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Task 1: Manifesto Writing
Word Count: 522

1. To understand the time that has passed it is important to study the details of old buildings.
2. Emphasizing patterns helps to appreciate architecture, objects and nature.
3. When people look at my drawings I want them to see the hidden pattern in real objects and buildings.
4. I disagree with the modernist belief that ornament is crime, detail and pattern have value in themselves.
5. To feel connected to your labour you also need to feel connected to the history of objects (old things) and nature around us and to study the pattern deep inside them.
6. The purpose of colour is to emphasize patterns and to bring life to something.
7. I like to spend time creating work that is intricate and detailed because you only know something by looking at the detail of it.
8. To find the essence of an object one should experiment with the detail and abstract it to create new patterns.

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To find the essence of an object one should experiment with the detail and abstract it to create new patterns. When one looks at an object, a building or a form of nature, a person should look deeper than just what they see on the surface. One should look at the lines, the textures and the form. In 'The Patternity Manifesto' they discuss the importance of being open minded and explorative of the pattern in the world around us, giving examples of "ripples in the sand" and "shadows cast through railings on the pavement" (Patternity, 2015). These are things that a lot of people would not notice in their day to day lives. However, one can use patterns that they have observed and create new ones using their imagination. As a practitioner it is important to take details and distort them to add new patterns to the world. In my practice I take inspiration from my surroundings and bring a new layer of beauty and detail into them through pattern experimentation.

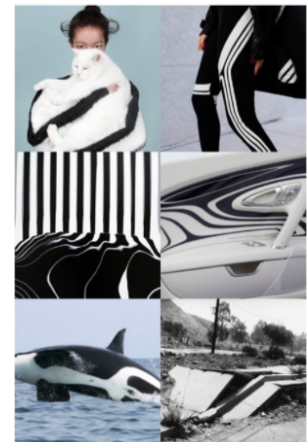


Fig 1. Screenshot from the Patternity website, 2021

4. I disagree with the modernist belief that ornament is crime, detail and pattern have value in themselves.

I disagree with the modernist belief that 'ornament is crime' (Loos, 1908), detail and pattern have value in themselves. Modernists believe that the functionality of the form is more important than displaying a design or pattern. Their style is very minimalist with clean lines and no decorative aspect (V&A, 2021). Ornament adds character to a space and tells the history of the structure or gives it an entirely new meaning. In the patternity manifesto it states that "Carefully-curated visuals of pattern coincidences narrate stories that remind us to take note, grounded by the belief that an awareness of pattern has the power to positively engage us with our environments and each other" (Patternity, 2015). The pattern of the design changes one's perspective and the way they interpret what they see. This shows that there is beauty in everything and that ornament has value.



Fig 2. Iksel Decorative Arts, 2021

5. To feel connected to your labour you also need to feel connected to the history of objects (old things) and nature around us and to study the pattern deep inside them.



Fig 3. Charlie Chaplin Official, 2019

To feel connected to your labour you also need to feel connected to the history of objects (old things) and nature around us. When the industrial revolution happened people no longer felt like

what they were producing in factories was their own; they felt alienated from what they were making. Indeed Karl Marx wrote that the process of industrialisation creates issues of alienation, which is explored in his work 'Economic and philosophic manuscripts of 1844' (Marx, 1844). The people working in the factories are like machines. "Separation of the worker and the product tends to eliminate any direct personal communication between the producers and any comprehensive sense of what they are producing" (Debor, 2005, p.14). The 'Arts and Crafts' movement was started by William Morris who wanted to help people reconnect to their labour and wanted to make quality designs (Tate, 2017). In their book about The Arts And Crafts Movement, Cumming and Kaplan said "The industrial revolution had devalued the work of the craftsman and turned him into a mere cog in the wheel of machinery" (1991, p. 6). The act of making something should be personal and one should feel proud of what they've made. However people working in factories have the opposite feeling.

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Fig 2. Iksel Decorative Arts (2021) [Instagram] 5 october. Available at:
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Fig 3. Charlie Chaplin Official (2019). *Charlie Chaplin - Factory Scene - Modern Times (1936)*. [Youtube]. Available at: <https://www.youtube.com/watch?v=6n9ESFJTnHs> (Accessed 5 Nov. 2021).

Task 2: Semiotics

Word Count: 503

Semiotics is the process of deconstructing an image. When thinking about starting the process one should think about the sign which is made up of the signifier and the signified, a way of understanding language that Ferdinand Saussure came up with. The signifier being the physical object for example in this advertisement “Chris Evans” and the signified being the meaning and what it is associated with for example “attractive, desirable man” (Rose, 2016, p.74). Advertisers use this idea to create a story in a potential buyer's mind of how the product will help them achieve what is advertised. “This is the essence of all advertising: components of ‘real’ life, our life, are used to speak a new language, the advertisements” (Williamson, 1978, p.23).

In Judith Williamson's book *Decoding Advertisements*, she talks about the Chanel No. 5 advertisement featuring Catherine Deneuve. She

states that the actress and the perfume have no relation to each other. However the consumer understands what they are trying to convey based on who she is, therefore the perfume carries that same ideal (Williamson, 1978, p. 25). The same thing is happening with this Gucci perfume advertisement. They have used an icon in Hollywood, Chris Evans who is an actor who is known for being a successful and attractive man. One would not need to know who he is to understand what the advertisement is trying to convey because he is a signifier of the preconceived myth of what makes a man masculine. He is a traditional male archetype. He has got a strong jawline, he is white, he has got a strong build, nice eyes and a symmetrical face. He is looking directly at the camera whilst holding a woman who is positioned directly below him with her hand on the side of his face, mouth open, eyes closed, it looks like she is about to kiss him. This plays into the myth of the dominant man and the submissive women, she is physically submitting to him and he has the power over her. (Creedon & Cramer, 2007). The mischievous look on his face is challenging men to buy the perfume and become him, the man with the icon of a beautiful, sexy and attractive woman in his arms. The use of shadowing sculpts each part of their bodies, accentuating each curve and each prominent feature. This draws attention to his cheekbones and his jawline reaffirming his

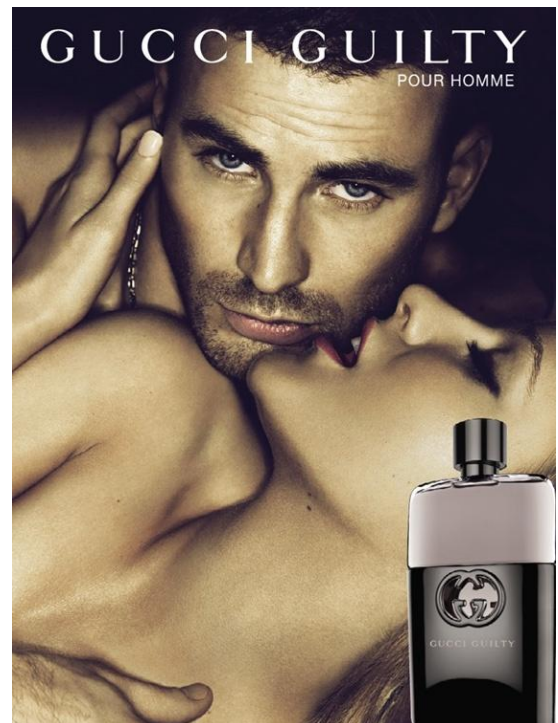


Fig 1. Gucci Guilty, 2016

masculinity as well as her femine figure. Companies create a new world in which their target consumer can become a part of by buying whatever they are selling (Williamson, 1978, p.23).

The linguistic sign at the top of the advertisement reads 'Gucci Guilty' in uppercase and bold but skinny letters are right underneath it in a similar font but smaller 'pour homme' which means for men. They used french which gives the idea of sophistication. The advertisement plays with the idea of guilty pleasures hinting at luxury and indulging in sensual pleasure and making it desirable (Williamson, 1978, p.85).

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Task 3: Practice-based Writing

Word Count: 507



Fig 1. Lowry, 1928

According to the Cambridge Dictionary Industrial refers to industry which is a business that produces different products (Cambridge Dictionary, 2021). Sometimes Industrialisation can be thought about as describing major companies, factories and bigger technologies, but it is also the development of the technology used by regular people in their daily lives (for example toasters and kettles) (Schwartz, 2012, p.375). An interesting statistic is that industrialisation between the years of 1960 and 2012 significantly reduced as a percentage of the overall economy, due to growth in other sectors. This means that there has been an increase in other sectors, such as those in creative fields (Lavopa, Szmiri, 2015). An increased worry is the links

between industrialisation and climate change, and it is only recently that industry has had an incentive to be less polluting (Shen, 1995).

Apples over the years have been symbols in art, technology and popular beliefs with positive connotations. They are primarily used to represent health as exemplified in the phrase 'an apple a day keeps the doctor away', which encourages one to have a healthy balanced diet. This term came about when it was first said in 1860 in old Pembrokeshire "Eat an apple on going to bed, and you'll keep the doctor from earring his bread" (Ely, 2013). There are other connotations of the apple, most notably its association with sin. The apple in Adam and Eve from the bible represents temptation and pleasure, as the forbidden fruit in the garden of Eden (The Holy Bible: Genesis 2:4-3:24). One may consider that the strength of the symbolism in the bible might have influenced the image of the apple in popular cultures and in phrases such as 'You are the Apple of my eye' which refers to exceptional love (Cambridge dictionary, 2021).

The positive connotations and the simple aesthetics of an apple have made it a perfect symbol of branding in industrial context. The simplicity of the apple as a drawing or painting adds to the appeal. Magritte's Painting of an apple called 'Le Jeu de Morre' is a simple green apple with the words 'Au revoir' written across it was the inspiration for the Beatles record company 'Apple Corps' (Vyner, 1999). Steve Jobs was then inspired by the Beatles to use the apple image and name (Silver, 2013). Jobs wanted the design to be simple and beautiful. "Having consistent labels made it seem like we had a unified design effort" said Mannock (Kunkel, 1997, p.15).



Fig 2. Magritte, 1966

An apple is a symbol that has been used countless times as a positive image. I think industries could continue to use it as an image for clean industries as they move forward, suggesting cleanliness and health as industry modernizes and cleans up its act to meet environmental demands. An example of this could be the branding of electric cars. The industry could use an apple to represent health, simplicity and curvy and clean lines which are often associated with cars. Tesla is a good example of a company taking that initiative (Tesla, 2021).

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