

Cover page

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Tasks:

Manifesto:

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Observational Writing:

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Practice based Writing

Word Count: 439

Manifesto:

1. connecting to my art through my heritage and culture
- *2.Reintroducing ancient and forgotten art forms
- 3.i want to use my art to bring pride to my community
4. I want other people to feel confident about there “weird” culture
- *5.i want to show the world what was before western imperialism
- 6.i want to inspire others to find interest in there culture
- *7.i want to use sustainable resources to create art and beauty in the world around me
- 8.i want to promote unity and oneness in every way we live

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<https://naturalspasupplies.co.uk/products/amphora-urn-pot-for-water-purification-detox-conditioning-and-energizing>

In the fast-paced society that we live in, with a constant need for newer and better things, it is easy to think we are evolving and improving. However, it is my belief we must restructure the foundations upon which our society is built; although I recognize this will be a huge collective effort, I would like to contribute. Instead of pursuing progress based upon futurist ideologies (Marinetti, 1909), I would like to help people consider that looking back to ways people lived in the past, drawing upon rich cultural histories and traditions, has deep value. The vast amount of information and knowledge held by the Indigenous people of the Land is critical to understanding our planet. Learning to create a symbiotic relationship with our planet to take and give equally. Instead of thinking of our planet as a Resource, we think of it more as a part of our human existence (Kimmerer, 2013).

Individual artists must take time to understand how the art form that they specialize in came about and what tools and methods were used prior to the modification of art. Art is human

nature. People will continue to make art in perpetuity. So in hopes of not once again erasing art history, we need to make it a primary effort to not only remember art history but also use it as a powerful tool to coexist and flourish with natural art (Nunn, 2019). It is necessary to take steps to use previously got an methods of Arts that work with the environment. Additionally, Elkins (2008) emphasizes the importance of understanding the historical context of art forms to inform contemporary artistic practices.

Combining parts of human physiology with art is yet another past art form that must once again be brought to the forefront. Art is innately human, serving to remind and convey emotions and experience. Hence, combining physical human parts, like hair and human teeth, can be a more deliberate method of achieving this goal. With the example of mourning jewelry, the use of the deceased's hair, teeth, and other body parts can be formed into art pieces like necklaces and many other kinds of display. Serving as a direct reminder, evoking memory and emotion. In the past when pictures were prohibitively expensive, using this form of mourning jewelry allowed those past to be more easily remembered, and symbiotically, producing powerful art. When connecting with our modern culture, by using human products rather than animal products, art can be more sustainable and better meet the demands of the present generation. All in all, art must once again convene with humanity, and not allow the technology of the present day to draw the attention of our creatives.

The touch of the west - that being developed, industrial, imperial nations - has been felt across the rest of the word, be it South America, Africa, or all of Asia. Predominantly destructive, cultures and artifacts have been robbed from those which they belong, often times with the aim of 'preservation', forgetting they deprive whole generations from understanding and experiencing their own culture of their ancestors. For example, the British Museum is a famous example of this, stealing artifacts from cultures like the Egyptian and Mayans, in the name of preservation (Appadurai, 1986). This 'preservation' undermines and patronizes these cultures, continuing the lineage of oppression caused by violent imperialism. It is important to free and repatriate these cultural artifacts, and allow these people to reconnect with their heritage, allowing the world before western imperialism to be known. Without this, art today is deprived of a wealth of subject and techniques that offer so much enrichment. Said (1978) discusses the effects of imperialism on culture and representation, shedding light on the impact of Western dominance on global art narratives.

Another way that imperialism impacts art today is through the conscious and subconscious suppression of the cultures of the oppressed. Due to this imperialism people may fear utilizing their culture within art, so as not to appear as inferior or alien. This may be either a conscious or unconscious impact, as with years and generations of societal oppression and segregation, one may not realize they aren't tapping into their powerful cultural backgrounds. Furthermore, art related to non-western cultures and beliefs may be actively suppressed from mainstream release - for fear it is too 'weird' or unusual for the tastes of the western audience, as western culture today is a smudge of capitalist and commercialist ideals (Freire, 1970). It is important that these boundaries are broken down, and safe spaces are bred where people feel empowered and welcomed to share their culture background, increasing the wealth of art in the present day.

Within western cultures today, there fundamental lack of understanding of other cultures, as well as a key hypocrisy at play; while imperialists have pillaged the culture of other nations, they then fail to properly and fairly educate these facts, instead choosing to teach their own histories, depriving those which originate from these cultures from learning them. These artifacts are kept for research and study of elites, and not properly shared. In schools, a one-sided and unfair history is taught, with those who are oppressed often made to seem complicit in their occupation and oppression, with those of western nations made to appear virtuous and noble, where the truth in actuality is far from this. This all leads to a sense of inferiority spawned by western imperialists, making other cultures feel studied but not appreciated, with western culture made to seem superior, washing away histories of art and culture with commercialism and western ideals. This leads to oppression and prejudice within western cultures, with those belonging to other cultures feeling like second class citizens. An example of this can be found in healthcare, with specifically black women being treated far worse than white women during maternal care and other healthcare. This is a result of the intolerance bred by western imperialism, and a lack of understanding of those from other cultures. Western art, specifically fine art, is made to seem as the apex of artistic expression, with other techniques seen as lesser.

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Fetching your Dior advertisement

What is the message that you get from this advertisement. As humans we are visual learners And as we evolve rapidly we need to pay immense attention to the message that we are sending to the world . It is important that we fully understand what we are teaching ourselves and other people around us. the fetching Dior advertisement Is a brilliant example of unspoken messages

Advertisements are communicating visually In Multiple different ways Colors convey a specific emotion or message For example red is seen as passion Yellow is seen as youth and Positivity In the fetching Dior ad they are conveying multiple different messages.

The specific breed of dog they chose to feature in this ad is not by accident they have used a doberman pinscher. These dogs were previously used as protection dogs for bankers. Therefore this dog is a symbol. Many things such as wealth as these dogs are extremely high maintenance they also symbolize power and dominance.

Another thing that almost immediately captures your eyes are the bold lip color of the woman in the ad a bright plump red lip. And her red nails. All symbolize Lust. It also symbolizes danger which ties in with the choice of a doberman pinscher.

The next thing that stands out in the photo is the use of jewelry. The woman's Drop earrings with a huge Diamond on the ends is another reminder of wealth and power. The woman's hair is a iconic 70s blowout this gives a sense of nostalgia. In the 70s that type of hair style was mostly worn by wealthy women to show that they had money.

The woman's facial expression specifically her dough-eyed look paired with her makeup style are exuding toxic femininity. It's also shows how powerful femininity and lust can be, but with great power comes great responsibility and this is portrayed in the ad showing a mixture of love hate passion and beauty all in one piece.

The overall ad embodies the Fearless spirit. It's a riveting reminder of fashion's power to juxtapose refinement with raw energy. A true visual feast that captures the essence of avant-garde. This ad is screaming toxic love. For passion that no human being can handle. It has a sense of Unreachableness of wealth that unimaginable women that are unimaginable even down to the dog. As everyday women cannot keep up with the constantly moving and evolving beauty standards. This feeling is felt throughout the ad and thus making use wanted to buy from Dior to feel powerful and the untouchable feeling that most people want in life. Having this feeling of untouchables makes the women in the ad give the presents of confidence and having the dog biting the woman and not reacting lets us understand that she can take anything on physically and mentally.

Toxic beauty standards and unrealistic expectations have led to 90% of women saying they feel less beautiful after they have went on social media. In this ad it shows an unobtainable standard for women as she is both powerful and powerless in the same moment.

Observational Writing



Figure 1 - Fetching your dior advertisement

In the realm of advertising, every element within an image or campaign serves a purpose, laden with symbolism and meaning to convey a message or evoke a response from the audience. The 1976 "Fetching Your Dior" advertisement campaign is no exception, particularly the image featuring a woman having her arm bitten by a dog. A semiotic analysis of this image reveals a complex interplay of symbols, including the breed of dog, the color of the woman's nails and lipstick, the expression in her eyes, and more.

Central to the image is the choice of dog breed, which plays a significant role in shaping the message conveyed. Dogs are often associated with loyalty, companionship, and protection, but the specific breed chosen can alter these connotations. In this case, if the dog depicted is a Doberman Pinscher or a similar large, imposing breed known for its protective instincts, it adds an element of danger and aggression to the scene. This choice of breed suggests a sense of

threat or vulnerability, contrasting with the traditional image of dogs as friendly and docile companions. The presence of such a breed underscores the tension and conflict inherent in the advertisement.

The color symbolism found in the woman's nails and lipstick further enhances the narrative of the image. If her nails and lipstick are painted in a bold, vibrant red hue, it can symbolize passion, danger, and sensuality. Red is a color often associated with power and desire, but it can also signify warning or alarm. In the context of this advertisement, the use of red may suggest a juxtaposition between desire and danger, hinting at the risks involved in pursuing beauty or fashion. The contrast between the woman's glamorous appearance and the threatening presence of the dog creates a sense of unease and intrigue.

The expression in the woman's eyes is another crucial element of the image, conveying her emotional state and adding depth to the narrative. If she gazes directly at the viewer with a defiant or challenging expression, it suggests a sense of agency and control in the face of danger. Her eyes may reflect determination or resilience, emphasizing her willingness to confront obstacles head-on. Alternatively, if her expression is one of fear or vulnerability, it heightens the tension in the scene, emphasizing the imbalance of power between the woman and the dog. The emotions conveyed through her eyes serve to engage the viewer and evoke empathy or concern for her predicament.

The composition of the image also plays a significant role in shaping its meaning. If the woman is depicted in a dominant position within the frame, standing tall and assertive despite the dog's aggression, it suggests empowerment and strength in the face of adversity. Conversely, if she appears submissive or cowering, it reinforces the theme of vulnerability and victimhood. The positioning of her body relative to the dog's communicates her relationship to the threat it represents, whether she is actively confronting it or being overwhelmed by it.

Overall, the 1976 "Fetching Your Dior" advertisement campaign employs a range of semiotic elements to create a visually striking and emotionally resonant image. Through careful choices regarding the breed of dog, the color symbolism of the woman's nails and lipstick, her expression, and the composition of the scene, the advertisement constructs a narrative that explores themes of power, desire, and danger. By deconstructing these symbols and analyzing their significance, we can gain insight into the complex dynamics at play within the image and the broader cultural context in which it was created.

Practice Based Writing:



Figure 2 - Amphora Clay pot

Amphora clay pots, originating in ancient civilizations such as Greece and Rome, are timeless vessels crafted from clay, meticulously shaped by skilled artisans (Rice, 1998). These pots typically feature a narrow neck and a wide body, ideal for storing liquids such as wine, oil, or water. Their design not only facilitates storage but also allows for easy transportation, making them integral to trade and commerce in ancient times.

Beyond their functional utility, amphora clay pots carry profound cultural significance. They symbolize craftsmanship, tradition, and a connection to the earth (Hamilakis, 2011). For millennia, communities around the world have relied on clay pots for their durability and versatility, passing down knowledge of pottery-making techniques from generation to generation. In this way, the art of crafting amphora clay pots serves as a bridge between past and present, preserving cultural heritage and fostering a sense of continuity and identity.

In the modern context, amphora clay pots continue to hold relevance, particularly in discussions of sustainability and environmental consciousness. Unlike their disposable plastic counterparts, clay pots are inherently eco-friendly, being made from natural materials that can be sourced locally and are biodegradable (Cooper, 2003). Their production involves minimal environmental

impact compared to the manufacturing processes associated with plastic containers, which rely heavily on fossil fuels and produce harmful emissions.

Furthermore, the longevity of clay pots contributes to sustainability efforts by reducing waste. Unlike plastic containers that often end up in landfills after single-use, clay pots can be reused countless times, serving multiple purposes throughout their lifespan. Whether used for storing food, cultivating plants, or as decorative pieces, clay pots embody the principles of reduce, reuse, and recycle, aligning with contemporary sustainability practices aimed at minimizing resource consumption and environmental degradation.

Moreover, the use of clay pots encourages a more mindful and connected approach to consumption. By opting for durable, handmade vessels over mass-produced plastic alternatives, individuals can reclaim a sense of agency and autonomy in their purchasing decisions. Choosing to invest in clay pots not only supports local artisans and traditional craft industries but also fosters a deeper appreciation for the value of craftsmanship and heritage.

In essence, the resurgence of interest in amphora clay pots represents a shift towards more sustainable and culturally rooted lifestyles. As people seek alternatives to disposable consumer goods and strive to reconnect with their cultural heritage, clay pots offer a tangible link to the past while embodying timeless principles of sustainability and craftsmanship. Embracing the use of clay pots in daily life is not merely a practical choice but a conscious act of preserving traditions, fostering resilience, and honoring the interconnectedness of humanity with the natural world.

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