ual: central saint martins

Unit 4: Project Proposal 2019-20   UAL Awarding Body / CSM Foundation

Candidate Name: Silje Nordback   **Candidate ID Number:** 19013896

Curriculum Area: **Fine Art**
Pathway: **4D**
UALAB Unit: **Unit 4 - Consolidating Practice**

Project Title: *Collective Myths of Social Institutions*

Andrea Fraser
May I help you?
1991

Mierle Laderman Ukernes
*Washing, Tracks,
Maintenance (outside)*
1973

Carey Young
Everything You've Heard
is Wrong
1999

Project Review

During my time on Foundation I have learnt to structure and plan my work. I've learnt to use a Sketchbook, to use research and reflection as an active part of my creative process. I have learnt the process of creating form out of concept.
I chose Fine Art 4D because I found the chance to work with media and performance informative to my self-discovery as an artist, through getting the chance to explore the limits of what my role as an artist can be. 4D has opened me up to new ideas how art is expressed in the modern world, symbiotic with a rapidly changing climate around the world - socially, environmentally, economically and politically.
I have throughout the course found interest in institutional critique - what and who is allowed in certain "rooms", and how these "rooms" changes the value or interpretation of both object and subject through imagined relation. I would further on like to explore the social roles between artist, institution and the audience.

Project Concept & Description

I aim to explore themes of collective myths, archetypes, hidden nature, interconnectedness, what is substantial when a sense certainty of self is put to foreign context and seems to cease to exist in that re-contextualisation of self, the relativity of meaning and truth. I aim to continue my exploration of social roles in relation to social institutions, through investigation of the influence of collective stories. I aim to bring new perspective on our institutional stories to bring us as a collective further and, hopefully, closer to each other.

I aim to incorporate ideas, elements and investigations of symbols and myths in everyday life situations to explore secret unconscious or "esoteric" space in the structured, the mundane, "everyday life" situations.

I will explore my aim of exploring re-contextualisation of self through social institution through experimentations with my own body and voice, through studying how context of environment and the social setting that follows can be expressed as art through the body. I will also use libraries and online resources to study artists, articles and essays through an array of subjects such as cognitive, transcendental and environmental psychology, surrealism, totalitarianism, existentialism, transcendental empiricism and post-structuralism.

Aiming to explore functions of collective myths and interconnectedness, I will study archetypal images and myths through Jungian psychology. I will also study e.g. Sapiens by Yuval Noah Harari, to gather further information of collective myths through social institutions as a symptom of the unique human quality of imagination as the foundation of the human collective.

To explore the unconscious versus conscious I will look at exhibition *There, where we promenade* in Freeloads Foundation, a group exhibition on how the body operates within the boundaries between the conscious and subconcious. I will also visit exhibition *Fragments of Information*, a Hochoul Lee solo exhibition in Daiwa Anglo-japanese Foundation on human cognitive function through the lens of a system built on standardised models derived from statistics.

I aim to experiment with applying elements of absurdity to standardised formats - bringing strange elements into the known "room" thus letting the viewer transform the work through their personal associations with the "room" and object of the room. I would possibly do this through experiments in the public room through video and performance.

Project Evaluation

I am going to write, photograph and record daily documentation, reflection and review on my process, choice of materials, research, experimentation, development and feedback to make sure I am organising my practice in a way which will enable evaluation that will move my ideas forward. I am going to do this on Workflow and through my sketchbook.

I will experiment through active creating throughout the process, as an empirical approach to try out my concept and ideas and find the most effective way to put them into form.

To organise my process I am going to do daily and weekly planning. I will use my own reflection combined with feedback from tutorials, crits, classmates, tutors and peers to make sure I am aware of the audiences relationship to my work.

I am aware that my aim, concept and ideas will alter through the process and I will document all alteration on Workflow and in my sketchbook to make sure it is clear what I am working on and how it is connected to both original proposal and final outcome.

I will conclude the project with writing a critical review of my project, comparing outcome to proposal and analyse planning, process and development.

Proposed Research Resources and Bibliography

Literature

- Hollis, J. (1995). Tracking the gods: the place of myth in modern life. Toronto, Canada: Inner City Books
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- Yasuo Yuasa, Shigenori Nagatomo and Wesley, J. (2008). *Overcoming modernity: synchronicity and image-thinking*. Albany: State University Of New York Press.

Web resources

- www.youtube.com. (n.d.). *Andrea Fraser: May I Help You? - Cologne April 21, 2013*. [online] Available at: https://www.youtube.com/watch?v=Rb60zCMzpQQ [Accessed 21 Feb. 2020].
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- Sugarman, M. (2015). *Mr Let's Paint Is the Most Inspirational Outsider Art Maniac You've Never Heard Of*. [online] Vice. Available at: https://www.vice.com/en_uk/article/bnpggw/mr-lets-paint-is-the-most-inspirational-outsider-art-maniac-youve-never-heard-of-125 [Accessed 21 Feb. 2020].
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- www.youtube.com. (n.d.). *Andrea Fraser's Museum Highlights - EXCERPT*. [online] Available at: https://www.youtube.com/watch?v=f26NY2xciKk [Accessed 22 Feb. 2020].
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- www.youtube.com. (n.d.). *The Joker by Alan Watts | Full "Remastered" Lecture*. [online] Available at: https://www.youtube.com/watch?v=0V6C8EWMHXM [Accessed 22 Feb. 2020].
- The Art Story. (n.d.). *Ukeles Artworks & Famous Art*. [online] Available at: https://www.theartstory.org/artist/ukeles-mierle-laderman/artworks/#pnt_5 [Accessed 22 Feb. 2020].
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- *tumblr meme culture is really just a form of neo dadaism*. (n.d.).tumblr user *inrealityadream*. [online] Available at: https://actuallykylekallgren.tumblr.com/post/138536948254/eliciaforever-beyoursledgehammer [Accessed 22 Feb. 2020].
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Exhibitions

- Andrea Fraser (2016) *1'1%, C'est moi* [Exhibition] MACBA, Barcelona. 22 April - 1 October 2016.
- Hochoul Lee (2020) *Fragments of Information* [Exhibiton] The Daiwa Anglo-Japanese Foundation, London. 14 February - 25 March 2020.
- There, where we promenade (2020) [Exhibition] Freelands Foundation, London. 24 January - 29 March 2020

Section 5: Project Action Plan and Timetable:

Week	Date Week beginning	Activity / What you are intending to do - including independent study	Resources / What you will need to do it - including access to workshops
Week 23	Feb 17th	Independent Research Week - Research literature, articles and artists - Do sketchbok "scrap work" to generate ideas - Document process on Workflow - Draft PPP	Independent Library research, CSM Library research, Home studio
Week 24	Feb 24th	Final Proposal Hand in Deadline – 27th Feb - Do literary research - Finalize PPP - Continue Sketchbook ideas generation - Visit exhibition *Fragments of imagination*	CSM library, Archway workshops, Home studio
Week 25	March 2nd	- Start trying ideas out in sketchbook and workshops - Sample outcomes - Gather feedback on outcomes - Visit exhibition *here, where we promenade*	CSM library, Archway workshops, Home studio
Week 26	March 9th	Progress Tutorials, - Documentation of and reflection on tutorial - Further ideas development in response to tutorial -	
Week 27	March 16th		
Week 28	March 23rd		
Easter Break Week 1	March 30th		Workshops closed
Easter Break Week 2	April 6th		Workshops closed
Week 29	April 13th	Lethaby Exhibition Submission on the 15th Selected work to be delivered to the Lethaby KX 16th	
Week 30	April 20th	Lethaby Private View 4-9pm 22nd April Install Park work Park open to public 23rd – 26th April	
Week 31	April 29th		

| Week 32 | May 4th | Final Assessment submission. Time TBC. | |