

### Project Definition

**My project is presenting a critical point of view against the enforcement of the popular culture and the visuals surrounding us. My aim is to criticise the system that makes our lives monotonous and wants to create a society that only consumes and does not think by focusing on the visuals surrounding us.**

### Objectives & Goals

**Project's goal is to create awareness about visuals that we are surrounded. There are too many messages on billboards, posters and windows. Looking at visuals around us and make people think about the messages that are given.**

### Target audience/user

**Target audiences are everyone who likes to ask questions and has critical thinking. They may be adults that are working for the system and nor aware of the messages that are given to us or people who are also thinking about messages that we are surrounded and criticising popular culture and consumerism.**

### Background information

**When I first started to think about the project I was in Rome for exchange program. When I came back, I realised that the life was much more calm and stress free in Rome. As I was far away from my friends and family for a few months we were trying to arrange a meeting to see each other but everyone was so busy and we could not get together for a long time. Most of them are working or applying for master programs. I observed that people are becoming less happy and I could say that they are turning to robots. That made me think that we should remember the child inside of us time to time and create some little time for ourselves and to get to know ourselves.**

**I want to share a post of Daniel Barnes, on November 30, 2010 about monotony.**

**"Monotony is a fact of life. For most people, from the shop assistant and the office worker to the president and the queen, life is a dirge of routines, governed by rules which admit of little variation, resulting in monotonous repetition. On reflection, we see that today was not markedly different from yesterday or the day before that, which leaves little hope for tomorrow.**

**One of the reasons we find life monotonous is routine, which creates structure and offers us security: we get the same bus at the same time because we know that it will get us to the right place at the right time, or meeting the same friend in the same cafe on the same day every week gives us something to look forward to. Another reason is that work is often mechanical, repetitive, mindless and is governed by rules, policies and procedures from which deviation is not permitted. Routines and rules are valued on the one hand, but they are also detested for shackling us to things outside of ourselves, removing our freedom and making our lives rather more boring than we would like."**

**I thought what makes people mechanical and unhappy. I wanted to focus on the things that are making us hurried and worried. The system rules the world want us to obey it and do not ask questions. We should consume more, work more, and be afraid to break the system.**

**Ruby Lilaowala says that** "The pace of our lives is also hectic, usually doing mundane things, that the last thing we have time to think of is death. *We smother our secret fears of impermanence by surrounding ourselves with more and more goods, more and more things, more and more comforts, only to find ourselves their slaves.* All our time and energy is exhausted simply in maintaining them.

Our only aim in life soon becomes to keep everything as safe and secure as possible. When changes do happen, we find the quickest remedy, some slick and temporary solution. And so our lives drift on, unless a serious illness or disaster shakes us out of our stupor.

Our myopic focus on this life, and this life only, is the great deception, the source of the modern world's bleak and destructive materialism. No one talks about death and no one talks about afterlife, because people are made to believe that such talk will only thwart our so-called "progress" in the world. Where does our real future lie? After all, no one lives longer than a hundred years or hundred and five at the most. And after that there stretches the whole of eternity, unaccounted for!"

- See more at: <http://freepressjournal.in/are-we-leading-mechanical-lives/>

**Also advertising and marketing is an important part of this system's language. There are many visuals around us and I want to focus on them.**

#### Detailed project description

**In my project I will choose and use some advertisements to criticise. Research is nearly the most important part. I will focus on advertisements that are reflecting the idea of consumerism. I will search for the messages " be dependent, obey, buy, watch, produce etc. .**

**These ready made examples will be my facades to use projection mapping. It can be a poster, image or an announcement. I will redesign the visual and create an anti message to show on the poster, to break the rule, to make the original poster unusual.**

**I need information and sociological research**

- about consumerism, popular culture and urban life
- capitalist system that lead us to work, buy, consume and die
- effects of visuals around to society

**I should design attractive and relevant motion graphics to make projection mapping.**

#### Difficulties & risks

**Make visuals attractive and unusual to make audience think and ask questions.**

#### Phases of the project

**-Research about consumerism, popular culture and urban life, capitalist system that lead us to work, buy, consume and die, effects of visuals around to society .**

- Finding examples
- Choosing the ones I will use
- Creating attractive visuals

### Criteria of success

**Attracting people attention and make them think about the messages that want us to obey, consume or buy and take them away from the mechanical and repetitive life.**

### Bibliography and references

Lev Manovich, The Language of New Media

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