

Study Proposal

Project 4

1. Introduction

In this era, more and more people lost their way of the life. We confused, we always need find the balance between our idealy and the reality.

Through this project, I hope people could rethink the meaning of independent considerate.

Consumerism creates anxiety and acts as a "dream factory". Capitalism erodes the human mind and people become more and more **utilitarian. We create systems, and we are sanctioned by the systems we create.** In today's society of extreme efficiency, humans live and work in identical, impersonal cubicles in apartment buildings, they follow the herd, they voluntarily abandon their uniqueness, they commodify themselves. (Cocooning) Who is developing? Who is the cost? Each of us lives in a system designed to scrutinise each other and exploit ourselves. The world is inherently contradictory, but we still need to find a balance between the ideal and the real, to avoid falling into the dilemma of being objectified in vain. **This project seeks to expose Capitalism as a type of ideological monopoly. The idea is to remind people of their ability to think independently and to stay true to themselves when facing of distracting information from outside.**

2. Project Overview

I was inspired by an exchange with a friend: in the era of the information explosion, more and more people cannot find the meaning of why they work, or why they live. In this age of information explosion, people have more and more access to information, and when everything is measured in terms of money, can we still maintain our original intention?

During my working process, I think my advantage is do the research and locate the general direction. I think my advantage is doing the research and locate the general direction.

I think my challenge is Development, while developing and refining the details of my project and adjusting the positioning of the concept. I need to learn more about how consumerism and capitalism work in society. I also need to narrow down my ideas as much as possible in order to think about clearer and more verbal ideas.

My audience is everyone under the 'system'. Through my artwork I hope to awaken people who are numb. I want this project to be both participatory and permeable, to make the experience of seeing the exhibition interesting.

I wanted to start with words, change deconstruct the original logo or typeface and then restructure them. I want to use some visual sign of consumerism to express the ideas, such as using the neon lights to show the slogan, or using the letterforms of logos to display some influential sentences.