

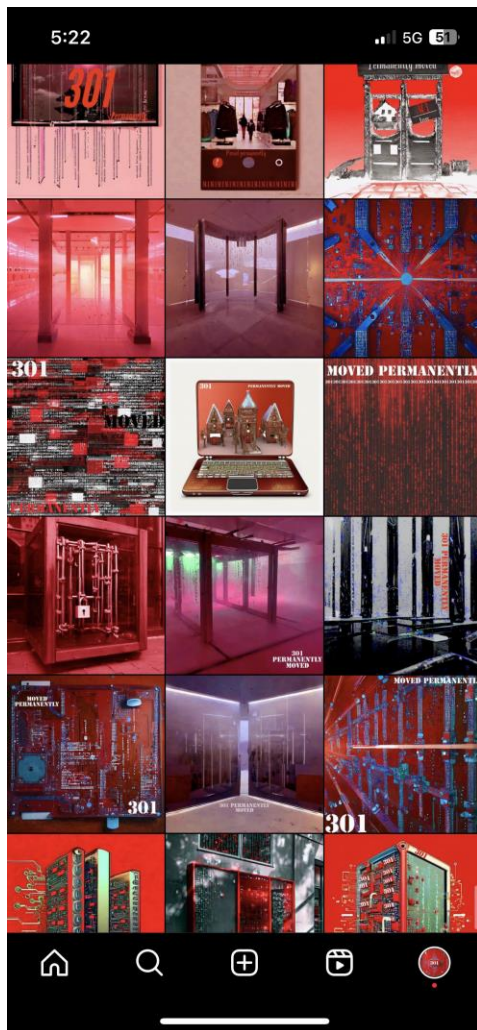
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My Site-specific project was based on the closure of shops, restaurants, and buildings in Swansea with the site being ironically online. I say ironically because the online world is a part of the reason so many places closing. We wanted to display the many places that have closed around Swansea, the city used to be a lively town full of people visiting. I went around the centre taking pictures of nearly all the empty buildings there, it also made me realise how many abandoned buildings are around. We also used maps from the Swansea archive to see what was there before all these empty buildings. This project went through a lot, we have had to go through so many ideas to get to this final idea the idea came from our original idea of using the empty Debenhams building, we were going to create a performance in the shop window representing how the online shopping world closed the shops in so many towns. but the idea was later scrapped. we still wanted to go along with the idea to show the closure of these shops which then led to us going down a rabbit hole of research of the many buildings that are closed.

As a group, we decided to go with creating a website which would focus on the site-specific which will be the abandoned buildings closed-down shops, and restaurants. All of us collectively researched links which include buildings closing around Swansea but also around the UK scandals, reasons and why these happened the links range from conflicts with managers and workers, relationships that went wrong with partners , liquidation, live streams of the busiest streets also the quietest, the Coronavirus lockdown which leads to people being locked in with only the internet to be able to buy things from food to clothes leading to the shops being forced to close due to the lack of money to keep the shop buildings running and lastly the cost of living crisis we are currently facing here which is leading to small businesses closing along with the bigger shops. The links were then turned into codes like 301 which is what makes the number 301 relevant. The codes which will have the links to articles wich we researched together will have a QR code to link every article to each building with a QR code on the front representing every closed-down building in Swansea, we stuck QR codes onto these buildings which then lead to a different QR code on a different building which we created a treasure hunt with each QR code the hunt leads to a webcam in mumbles overlooking the sea and the city. we chose a webcam as it shows that everyone can see things online through a screen showing that the problem is those watching on a screen.



(The Instagram) My role in the project was to manage the social media pages. I chose Instagram as the page to advertise this work on, I also stuck with a red theme, one of my favourite artists Barbara Kruger uses red as a statement for her work I wanted to create a statement in the posts. I used Adobe Firefly and the images I took of the empty buildings around the city and wrote in the description box that will structure my image and find what I was looking for, for the marketing image. phrases such as "inside a computer" "Matrix digital rain" "empty buildings" "abandoned buildings" and "online shopping closing shops". I spammed the Instagram page with over 40 images, to create an annoyance to those following the account to create a conversation about what all these red images may mean. om the topic of spamming other individuals in the group sent spam emails to peers and emails outside of the university to spread the message around.



(the Guerrilla Girls) All whilst

being anonymous One of the many artists we researched that inspired this project was the Guerrilla Girls who are a group of feminist female artists who remain anonymous in their work which is what we wanted to do with our project to then get more conversations flowing with the question of who is doing all of this? leading to the project being found more by the public and people walking past the QR codes and by posting on social media with hashtags will also help with engagement and people being able to find the project and figure out the meaning of what we wanted to put across. Managing the Instagram at times became challenging as Instagram blocked me from hash tagging but as a continued to post they blocked me from posting, due to the account becoming a spam account which is exactly what I wanted for this project.

Since starting this project, I have learned how to use multiple editing apps such as Adobe firefly, photoshop and Adobe express I had little experience with photoshop and since working with my classmates giving me advice and tips on how to use these apps and with countless YouTube videos, I feel more confident in using many more editing apps in the future. Going down a brand-new type of media such as ai was one of my favourite things throughout the entire project as AI is incredibly controversial topic as it can be seen as cheating but it is a brand-new world of art and how we create things its and has inspired me to use it for many more of my projects. It is incredible how it made everything that I was imagining making every image that I created came out how I envisioned, and it filled me with so much confidence for this project as I feel working in a group truly is not my strongpoint. The only thing that I would change for the project would be the layout of the website as I found it hard to navigate personally and for the end of the treasure hunt to have connections to every live streams down in mumbles as a clearer meaning at the end of the hunt for the message to be clearer.

