

Portfolio task

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Tasks in the order received:

Task One: Manifesto (Julia Task) = 400

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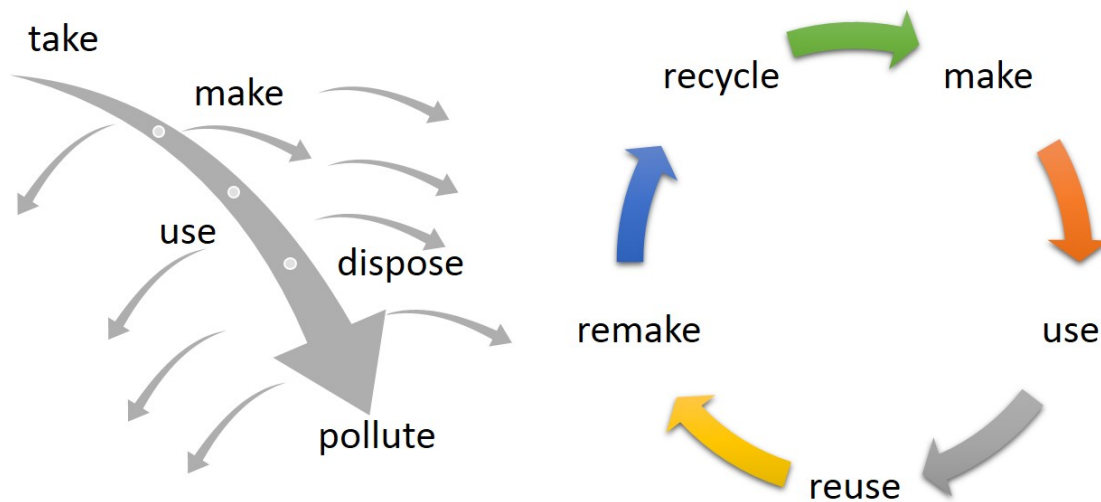
Task One: Manifesto (Julia Task)

- Give up fast fashions, you all look like a copy of each other (fast fashion)
- Upcycle old clothes, they have more character anyway (upcycle)
- Create more art, even if you don't know how to draw (more art)
- Eat what earth gave us in the first place, life will be even shorter if you are ill
- Wash recyclable packaging before recycling, you can't recycle food.
- Recycle, that's it, just recycle for god's sake
- You only need to wash your hair 1 to twice a week, greasy doesn't mean dirty
- If you are still using straws, plastic or reusable, you are a child.

Fast fashion is one of the biggest threats to our planet's environment and future. The demand for new trends turn around is so high that in the US, a whopping 85% of textile waste is constantly incinerated or thrown in landfills. That's almost a new wardrobe for

each person in the US, every season. Many more staggering statistics about pre-consumption and post-consumption exist. Beloved brands such as H&M, Topshop, Zara, Primark, which are built around the consumer's constant demand for new things, have to respond to the demands almost instantly. Which means quick manufacturing, taxing the quality of the clothing, at an affordable price, paying workers, in worst case than others, less than the average minimum wage. We live in this vicious 21st century circle of greed and narcissisms in which we are constantly asking and throwing away but can't reward the people living this nightmare every day. However, as surprising as it sounds, that is the point of fast fashion, affordable clothing that is only meant to last a certain amount of time: planned obsolescence, quantity over quality.

Thankfully, some clothing companies are increasingly popular because of this new ideology of upcycling textiles and fabric after pre-consumption (factory waste) and post-consumption (consumer waste). In economic terms, upcycling means turning a linear economy, where people buy, use and throw away goods, into a circular one where people can recycle discarded textiles and clothing and turn them into bespoke, unique items for as long as possible until it is time to turn it into something else and get the most value out of each life cycle. In a world where consumers are never content with their appearances and feeling a need to constantly change wardrobes because they end up looking like everyone else, upcycling is the solution to create unique, custom and bespoke items of clothing that will last a lifetime and more.



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Therefore, in a world that is on fire, we should teach ourselves to be more creative and be more artistically inclined for generations. For years, artists have been able to create scenes of the possible future for us on our planet through their creations. However, people, politicians especially, choose to turn a blind eye for we are the strongest most intelligent living species. As a practitioner and strong believer that a new era is on our doorstep, I think art can show people what they can't understand through words.

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Task Two: Reflective Writing (Jon Task)

The term “ready-made”, also known as found objects from the French *objets trouvés*, first appeared in the art world to question the physical form of art and what it is exactly. What can we call art and what can we not? Probably the most famous piece of ready-made art is Marcel Duchamp’s urinal signed “R.Mutt” , which was awarded “most influential artwork of the 20th century”, somehow. Duchamp’s reasoning was to select purely practical everyday object that no one really takes the time to stop and look at, and place them in the white cube to test the boundaries of art. It is felt that even if Duchamp’s way of thinking is well founded, doesn’t it test the “sacred space” in which art is exhibited? Can it really be called art or is it just a rebellious “coup de tête” in the history of art? And do artists use this technique today?



Duchamp's philosophy has clearly made an impact as art is no longer judged the same as before. However questionable the physical act of exhibiting mundane objects with hardly any artistic modifications made, it proves that art can come from the human mind rather than the human hand. Whatever physical form an artist's idea takes, it is the physical embodiment of art but not necessarily art itself. Today Conceptual art and Contemporary art follow in Duchamp's legacy.

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Task Three: Semiotic Writing (Ryan Task)

As we are taught, semiotics is defined as the study of signs through meaning and prevails in the explanation of many historic moments and especially in the history of art. Semiotics further develops into, for example, symbolisms and iconography, criteria specific to the analysis of art. The first traces of our primitive ancestors were discovered through the form of cave paintings, depicting life, animals, fields. Through these symbols and signs we are able to collect a vast amount of information such as, different species, Man's diet, activities, stories, gender roles, life, and so on.

In this image of Jan Van Eyck's 1434, oak panel oil painting, *The Arnolfini Portrait*, we are still able to find these symbols and signs through the placement of a hand, a gaze, a dress or a colour, for example. On first glance, this painting depicts the stature and grandeur of a young Italian married couple. Both are richly dressed in thick, heavy clothing, they can afford to keep warm and dress in the latest fashions and cloths.



However, the finer details is were History itself unfolds. What is surprising is they do not put forward their wealth with loads of jewellery and rare, expensive artefacts, like most aristocrats would, but through items that we consider, today, as everyday objects. The bedding, oranges and mirror, for example, weren't cheap in the 15th century, and can also suggest that the husband is a merchant. The woman's believable pregnant belly and hair up do covered by a cloth like fabric signifies that she is indeed a married woman. Her downward gaze and her right hand gently rested on the man's hand suggest that she portrays the role of the obedient and supportive wife. She is also standing closer to the centre of the room, she is the lady of the house, her job is to raise the children and to take care of the house. The man, standing closer to the window, suggest that he conducts his business in the outdoors, his hand underneath the woman's tells us he is supporting the family financially. His right hand is also suggestive the he is the man of the house, he will be listened and obeyed, as he is the wiser figure, as was the role of men at the time.

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