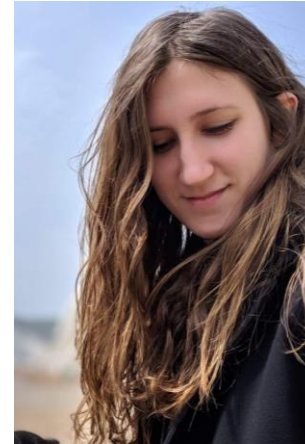


Freya Jeavons
Degree show layout
AD323 PDF 4

Freya Jeavons

L6 3D Design and Craft



← This would be a more professional portrait shot for the real online degree show.

“Apoptosis is natural death, brought about by the tiredness and exhaustion of matter. In Greek this word means 'the dropping of petals'. The world has dropped its petals.” Tokarczuk (2009)

Gold has tantalised humanity since the origins of its existence. Whilst providing us with beauty and prosperity, the sinister and damaging impacts of this multifaceted material are often conveniently ignored for monetary gain. Mining practices are exhausting our planet. Throughout, I am exploring our relationship with this valued material. I aim to challenge perceptions of gold in my work by manipulating existing scrap metals through force to a raw state; a metaphor for our treatment of our environment - the impact of our exploitive actions and greed. By deconstructing this preconceived notion and altering this material that is considered beautiful and precious. These pieces are a reminder that someday unless changes are made, the world will face Apoptosis.

Dissertation title:

How can makers bypass the abusive mining industry?

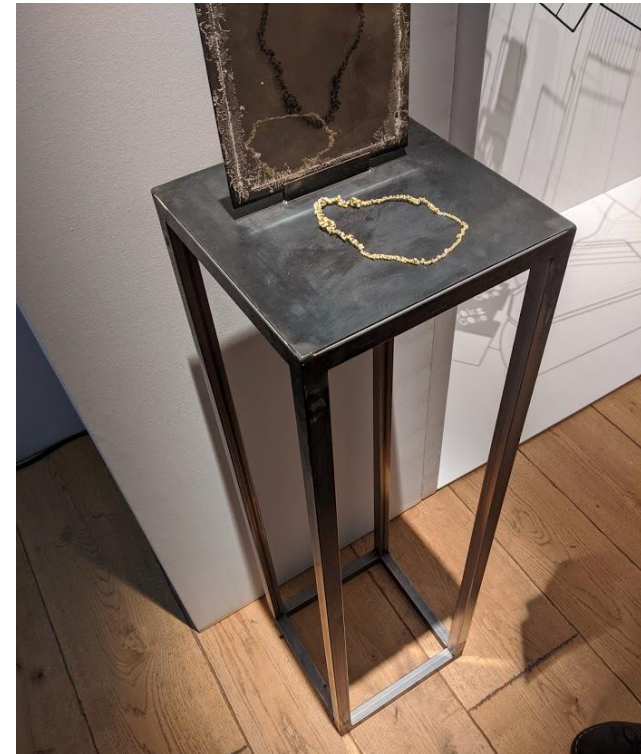
Inspiration Collect 2020

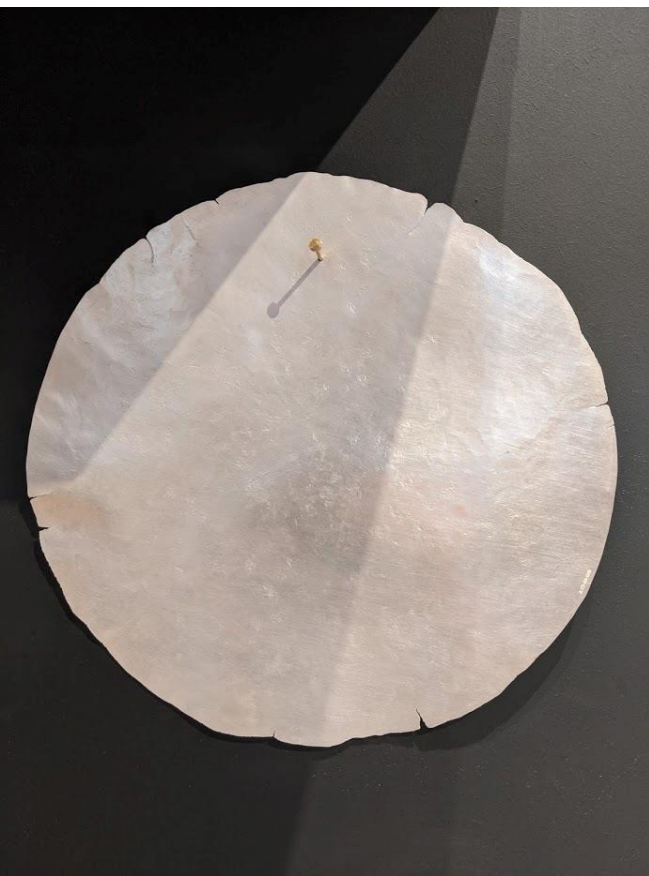
At collect, I noticed how this necklace was being displayed. I circle necklace was placed on a plate of risen steel.

Then it is placed on a blacked topped plinth. The steel makes the silver really stand out. I can see this working with my work. I could put the expensive pieces on the steel plates and the steel jewellery could go on something else.

I also notice that the piece is not secured down in any way. This intrigues me and has given me an idea which I will go into detail about in the next few slides.

In Lucie Gledhil exhibition at Collect I noticed her plinths. They were steel hollow plinths. I really like the idea of making my own steel plinth and displaying my work on them. They are modern, industrial and look less intrusive than the white MDF plinths. The gold also worked really well against the steel.



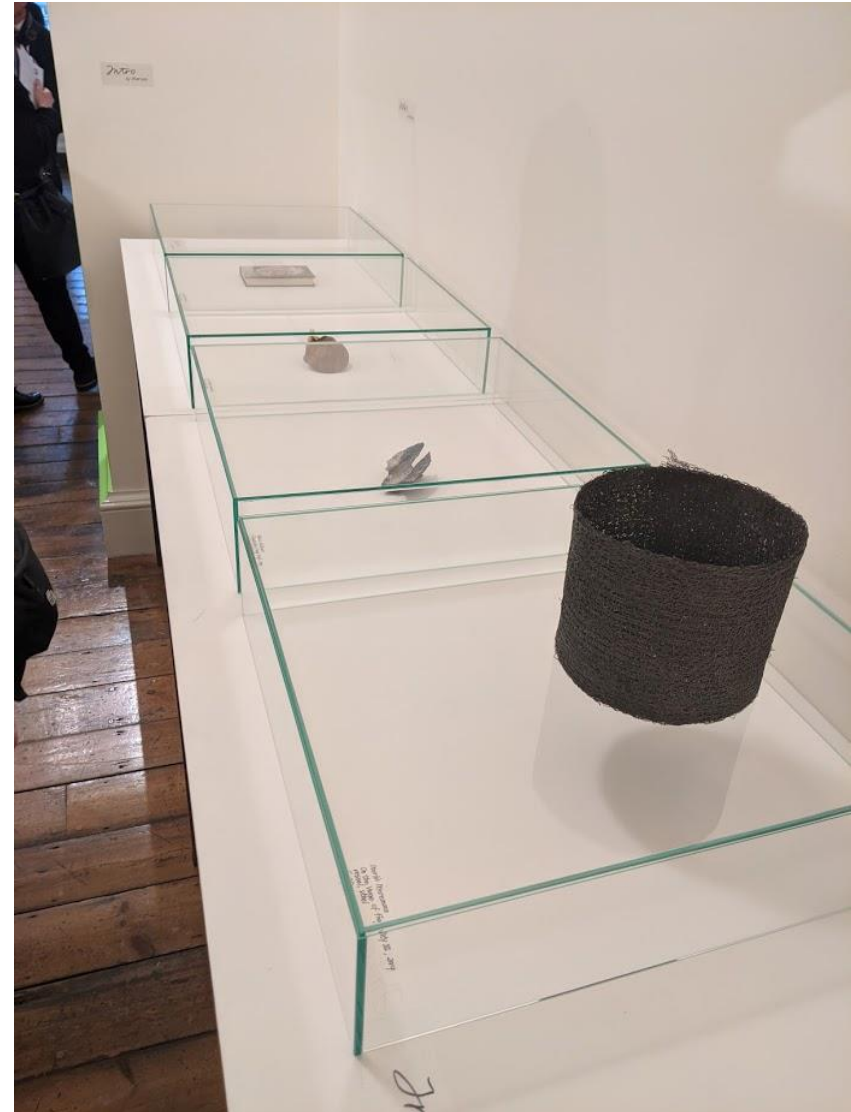


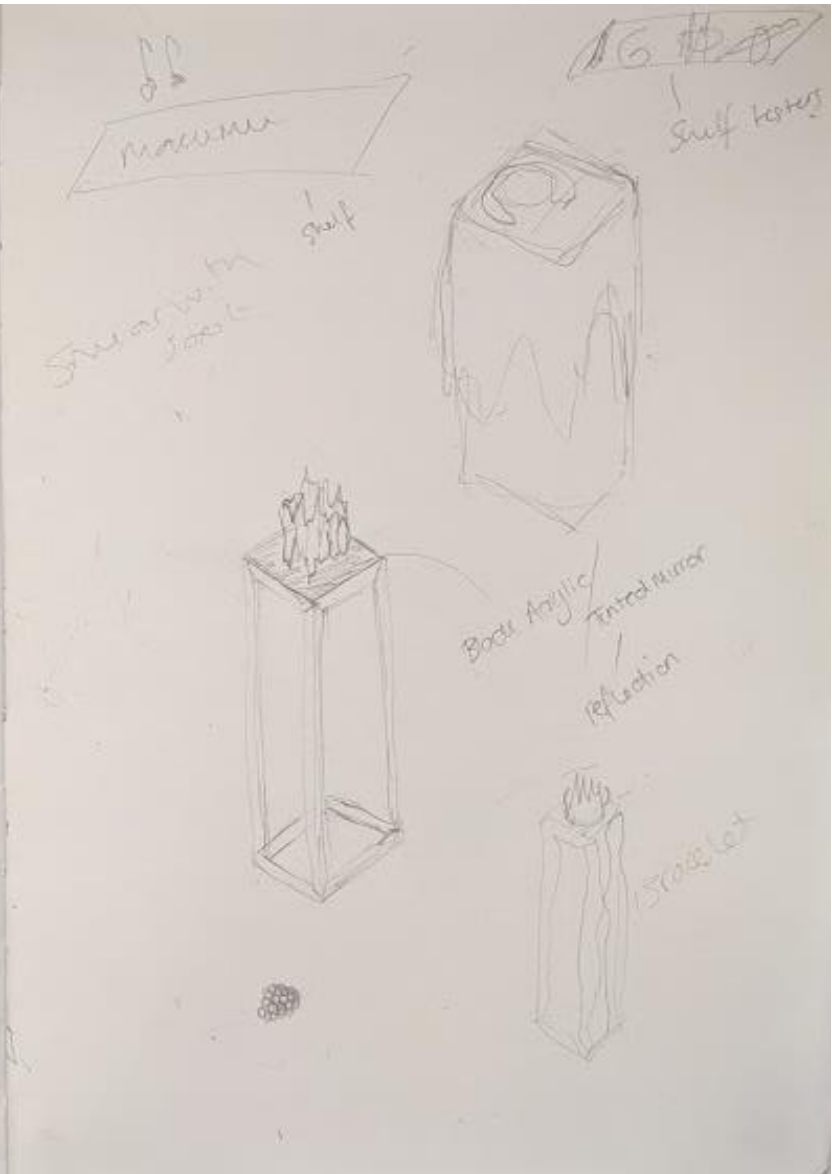
Additional wall pieces. This was apart of an exhibition at collect. It is a hammered silver sheet. It looked so beautiful against the light and I really liked it as an added piece to occupy the space. The single gold/brass pin stands out against the silver moon.

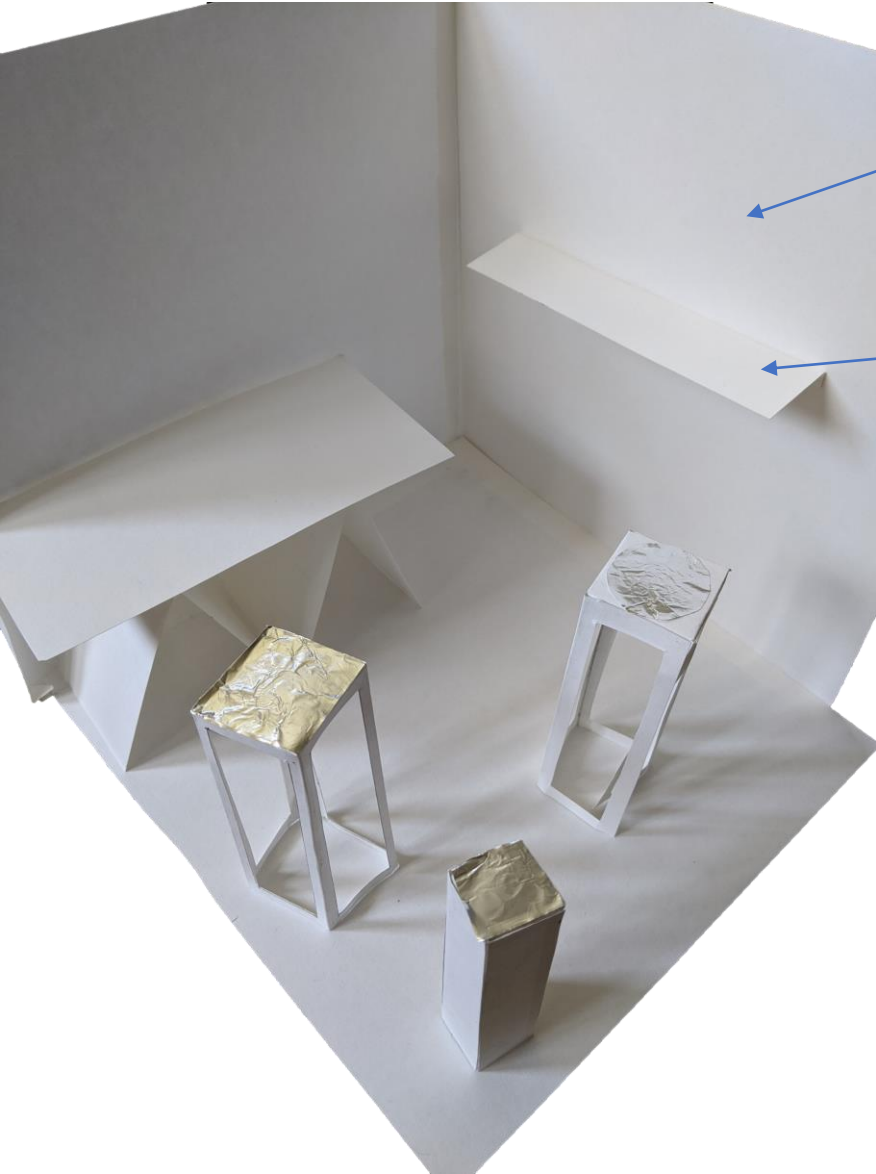
This was a display that I found really interesting. It had 3 smaller items enclosed in glass boxed and the end very fragile piece was placed on top and not secured down.

I noticed while walking around Collect that a lot of the pieces were not secured down in any way. This gave me an idea...

Most of my collection is made out of scrap GOLD and SILVER making them valuable. I like the idea of testing people, almost doing a social experiment. As my work is trying to display that we should not value anything that causes harm to our planet. I would not secure down any of the 'valuable' objects and would secure and encase the non valuable steel objects. This would be contradicting to how people normally would display jewellery.

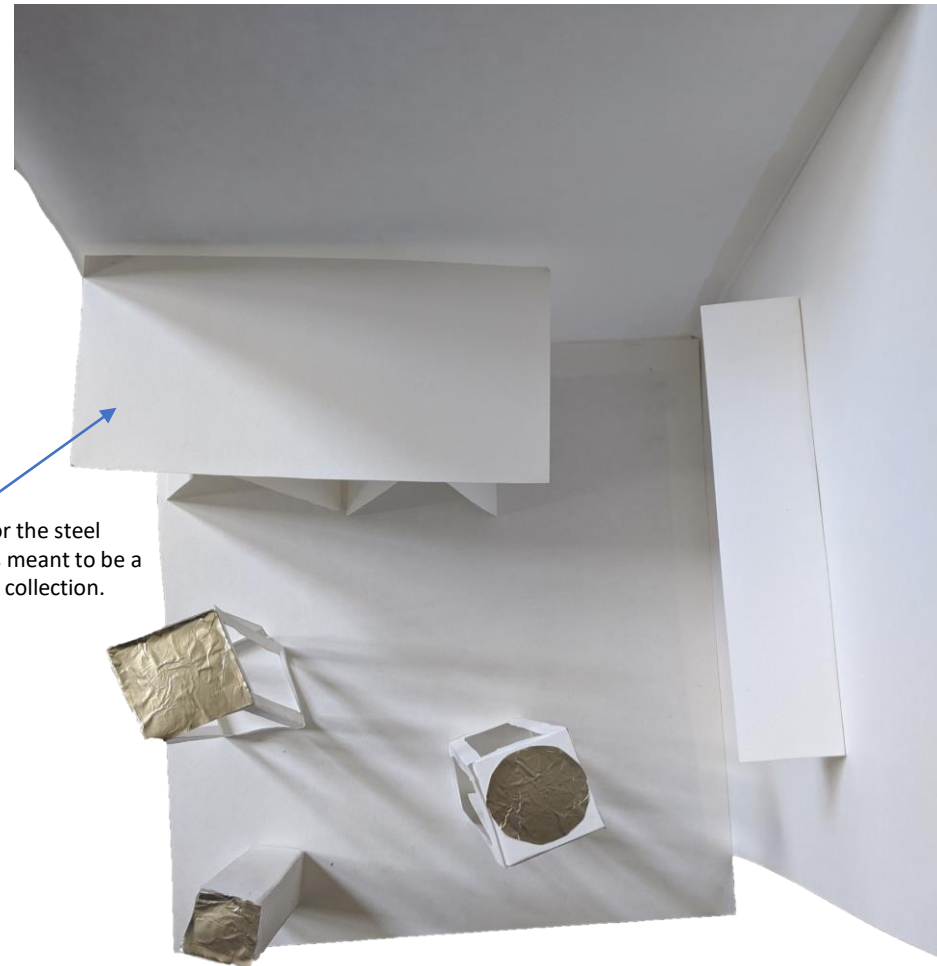




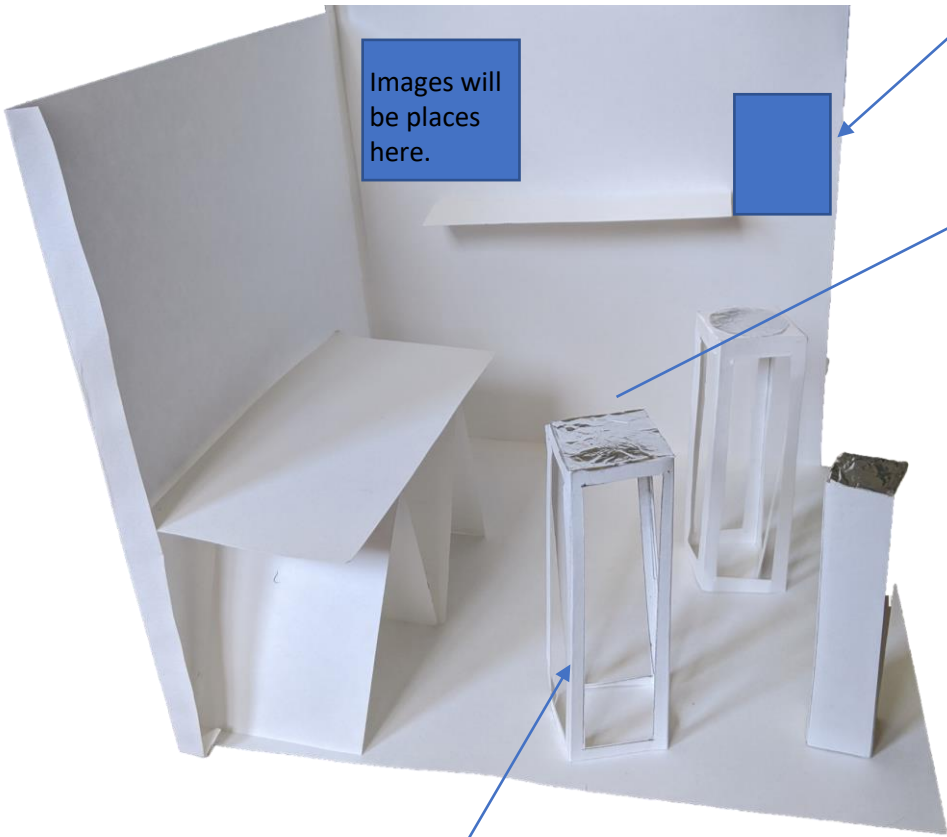


I'd like to have the Mokume pieces hung on the wall. They are not very important pieces so I don't mind them not being centre piece.

A shelf for all the smaller pieces, rings and bracelets.



A trestle table. This would be for the steel jewellery. This is meant to be a very contrasting collection.



Images will be places here.

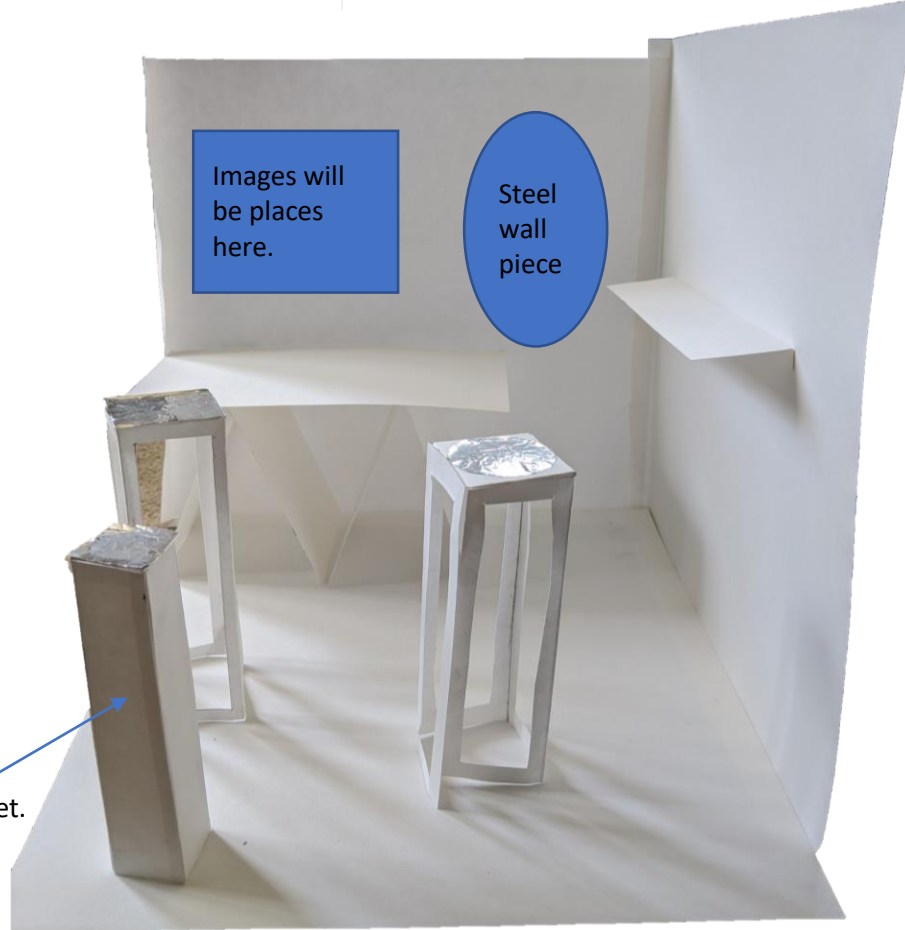
This would be where my statement goes.

Mirrored tops

The layout will have to be slightly more spread out for people to walk around each object freely.

Steel welded plinths.

I either want just a 1cm width slab of steel or a tinted black mirror. This would reflect my piece of work really nicely.

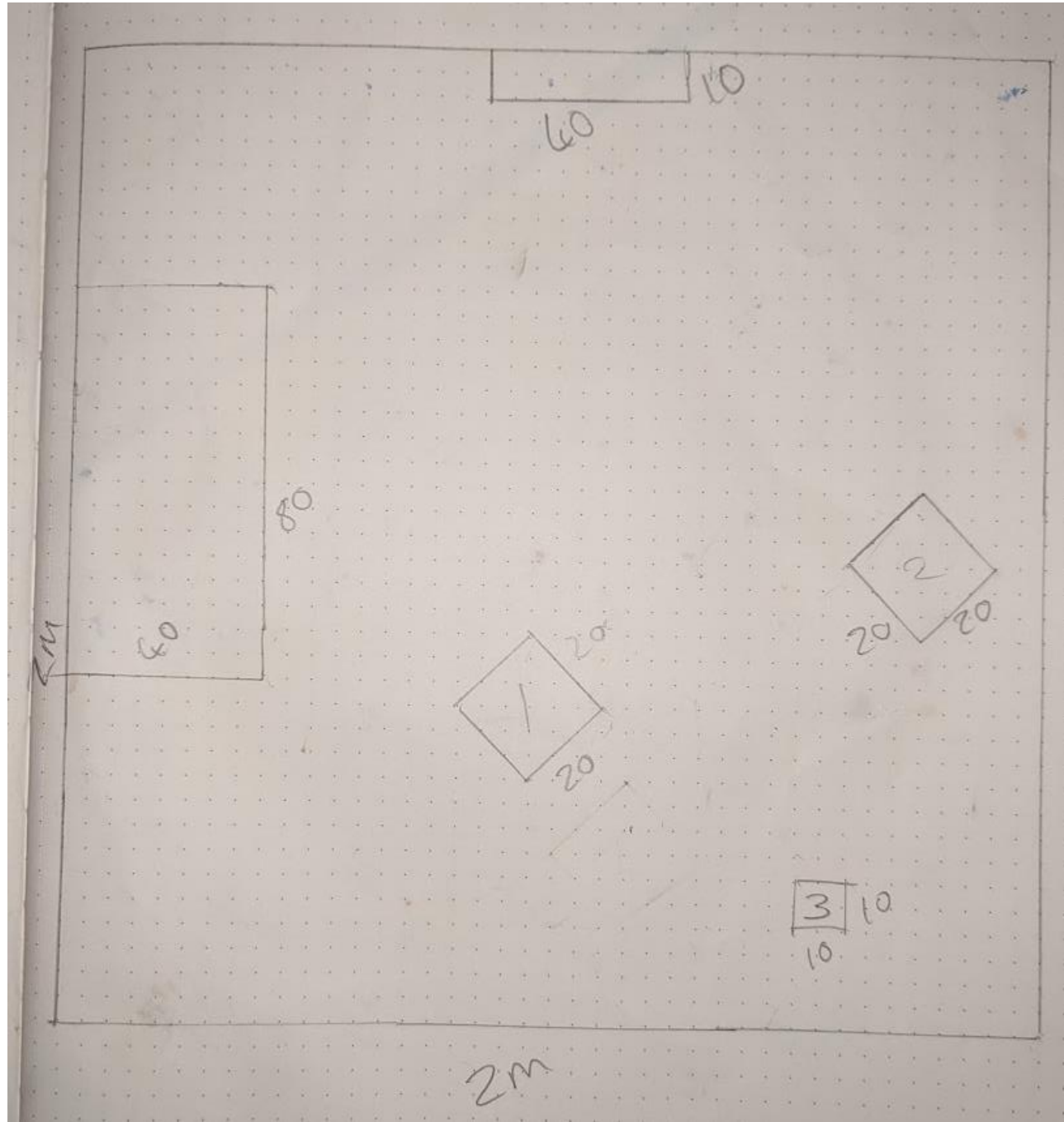


This stand holds the big bracelet. The plinth will be a lot smaller than the other two as I do not want the plinth the shrink the piece.

dimensions
10cm x 10cm x 100cm

Dimensions of my section.

Scale
drawing of
layout





The steel plinth provides an industrial, minimalist element to my display. They are harsh but they do not take away from the main piece.

Dimensions of plinth 20cm x 20cm x 110cm

The plinths will be slim and just above hip height. I do not want people to have to lean over too much to look at but I want them to be able to peer over and see their reflection.

The three pieces I would put on these plinths.



The idea behind the mirror. I want to have mirror on the top of the steel plinth. The mirror will be tinted grey. This will reflect my pieces really nicely. I also like the idea that when people look closely at the object they also see their reflection. the reflection shows that all of us are guilty of contributing to devastating our world.

Here is how much it could cost to get mirror. It is quite expensive but I feel it would be worth it for the effect it will give.

Id like to have a circle mirror as it means you can still see the steel below.

<https://www.made2measure.co.uk/antique-and-tinted-mirror/cut-to-size-tinted-mirror/6mm-black-tinted-mirror-glass>

Length (max 2110 mm) mm

[Swap max height and width](#)

Width (max 1500 mm) mm

Please select length and width before selecting options below

Polished edges	<input type="text" value="Yes"/>	?
Bevelled edges	<input type="text" value="No"/>	?
Screw holes	<input type="text" value="[Not Required]"/>	?
Size of hole	<input type="text" value="[Not Required]"/>	?
Cut outs	<input type="text" value="[Not Required]"/>	?
Template	<input type="text" value="[Not Required]"/>	?

Quantity:

Price: £40.47 (incl VAT)

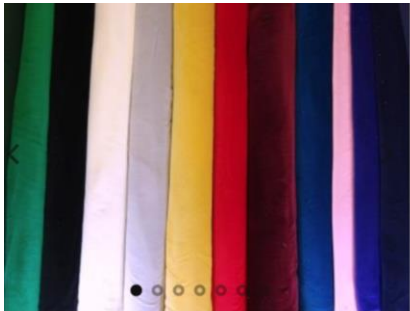
[Click here to calculate price](#)

[Buy Now](#)





I want this piece to be raised as it has more effect at an angle. I would add a none shiny black material such as velvet and have something underneath it to support it at an angle.



Velvet Cotton Fabric

£5.29 - £8.09 / per metre

Fabric: 100% Cotton

Width: 114cm

Colours: Red, Gold, Black, Emerald, Purple, Silver Grey, Wine, Teal, Royal, Bottle Green, Navy, Bulk Buy Fabric Discount

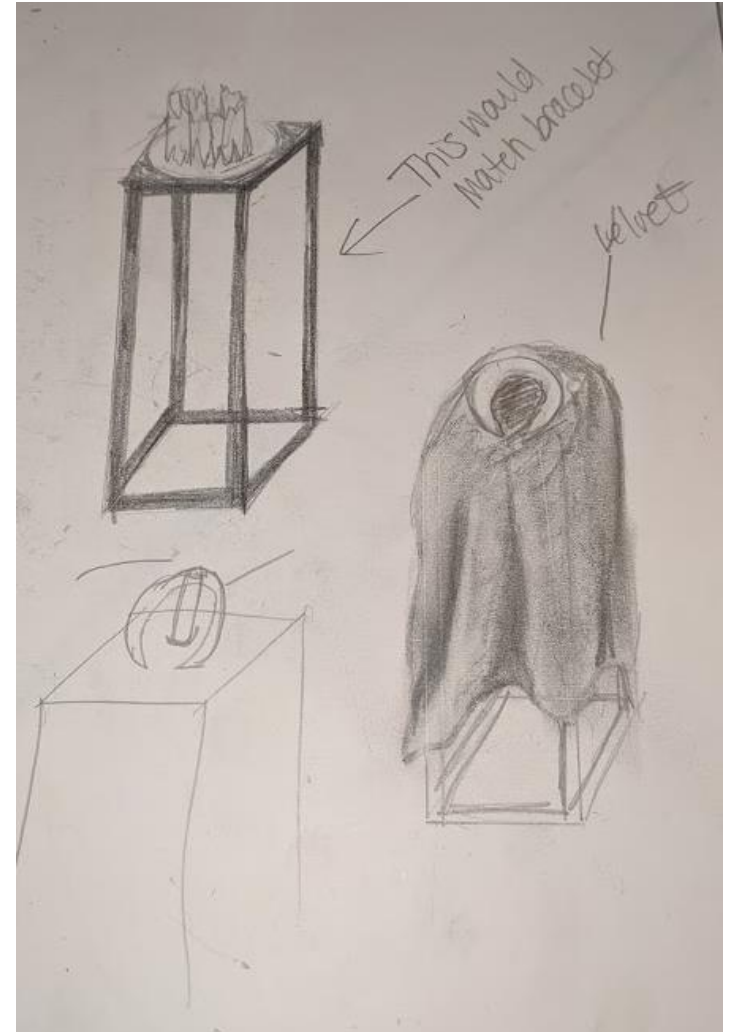
FABRIC LENGTH	COST PER METRE
0-9 metres	£8.09 per metre
10-24 metres	£7.29 per metre
25-39 metres	£6.25 per metre
Over 40 metres	£5.29 per metre

Colour Options

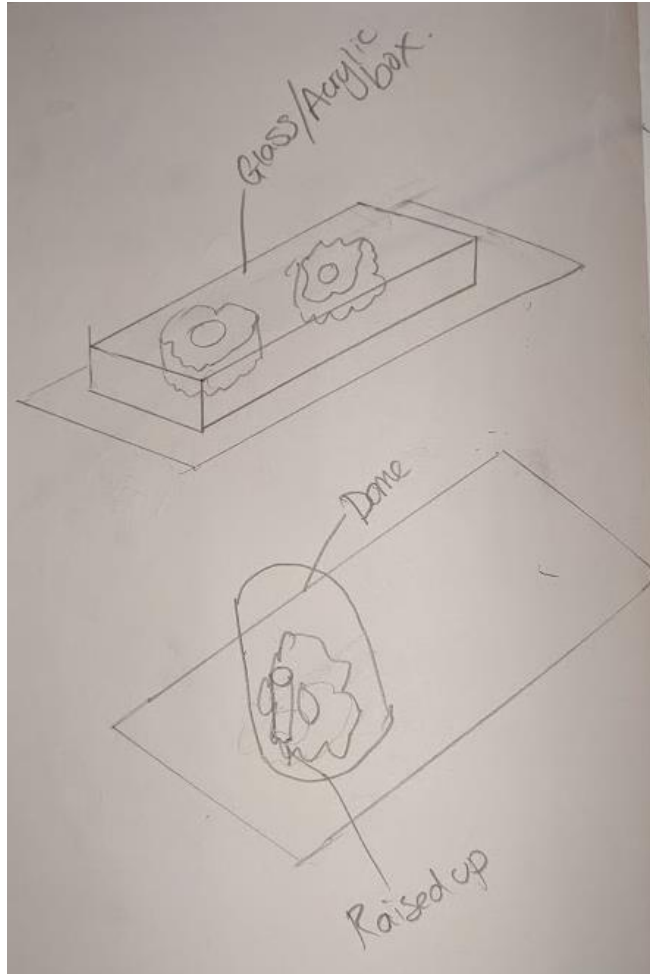
Choose an option

Or I could create a stand to hold it up. Using steel rod and weld a very simple stand. This could even be incorporated into the steel plinth.

This would be the cost of velvet. I would just get a metre square.



The steel pieces that haven't been made yet.



The idea behind this set up is for the steel (non precious) pieces to be enclosed in a glass case. Important or very expensive jewellery is always enclosed in a case. This idea contradicts this as it is putting the less valuable pieces into a case for people to admire. These are layered hammered steel that has been rusted and covered in gold leaf.

I could easily make an acrylic box or I could find an old fish/reptile tank. The other option is to use glass domes although the glass domes and the acrylic options are very expensive. Acrylic is also very bad for the environment so I would prefer to not use it.





This will be made on a larger scale and will hang above the steel objects.

The shelf



I'd like these to hang on the wall above the shelf. This will mean they will not be hidden and are easy to see. They will hang on small gold pins.



I then want these sitting on the shelf. the shelf will be thin and have a black top as silver stands out more on black. The dimensions of the shelf will be – 10cm x 40cm

The images I will use in my exhibition will be these...



OR



I don't want too many photos as it will be crowded. I want the photos that emphasise my concept.

Framing them. Do I frame? What kind of frame? How do I hang? With wire showing or not?

Do I just paste on to wall?

If I were to use frames they would be thin, black frames. I don't want the frame to take away from the photos. The black will blend in almost with the photos. I am unsure if I would have a border. Borders look smart but could drown the photos.

I could mount the photograph onto hardboard so it doesn't have a frame. This means the main focus will be on the photograph, it stands out of the wall and it is also cheaper. Or there are services that offer to print your photos on to aluminium which would look really nice.



Aluminium Print Matte (direct print)

- ✓ Premium-quality matte finish
- ✓ Polished edges with rounded corners
- ✓ Superbly accurate colour reproduction
- ✓ Direct print on the aluminium panel for a stunning contemporary look

I was really inspired by Lucie Gledhills exhibition at Collect. She worked with a photographer called Kasia Wosniak. Kasia uses a technique called Wet Plate Collodion. This is shown in the image to the right. She puts images onto a glass pane. This creates a dark, mirrored effect and I though it looked amazing, almost vintage. Depending on how hard the method is and how much it will cost, I would love to be able to have my images like this. this will portray the darkness and maybe the gold will show up brightly in them.



Business cards

A Glimmer of Fragility



By Freya Jeavons

Front

Freya Jeavons

Instagram: @FreyaJeavonsArt

Website: www.freyajeavons.com

Email: freyajeavons10@gmail.com

Back

I want the business card to be very basic and easy to read by all people. The trestle table will have added length to be able to have my sketchbook, business cards and a mailing list on it. the mailing list will just be a new black notepad.