

Student Number: 2103430

Course Title: Personal Philosophies (ADAA5004)

Word Count: 528

Tutor's Names: Joe Coleman & Paul Duerinckx

Photobook Evaluation

Cut Pieces, a performance piece by Yoko Ono, was the artist whose work most strongly influenced my work for the photobook. Ono wore a suit and sat by herself on a stage for this piece. The audience was instructed to use the pair of scissors placed in front of her to cut off a small portion of her suit, which was theirs to keep. Until she decides to end the performance, Ono remains expressionless and still throughout (MoMA Learning, 2023). Ono's performance piece, in which the audience participated in ruining her suit, served as my inspiration for my photobook, which represents identity and how individuals see themselves. I wanted to include this idea into the creation of the photobook's photographs. To make the images I used, I asked my friends to give me photos of themselves that they disliked, which I then had all printed out and then had them destroy them. Since I would not react the same way as they would when the images were of themselves and their thoughts or insecurities about themselves, I made the decision to let them destroy the images themselves rather than doing it for them.

When designing the photobook's layout, I wanted to make it evident which images belonged to the same individual. To do this, I left a page blank to make it apparent which images belonged to different persons. Since the exhibition served as the inspiration for this book because it is where my concept originated, I replicated the layout of the pictures I used to present them on the front cover. I made the decision to ask more of my friends to destroy their own photos for the photobook because I wanted to include more photos than I did for the exhibition and since the photobook would be much shorter without the four new photos. Given that the title of my work is Societal Rejects, I wanted to use a font that is not commonly used as this also goes against the normal fonts deemed by society for the front cover. I did not want to use a typical font like Calibri because it would contradict what I am trying to represent in my photobook. Using a different typeface also helps to emphasise that the idea of the piece is to defy what society expects of us. In order to demonstrate how differently people react to the demands imposed on them by various societal standards, if I were to reproduce the photobook, I would ask additional people of diverse ages and backgrounds to destroy their photographs. Additionally, I believe that making my photobook by hand rather than having it professionally printed would enhance it because you would be able to see every mark that was made in greater detail because when the marks are scanned in, they lose the impact they have when they are being examined in physical form. The book could not be duplicated, thus there would only be one copy, which would be a problem in my opinion. It can only be viewed by a certain number of individuals because it cannot be reproduced, and I am unable to share it with anybody else.

Reference List

MoMA Learning (2023) *Cut Piece*, MoMA Learning. Available at:
https://www.moma.org/learn/moma_learning/yoko-ono-cut-piece-1964/ (Accessed: April 26, 2023).