

This project was realised by Lizzie Abernethy, Martina Cocco, Marta Maierna and Matteo Remondini

## **INSTRUCTIONS**

(M)you have to shoot a photo in black and white. it has to be shot in an open space and measure 20x25cm.

(A) your work has to be about names and about strength.

(T) the title of the work has to feature simple present verbs.

## **PASS**

This image shows the human ability to withstand force and stress without being distorted or dislodged. The subject is showing courage in his daily cycle, having the power and physique to perform such an arduous task. It also depicts the relationship between humans and machines, how we are strengthened by our aids provoking a thought process relating to time and words and names evolves through time like humanity. What about time? How have we been strong enough to set ourselves in limits determined by the invention of "standard time"? The image is substantially clear in proposing a philosophical reflection about the meaning of abstract concepts and how they exist simply because we – as humans – need to name them in order to visualize them and make them tangible. How to describe "strength" if no spoken language is applied to the communication? There's a need to codify and decodify reality and images are simply not strong enough.



Secondary Title : BULLSHIT

## CONCEPT

We decided to participate in the SIBI project spontaneously and that was a theme that continued throughout our entire process. As Design Students, albeit from different backgrounds, we have all been encouraged to thoroughly research and flesh out an idea before feeling confident enough to realize it. SIBI gave us the opportunity to liberate ourselves from this approach and consider a more unconventional attitude.

Our concept was based on a critique on the common tendency of designers to formulate weak justifications for their ideas after realizing it. We wanted to remark on how method designers often justify their ideas after refining a concept, which defeats the purpose. We decided to ignore the constraints to provoke thought on how meaningless this way of working is, by reversing it. If we could produce a last minute image, and somehow find a way to convincingly link it to the constraints we mimic the weak justifications and emphasize how pointless this exercise is. We also thought to how you can convince people that a bad idea is good merely by being confident in it's execution. In the end we wanted to break the rules by following them, we have met every criteria without conforming to the system, showcasing how

easy it can be to solve a brief without actually planning a solution.

## APPROACH

This concept essentially came from a photo that was flippantly posted to our group conversation, which satisfied each constraint but itself was a weak idea. We joked that we were then “done” but actually our following meetings resulted in us discussing the designers process more than the task itself. We thought that actually this could be our direction, to critique the process rather than focus on the task. We were slightly unsure as to whether we could pitch this idea because we knew it wasn’t what was expected. Since we have been studying in an institution that focuses highly on grades and fulfilling a certain criteria we were initially cautious. We were conscious that we might be going in the “wrong” direction. However after a review we were encouraged to push the idea even further. Rather than using the image we had initially posted we decided to perform the idea as well as executing the theory. To allow this performance we aimed to give ourselves new constraints, the most important being that one of us would take a photo, making it clear it was on the deadline day, and another would explain it without any communication between the two. So the concept and the execution were separated completely. Meaning we would have to improvise a meaning behind the image we produced. As we believed that we would be physically presenting this, we decided we would try to genuinely reenact our idea to try to persuade the audience that what we were saying was credible, when actually it’s just bullshit. So we tried to still perform in a different way by adding these new constraints which we could showcase in a document.

## ATMOSPHERE

It was interesting for us to attempt to ignore these inhibitions, and rather than focusing further on the outcome, we focused our discussion on why we felt the urge to push it further. We had created an atmosphere which was very relaxed, there was no stigma or angst related to the task. We were all quite positive that we could create an insightful solution. Our spontaneous reaction to this project prompted a discussion but it could have also been generated and cultivated through our methods and tools as designers, leading to the same result. We decided to not let it's conception determine it's value, thereby letting the serendipity of our first idea be rewarded.