

Sustainability:

Sustainability, is a method of production that tries to ensure our planets 'biological systems [] remain diverse and productive over time' (Weintraub, 2012) without sacrificing too much of the items usability. Sustainably developed products are designed to suit the consumers' needs both practically and ergonomically, without negatively impacting future society or the earths eco-systems. Designers are now responsible for these impacts, as they are in control of the choice of materials, product life expectancy, energy efficiency and packaging. As technology progresses, more materials and better recycling techniques become available, allowing designers to keep their ecological impact to a minimum. Items such as 'steel aluminium and glass can be recycled into high quality material' without sacrificing much of the 'virgin materials' integrity. (Bhamra, 2008). As we move back towards a harmonious relationship with the earth, we look towards materials provided by nature. Materials such as wood, wool, hemp, cotton, bio-plastics and more, will replenish in nature, when cared for. (Bhamra, 2008). The first image is of a package provided by a company called Smol, a subscription washing tablet service that uses recycled materials. The packaging is recyclable cardboard and is small enough to fit through a letterbox. It is also very lightweight, which reduces its carbon footprint.

Identity:

Our identity is our unheard voice. It is where our inner self meets the real world and how we use what is available to us to communicate every inner part of our being through how we look, sound and smell. As a species that now has what can be described as a symbiotic relationship with technology, we are simply not happy enough with the function of these technologies alone. These items are now worn and used to adorn, our bodies and our egos. We, as both creators and consumers, have created a subsidiarily yet ever-more important 'technological identity' that coincides with our own sense of self. The power of Identity is exploited as a powerful marketing tool. A long-held debate between Apple and Android mobile phone users gives us a perfect example of these identities; Apple has a strong and recognisable identity which calls to those who want a 'luxury' brand with ease of use. Over the years, Apple has stood out as a rebellious alternative to the pc world and "Apple customers quickly become brand zealots", jumping to defend the brand and continue to wear its products with pride. (Wheeler, 2010). Android however calls to those who prefer functionality and fair pricing over aesthetics. Although both platforms have their own individual technological benefits, individuals are sold on the identity that comes with their brand.

Innovation/Provocation:

Art is constantly moving alongside innovation in both technology and society, sometimes even leading the way entirely. In a post war Europe, where artists began to reject the traditional ideas, styles and methods used. Postmodernism was born out of this rebellion against tradition and "pointless decoration must be swept aside: form must follow function" (McGuigan, 2006). A perfect example of this are these chairs designed by Fabio Novembre for Casamania in which are formed to the figure of a human body, almost forgetting aesthetic altogether, focusing on the ergonomics and comfort of the chairs. They did not necessarily care who it may offend in the conservative society, postmodernism was

traditionally associated with the liberal or left leaning members of society. With new designs and demand for function and aesthetic simplicity, came the demand for new materials and methods of processing them. The aforementioned chairs were formed from sheets of plastic, which at the time was cutting edge technology.

Communication:

Throughout history humans have decorated themselves in a number of ways and for a number of reasons. One of these ways is tattooing and body modification which has been traced as far back as the paleolithic era. Although the messages may be different, tattoos are a form of communication with the rest of society and “our skin proclaims our identity and individuality as we wish them to be known” (Harris, 2021). They are used to denote gang affiliations, express feelings and sentiments, to memorialise people, pets and other things. The image I have chosen is of my own tattoo, which is of a traditional art style associated a popular phrase and motto; ‘Memento Mori’. Originally attributed to Julius Ceasar, meaning; ‘remember mortality’, this quote has been associated with societies “popular interest in mortality [and] the academic interest in death, dying and bereavement” (Brennan, 2014). Personally, this tattoo communicates to myself and often to others that life will end, so enjoy it while you can. The tattoo also features another quote from the same era ‘finis coronat opus, or, the end crowns the work’.

Gender:

For many types of products, gender plays a huge role in how the item(s) are designed and marketed to consumers and also how the consumers themselves wear or use these products. More often than not a product will traditionally be gendered to one gender in a binary model. Although this dichotomous model predates modernity, “masculinity and femininity, [] was institutionalized during the industrial revolution” (Peñaloza, 1994) and gender has often been attributed to one’s association with one, none or both of these traits. One of the earliest releases of a unisex product in a traditionally male-female market is the iconic CK one perfume which was launched over 25 years ago. For the time especially, this was a very progressive move for a brand but also a clever marketing strategy, effectively doubling the products customer base. As we progress further as a society, the emergence of unisex or gender-neutral products continues to increase.

Place:

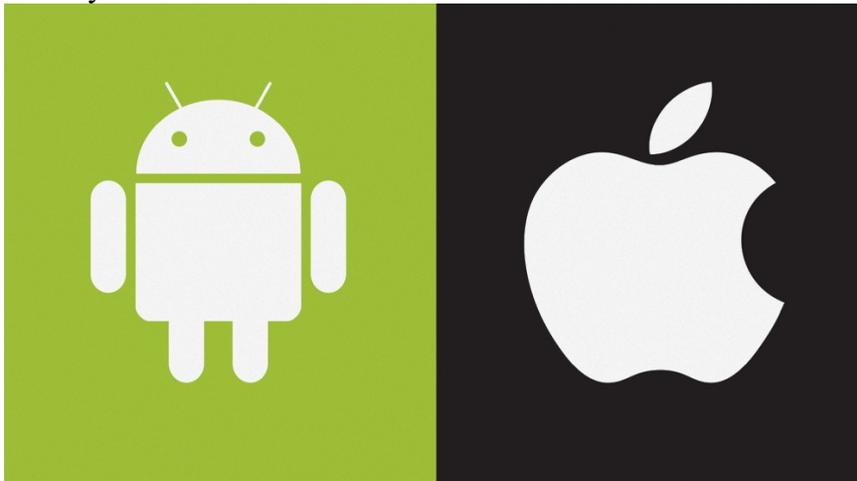
The placement of a piece of art, can have a huge effect on the resulting message or feeling the artist wishes to convey. A piece placed in a grassy park may have a different feel to its audience when placed in a crowded street. As we move into an ever more globalised world, with advanced technology, the idea of place evolves. “Mobile technology has put access to distant portals at our fingertips” (Hill, 2006) and artists can go further afield and out of the normal view of its intended recipients, but reach them nonetheless. This example of a Banksy piece of political street art, was painted on the wall which divided two warring nations at the Gaza strip. The image he used, if placed on any other wall, would have created difficulty in its viewers extracting any meaning from it. However, its placement on this wall, tells a story of helpless children and forgotten paradises as a result of an unjust war..

Reference images:

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Identity:



Innovation/provocation:



Communication:



Gender:



Place:



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