

Student name: Casey Hutchings

P Number: 2306698

Programme of Study: Surface Pattern and Textiles

Module: ADAD4018 Ways of Thinking

Tasks in the order I received them:

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Task One: Manifesto

“A public declaration of the intentions, motives or views of an artist or artistic movement”

1. I will find art in everything.
2. I will not stick to any consistent theme within my future work.
3. I will be playful in my process and practice everything that I am shown.
4. I will be experimental, use everything and avoid staying in my comfort zone.
5. I will view everything I can in the world as ‘artwork’.
6. I will accept everyone's opinions and views on my art.
7. I will not criticize any of my work.
8. I will always be present in my environments physically and not virtually.

Everything is art. To define art is an elusive task, it's one of those things that can be incredibly personal and subjective. However I and some could argue that anything created with expression, intent and purpose could be considered art work. I appreciate that many artist and witnesses may abide by specific criteria of what is considered art, like creativity, technical skills, cultural significance and basic medias but the lack of objective standards could actually be what keeps the subject of art so diverse. It allows new forms, ideas, and expressions to continuously become apparent to us and challenge our perceptions, creating something for everyone. Today there is rarely an argument over what is considered art and therefore I vow to be present in my environment and consider everything as art in order to be inspired by the

whole world. Many artists use everyday objects as their medium, like Marcel Duchamp's famous "fountain", which was just a urinal reimaged as art.



Fig.1, Tate (2019) Marcel Duchamp
'Duchamp did very little painting after 1912, creating the first of his 'readymades' in 1913. These were ordinary objects of everyday use'. I believe this approach encourages us to pause, reconsider and appreciate the world around us in a new light. It is a reminder that art isn't always about grandiosity any more than its about finding beauty and wonder in the simplest of things. This relates back to my 8th statement that I will always be physically present in my environment.

Having a consistent theme in your art style can certainly be beneficial in some ways and I accept that it can allow artists to develop a recognizable brand or identity which makes it easier for an audience to know it is their work. However as I explained in my previous statement the artworld is very diverse today and I believe success does not always hinge on a consistent style. I want to be an artist who thrives on fresh and innovative pieces, I want my work to be for everyone and

finally I want to exit my comfort zone and experiment in every style that I can. I enjoy the process of art rather than the outcome and possible themes and meanings it may hold. 'It is about the way in which materials of all sorts, energised by cosmic forces and with variable properties, mix and meld with one another in the generation of things.' (Ingold, T. 2009)



Fig.2, "We find it boring to have a theme. Its always much more about the process for us" (Clarke, S. (2014), page 79)

bibliography

Ingold, T. (2009). The textility of making. *Cambridge Journal of Economics*, [online] 34(1), pp.91–102. doi:<https://doi.org/10.1093/cje/bep042>.

Figure 1, Tate (2019). *Marcel Duchamp 1887-1968* | Tate. [online] Tate. Available at: <https://www.tate.org.uk/art/artists/marcel-duchamp-1036>.

Figure 2, Clarke, S. (2014). *Print: Fashion, Interiors, Art*. Laurence King Publishing.

Task two: Semiotic Analysis

There are so many ways in which we communicate with the world and people around us and communication comes in many different formats. To say we are communicating would often be interpreted as verbal from one person to another, but many other material things are used to communicate with us. Think about road signs and how they communicate with us, telling us the right ways to go. Gillian Rose once expressed that semiotics are 'how images make meanings' (Rose, 2016, p.171). Images play a significant role in semiotics as they are a visual form of communication to convey meaning whilst relying on signs and symbols 'Distinctively, we make meanings through our creation and interpretation of 'signs' (Chandler, 1994)

In the early 1980's Ralph Lauren released an ad called "power suit", in the image a woman stood comfortably wearing a menswear-inspired suit. There's a significant difference on how we view things and how they appear to us and Gillian Rose stated that this is "culturally constructed" (Rose, 2016, p.17). To me this image first appeared to be just a woman in a suit, but upon analysis and appreciation of the time that this advert was released I can understand the meaning and sign behind it as signs require decoding and they filled with cultural purpose this is supported by John Berger's theory that 'The way we see things is affected by what we know or what we believe in' (Berger, 1972, p.8). I see this advert as an act of female empowerment, and I believe in the acts of feminism.

Bibliography

Rose, G. (2016). *Visual Methodologies: An Introduction to Researching with Visual Materials*. 4th ed. London: Sage Publications Ltd.

Chandler, D. (1994). *Semiotics for Beginners by Daniel Chandler*. [online] Visual-memory.co.uk. Available at: <http://visual-memory.co.uk/daniel/Documents/S4B/>.

Berger, J. (1972). *Ways of seeing*. New York, Viking Press.

Task 3 practice-based writing

A coat is a significant component to one's wardrobe, it contributes to comfort, fashion, style and practicality. Practicality would depend on factors such as design, climate, material and an individual's needs.

There is a coat designed for any practical aspect. In relation to clothes and objects being practical would mean 'when they are suitable for a particular purpose rather than just being fashionable or attractive.'

(Collins Dictionary) The practical purpose of the invention of coats would be to protect one from the weather and cold but they are also practical for fashion and style, with some holding more wealth for their title rather than how practical they are in other important aspects.