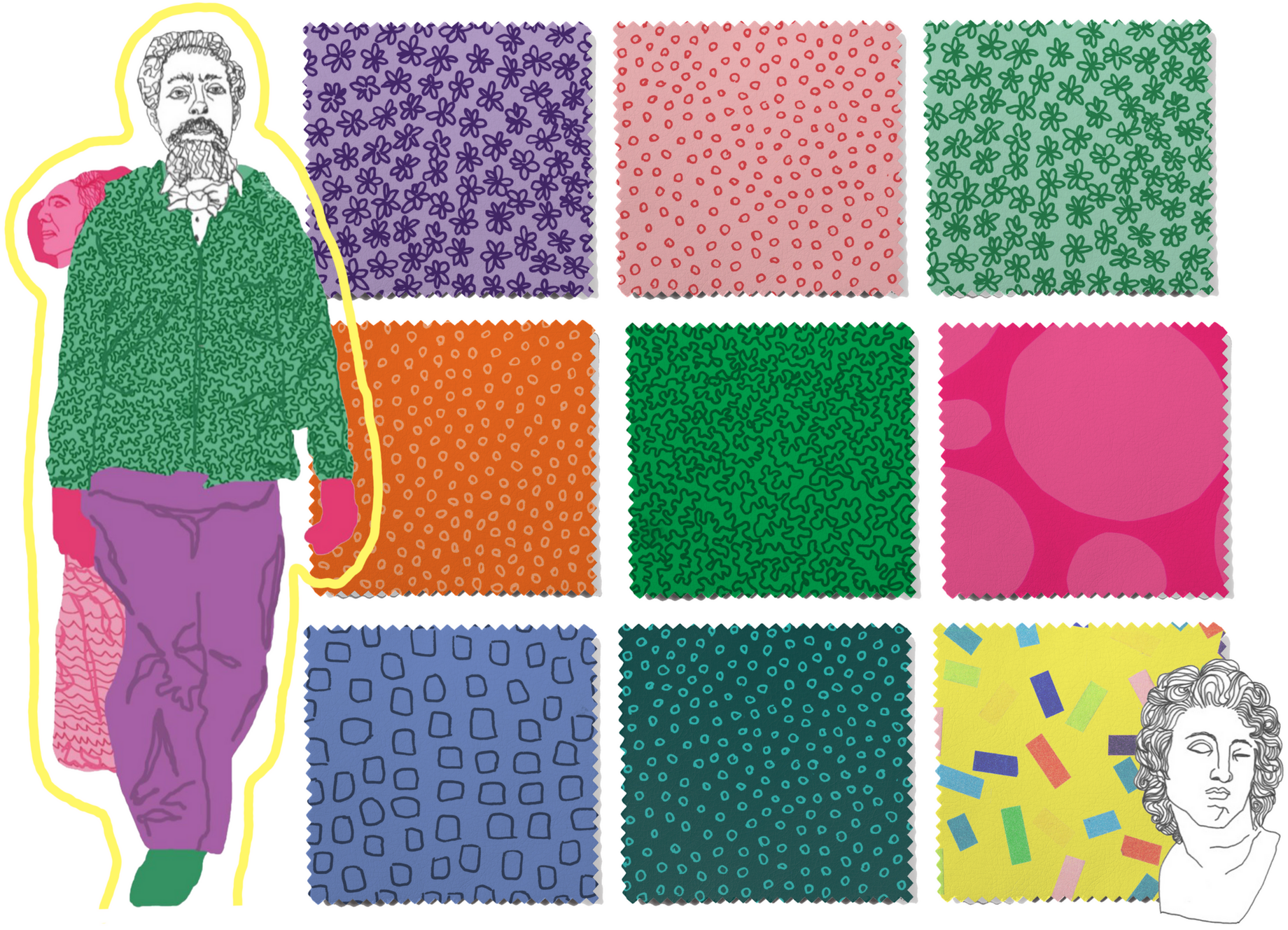
Colour has been one of the most important elements within my project, it has direct links to several key characteristics that are the foundation of my designs. We do not realise how much impact colour has on our lives, our moods, and emotions. Through my research I have discovered that people who are around colour are statistically more likely to be happier, more alert and confident in contrast to those who are around dull dark colours as“Color pulls joy to the surface” p. 23. Using colour I want to transform the stations visually creating joyful palettes make pulls joy of those who see in to the surface. Making designs bold, bright and eye catching drawing users in to lift there energy

RENEWAL
BLOOMING, EXPANSION AND CURVES

“We need to bring our world back to life”

Looking at renewal in physical forms creating imagery from blossoming flowers, natural curving forms, organic patterns taken from natural forms. Used to create patterns within the clothes. I have also associated renewal in terms of giving the train stations a fresh start, making it bright and the energy upbeat. Using my designs to renew the atmosphere within the space to create a positive, joyful space, hopefully giving people a new outlook on the way they react to stations.






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2 Circle Line
3 Wimbledon
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