

How does Hyperpop translate today's Online Generation into Music and Visuals?

Practical Project Document

Alberto Ranieri, 21/02/2025

Lady Gaga - MAYHEM:

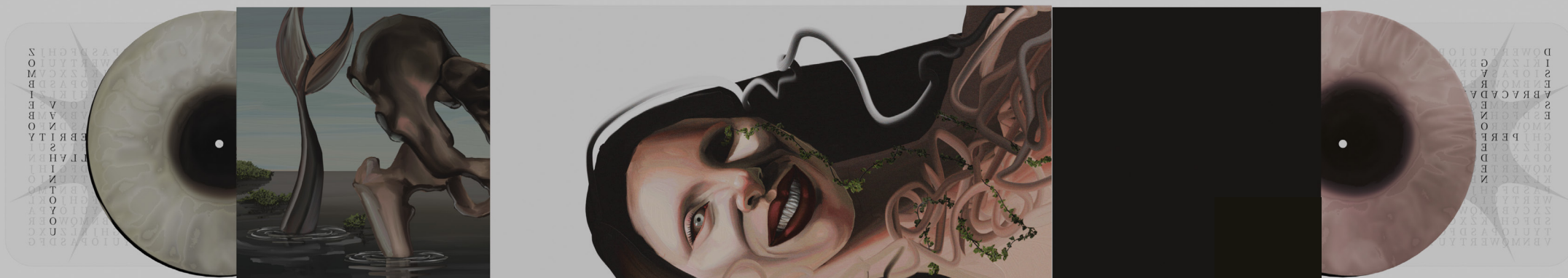
album cover reimaginig

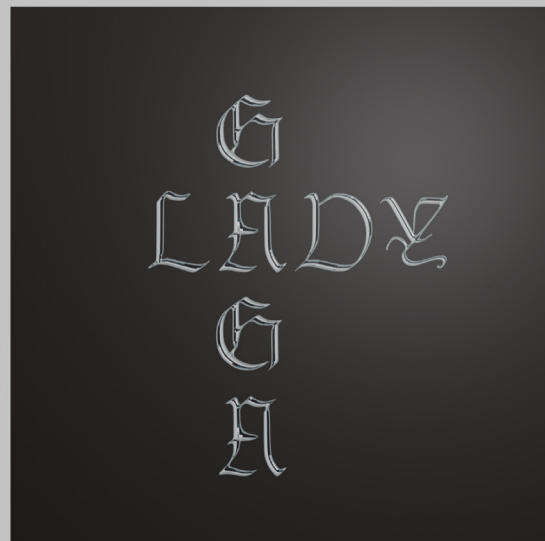
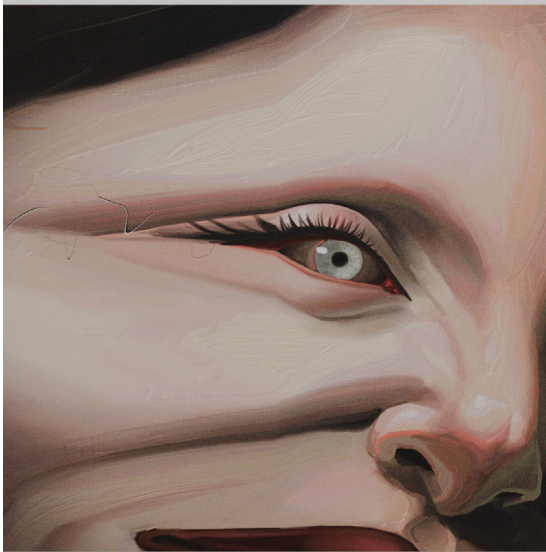
WHY: Sometimes, an artist I love releases something that doesn't live up to their potential, and that's what I felt with this. In my GARP, I explored how hyperpop was born to push pop music to its extreme, unlocking its unused potential. With the same spirit I try to reimagine Lady Gaga's latest album cover.

HOW: I used a mix of custom 3d graphics and digital painting, in order to try and recreate the artist's duality, which is one of the main themes of the album.

WHAT: Initially, the project was meant to solely reimagine the album cover, but it developped into a gatefold vinyl with two different disks.





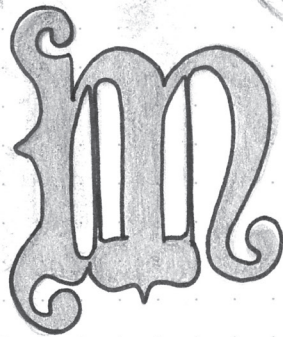
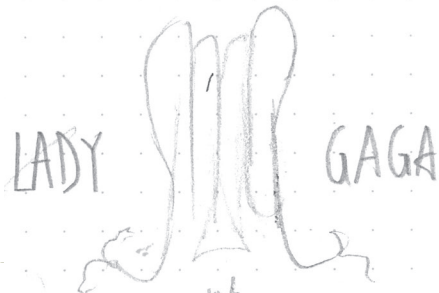
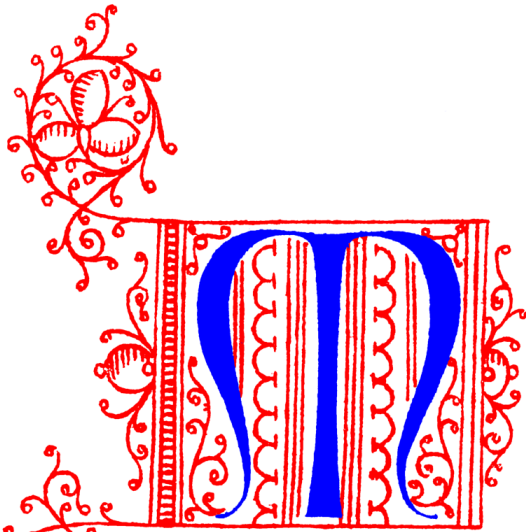




"The Garden of earthly delights" by Bosch served as a huge inspiration for how communicative the colors are, expressing a contrast reminiscing of the internal battle of the self.

Experimenting with type:

I wanted to create a mish-mash of medie-
val-like type and trendy spiky, chrome type,
reminiscing of the past and present self.



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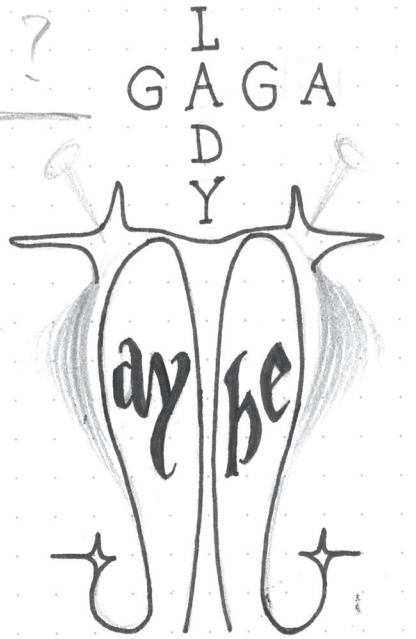
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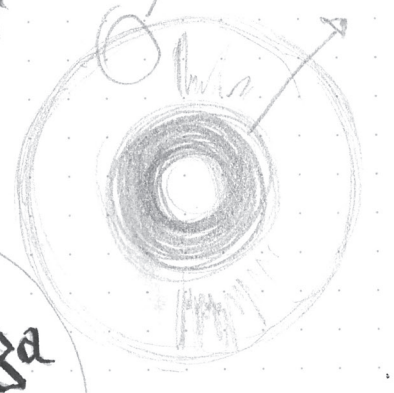


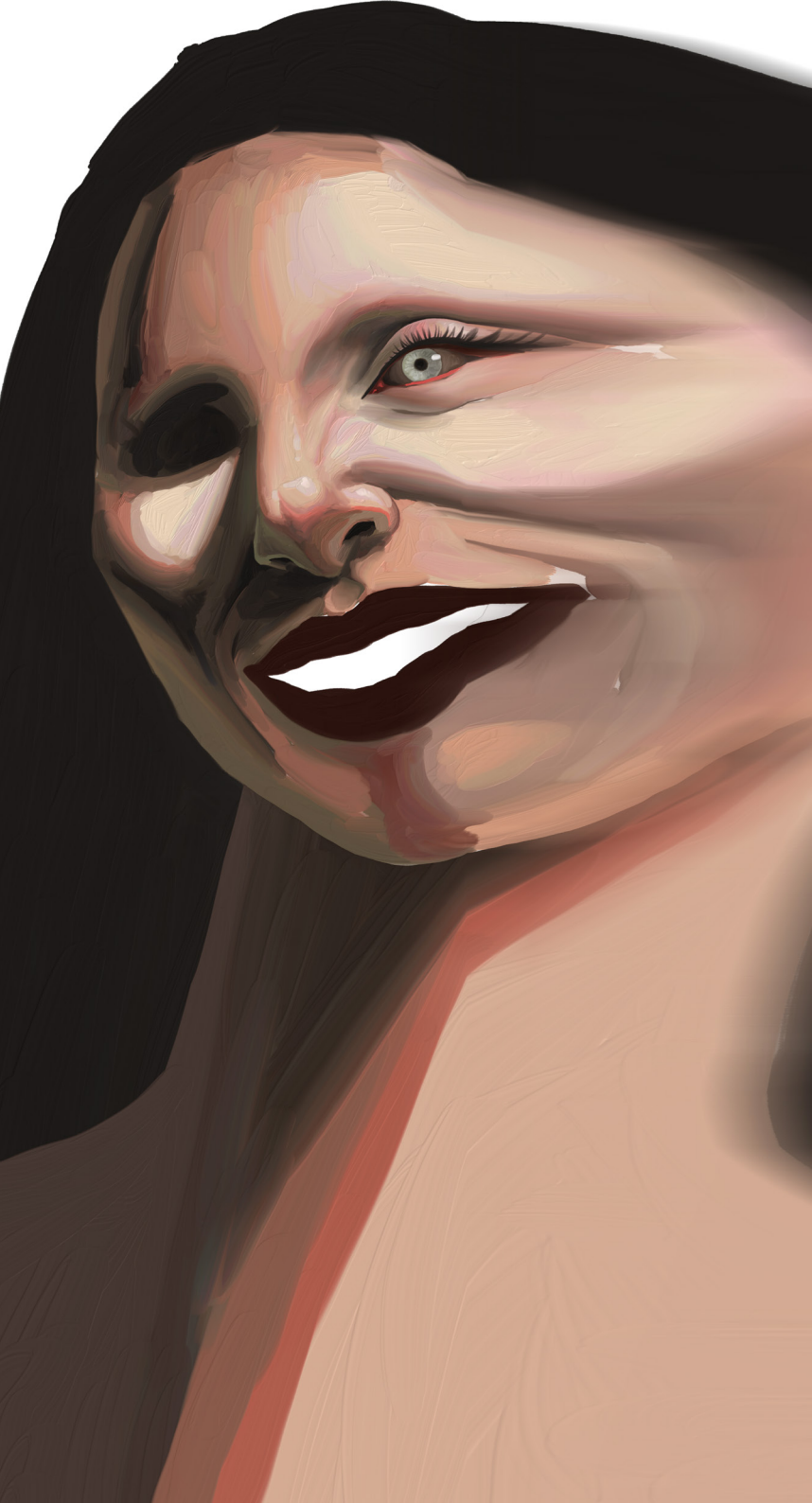
1
gaga



wine
red

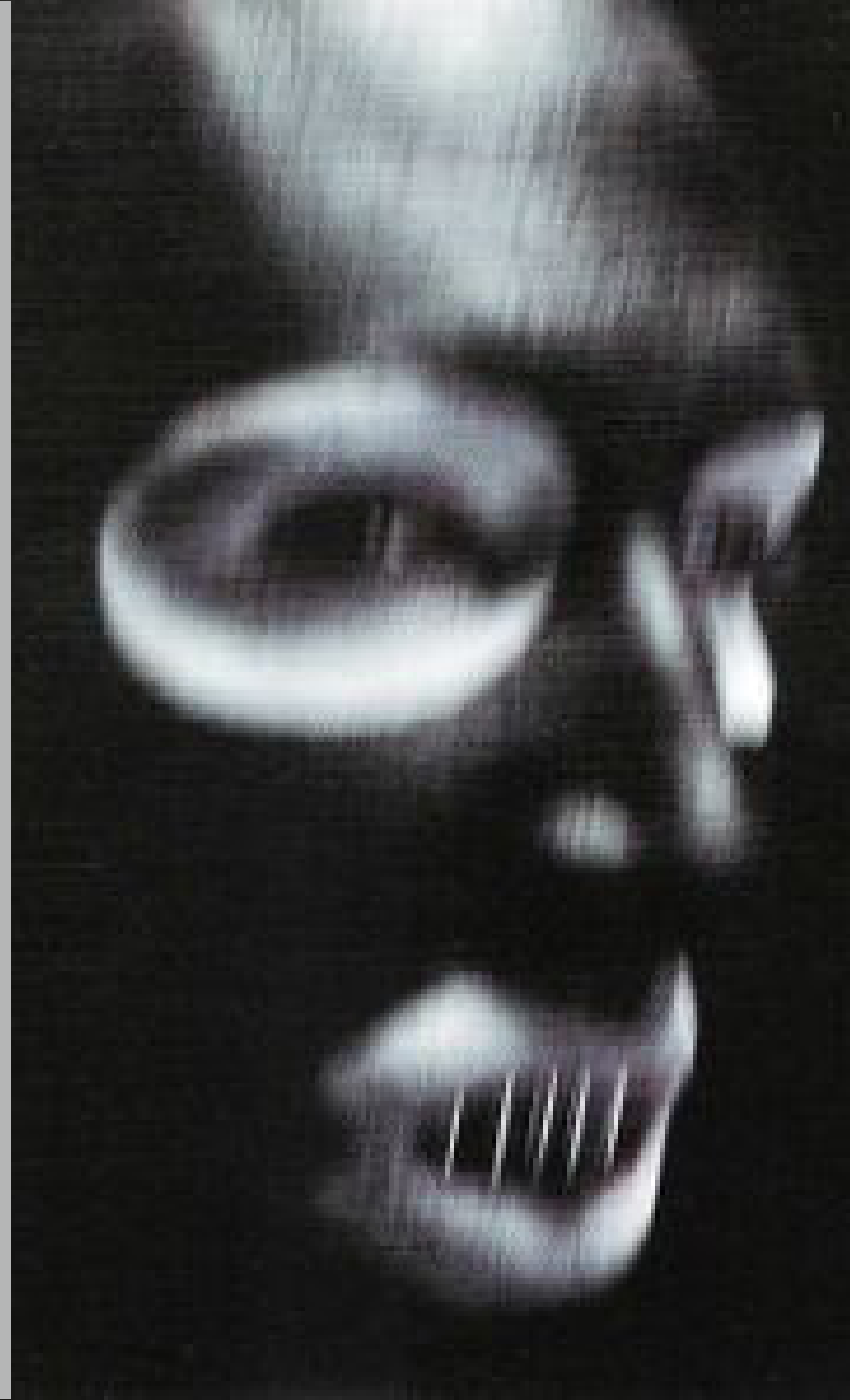
Turquoise



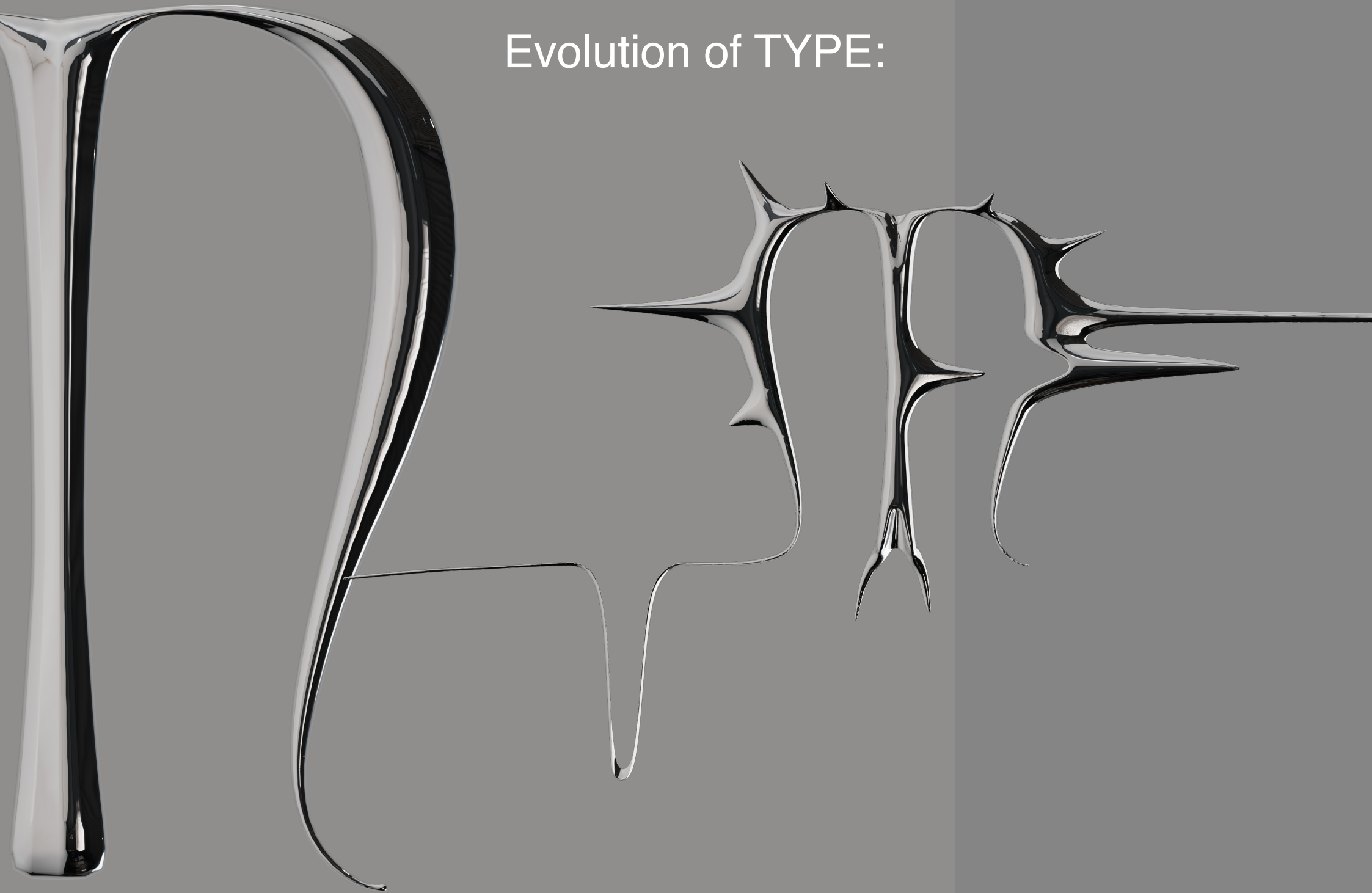


Mood:

Lady Gaga is reknown as a controversial artist, just like Marilyn Manson: that is why when she revealed the name of the album, MAYHEM, the chaos we have within ourselves, i immediately though of THE GOLDEN AGE OF GROTESQUE (album) by Manson, because in it he explores themes of chaos within our society, which can be transversally be used as a way of reading the chaos within ourselves that made us who we are, as grotesque as iit can be.



Evolution of TYPE:





Lady Gaga got famously injured in 2011 during the “Born This Way Ball Tour”, hurting her hip. Ever since then, it has been recognized as a symbol of rebirth amongst the fandom. The mermaid represents the duality of her, before and after the injury that, in a way, changed the trajectory of her career.



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