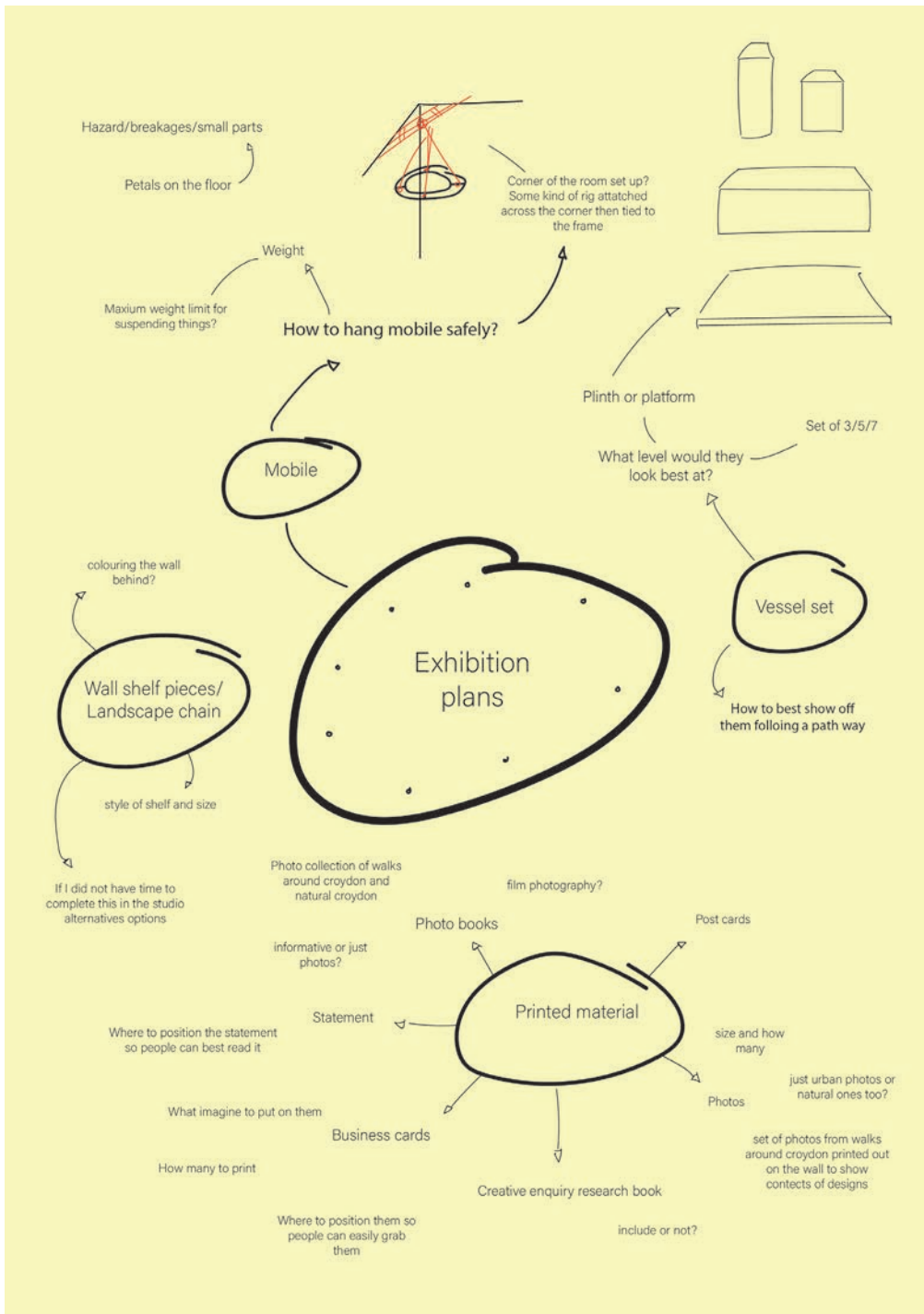


**Laura Deasy**

**AD323 PDF4**

**Degree Show Proposal**



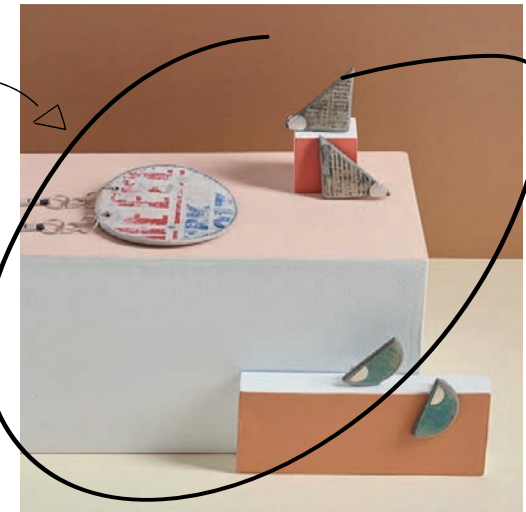
## Ideas from other exhibition displays

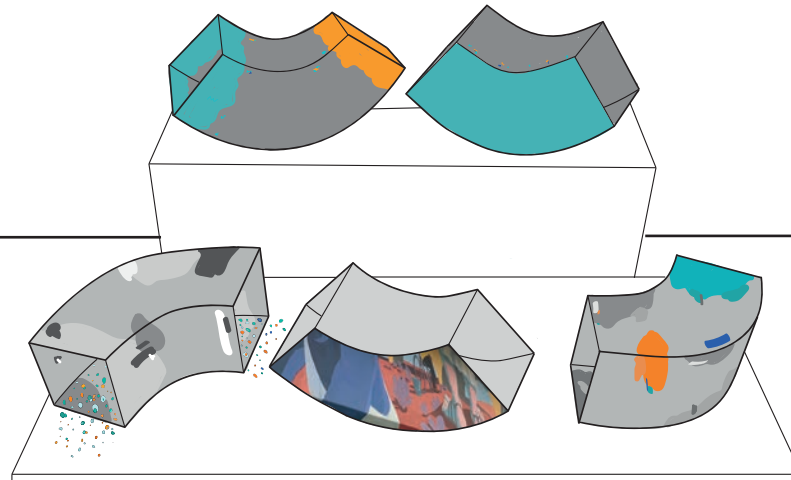
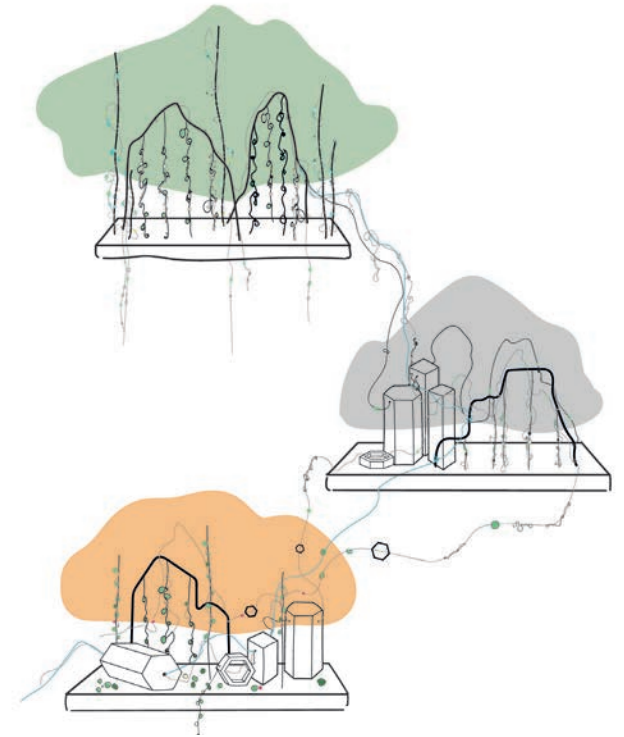
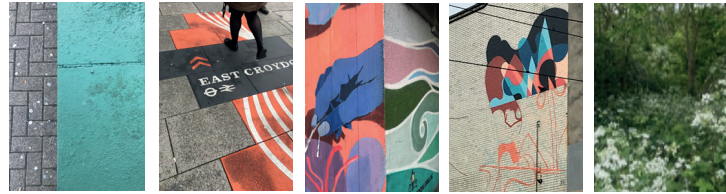
Slightly raised platform for pieces that want to be floor level but the raised platform frames the work well and presents it professionally



Alternating level shelves is what I was planning to use for the landscape chain wall piece, which I was worried could look slightly messy. However, last year Kitty used a similar arrangement for her vessels and it worked really well.

This low plinth could work well for presenting some of the curved vessels on. I think I want to use a mixture of different heights with platforms/plinths to display the vessels and I think this type of low/medium plinth could work well.

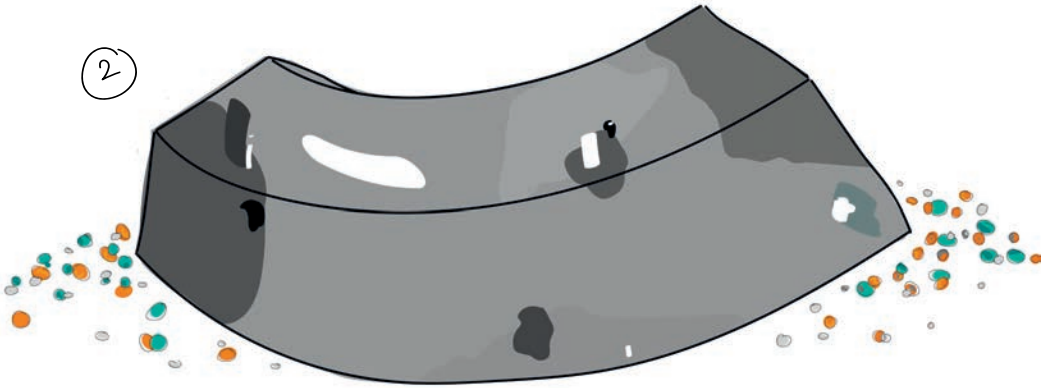




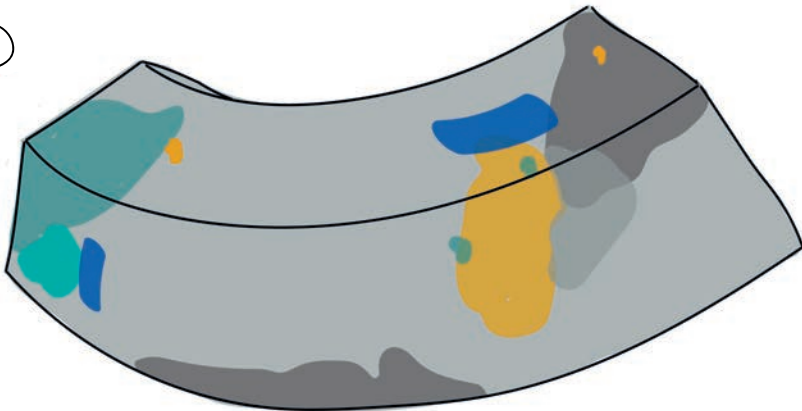
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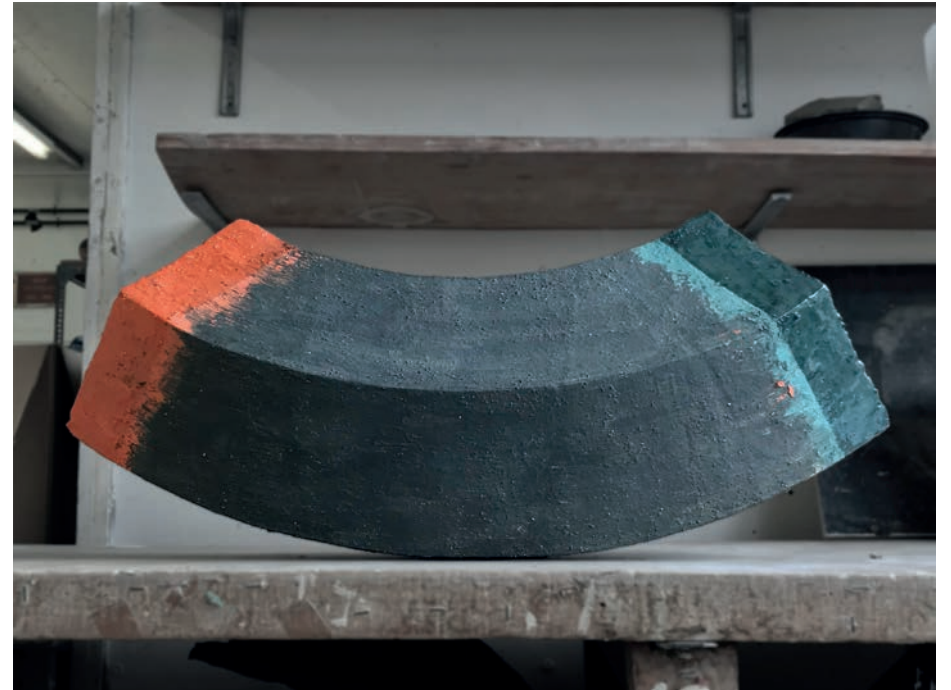
## Outcome: Cronx Vessels

For this set of five vessels I wanted to try display them in a way that encouraged the viewer to look in and around them as each has its own surface details and markings. The vessels were designed to embody this idea of exploring and discovering and it's important that the way I display them encourages this. I also wanted to display them to follow a path when sat together as a set, a choice influenced by James Rigler's work, to reflect this idea of journeys and landscape.

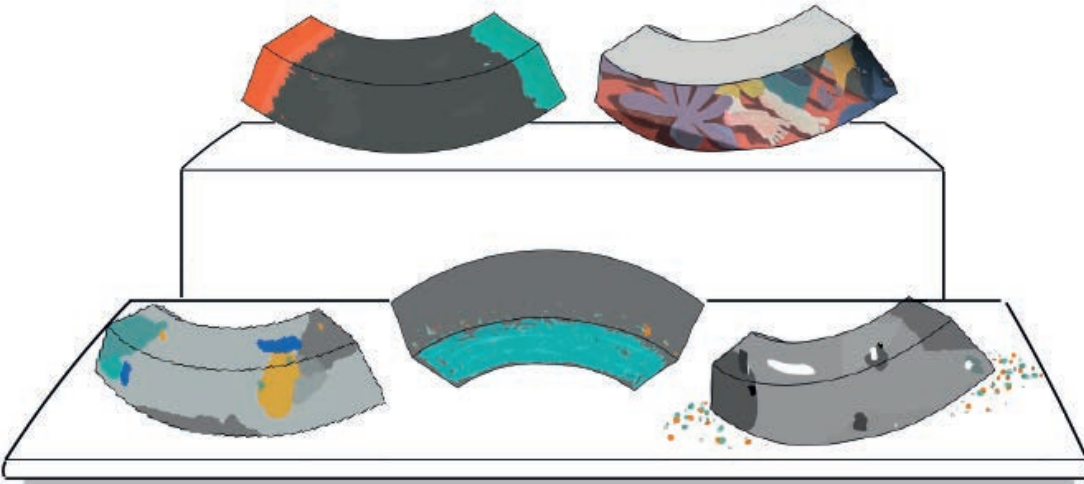
4



5



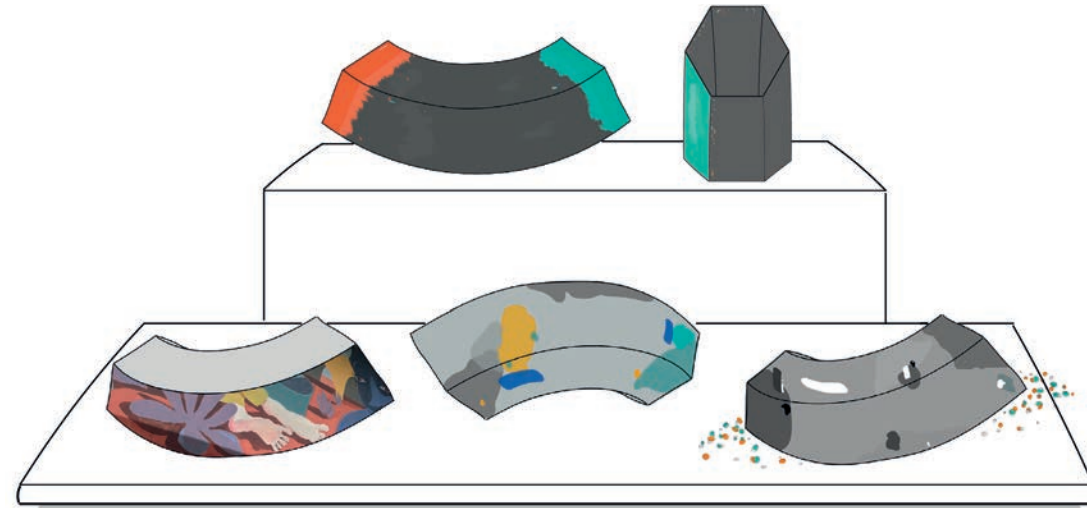
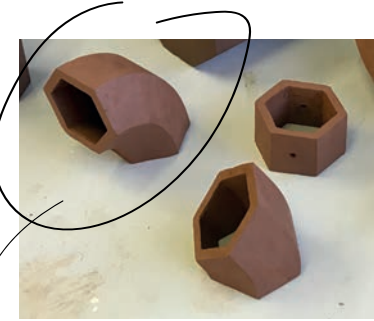




## Option 1

This was my initial thought when considering how to present my vessels at the degree show. I wanted to present five pieces as groups of odd numbers often look better when presenting multiples, I also knew I wanted to work with levels and the idea of the vessels following some kind of path. The lower level of vessels displays the path best to the viewer whereas the vessels on the higher plinth encourage the viewer to look into the vessels as intended.

The lower level vessels are sitting on a board of PDF, painted white, with wooden props/beams running underneath it to give it about 10cm height from the floor. That lift gives it a slight shadow underneath the board which I think would add a nice touch to the presentation. The higher level would be a long white plinth, roughly 50cm off the ground.



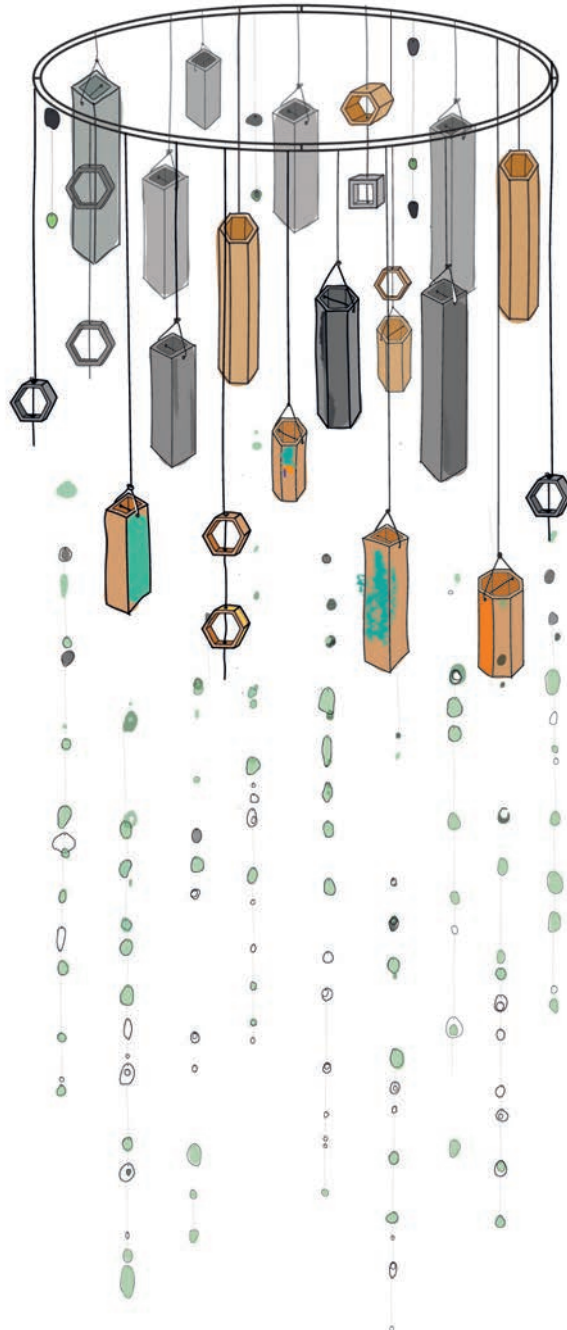
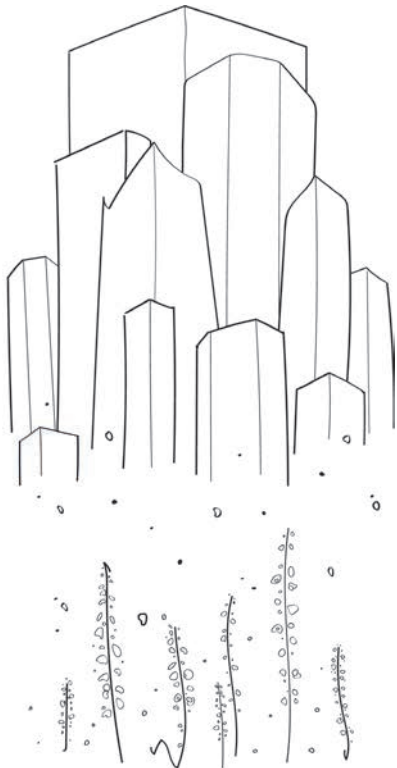
## Option 2

This idea is fairly similar to the first option but one of the vessels is presented on its end which then curves outwards so the other end faces outwards towards the viewer. I discussed this idea with one of my tutors and we thought it further encourages the viewer to look into the vessels.

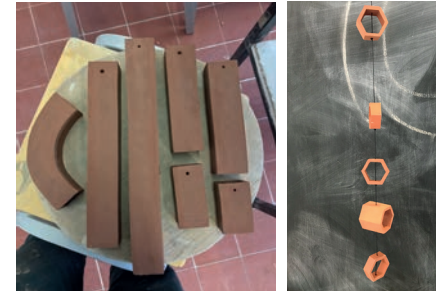
## Outcome: Poplar Mobile

This mobile installation titled 'Poplar' is a suspended steel frame which has ceramic chime like forms hanging from it. Intended for the viewer to walk in to and notice all the subtle details each form has with the urban/industrial forms rising over their heads whilst the subtle natural forms are closer but lower down to the floor, reflecting similar levels in landscape to a city.

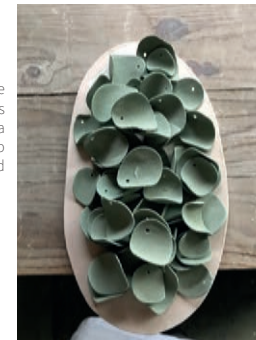
When presenting this piece I need to be very conscious of health and safety, as a heavy suspended artwork could be a hazard if not executed properly.



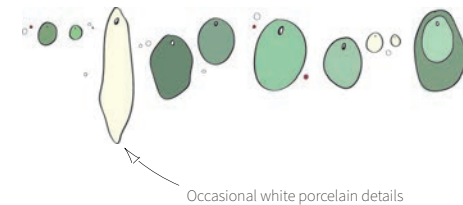
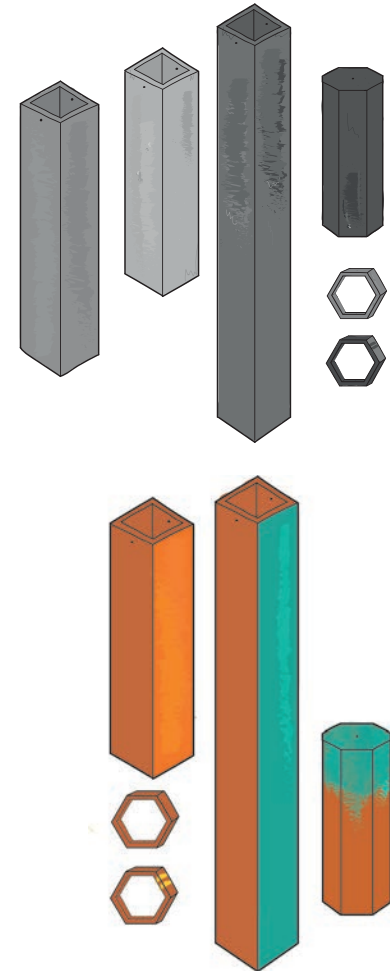
Chime pieces in the making



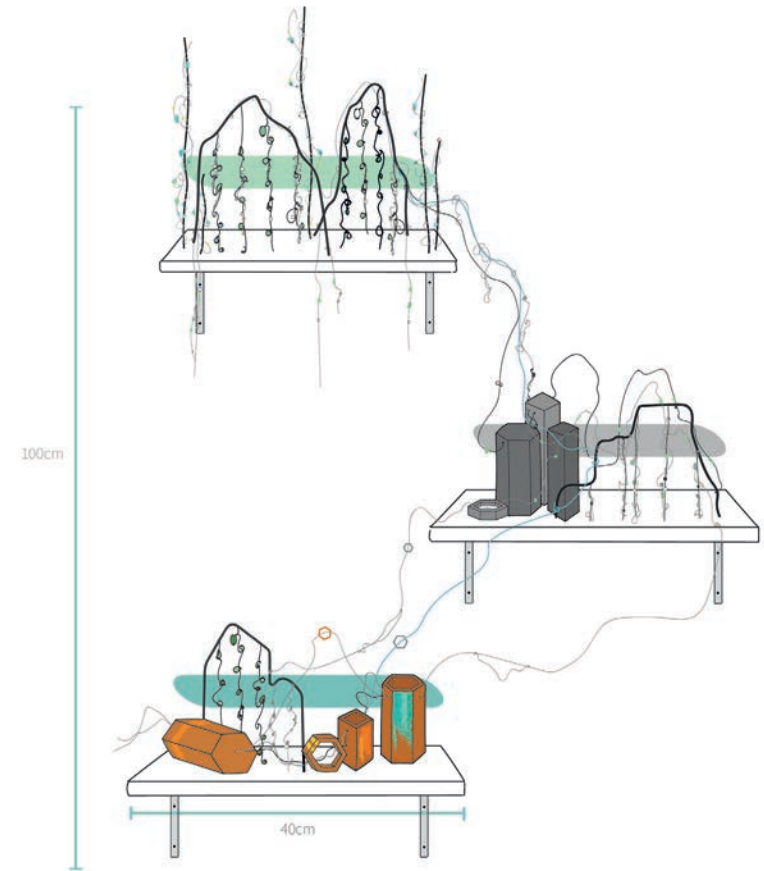
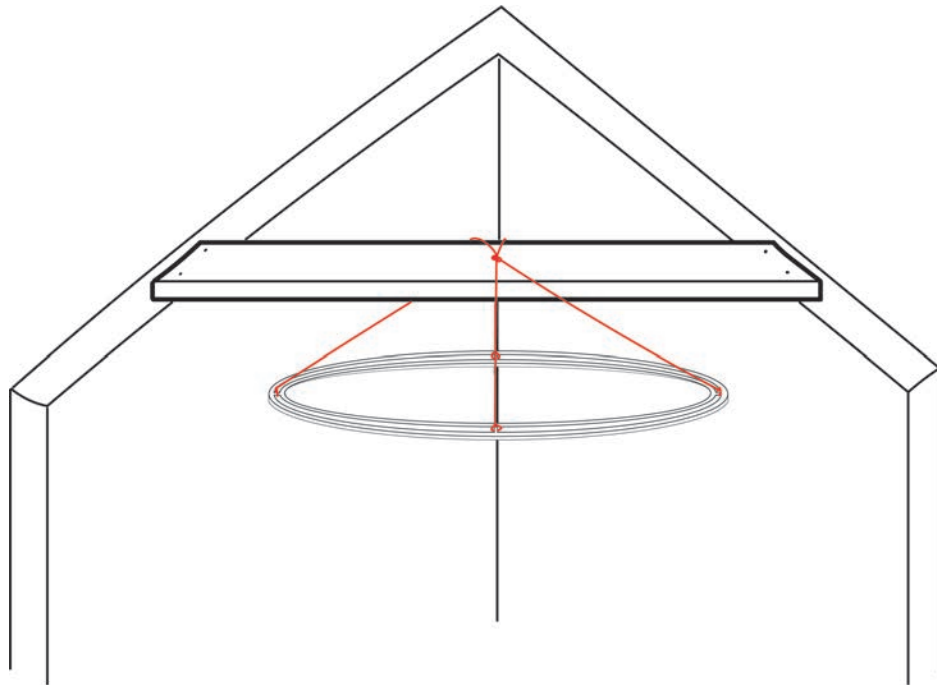
These unfired urban chimes were what most of the urban beads would have looked like. Terracotta with coloured decorative slip pattern, mirroring details and colours from around Croydon



Digital drawings of some final pieces



## How to hang mobile



The test mobile I made in January was hung from a metal ring which was attached to ribbon which was then looped over a ceiling beam. For the final piece I had a steel ring plasma cut that would be strong enough to hold the weight of all the ceramic pieces. For the degree show set up I thought utilising a corner would be best, it would allow me to create a beam across the two joint makeshift walls, either from steel or wood (or a combination of the two) which could then hold up the steel ring using ribbon or a stronger alternative. This may of changed according to recommendations from Craig, the health and safety/ workshop manager.



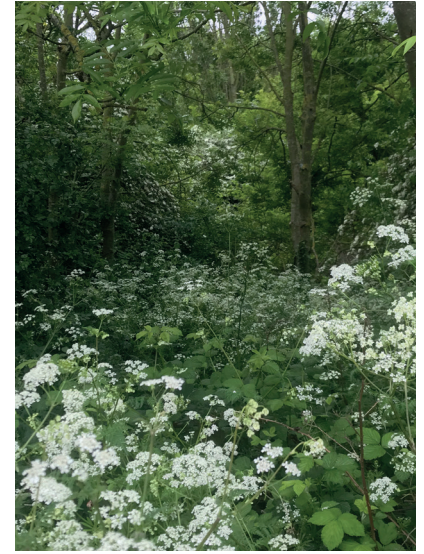
## Outcome: Landscape chain

This mixed media chain piece flowing downwards across three, wall mounted tiers/shelves, each tier representing a different landscape: Natural, Industrial and Urban. The photo to the right shows the idea of grouped ceramic pieces in a similar style to how I would have presented the urban and industrial tiers, along with additions of wire and plasma cut steel arches. On the wall behind each of the grouped pieces I wanted to paint a horizontal stripe in a colour taken from each environment on my research walks.





## Photos to display



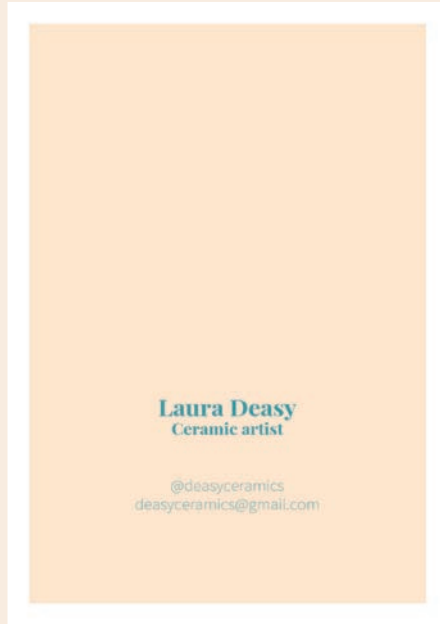
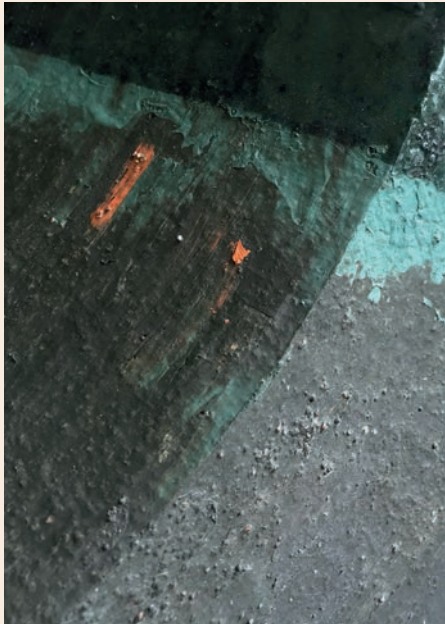
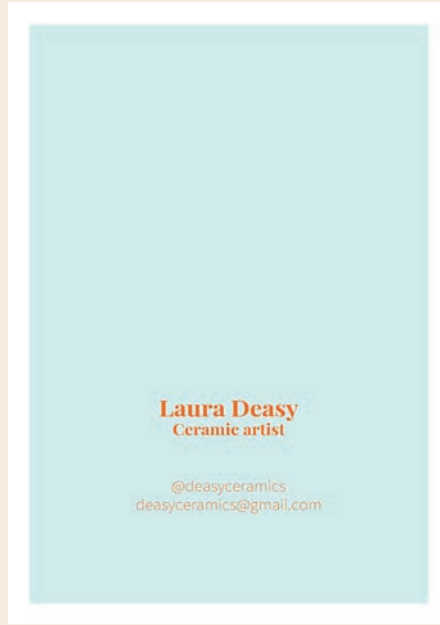
The research behind my outcomes was such a huge part of my project I felt it would be essential to display some of the photographs I collected on my walks, as photography was one of my main research methods. In the photos I selected I wanted to show a side of Croydon you wouldn't necessarily expect, so went for some of my most colourful photos which then also reflect my 3D outcomes.

Photos that just missed the cut:





## Business Cards

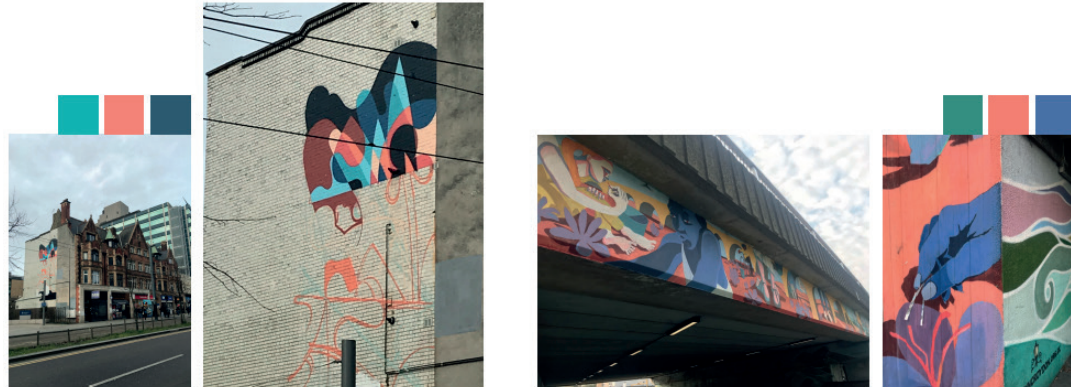


## Printed material: Photo books

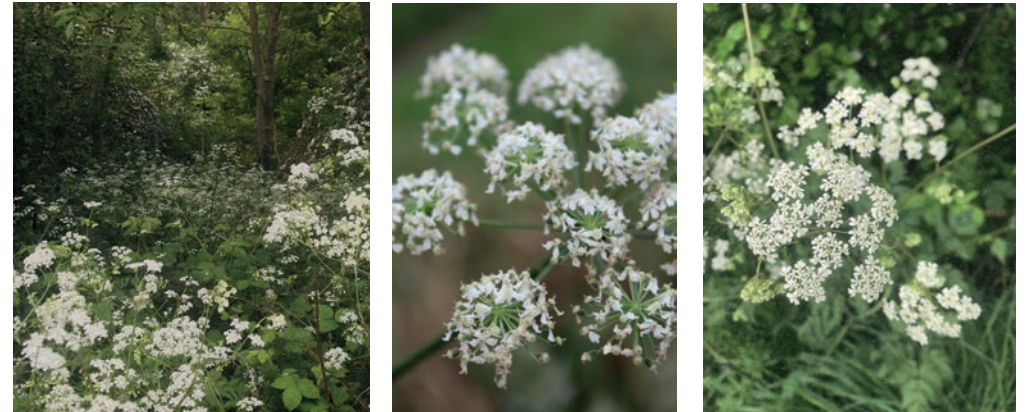
At the degree show I wanted to present two photo books which collated my photographs of Croydon which I had collected on my walks, one book specifically for the urban landscape and another for the natural landscape. My plan over Easter was to go on a few more walks and take my photographs using my film camera as the film photos I took previously for this project were really effective. At our formative assessment in January I presented a small hand bound booklet of some of my urban photographs and it seemed to help people understand my project better.



## Some photos to be included in Urban x Croydon



## Some photos to be included in Nature x Croydon





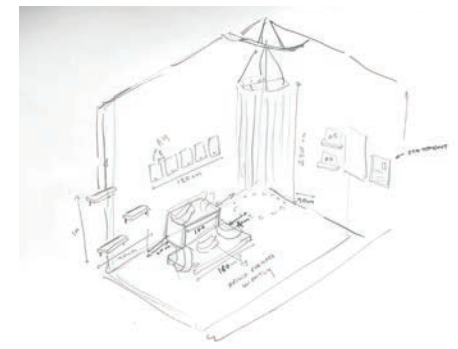
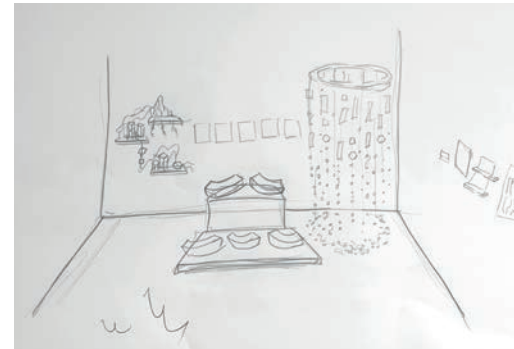
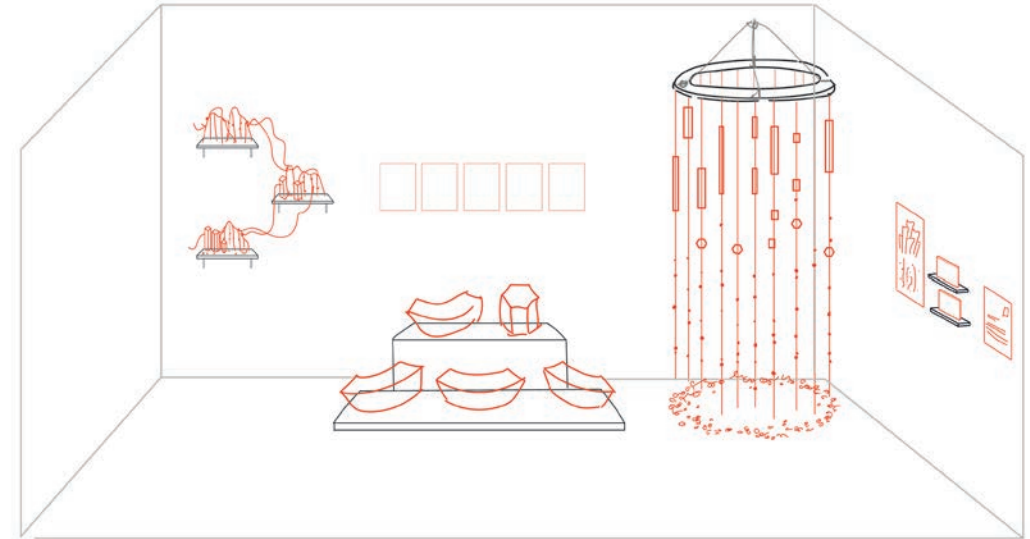
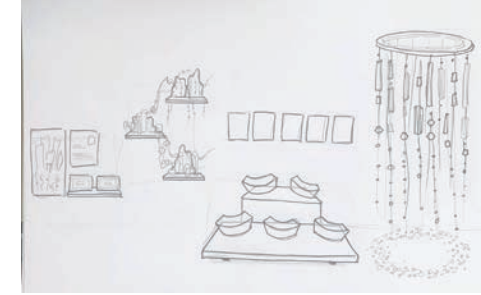


## Layout of printed material

In my Degree Show display I wanted a small section on the wall to show my statement and my photography books together, as I think the research and the statement need to be positioned together for the viewer to get a good insight into what my project is about. These three options show some ideas of how I want to display this material.

The A4 statement would be printed and pinned to the wall with a small metal pin in each of the four corners, I have seen this used at previous degree shows and liked the simplicity of it. The two A5 photography books would sit on thin MDF shelves on the wall, and I was considering also displaying a print of an illustration I made to convey the idea of urban and nature meeting in a city setting.

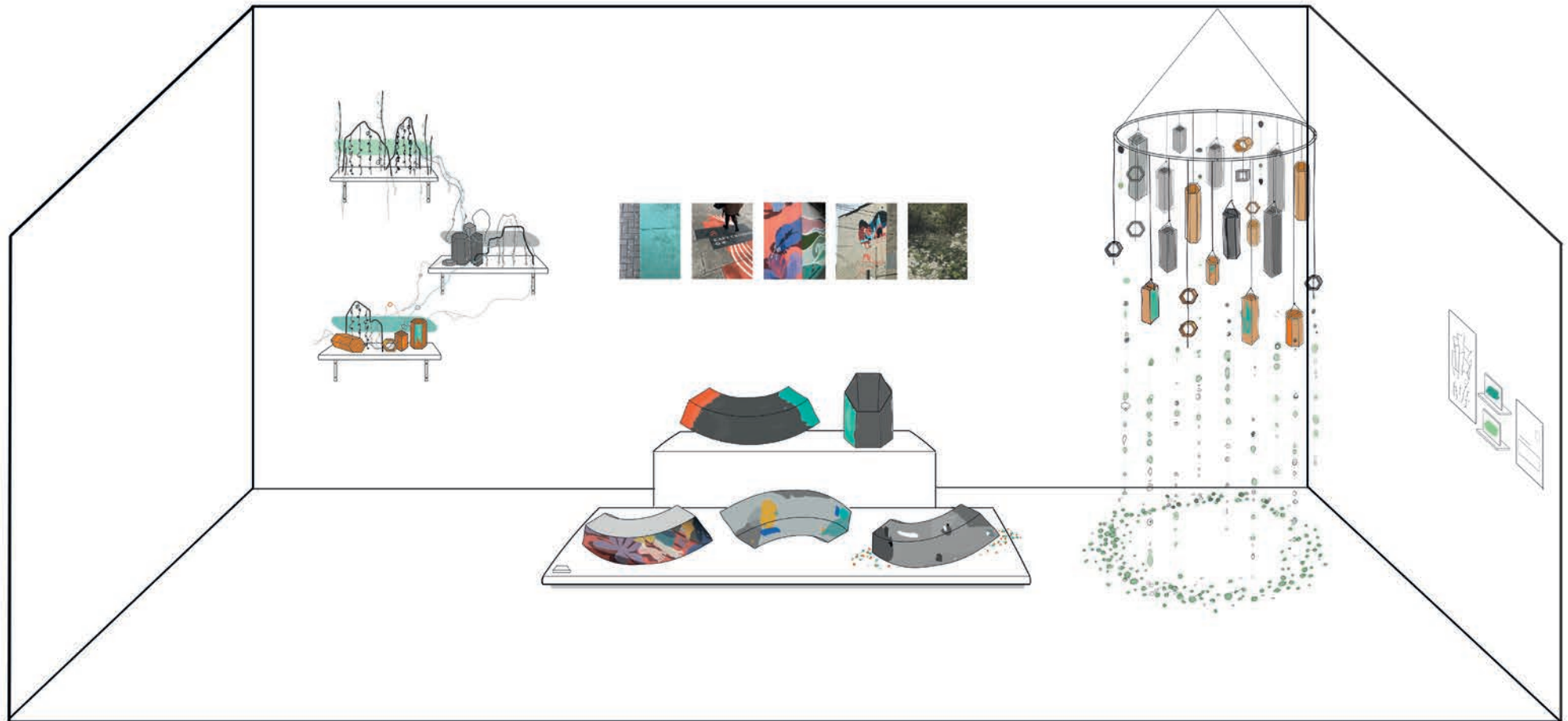
The display marked with an X is the layout I would have gone for, I wanted to separate the statement slightly from the other material so it doesn't look cluttered.



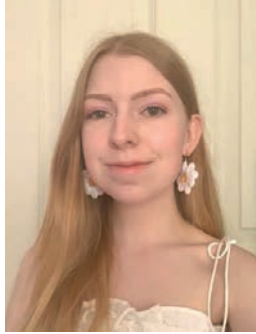
Initial sketches of degree show layout



## Final layout for Degree Show



When sketching out my initial layout ideas I found it would probably best to display the mobile in a corner space as it helps structurally as well as giving it a stronger feeling of space, avoiding it looking cluttered surrounded by other work. It was important that I gave each of my three sets of outcomes space, positioning each roughly 30-40cm away from each other. I wanted to position the printed material i.e. illustration print, statement and photo books away from the landscape chain (the smallest of my outcomes) to avoid all these small bits looking cluttered together. I would have had the plinth and platform display for the Cronx Vessels brought out about 30cm away from the wall to bring my work out from the wall, thus utilising the space more effectively, giving my display more dimension. On the lower platform for the vessels I would have placed my business cards in the left front corner. Having the five photographs positioned above the vessel display really frames my research process as part of my body of work, it's also easier for the viewer to see where some of my visual inspiration came from. All the printed material would be positioned roughly at 140-150cm up from the ground, which matches the average persons eye-level.



## **Laura Deasy**

### **L6 BA Hons 3D Design and Craft**

A personal project exploring our relationship with our local environment, focusing on urban landscapes, aiming to create objects which celebrate the beauty and unseen nature that can be found in these spaces. Through a series of walks I explored my hometown of Croydon, a heavily stigmatized post-war creation which houses a mixture of urban, industrial and natural landscapes, through a new perspective and found the overlooked beauty that lies within it. My body of work translates distorted details of Croydon along with a sense of interaction and exploration, mirroring the idea of looking closer at our ordinary surroundings.

This idea of rediscovering our own landscape extends further into appreciating the character and beauty within our ordinary surroundings and to celebrate these once unnoticed details in our everyday lives. There is so much to rediscover within the landscapes we are so familiar with when we slow down and look.

**Dissertation title:** Hopes and Fears in The Arts and Crafts Movement: From the 1880s in Britain to the 1960s in America. Nature, Sustainability and the Environment

# Taking Cronx to Croydon

In the future I would love to be able to continue this project and exhibit in Croydon with it, as I think it could make the biggest impact shown here. Although my degree show set up could be adapted and presented in an exhibition space in Croydon such as LOFT or the Fairfield Halls foyer, as this is a proposed exhibition idea I want to push what I could do with my work in terms of landscape, exploring where my work could sit in terms environmental and social context, and scale.

## Mitcham Common/ Disused green spaces



The proposed archway was potentially viable for outdoor display meaning it could go into a green space, either an established one like Mitcham Common or even a suburban green patch, in order to intrigue people and generate interest in overlooked spaces like these

## BOXPARK Croydon



In 2016 BOXPARK Croydon was opened, it has its own unique, very 'Croydon' atmosphere and is a place where the community can come together to celebrate our town's culture. BOXPARK often exhibits art work on the top tier of restaurants which could create an interesting location for displaying my work

## Wandle Park



Similar to the reasoning behind using Mitcham Common, using Wandle Park which is right in the town centre and a very accessible green space could be a thoughtful environment to display the arches in

## College Square, Croydon



An outdoor space outside of Croydon college currently houses these colourful, social space designs which create a safe and vibrant community space right in the heart of town. In the same way that these designs live up an otherwise ordinary part of town I would want my work to have a similar impact and encourage exploration around town.



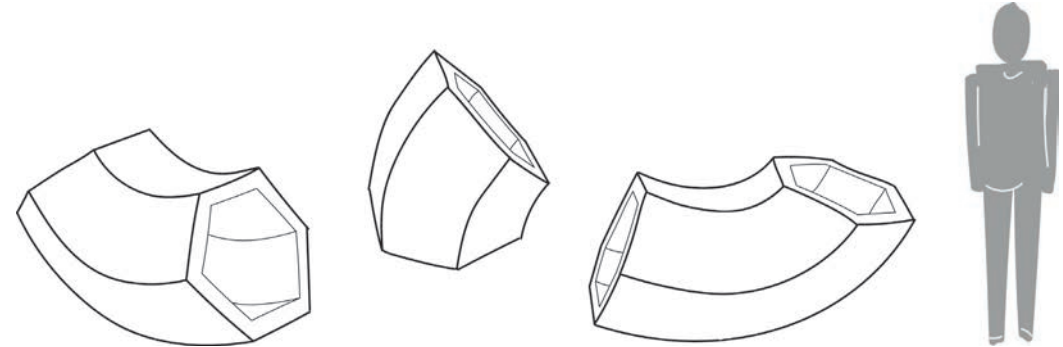


**Peter Randall-Page**

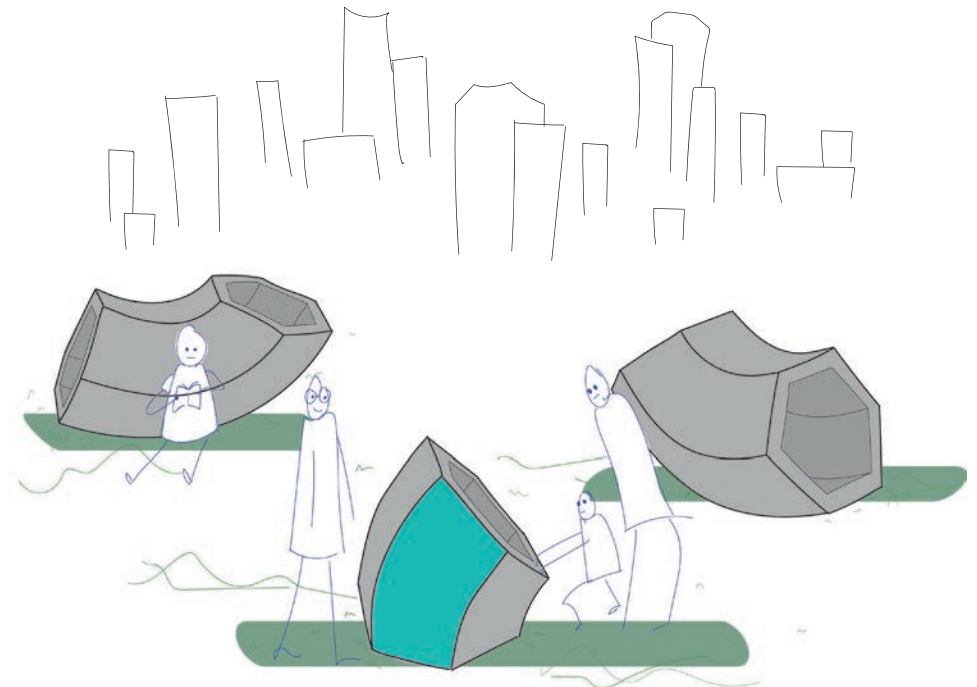


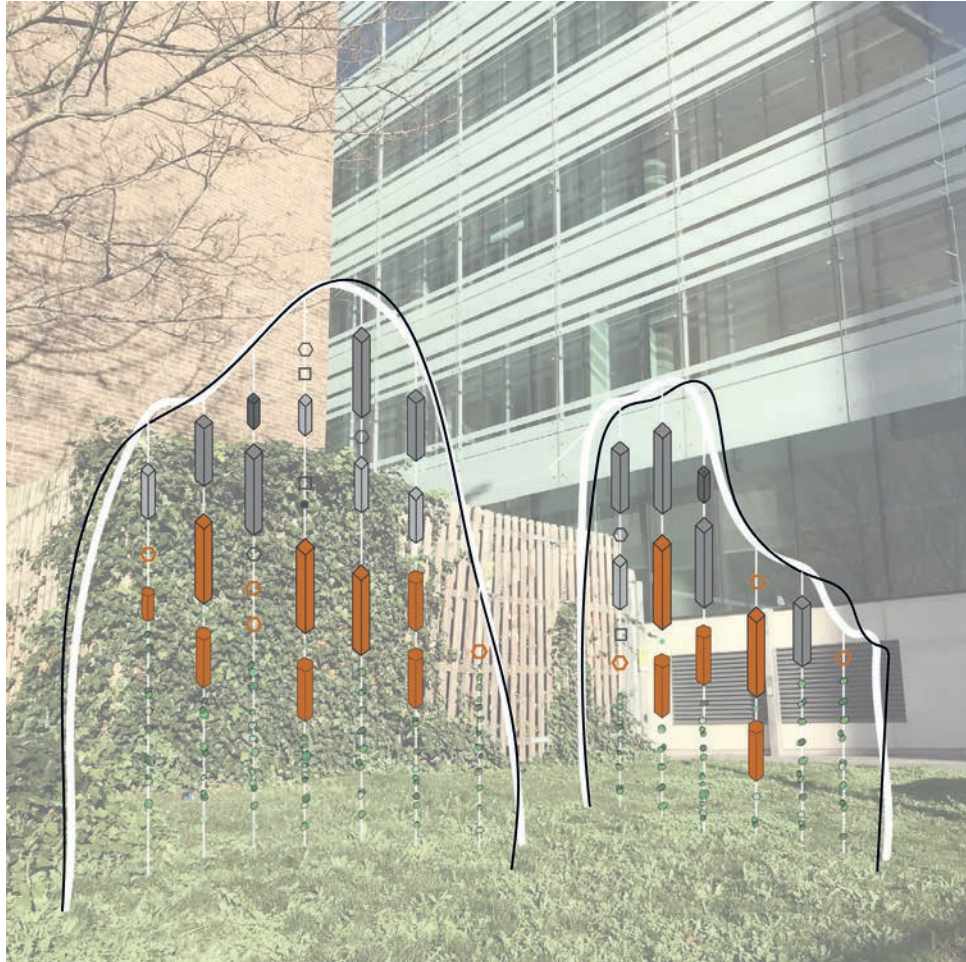
**Julian Stair**

If I were to take these outcomes back to Croydon and explore them within the urban landscape itself, particularly if outdoors, I would want to be more ambitious with scale so that the work doesn't get lost within the open landscape. Peter Randall-Page often works on Public commissions so I've been exploring his work in regards to thinking of my work in similar settings. Julian Stair's large vessels from his exhibition 'Quietus Revisited: The vessel, death and the human body' were also influential in thinking of taking my work to a larger scale, like he did for these large vessels by working on an industrial scale in a brick factory.



**Enlarged Cronx vessels**





Disused green patch from research walk

## Archways in context



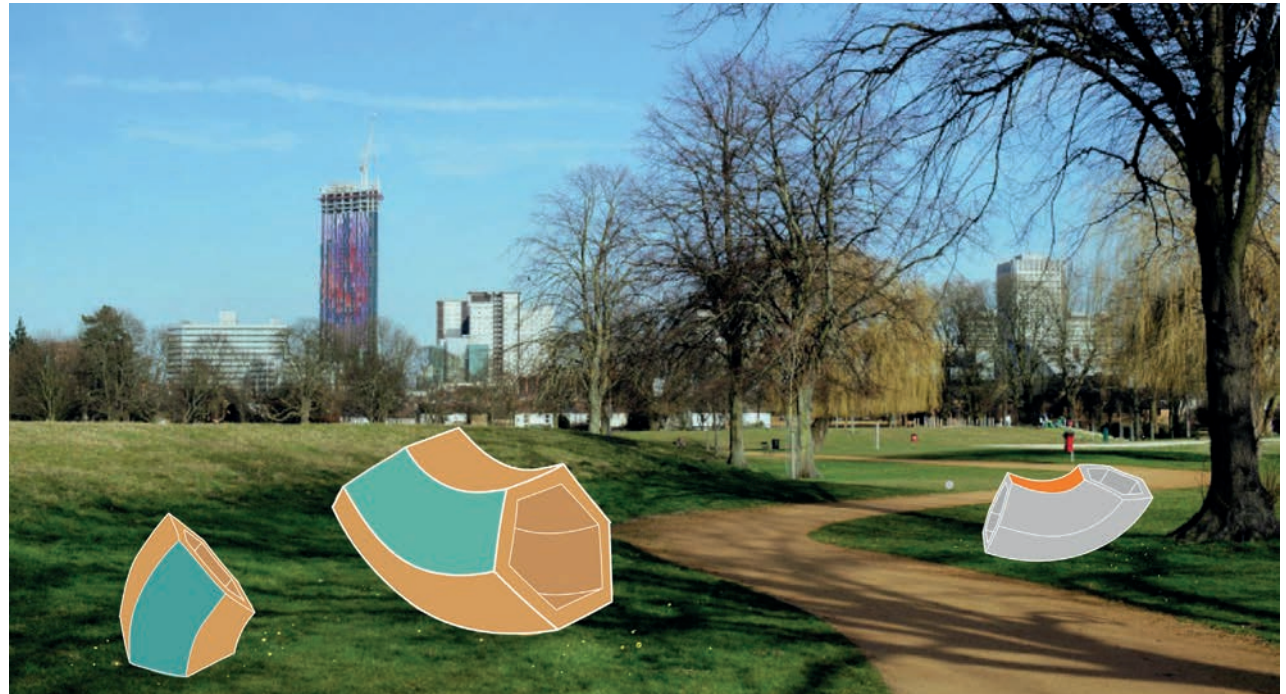
BOXPARK





East Croydon train station entrance

## Vessels in context



Wandle park



## Conclusion

Deciding how to best display the work so the viewer experiences it in the way I intended has highlighted to me the importance of the curation process. If we had gotten to plan a the physical degree show I think I could have played around more with positioning of pieces as I would have the finished outcomes to hand to experiment with. Planning the show physically would have given me invaluable experience in curating an exhibition which is difficult to replicate virtually; however, I found planning the exhibition in Photoshop/Illustrator very useful nonetheless, in particular when thinking about taking my outcomes to exhibit in Croydon.

Completing this exhibition proposal has made me hopeful and excited to potentially get the opportunity to set up our degree show and even get to exhibit my work in my hometown which it was originally inspired by.

## References

- Page 3** Kitty Hall Degree Show, @k1ttyhall instagram  
Laila Laurel, @3d.design.and.craft instagram  
Plinth photo, @newdesigners instagram
- Page 26** Google Maps screenshot of Mitcham common and Therapia Lane, [www.google.com/maps](http://www.google.com/maps)  
Wandle Park image, [www.hidden-london.com/gazetteer/waddon/](http://www.hidden-london.com/gazetteer/waddon/)
- Page 27** College Square images, both found at [www.dezeen.com/2018/07/25/croydon-street-furniture-fiona-hartley-ellie-fox-johnson-london-architecture/](http://www.dezeen.com/2018/07/25/croydon-street-furniture-fiona-hartley-ellie-fox-johnson-london-architecture/)  
BOXPARK Croydon, [www.boxpark.co.uk/croydon/about/](http://www.boxpark.co.uk/croydon/about/)  
BOXPARK Croydon, [www.londonnewsonline.co.uk/boxpark-renews-deal-with-crystal-palace-fc/](http://www.londonnewsonline.co.uk/boxpark-renews-deal-with-crystal-palace-fc/)
- Page 28** Peter Randall-Page [www.peterrandall-page.com/category/sculptures/?mode=archive](http://www.peterrandall-page.com/category/sculptures/?mode=archive)  
Julian Stair, [https://www.pinterest.co.uk/pin/353743745708852899/?nic\\_v1=1aSjySyrTs4sp825baauxlJVmhyEdL%2BQa3tkTnzpluT8H6cAagCc1Glfl6mPatOrTK](https://www.pinterest.co.uk/pin/353743745708852899/?nic_v1=1aSjySyrTs4sp825baauxlJVmhyEdL%2BQa3tkTnzpluT8H6cAagCc1Glfl6mPatOrTK)
- Page 31** BOPARK Croydon, [www.archello.com/story/46782/attachments/photos-videos/3](http://www.archello.com/story/46782/attachments/photos-videos/3)
- Page 32-33** East Croydon Station, [www.londonreconnections.com/2015/a-study-in-sussex-part-8-if-you-bridge-it-they-will-come/](http://www.londonreconnections.com/2015/a-study-in-sussex-part-8-if-you-bridge-it-they-will-come/)  
Wandle Park, [www.hidden-london.com/gazetteer/waddon/](http://www.hidden-london.com/gazetteer/waddon/)