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This book pays tribute to the aggressive and natural nature of note taking. Whether this note taking be from thoughts or intended performance's of some state (lectures, music, plays.etc) The desire and urgency to remember and keep hold of a spoken word is something M believes so raw and beautiful. It is a hunger for knowledge and a wider perspective. You start with an empty page and colour it with words that have stimulated you for one reason or another.

The content of this book is entially opinion based with a loose variety of subjects and sources.

M would like to respect and transfer the words in the form of this book, to keep the conversations alive.

In no particular order...

cultures and types of dance which they have there of but may originate somewhere completely opposite. i.e the http://www.youtube com/watch?v=FTbPv buPUM&feature=fvvrel mint from a member of the public on the video) "i don't think you understand... what i'm trying to tell you is that in caribbean communities (both in the caribbean and outside of the caribbean) it ISN'T TERRI-BLE that a woman would to that. it's the way we dance, and the fact that you're challenging and condemning it proves that you're just culturally ignorant "

Youtube is a hub of honest youth

playing and experimenting with

I love how a movement from music can go viral so fast , it shows our playful side in a world of seriousness and political overhaul. As we evolve and spread our feet over different places with different people we all carry the urge to have a split few seconds of mindless glory. Whether that be in a gossip magazine, in some crude music, in a doodle, or just in a gangnam style dance.

These particular videos which have inspired me and depict our youth and their ability to reinvent, re-own, and develop a cultural signifier.

They are clear examples of the regurgitate movement, which i believe is dances being brought back from tribal origins, animal movements messed around and sexed up to match our current modern music culture. The fact that these videos are filming themselves on a webcam in the girls or boys bedroom i feel it shows a slight innocence. I also likes how its raw and a direct interaction between the listener and the music, when your by yourself you tend to sing or dance or look however you feel COMFORTABLE. these people get to go and try as hard as they wish without the judgement of an audience on stage or in a club. It shows a desire to be something or be able to do something. But more importantly it shows a wish to be part of a certain community and culture. These viral songs or movements are creating connections amoung race, social groupings in a widely global sense. And of course this is a tranaslation of dialogue.

Here are a few examples of dances that have gone viral i love how sillyness and pure letting go is what connects none of this overthought out advertising.

http://www.youtube.com/ watch?v=SQs7xtNFPzI http://www.youtube.com/ watch?v=OjlwmuqvNzE dutty whine http://www.youtube.com/watch?v =x5njSD8oo_8&feature=related http://www.youtube.com/ watch?v=cHmx55yZhNI - beyonce single ladies

http://www.youtube.com/watch? v=UcboMnzVxBw&feature=fvwrel - gangnam style Quotes -I wave bottles and they com flying. • reference to the hit bottles champagne, a sign of wealth. They- is signifing women who look for rich or famous man, it cuild also mean they as in prople who were the man singing the lyrics whether it be for press deals, buisness, gossip etc... besidely they is the attention of everyone or thing per him.

If you only pcus on on some-

thing ou ignore something

A vision of ectasy - vision of subliminal sugatic colourful and random energy HIPHOP RAP FOREPLAY. your bitch speaks in tongues everytime we speak in private.

shake dat ass just like dice baby.

she say sorry i didne have so dat pussy is a lil furry , but that pussy in my face , i and go no worries.

i would talk about my dick but man that shit would be a long story - i aint got no worries.

do my dance on your dick oo you know you love that shit.

the fascination and thrill of how the imagination of dialogue can be endless now translates into use in physical forms in modern day hip hop / rap lyrics. It is used as a method of sexual inticement and foreplay for the audience . The humour and shock factor in some of the lyrics presented allows the audience to relate and not take it so seriously. Understandably the dialogue used can be incredibly derogritry to women but due to the audience taking part in this

genre it becomes acceptable to let them ' play' as it is a form of humour and not out there for offence, however the minute vou take it out of its artistic space is when negatives & P.C references and opinions try to drown this art form . THEY ARE VERBALISING A PHYSICAL . ing a topic which is relevant to an ody and everybody as we are be sexual creatures. lil wayne is a loiting this and drawing attention to sex which traditionally is a prive and quiet domain. But in our ociety and way of life sex is not so at all and can be brought into all ways of life, from advertising, preferences, sex genre specific events and socities, social. So to create some poetry and laid back humour in the form of rap culture about this now overly discussed topic i feel is a brilliant close eyed examination on how confident and exited our youth feels to discuss openly the topic of sex and sexual experimentation. We gloify sex through imagery, magazine articles. What makes '30 ways to use your dildo ', '100 best posiitons to make him cum guicker ' any different to music? Its just another art form to glorify a topic in perhaps a more direct way. 'The cheek' you say, well i say 'why not.' You pick up the magazine when you know what your getting into as its printed on the front cover. when you press play on lil wayne due to his brand and persona YOU know what your getting into. Just as we pleasurise in reading gossip, watching porn, and sex columns we can pleasurise in listening to someone verbalising. It is not an offence to glorify ex we know in a creative world we like to push boundaries and talk as ut something that isn't talked about and even better if it 'shouldn't stalked about. Damien hurst way od us to stare death in the face with the shark in formaldehyde, he knew

If you only focus on one something facer. In my opinion that displays a coward more so then a powerful piece, i have more concern for the maker and his need to manipulate the audience into believing this is an image of power - You cant present something weak as if you have already defeated, by caging this shark you are disabling it from a fair argument/battle. So in this relation to lil wayne lyrics i feel that we are facing our facer as we are being challenged and being made to feel uneasy whether we laugh it off or take offence we are facing something worth facing(in a form of challenge not literally). it isn't tied down to any form it is available to be challenged and persecuted by whoever freely. However i believe its first instant to be accepted is within the hip hop / rap industry which makes sense due to this being its birth place. Your not 'looking death in the eye' but your 'looking at you right in your

eye' by your initial reaction. ITS POETIC JUSTICE. - PUT IN A SONG . - ALRIGHT.

Just to clarify this sexually explicitly charged music is being produced by men and women. Originally from men but women have stood up too and brought recognition to the fact women are just as capable and accepting to this new move. By doing this artists such as Rihanna have given strength and confidence to allowing females to not be afraid or ashamed of discussing or enjoying being Sexual. This admittance to the public i believe to help females in relationships, personal self esteem and assurance. Of course there is an obvious comparison how we use sex to prevent political and civil wars in my TOGO project. This formality is a regular occurence in any topics we arent happy with discussing. Race for example people often feel they have to scared with h every word

and situation with a careful eye incase of what OTHERS may feel. When really you should be concerned about what YOU feel. We know right from wrong its about whether you trust yourself obliviously to refer to 'that black man' as a comment like 'the woman with brown hair' our skin is a trait it is not who or what we are. Some comedians are now comfortable enough to make racial jokes to an audience of a variety of races who can all in unity enjoy and understand jokes whilst knowing that if they meant to offend it wouldnt be done in that manner.We need to differenciate that talking about nervous topics makes us unease because we are cocerned of societys expectations on what to say and whats correct, we look at this too much we ignore the intial reaction which is probably .. an oblivious notice that there is a black man infront of us. it changes nothing but we are making change by feeling we should act a certain way . Act how you please , trust you know right from wrong ,and the other party will see genuine.

"its Poetic Justice"

THE BLANK CITY- FILM SALON.

Really enjoyed this documentry and shined a whole new light on NYC that I certainly had no real visual understanding for. Antics that were beyond my imagination of extremity of the behaviour that was present in those times. So present that that was normality to these group of people. It was THEIR society and THEIR zoitgeist.

Do it 'cus you teel it. The stage a new york city.

AMOS POE-SUPERSTUM, NOWAVE-NEWYORK LIKE THE WILD WEST?

Straight people wanted to escape ...

... freaks wanted to come in.

1977 Blackout -- Law was up to you... you could what you want.

Narratives in film wern't speech

but an interpretations of the present emotion. --wby not: Take your friends - dressthemed - and shot

No thanks to want parde cinema, or artistic modes Hello to the underground & dangers of walking home ins starker more mysterious more to think with and relate to.

Technique was OH SO NO. Notody was doing what they were trained to do.

"The 1st person i knew who died of aids" - as if they were dropping like flies it became a normality like a stomach bug or flu that everyone was getting. Little did they know this was to be a crazy epidemic.

No thought - No ambition - just NOW.

Fiction - Documentary.

JEAN MICHEL BASQUIAT.

DO IT NOW ...

MARCH to demonstrate and unify different women 4 race & background.

unify - unity draws connection.

They wern't trying to beautalise anything. they told THE UGLY NAKED TRUTH. NO CENCOROTOP. such datase The people on the speet would become part of the performance. THE SCE E/MOVEMENT HAD BECOME TOOOO COOONNTENNTT WITH COELS.

ref. Movie - wildsty - charlie

ahearn. Fingered - right side of my brain.

INTEGRITY

go against the grain/ when the grain changes/ normalisation happens.

ALL VALUES MUST BE CHAL-ENGED.

life death co=existing with the under urrent of the dread of aids.

IDEA-- "I'N going to turn the camera on & do what you want to do" -- alternitavely i could have the camera on me and do what the audience wants me to do.

ATTRACTION TO FEAR

--TRY TO EFFECT A REAC TION--

LOVE SUICIDES - when people

Eames documentry

Everthing they designed they thought was just an extension or a further dimensional painting.

'Its like working at a circus!'

NO ROUTINE.

--learning by doing ..

'Eventually everything connects.'

They designed the look but NOT the substance.

'You must remember ... I love 🥖 you'

'Let the design flow from the learning'- process led work acting as the main stimulator?

Americas New Society in 1945. _ what is our 'new' society. Without being fooled by the attempting new society is it possible to discover a real new society. She was behind the man but always a huge importance - sexual politics Anything I can do SHE can do better.

--Mandrian inspired? Hors Hoffman Installation idea - don't forget or oversee space infront/ above / belew you. There are 5 other

Avisual dessert . Mm dinner party idea. "Teke Your Steasure seriously" The complex beauty of everyday objects. THINGS WALE RERSONALITY" There was a fear of the 'electronic brain'..

Vanity& self expression - a posi-

tive

Sell your ignorance.

' When you have oh so when passion, its hard to edit out. this made me feel comfort and reasoning behind my suggle to delegate, and fragment idea emotions- think trains...tt

The positive Ma

THE BEST FOR THE LEAST!

Stop thinking a con-what WAS there , what WAS organic and start binking ... WHAT'S MEYT!? Newton's law of Motion ... Laws of E-motion?

'The longer you look the more you analyse...' is this a creation of political debate or should you just take things for face value, the way they are presented? - The process of perception i an aesthetic in itself and must be prolonged. BRECHTS -' ALIENATION EF-FECT'

The confusion of the identification of a feeling is the term UN-CANNY. Figuring out what the connection between the initial interaction and the verbalisation. The feeling of discomfort.

if you try to evoke the uncanny you are responding to it NOT demonstrating. As a demonstration would illustrate a feeling which cant be touched. (led me to think of Freud on surrealists not painting there dreams) 'How/What culture has told me to react '

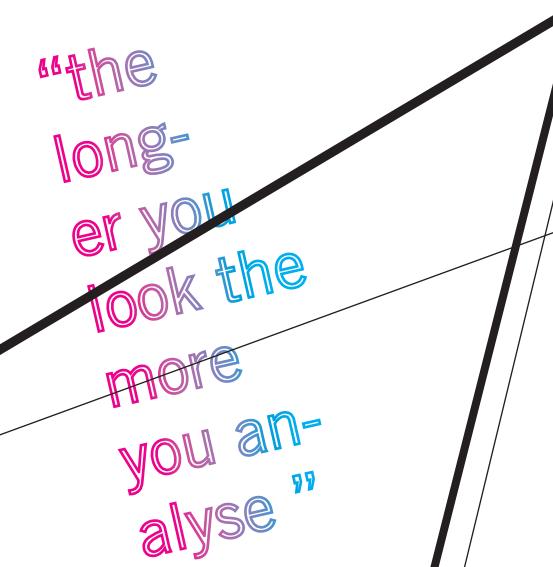
- It told me to empathise with someone dieing in a photo BUT it was never personal.

'one of them holds a gun that rests on his thigh(i can see his nails) .'

' everything she touched she changed into something beautiful.

the co-exhistance of 2 people/ 2 energies / 2 products.

DAISES help to prevent AIDS?



SARA DE BONDT. - The office of statistics.

RADICAL NATURE- Production process- Barbican. Group / Nature / Early 60's.

Artissma 18 - graphic art fair - frieze- art/unlimited.

Multi-usage for design - boring stats page combine with a great informative graphic image/text in the hope of creating a keepsake.

I Loved her designs for business cards for the artists showing. She asked anyone and everyone who would of come across the artist (security guard, chefs etc) and whatever they said about the artist was embossed in text on the front of the cards as an identification . eg ' my favourite artist has 300,500 hits on google is in 5 london exhibitions liked by 3051 people. '

- This allows people from all

walks to take part . Due to the main practise of DIALOGUE.

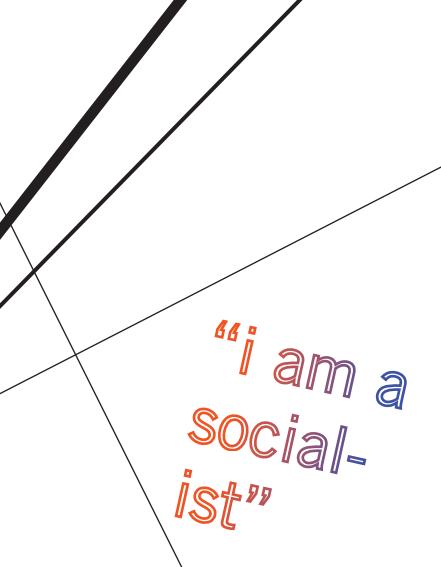
Using text for statistics and using the text as an image form. This represents multipurpose for the information.

Occasional papers. 'not enough content heavy about graphic design affordable books for students.'

she created a 'no money allowed' event . - it was an exchange of print matter. you had to barter and convince people about the importance or value of a piece of work .

THE FORM OF THE BOOK BOOK.

I - AM - A - SOCIALIST.



Tim Beard - Biblioteque - TYPO

a social process - a social outcome. --therefore a social outcome.

THE AIM OF AN ARGUMENT SHOULD NOT BE VICTORY BUT PROGRESS.

The notion of dialouge - the art of discussions. a single word to inspire a more emotive response.

the visual language focusing on props/imagery on 'types' of people driven by their personal culture. i.e traveller - headphones, books, sunglasses etc.

thoughts from 1 discipline will ALWAYS seep into another.

M.A.P WEBSITE (not live yet but unbelivably constructed)

THE PROCESS OF REALISA-TION - CREATES & FORMS DE- SIGN WITH MORE GGGRRITT.

CLIENTS - SPACE NK / VIGIN / ALLUDE / V&A / NATURAL HISTORY,SCIENCE MUSEUM / DESIGN MUSEUM / PAUL SMITH / VISTOE / NIKE

ENGAGEMENT IS KEY - engage with client audience.

note to self--- watch the 'is it a yes or no video D&AD' - Good idea for psycological project.

LOGO IS NOT DEAD.

design is a 2 way process art is a path of SELF expression.

ollo.com



Victo)ut

Antony Burrill

- leeds met & Royal Collage of ART.

WORK HARD & BE NICE TO PEOPLE

Analouge technology Text orientated. KEEP IT SIMPLE.

He worked on rge 'Made By Hand.' Wallpaper* edition which was one of my favourite Wallpaper edition.

Quotes/Phrases - you need to keep the design & message simple.

&

very physical work, lazer wooden panels , made like posters.

idea -- project or interact with what you let through the posters. i.e in the cut away parts. simple geometric shapes.

HOW TO SAY THE MOST WITH THE LEAST. - Your approach to life in the most plain, simple, uncomplicated language.

Belong to where you are.

MUSIC 2 DESIGN,

i really enjoy his down to earth, dry & honest kind approach . His admitenss about his knowledge where it lacks & where it thrives. REALISTIC , NORMAL SIMPLE GUY.

He is oblivious to how great and respected he really is!

touch me gentle just a velvet guide to soften my vision.

work hard & be cool with people.

Please take your rubbish home. me gentle 0

to soften my Vision Simon Manchipp.

Launching & Re-Launching.

"using human understanding to get an attention"

The audience doesnt buy the brand , they OWN THE BRAND.

from broadcast to conversation. - therefore stuff can get shut down just as fast as it can boom. - for example GAP apologising & retracting new logo design as there clients were so unhappy and saw it an unnecessary move.

How can you do something to stop it getting slammed before it can prove itself?

--

SOCIALLY SUCCESSFUL BRANS CAN ONLY BE FAMOUS FOR 1 THING

OPINIONATED

66

APPEAL TO 1 AUDIENCE NOT ALL.

WE AMPLEY OPINIONS. give people tools to do it yourself - they will give a sut invite people toget nivolved. on herene not consistent lego was always interesting per can forevende menjaulated - create solution to don en er er ons. Cardinaries NOT static. A brancis not what it says , its what it does.

99

Logos are what designers want to see not what the public want to see. staff, buisness', press, customers hate new logos. the logo was born useless it

inherits meaning.

Branding is responsive to social data. - show people the brand is listening /asking the consumer.

Unique Data Landscape. - AC-CENTURE.

Branding stimulates curiosity. -Subtle & useful info that can be described in conversation.

Enable large audiences to agree. (olympic icons made from typeface broken up and set over iconic memorable sporting mo-

Launch & Learn -YOU DONT HAVE TO BE RIGHT , YOU JUST HAVE TO BE MORE RIGHT THEN RIVALS.

Have many ideas that YOU CAN CONNECT.

Create a symbol of change not a change of symbol.

BUSINESS V DESIGN

Business is risk averse Design is ALL risk.

We creatively work in not knowing

We need more magic & less

Weird stuff sticks and creates monopoly -an educated client is needed in order for things to work.

We are not in the design business we are in the people business. SCREW BUSINESS.

Move from being a cost to an asset.

Design to Charge - EMBRACE. People centric.

Vaughn Oliver

MAVERICK - Going against the grain. music.social function.

DESIGNING THE RECORD FROM THE MUSIC / NOT FROM A PREVIOUS OR A DESIGN ALREADY COPY. - Interesting to create the visuals for the audience.

ROXY MUSIC.

Create signification.

inspired by penhaligans - water a metaphor for music. BE OPEN TO THE HAPPY AC-CIDENT.

COCTEAU TWINS - COLOUR WATER COVERS.

Harness Energy - Which is something i struggle with.

THINGS FILTRATE.

Composition.

ISING	
EXT	
S	
MAGE.	

Take logo and giving it out to people in the street. get it out there.

COLIN GREY - PHOTOGRA-PHER.

IDEA - SHEETS OF ASSOTATE DIFFERENT IMAGES etc /type. 99

KESSELKRAMER - ERIC KES-SELS. - Strong ideas allow you to blur.

Reopen your design every 6 or so weeks if its physical.

THE BLUR BETWEEN GOOD DESIGN & NON DESIGN.

Citizen hotel.

Selling irony shock belief factor.

HANZ BRINKER BUDJECT HO-TEL CAMPAIGN - WAS INCRED-IBLE.

an open admitenss to how awful it was meant they have to sell their honesty as there best asset.

WONDER.

network - knots - connection.

Bombing amateur photos with irrelevant objects to create juxtaposition.

Series photography - Profession alism is one thing but subject matter & naivety can be very or THE most important asset.

Professional Creatives. On the same day as 2002 world cup final they organised a game for the 2 loosing teams that didn't qualify. (The other final)

a coming together.



PAULA SCHER - PENTAGRAM

Breakthrough Success. & social & failures. All design is social BE RAD/I/CAL.

Eccentric Type Faces. Eccentric Type Of Faces.

'When your young you want to flex your muscles.'

CONSTRUCTIVISM.

Visual Language/Text.

Over texted in Different compacted by strong composition. Mondrian /Combined with Heavy Text.

Her originilaty gets stolen by the mainstream consumer designers -- how can she keep her individuality ?

MoMA - TO OWN FRANKLIN

GOTHIC - CREATE A TEMPLATE - LOOK AT TEMPLATE & ITS FUNCTIONS FOR ELEXIBILITY.

It can go Wild, Electric, drown, with in it but a second later...

... it can be forgotten.

The basic form of perspectivea simple but a considered few lines.

CAMPAIGN FOR THE HIGH LINE

IF YOU FAKE YOUR WAY THROUGH SOMETHING 3 TIMES OVER - YOUR AN EX-PERT.

Environmental Graphics

I LOVE NOV ARCH THEURE GRAPHICS COLLIDES SLIK A GIANT PLAYGROUND.

Solving formity proclems by spashing spariling up daunting or boring issues.

SLOW IT DOWN NEW DOWN

Many minds one mission.

ney speck over 20 different onguages scalueens.

Let ideas fragrant.



your muscles" saw this on creative review , really enjoyed it

beautiful - a combination of qualities that pleases the aesthetic senses



tiful, a combination of qualities that

pleases the aesthetic senses."

Chained confidence . - I watched the beyonce HBO film 'life is but a dream' which is meant to be an hone insight into her as a person. Mat i thought about the film anele vant but what thoughts real and took from it, is. When she taken bout women she discusses 'claming the way we view things' work have cliche - why does it source of ? becass its been over used and taid without real though She discusse being a strong woman. Which is simething always think about and sa want to become. But this thought i realised i i said and what i really i want is different. i say those things because i think i should and it would be the right thing to say. However i need to change the way i view what a strong woman is. Because a strong woman is not a masculine alter ego we posses, no. Being a strong woman is being completely true

and trusting yourself, listening to a emotion because we are emotional beings, much more o then men. We nurture and e courage but we also do buisness money and success. The relationship you have with your girls and women in your life are so important, you develop, learn and grov from the conversations Qu have with women. Anyway goving sidetracked as i just had a conversation with a friend about this sudden emotional serge realisation and i noticed there are so many layers to discuss and reprodusions. So as i'm writng this i want to try and keep it consice because i want it to make sense and translate to another but i am aware struggle with being clear sometimes. So the chained confidence comes from the idea that if one woman exposed or talked about her flaws that she hs to get he eyebrows waxed or something or gushed about how lovely her man was or spoke about feel-

ing sad or said 'you know i look sexy in this ' that confidence to be honest with yourself to others would translate to the next women. It may make her establish that someone else is going through this or has that same beauty issue etc etc ... it is like a chain reaction to the next and the next and i feel that if this was a global thing it would work eventually from one women to the next each stemming from the confidence of the initial reactor. Which this is an issue in itself because what woman is brave enough to share that with another woman? Beyonce isn't she showed an isight into what we would class is an imperfection(dramatically talking about your husband may come across as showy offy but she means it she says it with confidence not to put anyone down but she is proud of the love she has, she also showed a clip where she has bags under her eyes which oddly made me feel okay about

mine it gave me confidence that its okay) ...but she isnt talking as raw as she could but its a little start. It doesnt have to be all or nothing one women starting the confidance chain by reveling something which we may initially think is arragont, ugly, show offy but really is just a display of her confidence to share that with you. To share that she feels sexy and sexy enough to show you a picture, to share that she hasnt shaved her legs for days just like you did last week, to share that shes sad about not winning the trophy. Will make the next women feel good to and that is a strong woman, someone who empowers, encourages and supports others.

Margaret Huber Lecture. Ideas move from one discipline t an another - this gives me conclusive validity and foundation into my project s where they often swing across the whole diameter of the art and design garden!

just do work YOU enjoy. - makes me feel that all my research into youtube videos of women dancing and just seeing and thinking things that spring to my mind IS valid.

Go to 2nd hand book stores when stuck for ideas.

She too is inspired by words & ideas in her work. Sounds cheeky but i often get so inspired or throught crazy by somethings i hear kiff say that often i get obsessed researching into something he has said which has triggered a multitude of thoughts. Posing questions - 'Aristotle's Problems." - matches my food for thought chapter in my gentlewomen book . Its often a positive to let the reader divelge in their own thoughts. So perhaps this could be followed by a few empty pages when designed into a book to gi ve the reader space to think.

The fluids in our body tell us who we are - hormonal imbalance? - anxiety? this is where i got to thinking about my personal private project mentioned in the post below. i love the thought we are being run by a chemical movement of fluids and these control how we interact day to day.

where is the soul of the body?

tecause her illustrations where sometimes so minimal every line counts - its ok to have minimal art ind best to sometimes just leave it be (as we all know this is the hardest thing in the world for an artist !)

DONT SWEAT THE SMALL STUFF

dartes nunefuste time every-

story no matter how

ON DIARYS

one ha

Everyder is un g

mundane. an assessin needs a diary asviel as a target they are usury actions through to

symbols to show social history of a tribe / what happened o them? poster grams? i want to look into the ideas of using symbols to dictate a lar. guage. american indits

LIFE ? OR THEATPE? -abstract content. Someone dictated their mood in life by adding different colour beads to represent however which way they felt. Happiners / cad being live . They were south african .

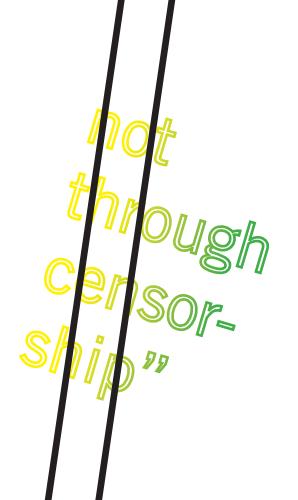
LESSONS OF HAVING A DIARY: visual diaries admittance of honesty done be precious show them whos boss stay IN the moment Diaries arent about being heroic there about day to day to living and being alive.

"just a word can start me off."

"i dont know how to crochet so i thought what the hell ?"

(my project little and often) simple rules to a project: dont throw anything away its hard to be as honest and raw as you want. your simple thoughts often get tangered by but translating them to make them suitable for society or your character. Try and get that middle medium. ' we change people though conversation , not through censorship.' - from Jay - Z's decoded epilogue.

66. \square ₽₽ Sąt, lion



A few of the recorded references...

JAY-Z - DECODED BOOK

LIL WAYNE - 'I AINT GOT NO WORRIES' LYRICS

PAULA SCHER - TYPO LONDON

MARGRET HUBER - LEEDS LECTURE

ERIC KESSELS - TYPO LONDON

VAUGHAN OLIVER - TYPO LONDON

BEYONCE - HBO DOCUMENTRY.

SIMON MANCHIPP - TYPO LONDON

ANTHONY BURRILL - TYPO LONDON

TIM BEARD - TYPO LONDON

SARA DE BONDT - TYPO LONDON EAMES DOCUMENTRY -SHOWCASED IN HYDE PARK PICTURE HOUSE

THE BLANK CITY FILM.

KIFF BAMFORD -CONVERSATIONS

YOUTUBE.

