

STELLA WHARTON
3D CRAFT AND DESIGN
CREATIVE ENQUIRY A61622
UNIVERSITY OF BRISTOL

CORRUPTION

Mind

Body

Sold

*BOUGHT TO YOU BY YOUTUBE
AND 55K OF
GOVERNMENT LOANS*

CONTENTS & INTRODUCTION

Introduction

This body of research is a venture into a personal interest in rebelling against consumerism culture, specifically by using physical and metaphorical subversion.

The investigation begins by looking into the tactics of capitalism and understanding how our urge and compulsion to consume can also be instinctive. After this, I used experimental research to take apart and analyse throw-away items. Doing this led the project down a route of interest in how to prosume with broken technology and circuitry. As an initial resolution, I used spiritual artefacts and symbology to subvert the meaning of technologicalisation and westernisation ironically. After establishing the best way to highlight the corruption of consumerism culture is to subvert it using spirituality's meanings and metaphors, I create a series of works that can be viewed as both art and products to be displayed in the form of a spiritual shrine. This project expanded and developed my style, beliefs, and understanding of having a creative voice. Whilst having undertones of appropriation, hypocrisy and denial, all in the name of subversion, this project is me, making sense of modern life for a new age world.

Contents

- 3- 4 — Site Specific Research
- 5 — Terminology Research
- 6 — Sketchbook Research Pages
- 7 — Anti-consumerism + Angst + Rebellion Is the Same as Culture Jamming X punk X Subversion
- 8 — Subversion
- 9 — Related Readings
- 10 — Preexisting Inquisition
- 11 — Humdrum Subversion
- 12 — Electronic Investigation
- 13 — Preexisting Inquisition Collaging Can Subvert Consumerism Culture.
- 14 — Consumerism Culture Is the Opposite of Spirituality
- 15 — Sketchbook Workings
- 16 — Salvaged Circuit Boards
- 17 — Dream Catcher And Cultural Appropriation
- 18-19 — Dream Catchers Photographed
- 20 — Sketchbook Workings
- 21 — Preexisting Inquisition
- 22 — Spiritual and Modern Symbology Research
- 23 — Old & New Spirituality + Consumer & Modern Culture Equals Design Ideas
- 24 — Www.crystalcage
- 25 — Consumer Greed Prayer Bead
- 26 — Computing the Design
- 27 — Shrine Research
- 28 — Consumerism God Figurine
- 29 — Subverted Offering Bowls
- 30 — Final Page

WTF

NEWS

BREAKING

'Green Party', 'Bohemian' Brighton is just as arrogant as the rest of the UK.



WTF
NEWS
BREAKING

**Bursting at the seams-like-
that-could-be-recycled**



Bin bag mountains humble Hanover *community centre*



GLOSSARY

Brandjacking-

The unauthorized use of a company's brand.

Compulsion-

An irresistible urge to behave in a certain way.

Consumerism-

An economical and social order that encourages the accumulation of products and services.

Cultural Appropriation-

Occurs when members of a majority group embrace elements of a minority group in a corrupt, disrespectful, stereotypical way.

Culture-Jamming-

A form of political and social activism that creates fake adverts and hoax news that subvert the power of the media, government, and large corporations.

Desecration-

The act of depriving something of its sacred qualities. Destructive and disrespectful use of items and ideologies sacred to a group or an individual.

Iconoclasm-

The action of attacking or rejecting cherished beliefs and institutions or established values and practices/ the rejection or destruction of religious images.

Manifestation-

Bringing something usually materialistic into life through attraction and belief.

Maximalism-

A reaction against Minimalism, the aesthetic of excess.

Prosumer-

A person who both consumes and produces a particular commodity.

Spiritual Materialism-

Involves the belief that self-indulgent consumer spiritual pursuits can obtain happiness.

Spiritual Narcissism-

Unconscious use of the spiritual practice, experience, and insight to increase rather than decrease self-importance

Subversion-

Using something in the "incorrect" way/ undermining the power and authority of established systems.

Symbology-

The study or use of symbols.

Technologisation-

To affect or alter using technology.

Westernise-

The process of adopting or being influenced by systems from Western culture.

EDUCATING MYSELF

5. CONSUMERIST CULTURE

MARKETING TACTICS UCCI

Christmas Ritual and Tradition

Consumerism and Marketing

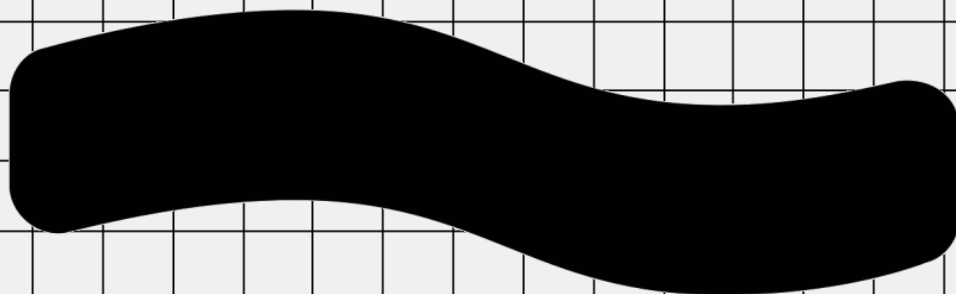
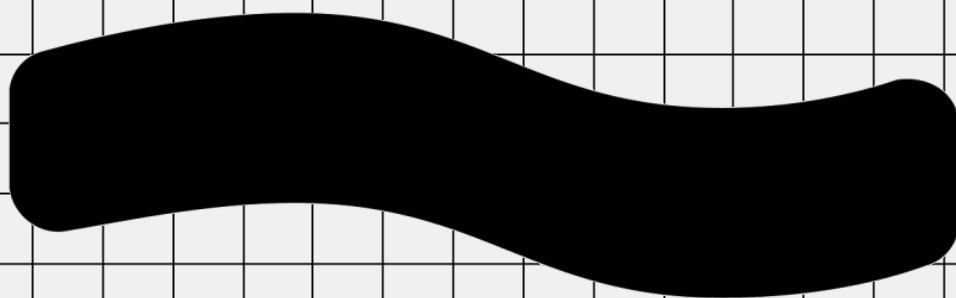
PROSUMERS AND PROSUMERISM

INSTINCTIVE CONSUMERISM

SUBVERTED ITEMS EXAMPLES

ANTI-CONSUMERISM + ANGST

+ REBELLION



CULTURE JAMMING X

PUNK X SUBVERSION

WHERE THERE'S
MUCK THERE'S
BRASS

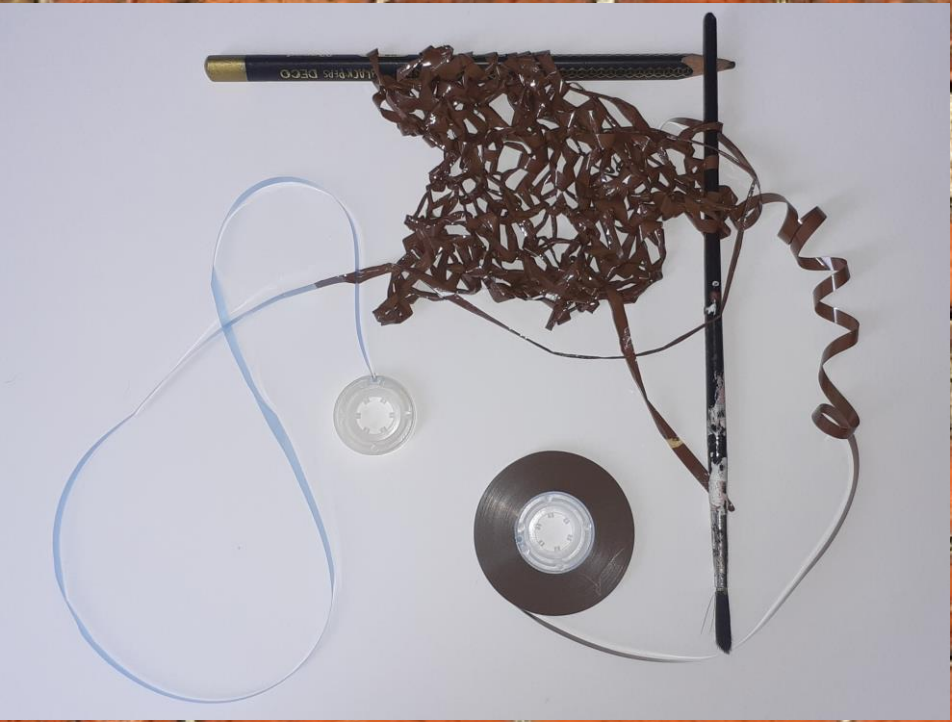
ONE MAN'S
MEAT IS
ANOTHER
MAN'S POISON

One mans Ceiling
is another mans
floor

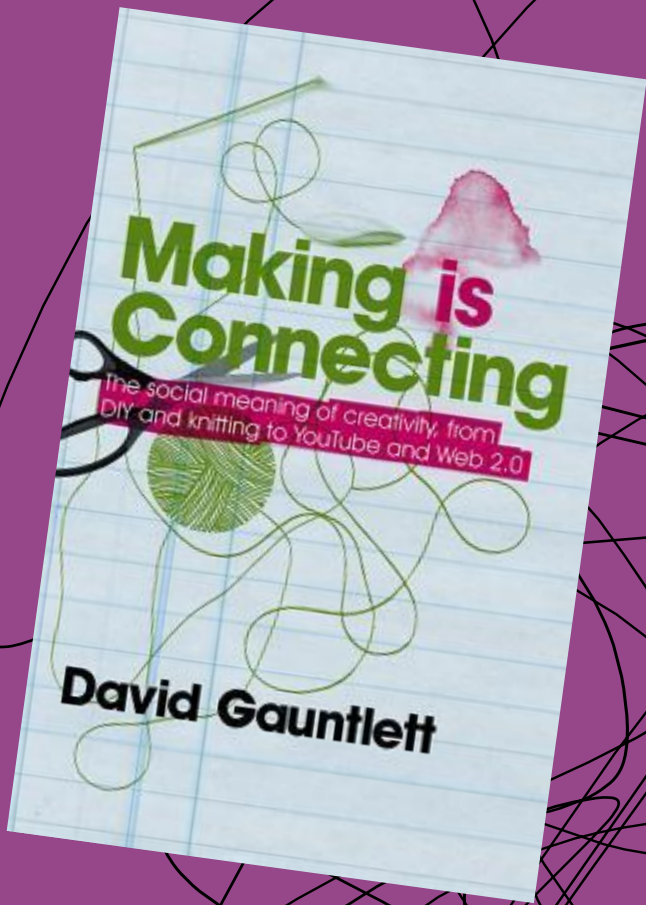
ONE MANS GARBAGE IS
ANOTHER'S TREASURE

After that I
experimented with
subverting materials by
how they are used and
subverted crafting
methods by using
"incorrect" tools

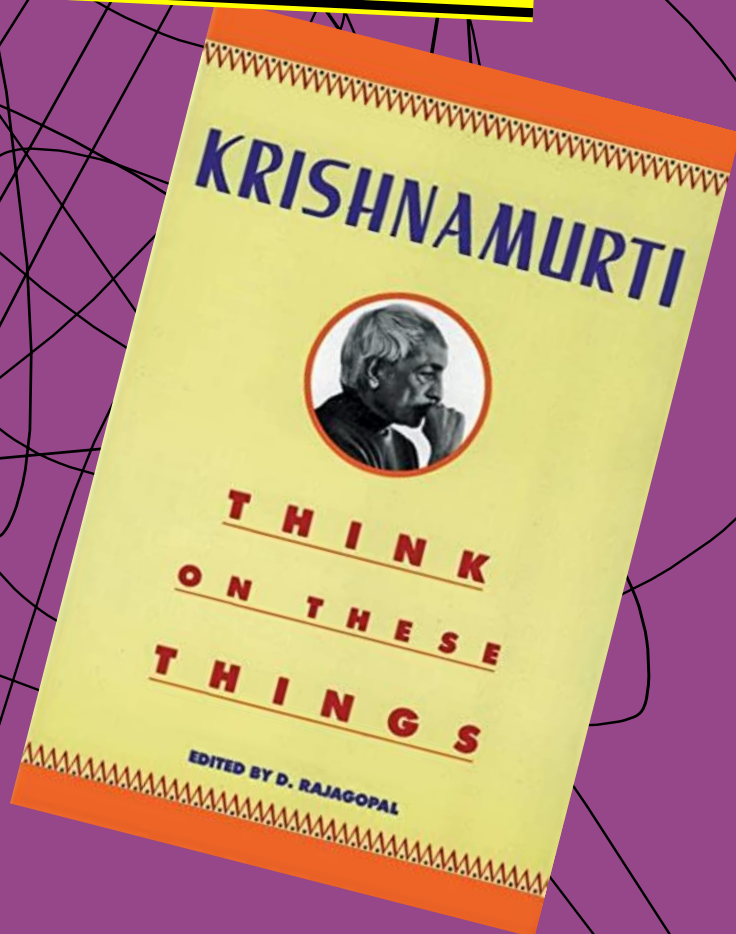
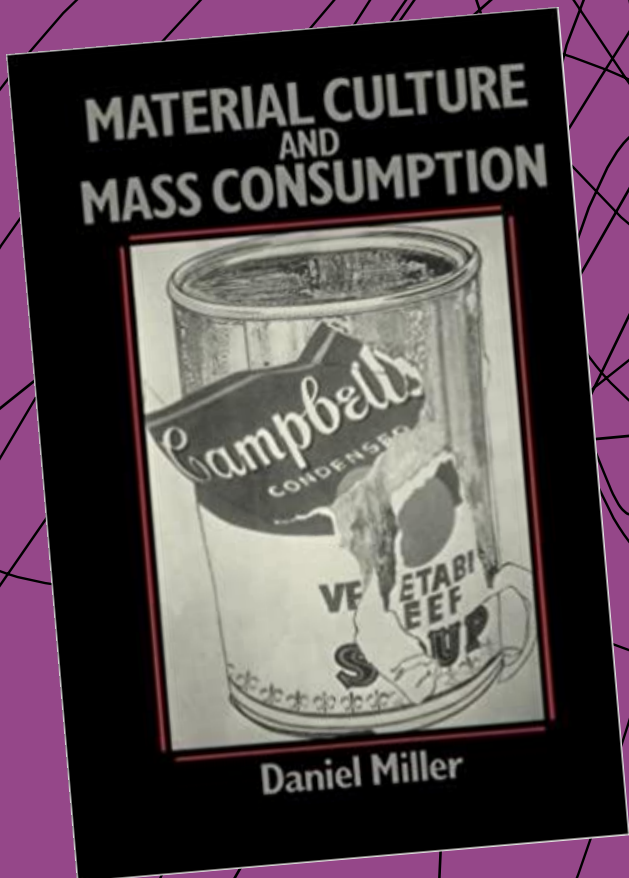
I looked back on
previous projects where
I subverted branding



S
U
B
V
E
R
S
I
O
N



RELATED READINGS



PREEXISTING INQUISITION



**Subverted Head Wears, Worn
by the Dassanech Tribe, 2015,
Photographed By Eric Lafforgue.**

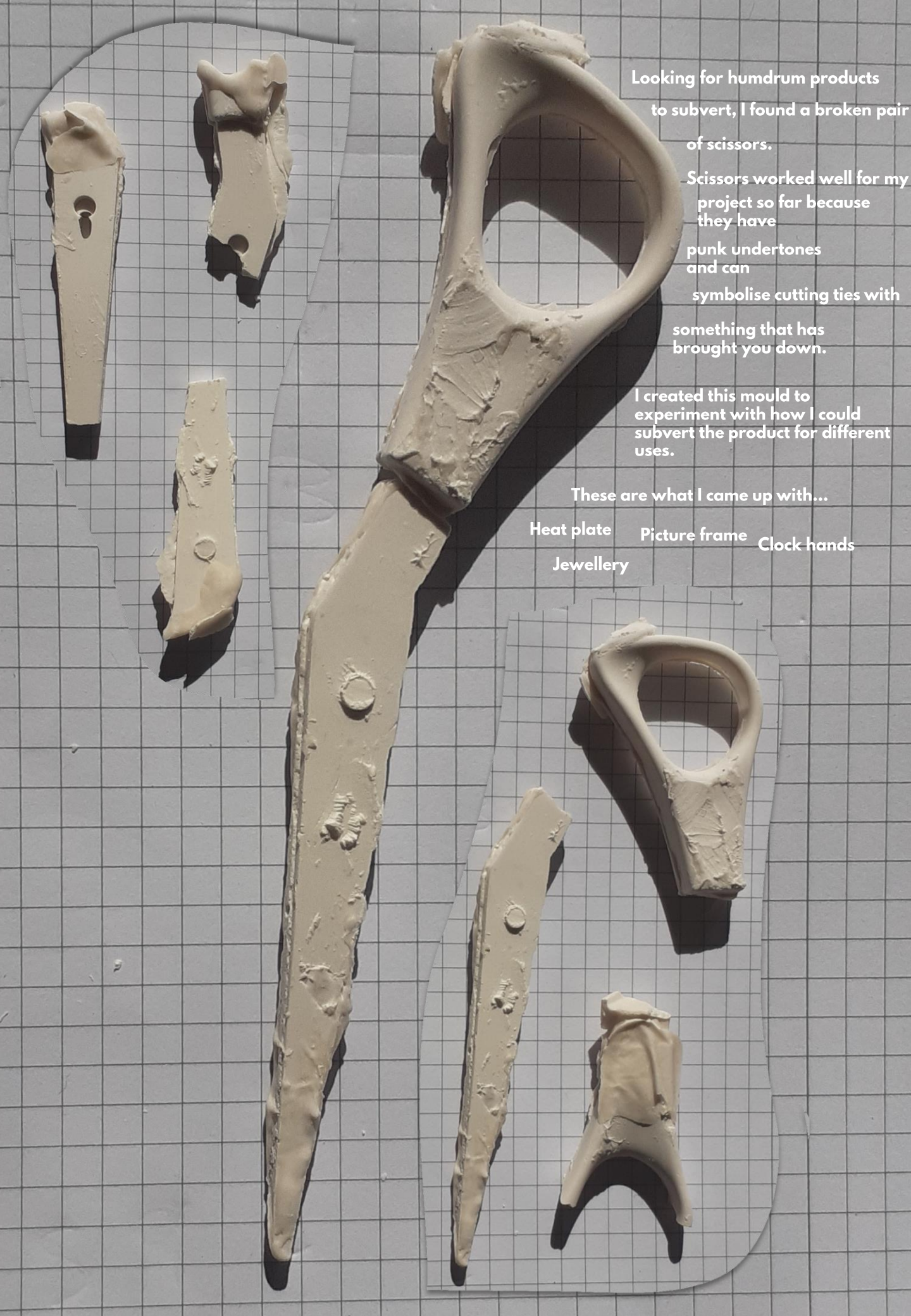
Looking for humdrum products
to subvert, I found a broken pair
of scissors.

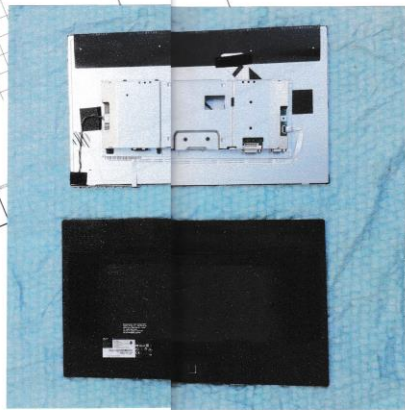
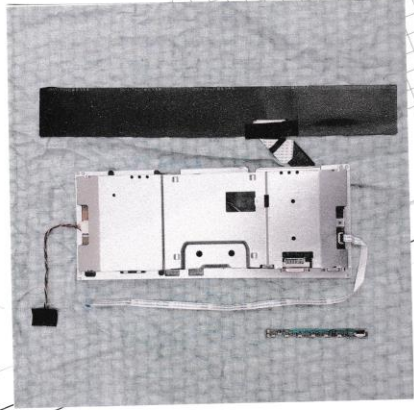
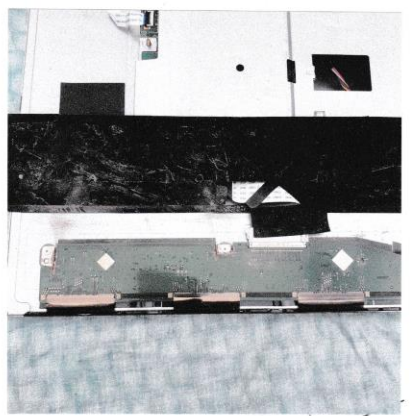
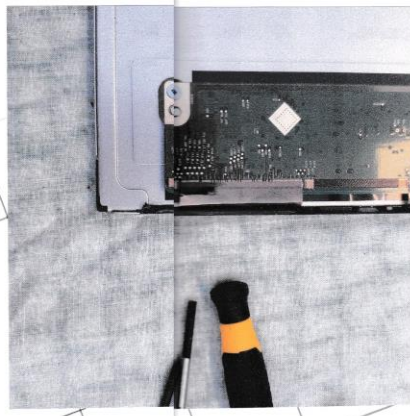
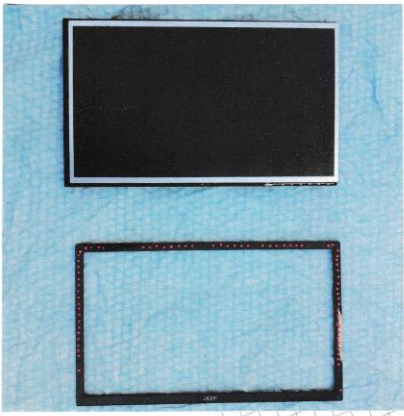
Scissors worked well for my
project so far because
they have
punk undertones
and can
symbolise cutting ties with
something that has
brought you down.

I created this mould to
experiment with how I could
subvert the product for different
uses.

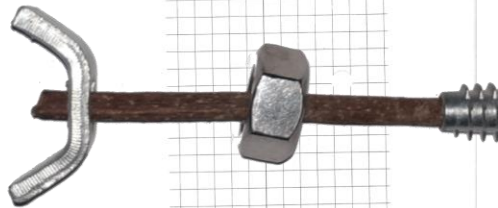
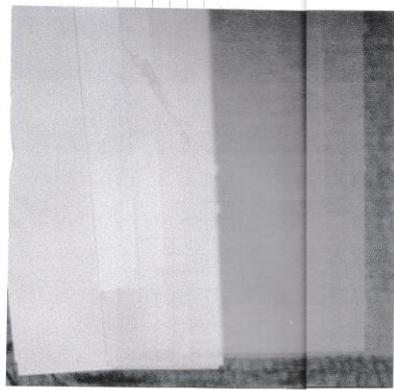
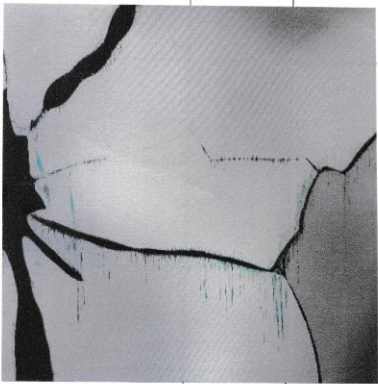
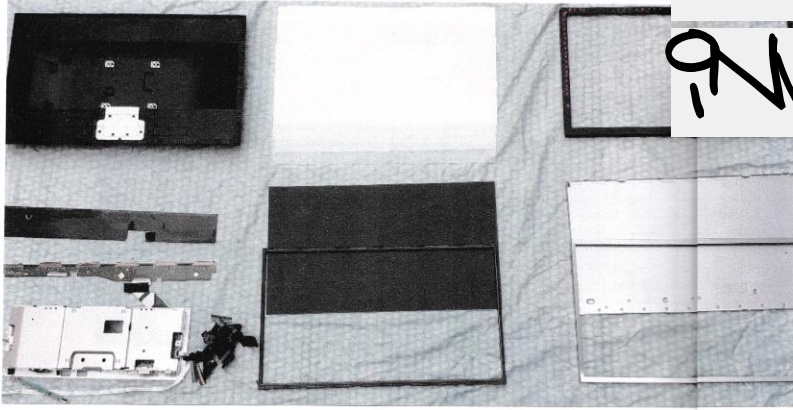
These are what I came up with...

Heat plate Picture frame Clock hands
Jewellery





ELECTRONIC INVESTIGATION



PREEXISTING INQUISITION

Collaging Can subvert Consumerism Culture.



Above: Hiroshi Fuji, "Toys Paradise", 2010

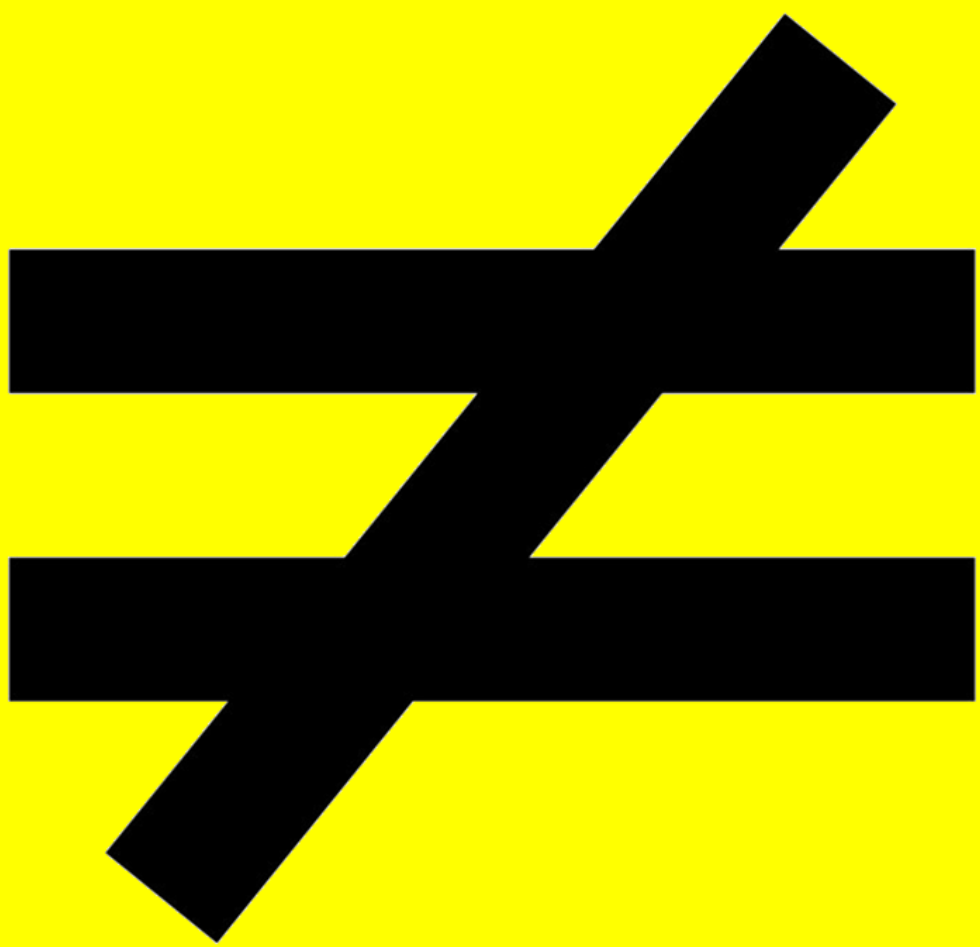


Above: Linder Sterling, artwork for the Buzzcocks single Orgasm Addict, 1977.

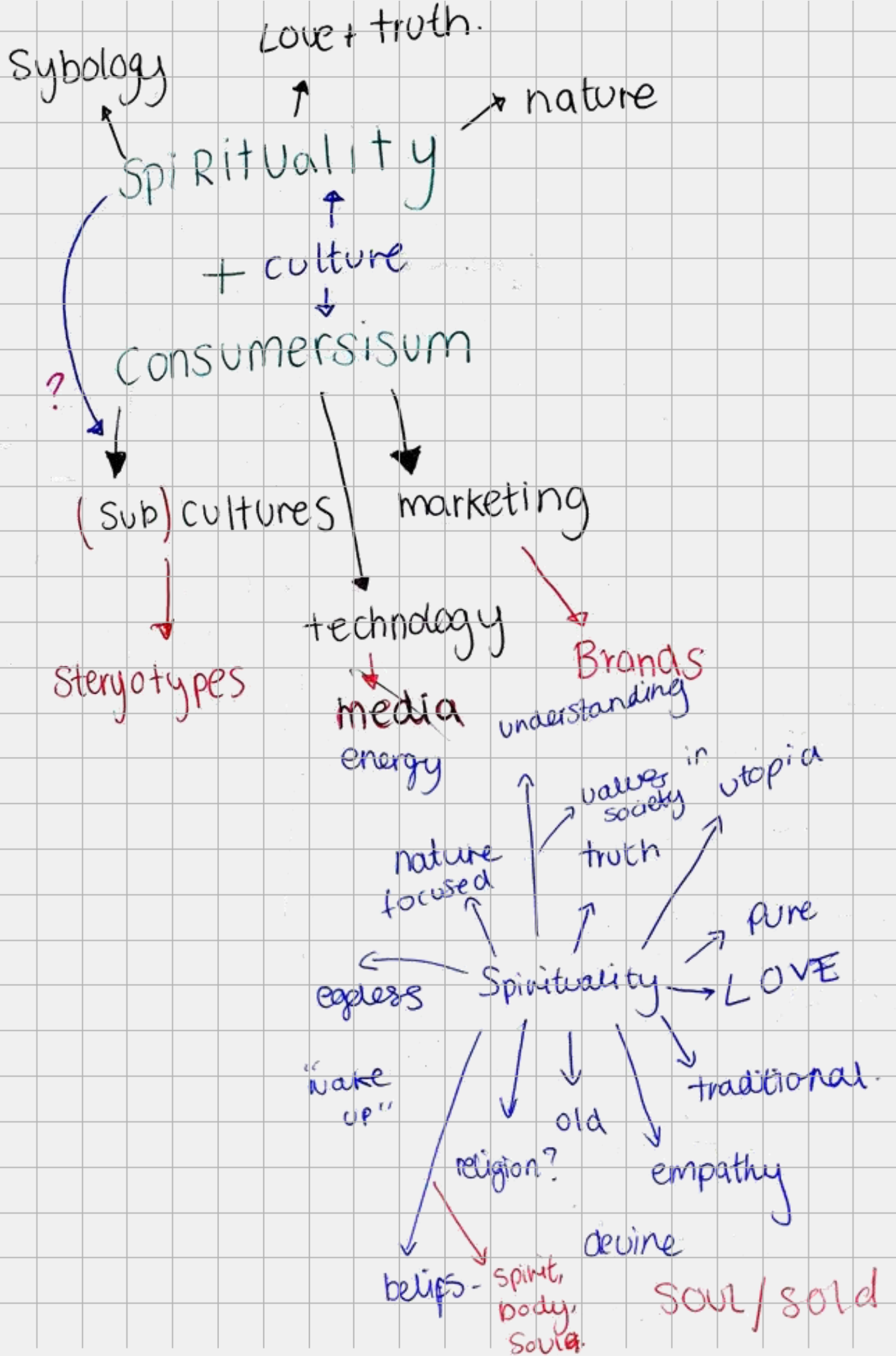
Right: Linder Sterling, Untitled, 1977.



CONSUMERISM CULTURE



SPIRITUALITY



SALVAGED CIRCUIT BOARDS

04113203
P0310005853



ORDER DATE
29 Apr, 2021

ORDER NUMBER
164827576312-0

SOLD BY
[crski-16](#)



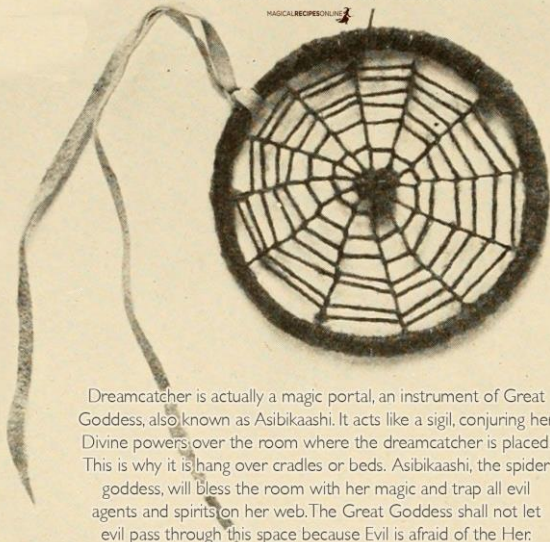
JobLot Printed Circuit Boards, Stereos, Printers, 2
Mother Boards, & Various Bits
(164827576312)

**These broken
parts where
£20 on eBay,
shipped from
the UK**

Dream Catcher And Cultural Appropriation

Before Westernisation

a Traditional Dreamcatcher

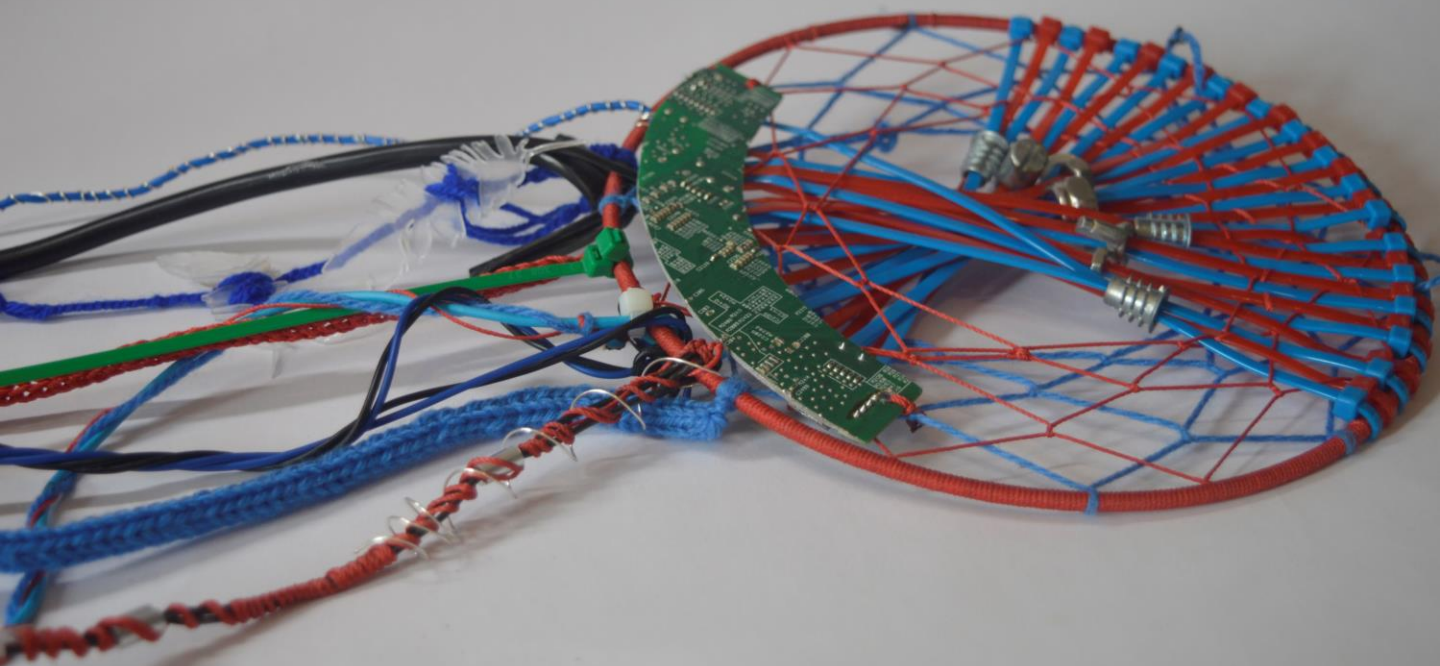
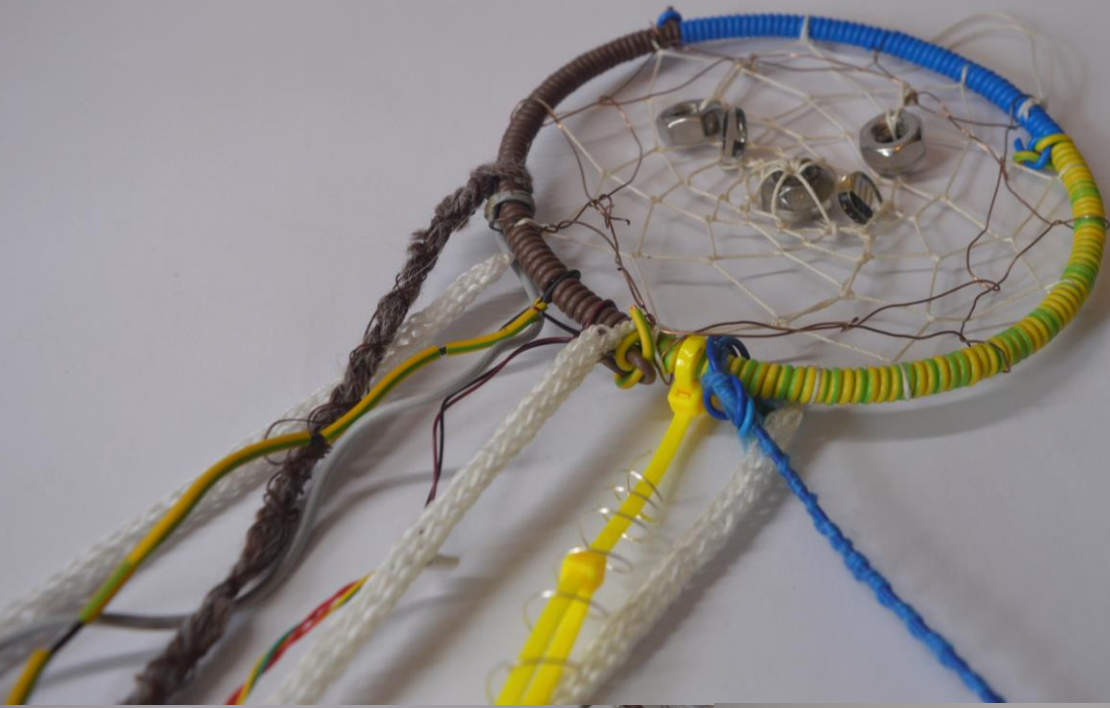


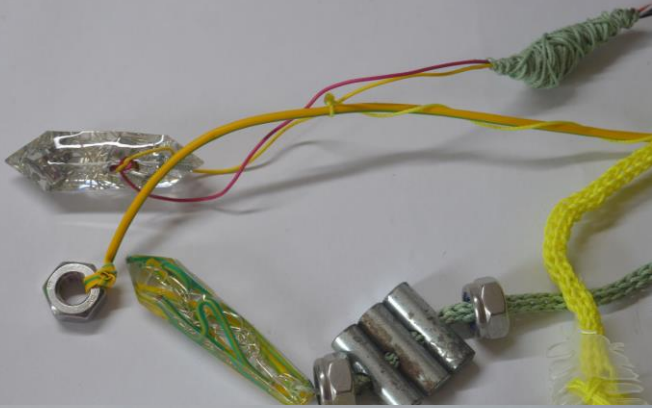
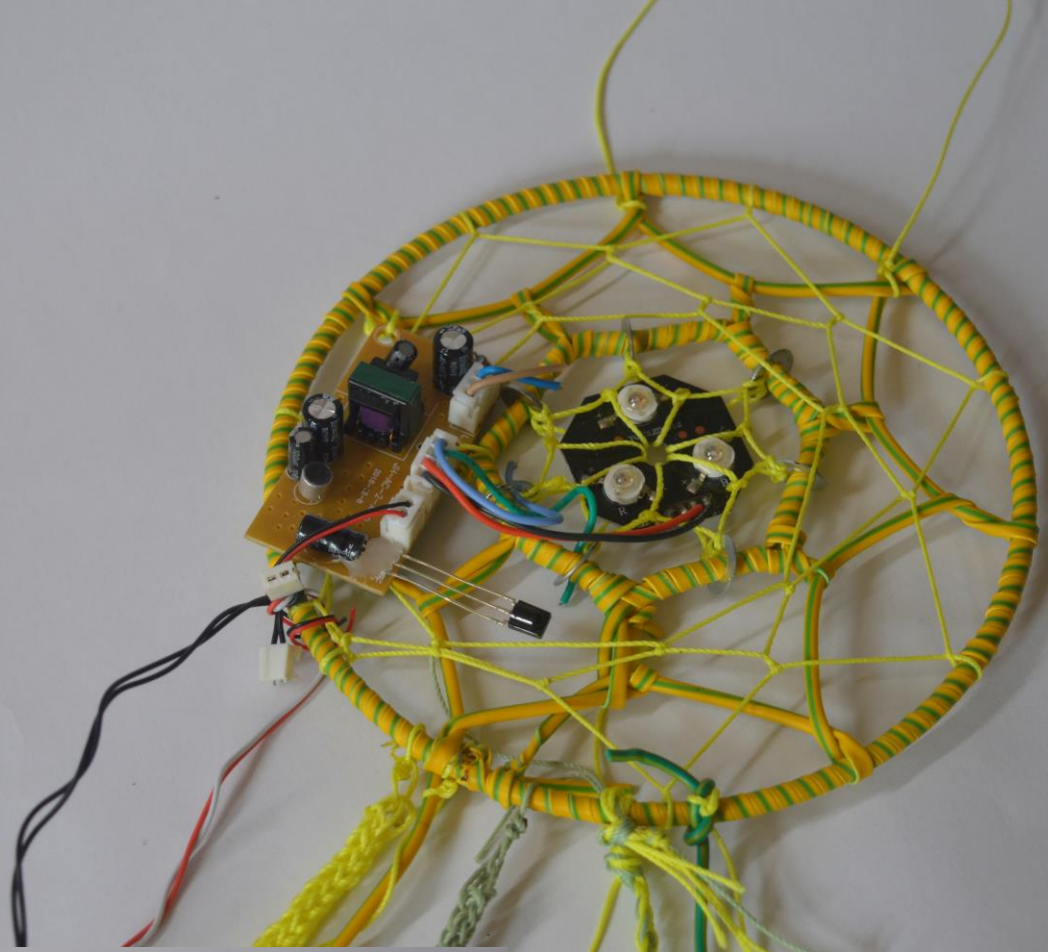
Dreamcatcher is actually a magic portal, an instrument of Great Goddess, also known as Asibikaashi. It acts like a sigil, conjuring her Divine powers over the room where the dreamcatcher is placed. This is why it is hang over cradles or beds. Asibikaashi, the spider goddess, will bless the room with her magic and trap all evil agents and spirits on her web. The Great Goddess shall not let evil pass through this space because Evil is afraid of the Her.

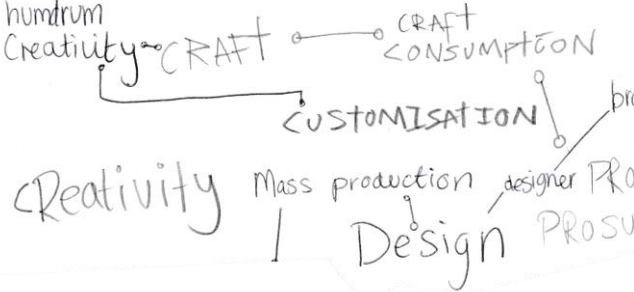
I decided that I wanted to create and subvert a dream catcher. But before I created one I needed to know more about the origins so I carried out research about the dreamcatchers and the history of native Americans , who are most commonly known for making them.

After Westernisation





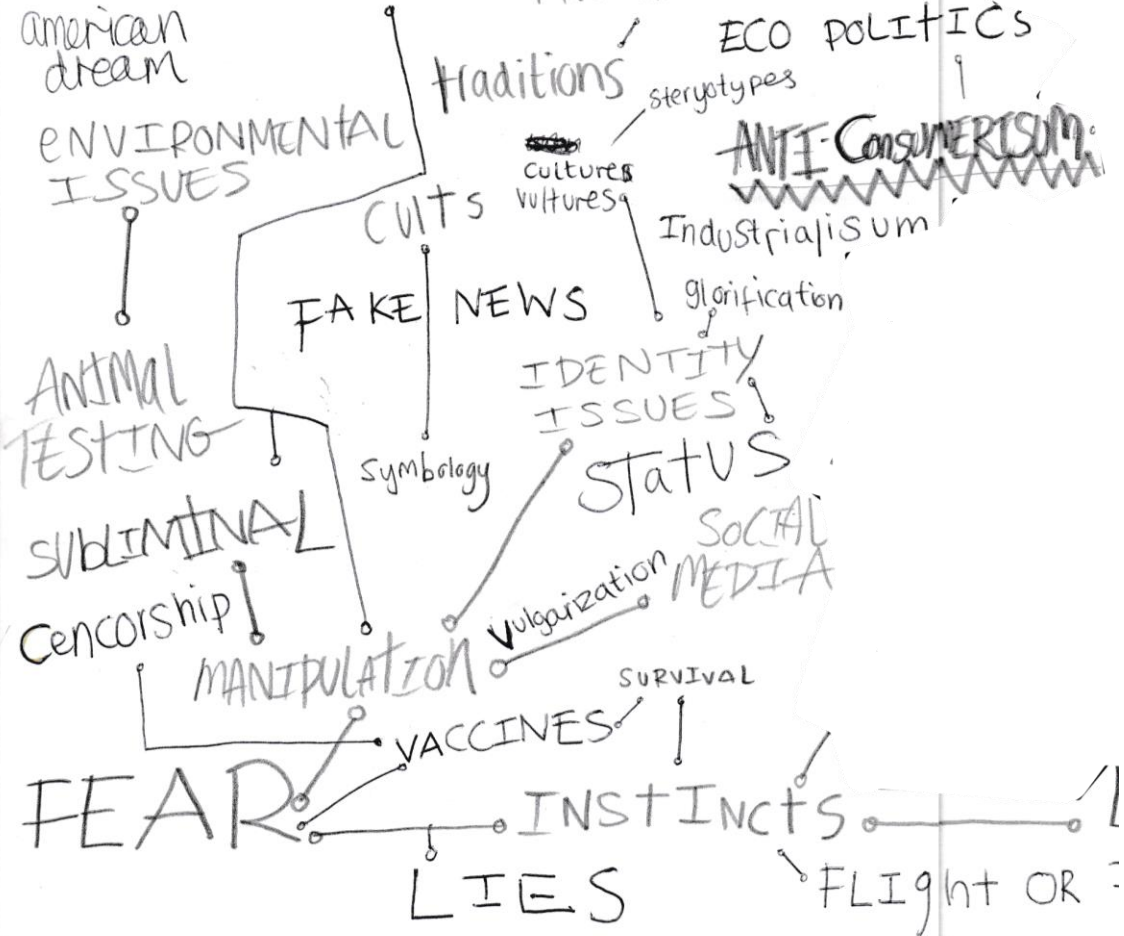




ISMS & SCHISMS



TECHNOLOGY



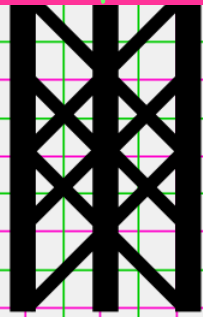


PREEXISTING INQUISITION

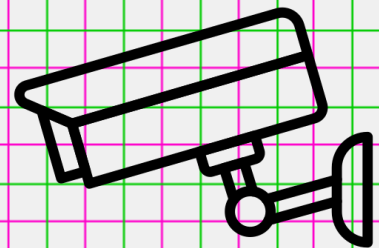
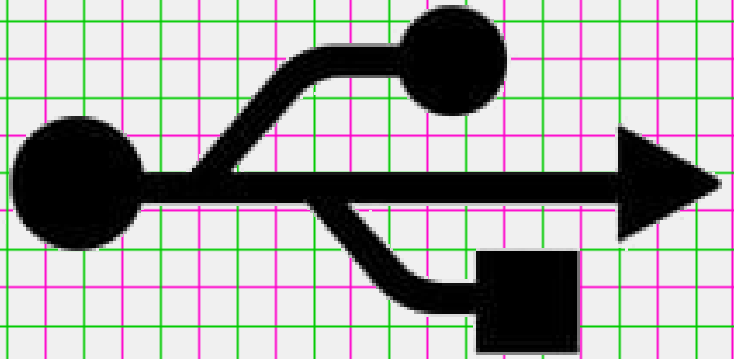
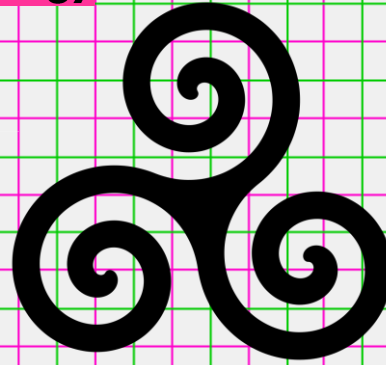
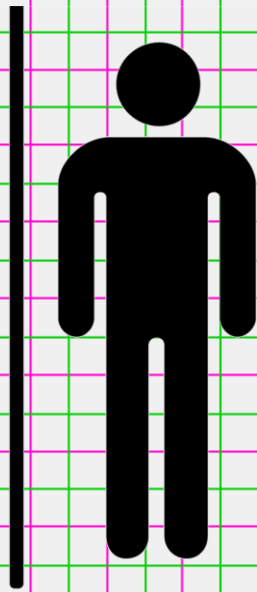
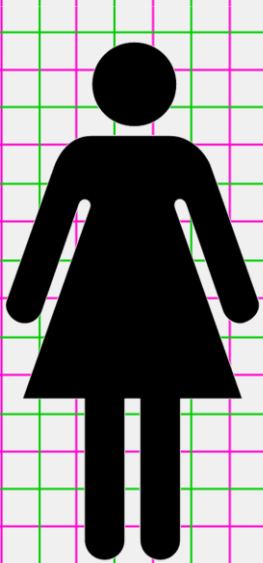
- 1. Foka Wolf, Facebook post "Lairy Little Prick." 2022. (Edited Image)
- 2. Brandalism, BARCLAYS #FOSSILBANKS, 2021
- 3. Brandalism, HSBC UK WIDE, 2020



LOGOS → ICONS → SYMBOLOLOGY



Spiritual & Modern Symbology Research

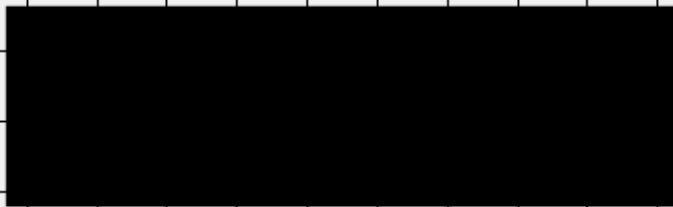


Looking for a way to speak through my work without using text I had the idea to use symbols to replace the need for words. I researched a meanings of a range of ancient and modern symbols. On this page are my favourite.

OLD & NEW SPIRITUALITY

+ CONSUMER & MODERN

CULTURE



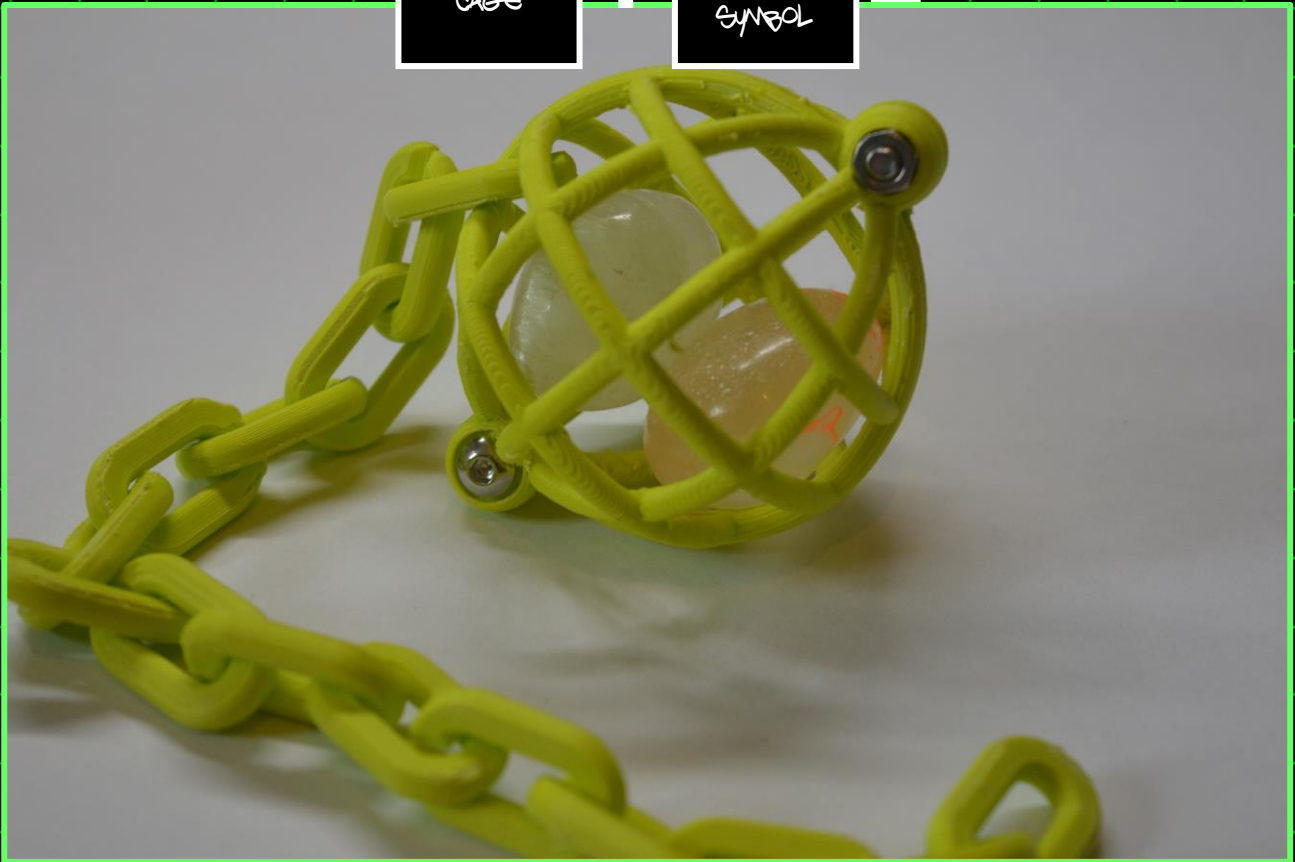
DESIGN IDEAS

CRYSTAL
CAGE

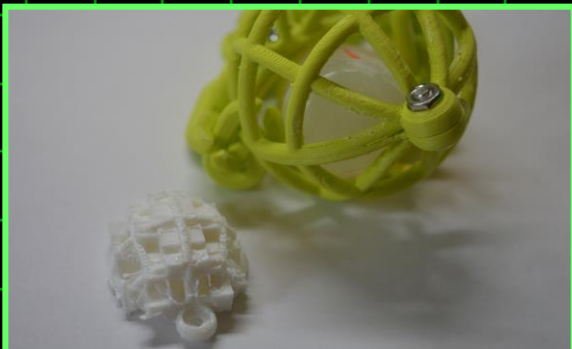
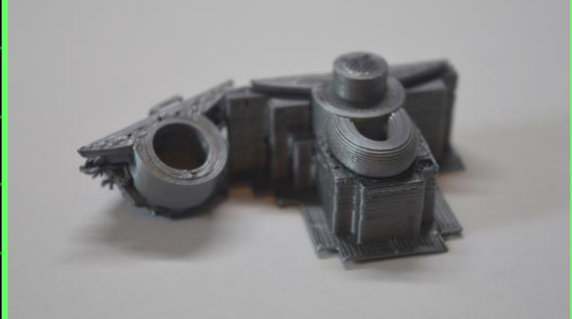
+

INTERNET
WWW.
SYMBOL

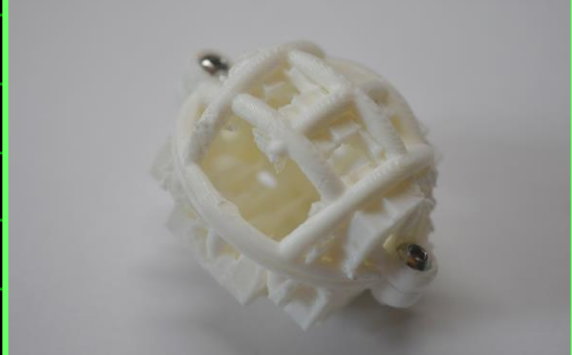
=



EXPERIMENTING WITH FIXINGS



EXPERIMENTING WITH SCALE

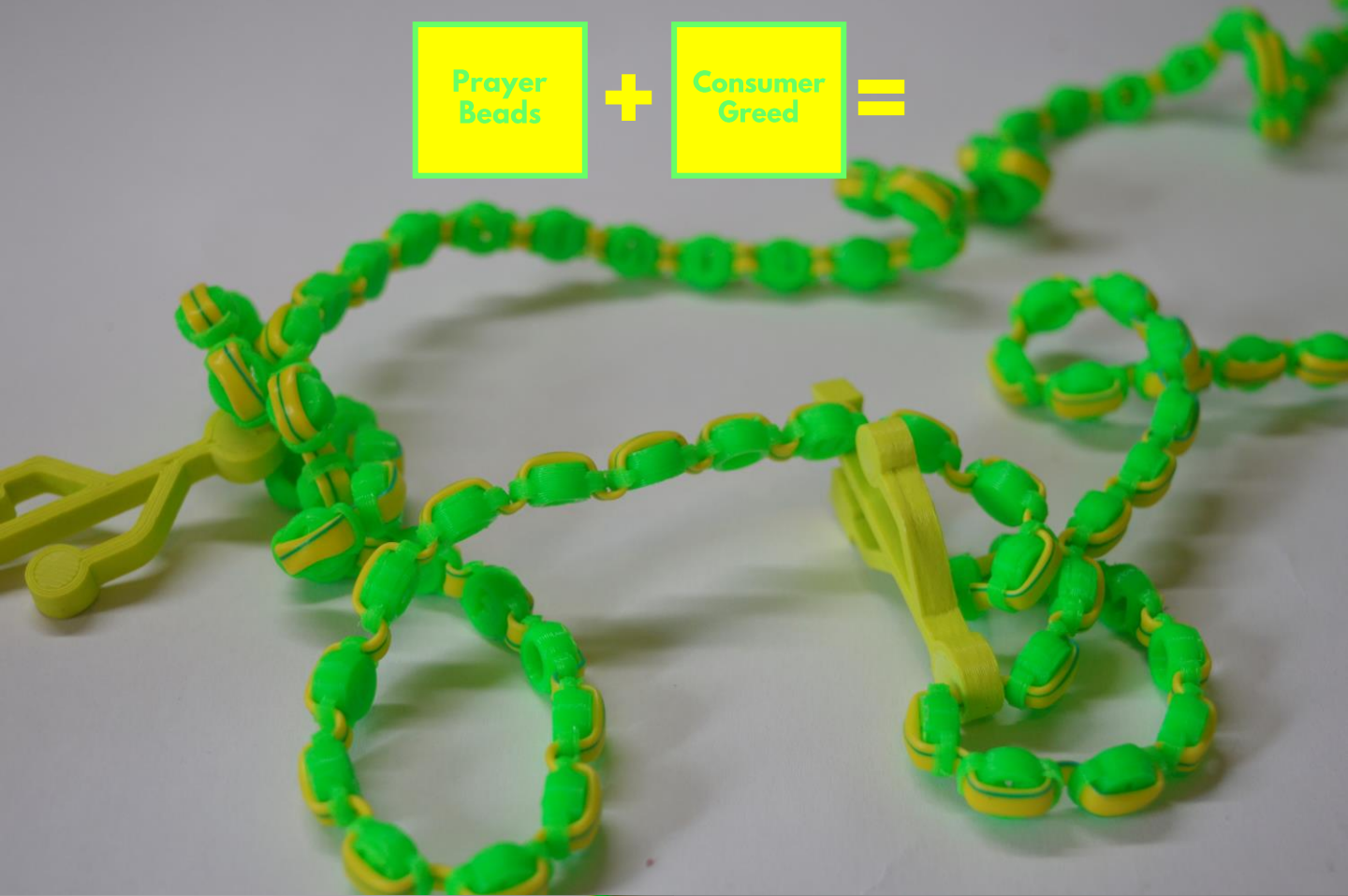


Prayer
Beads

+

Consumer
Greed

=



Misprint

Thank you for a life of living it up-Thank you for any
copious commodity-Thank you for mindless
consumption



Prototype



Prototype

Computing The Design

After researching prayer beads from different cultures and religions, I discovered that they most commonly have 108 beads. Finding a consumer greed-inspired manifestation phrase that matched this number of characters took trial and error. These notes are how I worked out the phrase on the back of the beads.

prayer beads
 108 beads
 Common factors ↓
 1, 2, 3, 4, 6, 9, 12, 18, 27, 36, 54

∓ wish to live it up = 6 words ✓
 20 characters X

Thank you for a life of living it up = 9 words ✓
 36 characters ✓

manifestation + religion = Prayer beads
 Consumerism

globe
 consumer
 live X

Prayer Beads + Consumer Greed =

Primitive technology
 Thank you for consumerism
 globe. = 5 words X
 33 characters X

3 3 3 7 10) 9 14
 14
 17
 31

9 letter words?
 or 8 letter

36
 3 3 2 8
 ↓ ↓ ↓ ↓
 Thank you for ~~my~~ my mindless
 consumption.



00 X 3 = 180

Thank you for a life of living it up
 abundance

Thank you for an abundance of
 commodities

5 3 3 2 8) 11 9
 11 31

36

5 3 3 2 2 10 6) 11 13 16
 40
 16 40
 40

Thank you for a Copious Commodity

copious
 surplus
 lavish
 overabundance
 Obnoxious

• Thank you for a life of living it
 • Thank you for any copious commodity
 • Thank you for my mindless consumption

Thank you for
 5 3 3 4 4
 ↓ ↓ ↓ ↓ ↓
 Thank you for a life of
 living it up

5 4 15
 3 11 17
 7 17 32
 10

Thank you for any Copious Commodity

5 3 3) 6 16
 4) 5 12 9

SHRINE RESEARCH

To create more developed designs, I carried out some research on shrines from a large variety of different cultures and religions. I focused on discovering the products that people display on shrines and what they symbolise.

WTF NEWS BREAKING

White Lady (Alice Kandell) With Her Obsessively Consumed (Collection) 17th - 19th Century Buddhist Shrine Artifacts.



<https://www.nytimes.com/2018/12/05/arts/design/alice-kandell-show-us-your-wall.html>



After this research, I created an idea for my own shrine, which will be how my work is displayed for the degree show. There will be three plinths on a table: The central plinth is slightly taller and will have a subverted image of god. Either side of this will be the prayer beads and crystal cage. In front of these plinths will be seven offering bowls filled with ironic offerings to the consumerism god. The shrine will be decorated with the dream catchers I created and a frame containing a spray painting of the title of my work, "Mind, Body, Sold."

BODY OF
GOD
FIGURE



MODERN
SYMBOLS



INSPIRED BY MY RESEARCH ON
RELIGIOUS SHRINES, I CREATED
A FIGURE OF A SUBVERTED
BODY OF "GOD".

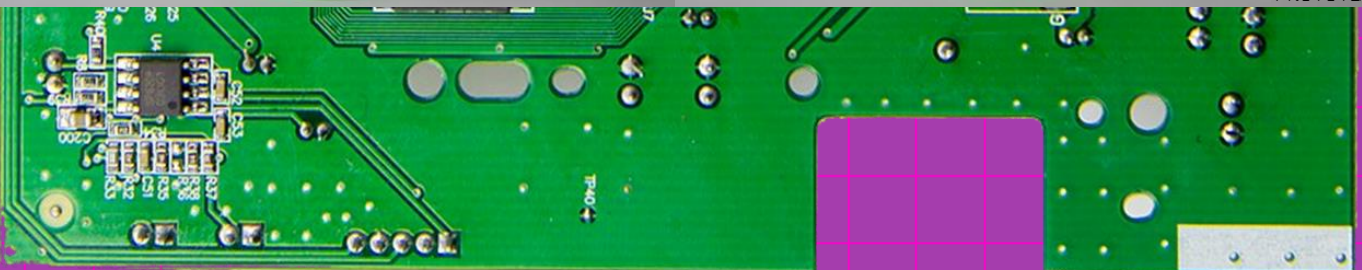
RESEARCH ON SPIRITUALITY
ALSO INFLUENCES THE DESIGN.
THE DOTS THROUGHOUT THE
FIGURE REPRESENT THE SEVEN
CHAKRA POINTS AND THEIR
COLOURS.



PROTOTYPE



PROTOTYPE



OFFERING BOWLS + MODERN SYMBOLS =



RENDER

PROTOTYPES



1/7 COMPLETED DESIGN



YEAH.
THANKS...