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Graphic Design

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Word Count:

Ways of Perceiving



Through Abstract Eyes

This art show has been carefully put together from some of my favorite pieces currently. The show is set in a fictional Art Gallery in South Wales, UK called The Phoenix Gallery. The Phoenix Gallery has a hall of mirrors in which I will be placing the exhibition pieces for viewing. The base idea for the exhibition is that you allow your mind to see things through an abstract perspective. This will provide meaning and bring insight to the artwork that may not otherwise be obvious to the unkeen eye.

The idea of an altered perspective is something we need to consider in today's modern society. It is important to look at things regularly through another's perspective in order to make sense of otherwise nonsensical situations. Today with the ever-growing pandemic of Covid-19 there will be many opportunities to use an altered perspective in the months to come.

The themes of the exhibition are as follows; Innocence, Strength, The Soul and Colour. These are the themes that I want my audience to keep at the back of their minds while traversing through the exhibition. Furthermore, the theories we will be discussing within this analysis are the affect theory, the theory of sublime and Freuds take on the affect theory (Freud, S. 1910).

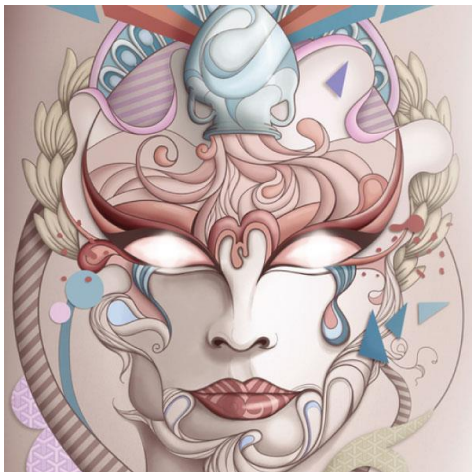
The themes we will be conveying during this exhibition are going to be difficult to do. Each image has a directly intended link to one or more of the four themes I have chosen. I want the viewers to feel a sense of innocence while viewing some of the works, "Innocence is a big part of us that we lose as adults" (Izzo, J 2004) and I feel that it is something we strongly need to get back.

According to Edmund Burke the sublime has "an artistic effect productive of the strongest emotion the mind is capable of feeling" (Burke, E, 1757). There are many things that strongly influence the idea of the sublime, some of

those are; humility, inspiration and insight among others. This essentially translates to us having so many influences that change the way we see and perceive things as individuals based on outside, uncontrollable factors.

I wish to imply Sigmund Freud's affect theory here also. Freud emphasizes that "art influences our emotions" (Jurst, E. 2008). Freud believes that art has its own source within the unconscious mind and that it unifies both the pleasure and reality centers of the brain. I wish for my chosen pieces of art to really move the individual in the unconscious, as a result I believe that by fully immersing the onlooker with as many senses as possible, sound, light, temperature, ambiance, we can tap into the unconscious and really see the work through abstract eyes and pull our own meanings from the art piece.

Each piece of art will have a plaque on the wall with the artist's name and artwork title once the onlookers have left the viewing room. This is to ensure that the names of the pieces have no influence on the onlooker. I wish to keep their minds as open to new perspectives as possible and I feel that by knowing the title of the piece this could sway their interpretation one way or the other.



This stunningly mesmerizing piece called "Pandora" was created by Samuel Werczler, a famous illustrator and art designer from Brazil. The work is a digitally designed piece. Samuel Werczler's work is often vibrant and surrealistic and is guaranteed to grab the attention of the onlooker.

The theme that this piece represents in my exhibition is the soul. I believe it fits this theme quite well because of the use of mostly warming colours with a hint of coldness, the images hollow eyes

catch your attention. It almost feels like, although she has no eyes she is staring into your soul.

This is the first piece of artwork that the individual will see in the gallery. Set in an octagonal room with a mirrored floor and walls, this digital work is projected directly onto the floor, its reflections then reflect upwards on the walls to really submerge the individual in the work. The temperature in the room is also set to a rather chilly temperature, just enough to make the hairs on your arms stand up. This synthetic environment helps with the immersive feeling. The idea here is to form a distortion in the beauty of the image. Lets say a symbol of our own imperfections. The refracted image will cause distortions on the wall images to create a feeling of your soul being gazed upon.



This delightful isometric cat is the work of Fire Fish Design. Fire Fish Design is a lesser known company that creates prints of their original work for people to purchase online. The original artist is unknown to me other than that they are part of the design team

for Fire Fish Design.

The themes I wish for this image to portray are innocence and colour. The work fits the theme of colour perfectly as it has such a range of vibrant and pastel shades combined with isometric work.

This is the second work of art that onlookers will see on the exhibition. Presented in a dimly lit mirrored room, this cat symbolizes the innocence of a young animal. The walls of the room are also mirrored to reflect the colour and use the white space to brighten an otherwise dimly lit area.



This 3D piece of graphic art called 'Made Up' was created by Charles Williams. Williams has a background in advertising, magazine covers and branding design. His easily recognizable geometric style stands out alongside the 3D aesthetics and isometric grids.

The theme that this piece represents is colour. I believe it fits this theme and the exhibition title quite well due to its abstract vibes and its colourful nature. It is my belief that it fits well in the theme of colour as it commands attention from its bright and vibrant colour choices.

This is the third piece that the viewer will come across in the exhibition. This 3D image will be displayed in the centre of a mirrored round room. It will be projected upwards holographically from a pedestal in the centre. It will be placed like this so that the onlookers will be able to appreciate the 3D brilliance from all angles. The idea of using the circular mirrored room is to add and enhance the sense of immersion.



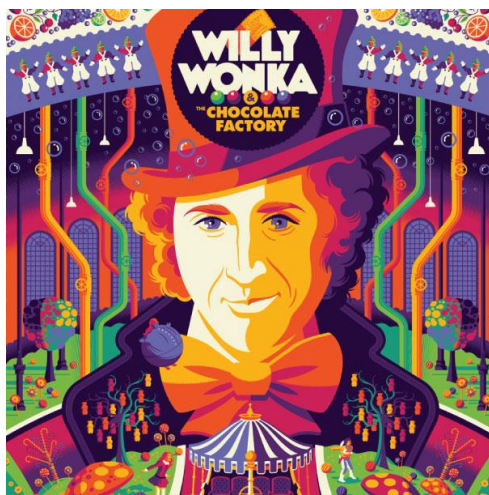
unique cohesive unit.

This thought-provoking piece was digitally designed by Tom Whalen. Whalen is an accomplished illustrator and designer with a striking portfolio of work. Whalen is said to have been heavily influenced as a child by comic books. His love for the comic book style drove him to combine words, design and image to form a single and

The themes I have chosen for this piece to represent in my exhibition are strength and the soul. While this image uses a significant amount of colour,

this is not the message I want the onlooker to get from the piece. When this is looked upon, I want the person to see the complexity, almost as though on the one hand you have the devil controlling you but on the other hand you have a guardian angel looking over your shoulder. To me that represents the strength portion of the exhibition.

This is the fourth piece of artwork that the viewers will come across in the exhibition. The room is lit with very low, almost gloomy lighting with the sound effects of marching and the wind howling. The idea here is that you get a feel for the inner daemon and angels that we all possess as humans.



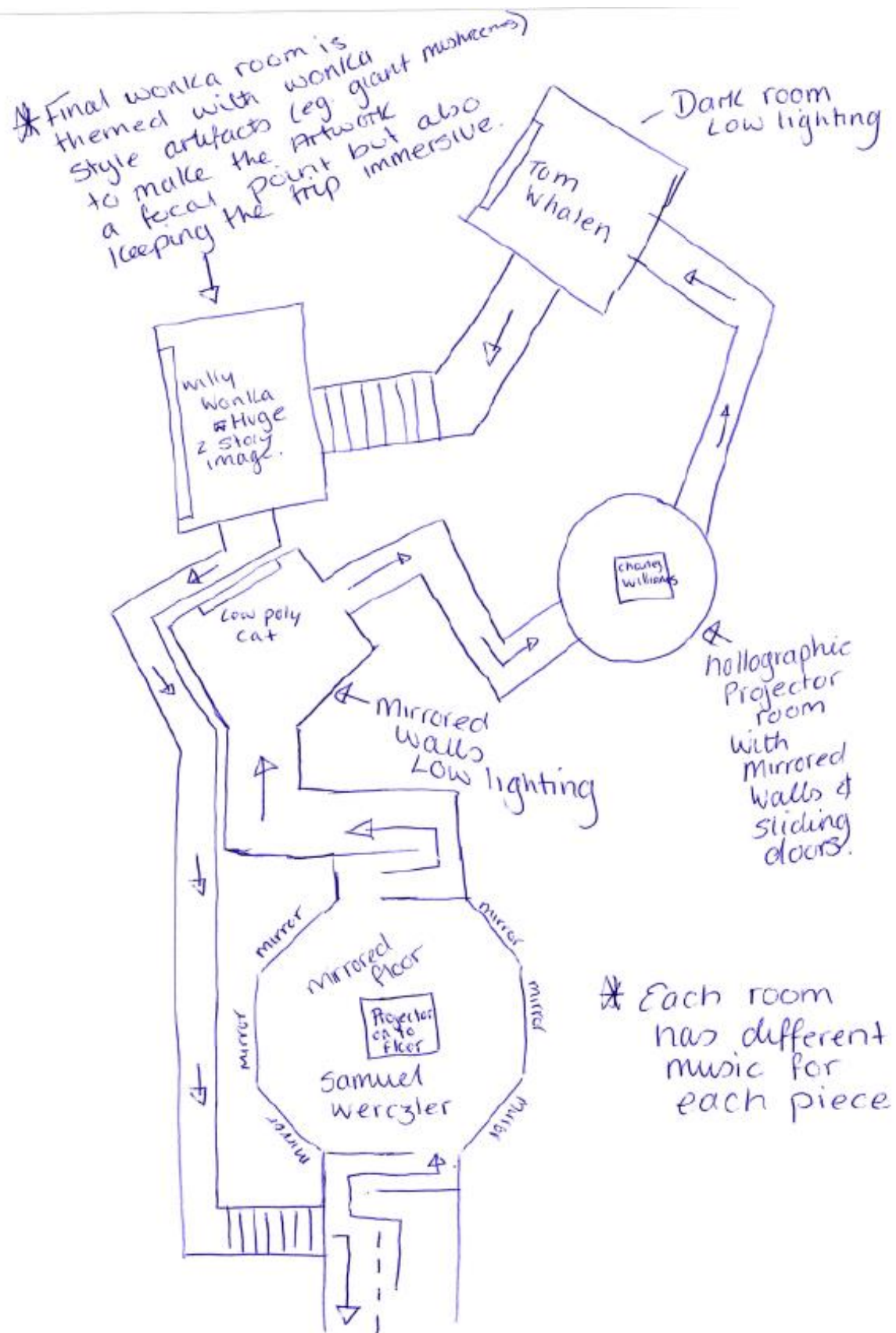
This 5th and final piece is yet another piece from Tim Whalen. This is a depiction of one of my favorite childhood films, Willy Wonka and the Chocolate Factory. Whalen's use of abstract colour in this image is outstanding, his ability to use unnatural colours to create naturalistic works of art is phenomenal.

The themes I have chosen for this digital masterpiece to represent are innocence and colour. I feel that it fits the theme of colour exceptionally well given its vibrancy and use of such a wide colour pallet throughout. I feel this image represents the innocence theme as it takes the individual back to their childhood, just as the story itself intended, as such, I feel it fits the theme perfectly.

This final work of art will be exhibited in a large room where the onlookers will entre on the second floor. The image will be shown in 2storey size, on the floor below there will be aspects of Willy Wonka's chocolate factory churning room, such as, giant toadstools, lush green grass, chocolate fountains etc, and

some soft themed music will be playing in the background. Again, this is to fully immerse the onlookers into the feeling and sensations that I'm trying to create to accompany this piece.

Floorplan



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