

# Photography Installation

## Aim:

- I want to create a piece that **captures mine or anyone's everyday routine** (with photography) and **make some difference to it**
- Escape the "normal" life → **breaking boundaries**

## Inspiration

As I grew up in Yuen Long, a rather rural place in Hong Kong, the living environment / **pace is comparably slow** as a high population of people living there is elderlies.

By seeing that, I wanted to showcase / change the routine life of Yuen Long by **making it "colorful"**

## Primary photos:



- My inspirations came from the idea I had when I creates my in-school fashion show collection "THE NORM", where I made very exaggerated clothes but names it "THE NORM" → highlighting the irony of societies expectations of having to dress normal → I found **the significance of redefining what normal is**

As I live my everyday life, somehow the same routine again and again creates boredom → realized **the importance of living everyday like a "fashion show"**, fancy and fun



## Initial Ideas

### Idea 1

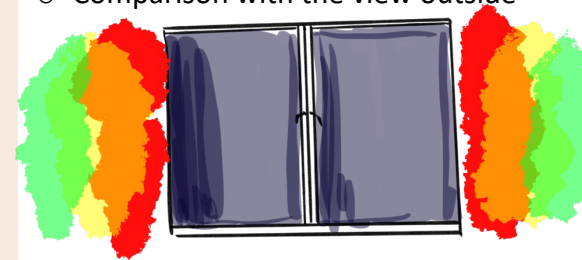
- Photo I took at night → a dark atmosphere to emphasizes on the "boredom" of life
- Photoshop and change the original colors into bright and saturated colors → adds "colors" to normal day life



Drawn by me

### Idea 2

- Take a photo from inside my house facing out the window outside
- Over lay bright patterns and colors on the wall of the inside → symbolizes the fantasy in my "world"
- Comparison with the view outside



Drawn by me

### Idea 3

- Take photos of different subjects in Yuen Long → exhibits the environment in Yuen Long
- Draw exaggerated outfits on the people → emphasizes how people dresses boring because of **societies' expectations of having to dress "normal"**
- Digital drawing → unrealistic, like a fantasy to real life
- **Make everyone's life a fashion show**



Drawn by me

## Decision: Idea 3

→ Idea 3 portraits the **idea of "escaping normal" and "breaking boundaries"** with fashion where it highlights my passion towards fashion

→ Draw exaggerated outfits on the people → **idea is clearer and less cliché** as I try to add difference to normal day life by outfits



# Artist Study Yuki Matsueda

Japanese artist **Yuki Matsueda** “creates 3D sculptures that showcase the desire to escape from the constraints, the standard of the ordinary is what has animated Matsueda for this series of works” (Trendland)



“TODAY'S HAPPY COLORS!”



“THIS IS EXIT”

## Colors:

Bright and saturated colors

→ rainbow colors

- explore the colors in life
- Visually pleasing and transmits the feeling of positivity
- Symbolizes energy, excitement and impulse

## Composition:

- “portray objects springing out from its original state” (Trendland) (3-dimensionally)
- In a square frame → a bondage in life

→ “he sought to break the rigid structures of academic art, and find amusement in banalities of everyday life”

→ “Through his art of liberating ordinary objects from boredom, and integrating witty humour in it, Matsueda hopes to break the barrier between fine art and design, and believes small change can create big amusement” (Trendland)

## Ways to showcase idea of “breaking boundaries”

**Redesign the outfits for the people I captured (by drawing/editing on photograph)**

**→ break their normal state of life in Yuen Long**

**Photography** → to capture the current view of Yuen Long, which is the same view I have been seeing since I was born → highlights on the boredom

**Subject of photographs:** (4 memorable places as I grew up)

**Great grandma** → I would capture her in her normal state while eating dinner, she was unable to move freely so this is the place she always spend her time

**Streets** → people walking past everyday

**Vegetable market** → it was always loud and bustling with noise, has been the same 17 years ago

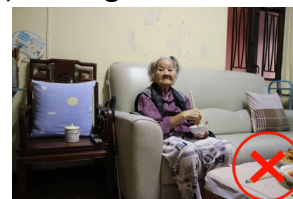
**Food stall** → a lively place, also the same scene I’ve seen

# Process and Media Experiment (1)

## Experiment on photo taking

All photos taken by me

### 1) Great-grandma



**-ve:** she is not in the middle of the photo, lighting is too dark



**+ve:** more of the background is capture in the photo, could showcase the living environment

### 2) Streets



**+ve:** exactly took in the middle of the street, composition is balanced and satisfied



**-ve:** I wanted to portrait the scene “being trap behind the window” but the car blocked too much

### 3) Vegetable market



**-ve:** main subject (mum and her kid) is too far away → not focused



**+ve:** an auntie working in the vegetable market as the subject, standing straight and still → clear enough

### 4) Food stall



**+ve:** focused on the people eating around at the food stall, a lot of people captured → a warm atmosphere



**-ve:** a worker at the food stall was blocking, less focused on the consumers of the food stall → too far away

## Editing of photos

### Composition

#### Rule of thirds:



→ Using rule of thirds grids, the subject (my grandma) in the original photo is too small to be catching viewer’s eyes

→ I decided to crop the edges of the photo and align my great grandma from the middle section to the lower-middle section, keeping her the center of attention





# Process and Media Experiment (2)

## Brightness/Saturation

Create a **vintage tone** for the photo → old and liveliness



Turn down saturation to 30%, brightness to 45% → less saturated create a effect like old photos

Overlay a layer of brown color with soft light to create a vintage tone → effect would be even older

## Ways to imply my designs on the photograph

### Methods

#### 1) Digital drawing



**+ve:** could easily control the painting the way I want, I am more used to draw on a tablet

#### 2) Painting



**-ve:** need a thick layer of paint to cover the original photo

#### 3) Photoshop



**-ve:** difficult to process when I have to add my own design on the original photos

### Choice of colors

Bright and saturated colors → create contrast with the vintage tone of the photo

Mainly warm colors → brighter and creates a fresh atmosphere → symbolizes the “indifferent” and “happiness” of life

Bright and saturated colors vs dark and dull colors



## Final designs



Drawn by me



I designed outfits that are rather exaggerated and uncommon by using bright saturated colors and big silhouettes → then drew them on the photograph's subject person

## Development and Refinement (1)

### How to emphasize on “breaking boundaries”?

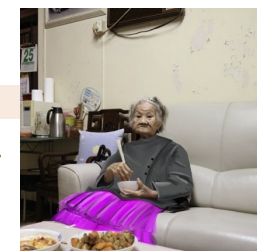
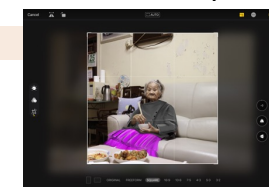
Inspired by Yuki Matsueda, the concept of 3 dimension could emphasize on “breaking boundaries”, the idea of a square frame symbolizes the boredom in life that bondages everyone → escape boredom life and live a fancy life

### Composition

Emphasizes on the idea of boundaries / bondages from societies' expectations

→ Edit all photos' sizes into squares → square symbolizes the basics and acts as a “trap”

→ Add a white background / borders to all photos → symbolizes the amount of space and opportunities our side the boundaries

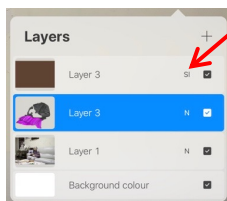
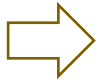
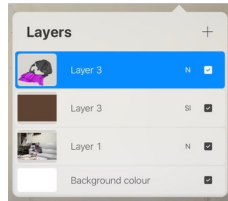


# Development and Refinement (2)

## Refinements on editing

Since I digitally drew on the original photo, the outfits somehow has different values and doesn't fit in the photographs

→ **Make sure the dresses doesn't seem odd**



Edit the layers and make sure the brown layer overlays the dress as well

Soft light overlay



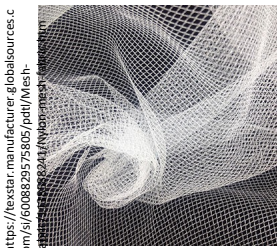
## Creating contrast (3 dimensional)

→ To create the idea of 3-dimension inspired by Yuki Matsueda, I decided to make the outfits 3-dimensional and exceeds the boarder of the photos → idea of “breaking boundaries”

→ Creates contrast with the 2-dimension photographs where it captures the basic of everyone's normal day life

## Choice of fabric

### Mesh Fabric



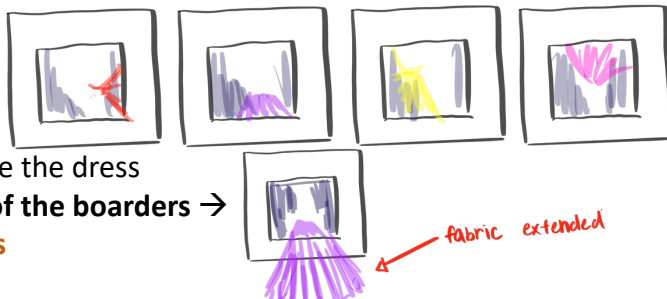
- The mesh fabric is also known as the net fabric where its very light and hard → could create different forms and shapes
- **Its not common** to see brands produce outfits with this fabric as it pops out and is rather exaggerated
- Forms the fabric creates

<https://www.eventznu.com/cannes-2018-deepika-padukone-paint-cannes-in-fiery-pink-kangana-ranaut-is-stunning-in-a-catsuit/>



## Ways to exhibit

- Print photographs on foam board and hang them on the wall next to each other



- Pin fabric on the photograph where the dress belongs → **extend the fabric out of the borders** → shows the **breakage of boundaries**

# Evaluation

## Significance of photography

- I took photos in Yuen Long where I grew up
- With photography, I could **capture the natural view happening in Yuen Long everyday**, which is somehow bored to me
- Take photos of different subjects in Yuen Long → exhibits the environment in Yuen Long
- I took photos at **4 memorable place to me that the view has not changed since I was born**, grandma / the streets / the vegetable market / the food stall

## Significance of the composition

- Composition → photos are edited into square sizes
- Square symbolizes **the frame of bondages that traps people mind**
- Blank boarders → **the space "outside of the boundaries"**
- The dress fabric (3-dimensional) go pass the boarders with its difference

## Significance of the fashion

- I chose to make a difference in the photographs by redesigning / editing their outfits by digitally drawing on them
- First because fashion has always been **my passion** and I believe **it could make a change in society**
- Bright and saturated colors that are rather exaggerated designs → different from their original outfit → showcase the difference in life and **how we shouldn't be following societies' standard of "normal"**

## Significance of contrast

- Contrast between **2-dimensional** (photographs) and **3-dimensional** (the outfits' fabric)
- Creates an image like it's the dress is popping out of the photograph
- **Emphasizes on "escaping normal" and "breaking boundaries"**

## Challenges

Challenges	How I overcome
The digital drawing was odd to the original atmosphere of the photo (vintage and old)	I over layed the brown layer over the digital drawing as well so it could blend in
I originally planned to sew the fabric on the photographs after I printed them, but the paper turns out its too weak to be sewed	I so decided to print the photographs on a foam board instead and pin the fabric on the foam board