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# Maze

The title: 'Maze' I want to curate an exhibition of 4 pieces of different art works throughout the years, they are being the atmosphere of throwback and relatable. The exhibition will have a strong meaning of that it takes creators, artists, designers a long way to get where they are with thier lifestyle and work. The exhibition will focus on a modern tone and aesthetically pleasing intrigues. The pieces of work go from 1917, 1925, 1991 and 2021, using 4 dates that are in different eras of design, but all relate in context of modernism. "Modernism refers to a global movement in society and culture that from the early decades of the twentieth century sought a new alignment with the experience and values of modern industrial life. Building on late nineteenth-century precedents, artists around the world used new imagery, materials and techniques to create artworks that they felt better reflected the realities and hopes of modern societies." (Tate Modern Webpage). Modernism in a mixture between nostalgia and the 20<sup>th</sup>/21<sup>st</sup> century.

I would like to build a life size Pac-man the reason for this is because Pac-man was released in 1980 and the pieces of work are created before and after this date, so Pac-man is in the middle of all the dates. The game itself and the way I want to portray this exhibition is a piece of art. The designer of the game was Toru Iwatani, and he is a genius for this game. The life size game will be able to fit the size of Saint Helen's Rugby field - Fig 1 this will be big enough to fit my biggest piece of work inside. There will not be any roof but will have emergency exits. "'Life is a maze from which we never escape. Every decision takes us in a different direction and every time we turn one way we could just as easily have turned the other.'" (Thurlow, C 2015)

The way people will feel when entering the exhibition is an atmosphere of mystery and intent, they will have the experience similar to as if they are in the 80's when Pac-man came out and have a sensation of nostalgia. My hope is to have people be in the moment as if they are in a completely different space or time having their heads focused on the maze and eyes on the prize (goody bags)



Fig 1

The pieces of work will act as the 'cherries; from the 80's game, the pieces will be in two corners along with the one of the left on the middle side. As the diagram shows in *Figure 2* having the largest piece in the middle. ""What we all dread most is a maze with no Centre."" (Chesterton, G.K, 2009) My idea behind this is that people will have a harder time trying to find the only one on the left side where it is the only one on that side and they will most likely find the corner ones first. The piece of art that is on the left is the most recent piece (Walker, E. 2021) and that is why I want this one to be found last (out of the three outside) so they can move up onto the years and through a few decades. Moreover, they will be able to see Jeff Koon's work (1991) that will be in the middle but have difficulty accessing it as it is in the center which in a maze is a difficult place to get to and they will just see the top of the Balloon Dog making it more frustratingly fun for the customers. The exhibition will take place on a summer

day. The way people will enter is through gates and through ticket lines. The exhibition will have leaflets, entertainment, as well as excitement. The exhibition will have this by using markets, advertising, coupled with curating a space just for people to chill together with have a gathering while waiting their turn.

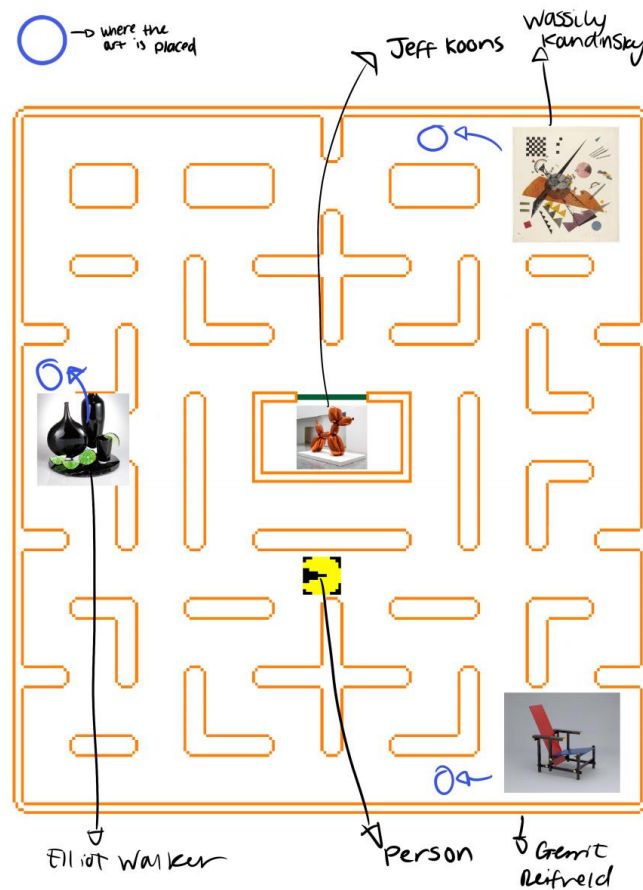


Fig 2

As shown in *Fig 2* that is the exhibition map that I want to build onto St Helen's Rugby field it will cover the whole field and have various shops, food points and merchandise

to buy. The exhibition will also be shared through all social media platforms and sites making it a wide-open end for everyone to join us.

The idea behind Pac-Man is just my love and passion for gaming old school and new. The life size Pac-man will bring the best out of pining for the past, the idea with it is to be fun not to mention exciting making people feel exhilarated. The life size Pac-man will be what the original Pac-man colours were which are blue. The blue of the Pac-man will be not too dark so it is easy to navigate but also the blue is a colour that could be a symbol of modernism as in the days of now we see more blue than anything. I have discovered a lot of blue on posters, film thumbnails also design work than ever.

Contruction:



*Fig 3*

In the middle of the room will be placed the 'Balloon Dog' By Jeff Koons – *Fig 3*. This was chosen as my main piece as it is a traditional modern pop piece which shows no boundaries for age and engage the customers to see it as it is exceptionally large. The size of 121 x 143 x 45 inches. Another reason I chose this is because when I discovered it, it gave me a sense of feeling similar to a kid again but in a creative form as it is a big balloon which were my favourite as a child.



*Fig 4*



*Fig 5*



*Fig 6*

Displayed in each corner of the Maze will be these 3 pieces of work by Elliott Walker – *Fig 4*, Wassily Kandinsky – *Fig 5* and Gerrit Rietveld – *Fig 6*. I think these pieces all work together nicely and show a variant style on different era but stay in the modern

world. They all link to my theme of throwback, aesthetic as well as modern. Making these pieces in almost each corner of my exhibition will make it more entertaining to find in the maze. What happen then they are found? When they are found you will receive a goody bag including a mini version of each piece of work that can be framed, displayed, or hung up. It will also include a mini maze that is playable, a mini-Pac-man toy/teddy, additionally, a leaflet that will have information about the pieces of work of where, when, including how it was made making it interesting for creatives and making them want to know more.

As a Creative advertising student to promote the exhibition I intend to make advert posters with flyers to persuade and attract people to attend the event. The poster will include a date, time and place telling you where to go. Furthermore, on how to get there. There will be a QR code to a website for more information and the flyers will have that too.

The pieces of advertising will be in the style of modern but also 'pop arty' for the link between art works in the event which is modernism where the posters/leaflets would be in the style of De Stijl and Pop Art. It will be in relation to the exhibition and will show only 1 piece from the exhibition on there. The posters tag line will be 'An aMAZEing experience for all.'



### *Fig 7*

The idea of the life size Pac-man comes from the Superbowl in 2015. Bud light created an ad using this life size game to promote their drink. This was a cool idea and I wanted to do something similar before I saw this then I discovered it by searching 'life size Pac-man' and come across Superbowl 2015.

The inspiration that come from the life size Pac-man comes from me growing up with gaming with Nintendo 64, Play Stations and XBOX. So, my inspiration from this is how I grew up playing video games. "Life is a video game. No matter how good you get, you are always zapped in the end." (Unknown)

My intention for my exhibition is that the 'player' will become self-aware of how much work goes into artists and it would change their mind on creatives if they had any opinions in the first place or none. As creatives we get 'hate' for not being a 'real career' and we can show people how real it is by doing exhibitions like this and others by making them feel a type of way they have not felt before. "Doors are for people with no imagination." (Landy, D. 2007)

### Figures

Fig 1: Google Maps (2020-21)

Fig 2: Thomas, F (2021) Drawn Image

Fig 3: Koons, J. (1991) Balloon Dog

Fig 4: Walker, E (2021) Carbon Cocktail

Fig 5: Kandinsky, W (1923) Orange

Fig 6: Reitfeld, G (1917) Red and Blue Chair

Fig 7: Bud Light (2015) PAC-MAN

### Bibliography

Chesterton, G.K (2009). A Father Brown Mystery: The Head of Caesar. CreateSpace Independent Publishing Platform

Thurlow, C (2015). Katie In Love. CreateSpace Independent Publishing Platform

From the Tate Website [Modernism – Art Term | Tate](#)

Landy, D (2007) Skullduggery Pleasant

Unkown Quote