

Louis Minty

I pride myself on overly-bold, attention grabbing pieces of work, occasionally infused with a hint of humour. This extends into a variety of digital and physical formats, such as motion pieces, publications, risograph, screenprinting, and a variety of fabrics.

Through these mediums, I can turn something at risk of being mundane into visuals akin to a caffeine rush.

My work is often fuelled by my own personal passions. Not just in terms of the content but the processes as well; I've incorporated analogue TVs, typewriters and cassettes to achieve effects that have become so fashionable but so hard to reproduce faithfully.

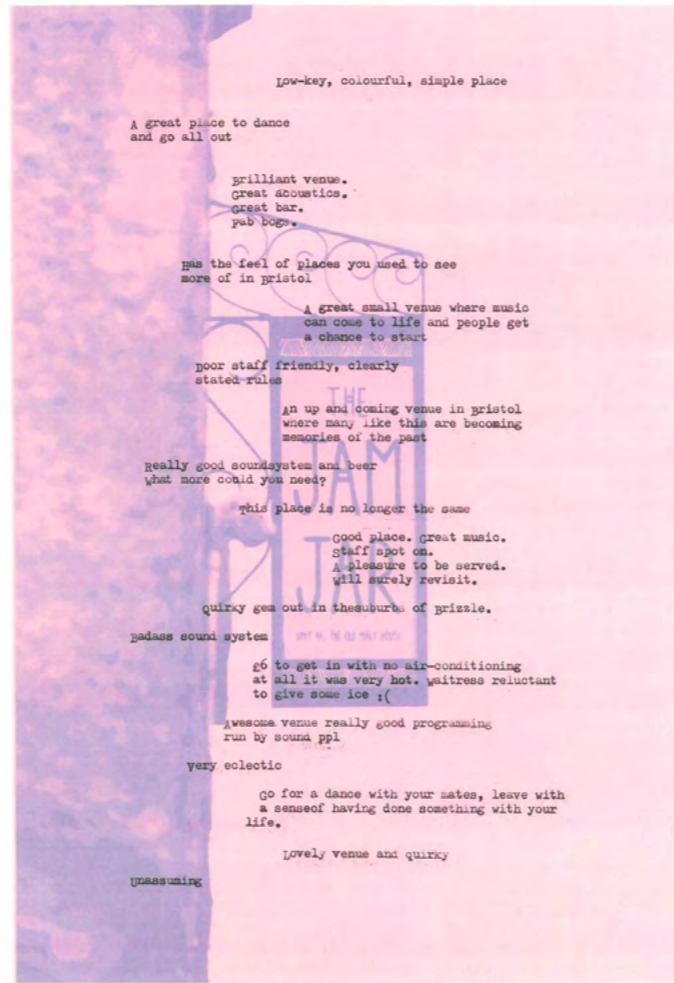
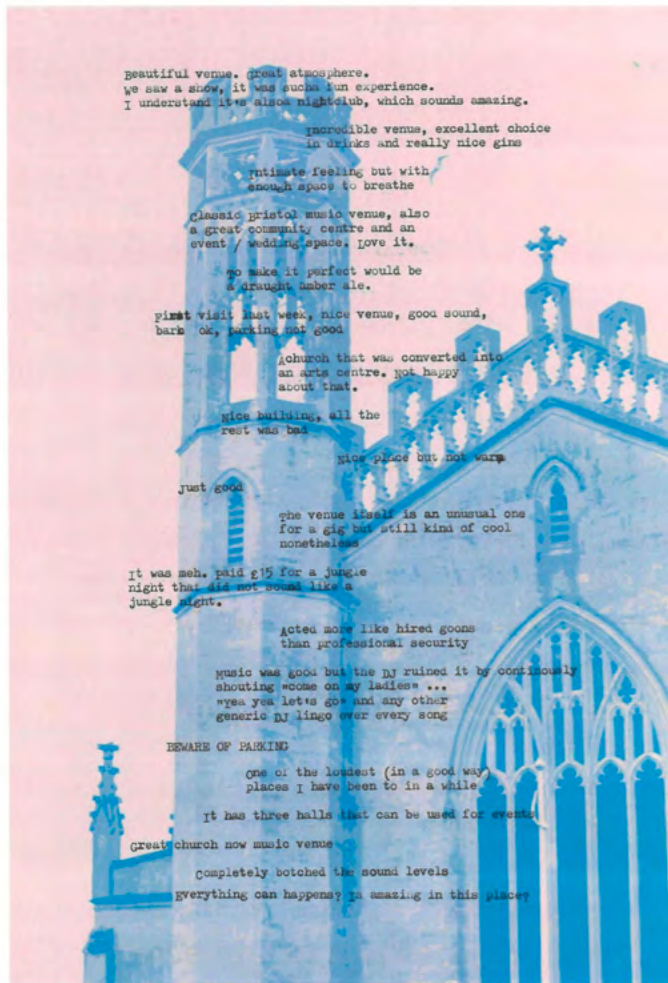
An authentic touch has turned into a rarity, but a captivating one at that.

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(IN)COMPRIENISBLE REVIEWS

I'd been about Bristol with my film camera, taking photos of music venues that I'd been writing about for an unrelated article. But it got me thinking about what people think of each one, what stereotypes and views are associated with them. So I scoured the internet and collected a range of genuine reviews, before breaking out my typewriter and punching them into images of wherever they were describing. It lent the prints this nice tactile feel, essentially embossing the text.

I've obviously treated the images from the originals as well - the gradient maps (which were based on colour schemes used by the venues themselves) provide a much more contrasting background to help the text be legible. Some slight posterizing of the background also helped to remove some detail, and much like focus in a photo subtly draws your attention to what's sharper: the text.

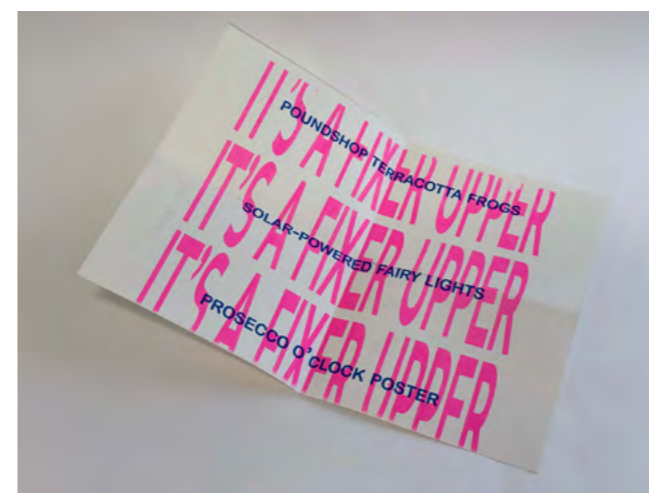
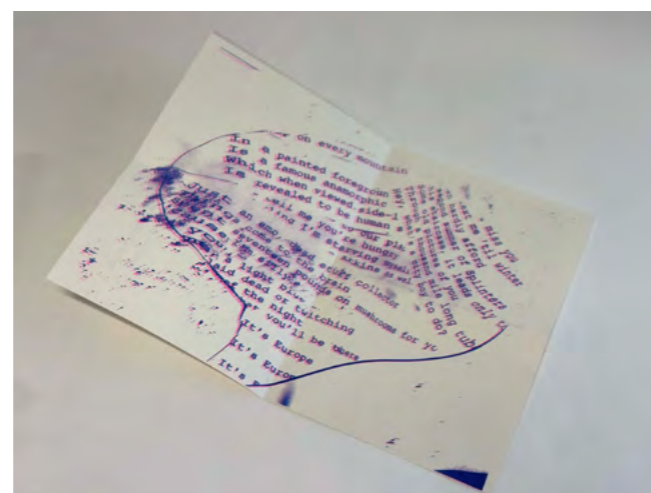
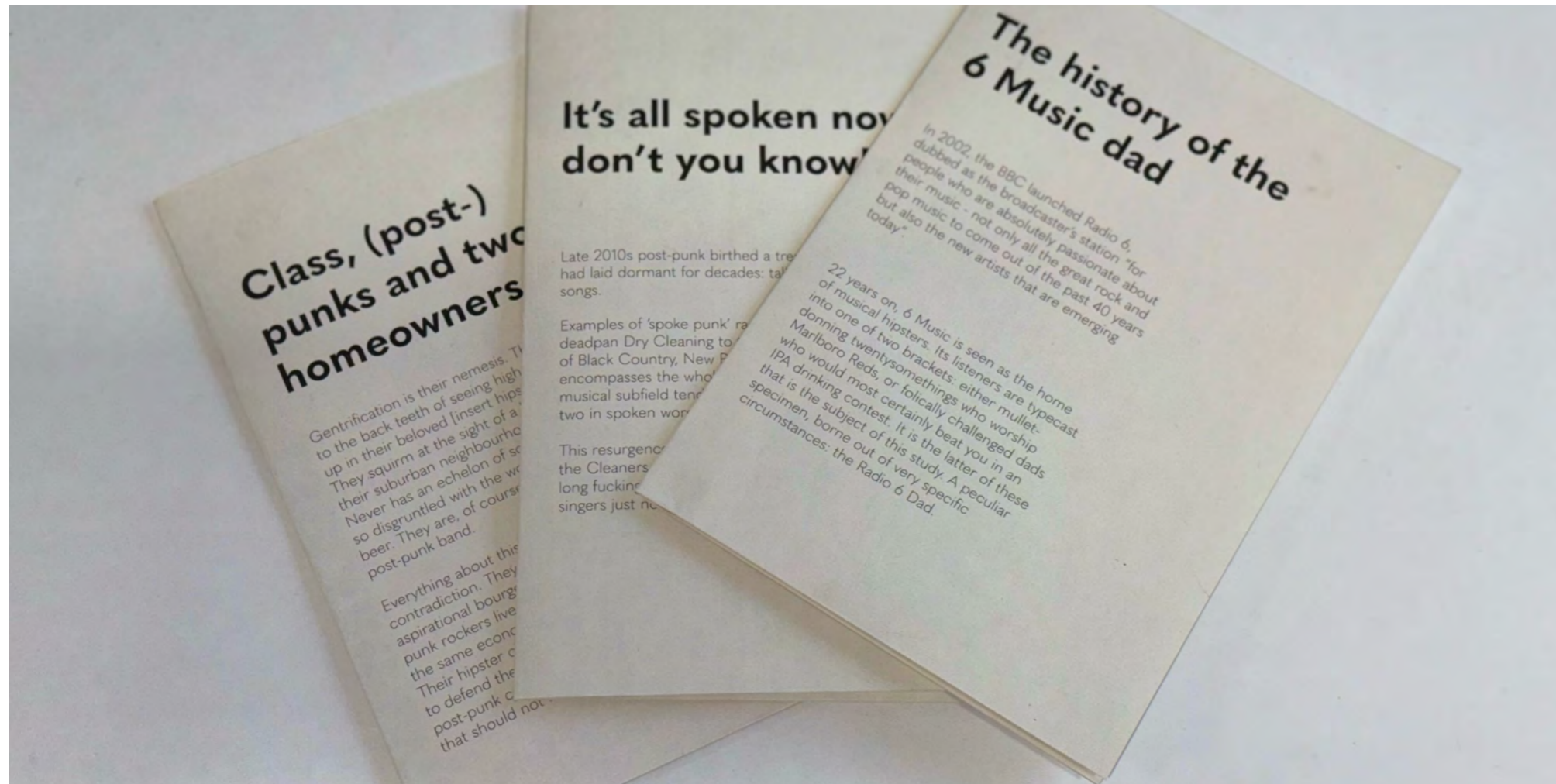


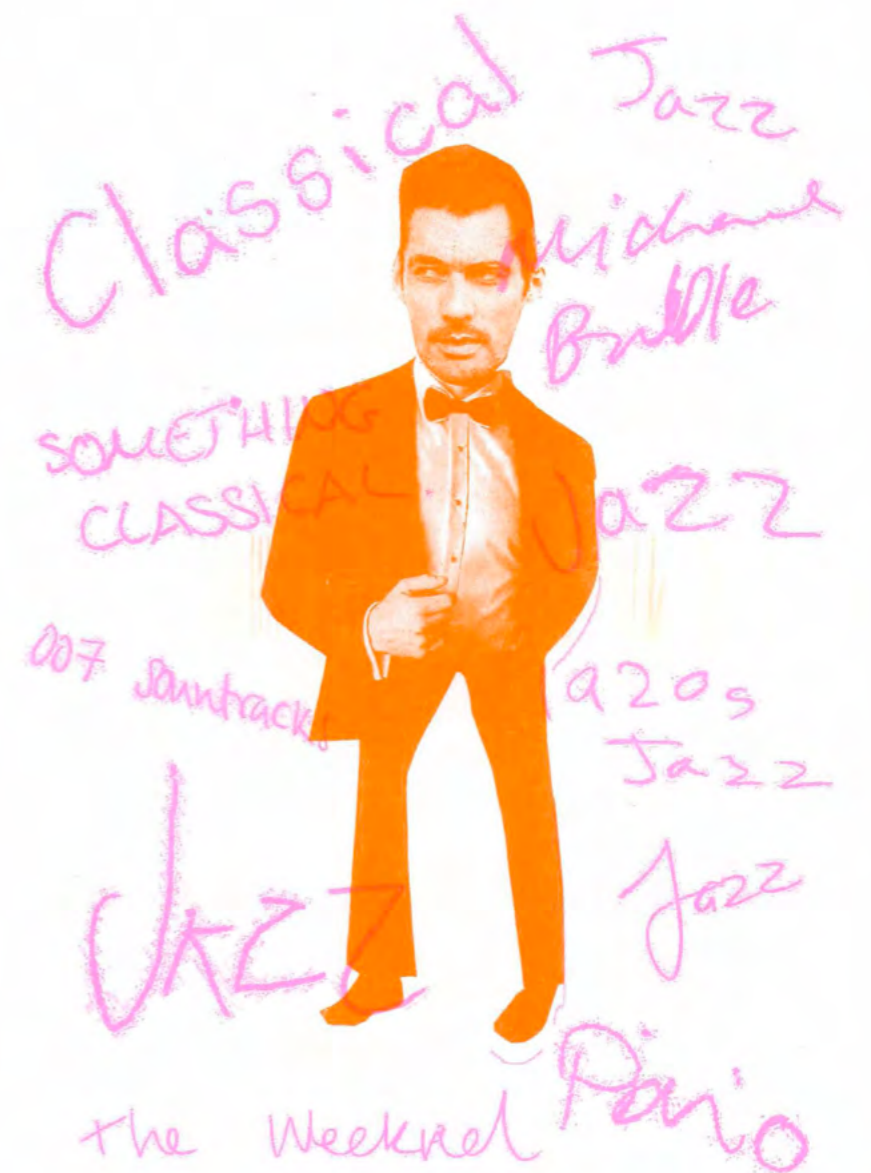
Post-Punk Practices

A series of musings on overly-specific music subcultures, designed to be packaged alongside records to give hipsters-in-training an insight into the world of pretentiousness.

These three articles were written on commission from a Master's student of journalism, and then designed by me to fit into a 4 page booklet, each of which folds out into a poster.

Risograph printing not only allows for a bold, captivating colour scheme, but allows for easily mass-producing prints, thus making it ideal for booklets intended to be supplied to every first time vinyl-buying-soon-to-be-flat-white-drinking customer.





YOU LOOK SO:

Just how often do we judge someone's music taste by their clothes? How far does this association go?

To try and find an answer, I created collages of hypothetical music connoisseurs, amalgamations of fashion and music magazines that tread the fine lines of these associations. A variety of people were polled on what they would assume these creations would listen to, and the result is presented in maximalist fashion, riso overlaying riso to create captivating imagery. Not just visually stimulating, these images reveal just what we think of music's connection with fashion.

