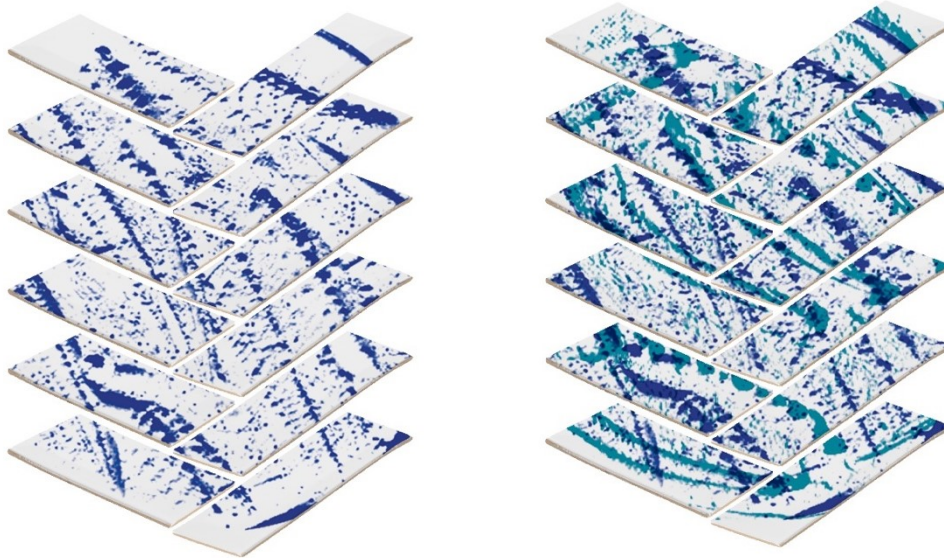


Hannah Rachel Amy Gell: 3D Design

Concept:



The concept for my work is rooted in memory and the important role art and design can play in highlighting the issues related to this subject. Research suggests, Art and Design can also aid with improving issues related to memory loss. As there are so many issues related to this topic, I decided to focus on issues such as: age related forgetfulness (from general forgetfulness and to more debilitating illnesses such as dementia and Alzheimer's).

As a result of this research I decided to focus on the idea of memory preservation, utilising design as a memory retrieval aid, and in doing so, investigate other ways in which art and design practices can be applied to help with this memory preservation.

By using my own memories as inspiration, I developed designs and ideas that aim to show how a memory triggered by objects or photographs can be fragmented and then abstracted into visual designs. To translate the memory to a visual design, I represent the memory through elements such as; texture, colour and form. The finalised design is therefore a representation of those memories I used as a starting point.

I aim to create work that incorporates my memories, ultimately producing an object or series of objects that embodies these memories. In doing this, I hope to be able to allow the memory subject (in this case me) to be able to retrieve these moments and recognise those times that may eventually become lost with age and time. Overall, this process will enable me to create a piece of meaningful and informative work, which I propose to show in the Benzie Vertical Gallery.

Background:

This work I propose to display in the Vertical Gallery (as mentioned above), takes inspiration from fond memories I have of my grandad, who sadly is no longer with us. These memories have informed both the surface pattern designs and the layout of my work. With the surface pattern designs and colour palate being inspired by the fish stalls in York we used to visit to buy dressed crabs, to the layout of the tiles being influenced by the blockwork driveway, which lays in front of my grandparents' house where so many of my beloved childhood memories have taken place.

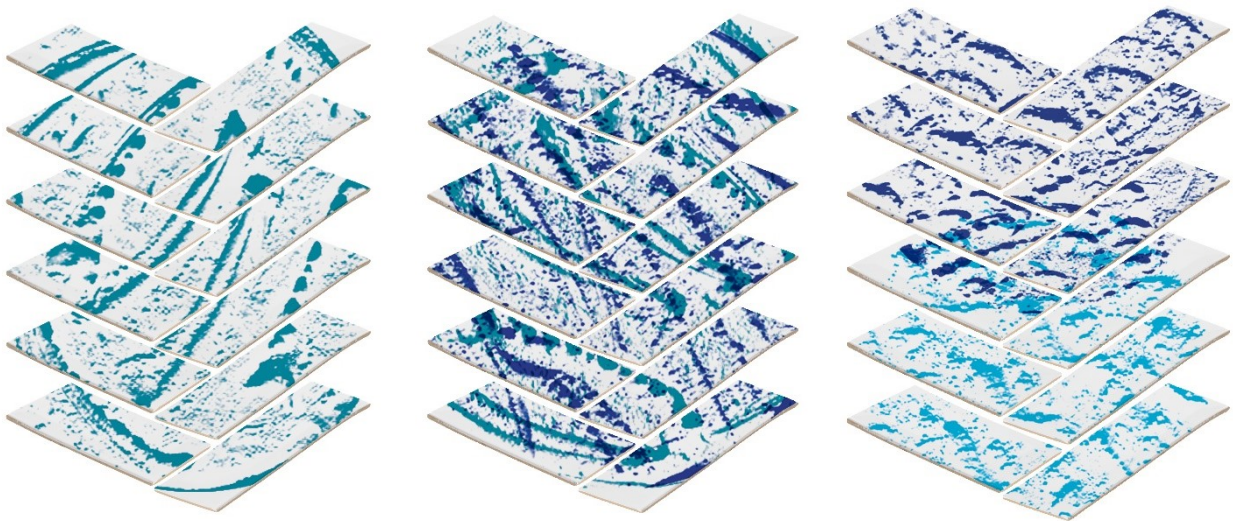
Process:

The processes I have used to develop and create the proposed tile designs are as follows; I make ceramic designs using various types of clay and using objects (in this case crab claws) to mark the various clays; once fired, the marked ceramics are scanned into a computer. The scans are then manipulated using software to turn the images into digital line drawings; these are then manipulated further to add colour and definition. The palettes I use are extracted from relevant photographs; these digital drawings are then used as template designs which can then be enlarged to create digital ceramic decals which I place onto my tiles to create both digital mock-ups and the final objects.

Variations:

Whilst digitally creating the designs for this work, I have settled on some variations, both in scale and design.

- Scale: These scale variations range from the smaller murals using 12 tiles or 24 tiles. Dimensions below.
- Design: The aesthetic of my design variations will change depending on the scale i.e. a 24-tile mural will have an enlarged pattern, possibly rotated to ensure the design[s] evenly cover the surface of the tiled mural area.



The design variations above show; one-layer patterns [Fig 1] merged two-layer patterns [Fig 2] and gradient two-layer patterns [Fig 3].

Dimensions

Each tile is Appx. Height 10cm X Width 20cm to reflect the bricks used in blockwork driveway construction as referenced in the concept stages.

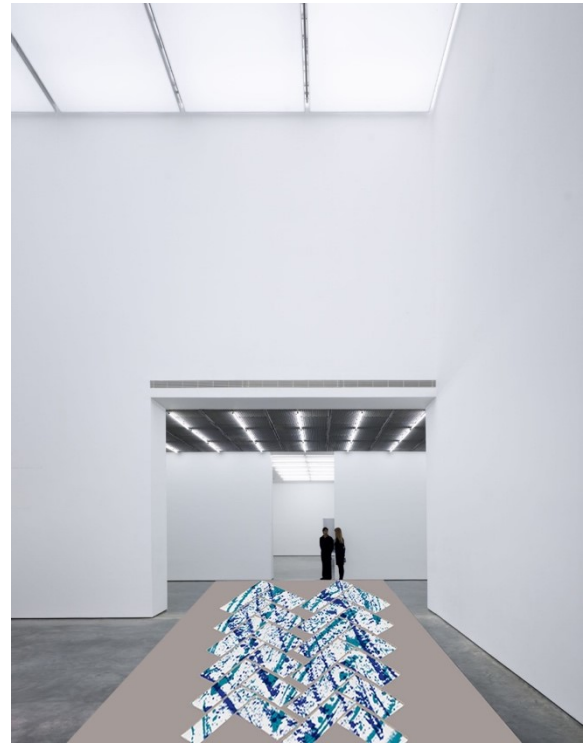
- 12 tile collections - 3.6 metres (surface area)
- 24 tile collection - 7.2 metres (surface area)

Depending on formation, there will be an increase in surface area requirements.

Exhibition Layout:



Gallery mock-up of one of my 12 tile mural designs: basic one-layer blue and white crab claw motif on white tiles (10x 20cm) arranged in a blockwork pattern



Gallery mock-up of one of my 24 tile mural designs: merged two-layer navy blue and teal crab claw motifs on white tiles (10x20cm) arranged in a blockwork pattern

Costing:

Materials	Quantity	Cost
Testing fee (transfers, prototypes)	N/A	£50
Transfers (decals). A3	8	£120
Outsourced tiles & services	50	£110 (estimate*)
Travel to outsourcing partner	N/A	£30
Plinth costs (dependant on final exhibition layout)	N/A	£50 (estimate*)
Contingency (10%)	N/A	£26
TOTAL COST	N/A	£286

*Estimated costs due to business restrictions and skeleton staff (Covid-19)

I would outsource tiles for this proposal to focus predominantly on the design. I have sourced and contacted 'Ceramic Digital: Heraldic Pottery Ltd' in Stoke-on-Trent. A later stage of this project would be for me to explore making handmade tiles.