

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 plan and structure my work. I have learnt how to use a sketchbook and research and reflection as active parts of my creative process. I have gotten more familiar with the process of creating form out of my ideas and concepts.

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 to explore the limits of what my role as an artist is. 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.

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 to meaning and truth. I aim to continue to explore social roles in relation to social institutions, through investigating the function of collective stories. I aim to bring new

perspective on collective institutional stories to bring the audience as a collective closer to the artist and, hopefully, closer to each other.

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

I will explore my aim of discovering 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 follow can be expressed through the body. I will also use libraries and online resources to study artists, articles and essays through a selection of topics such as cognitive, transcendental and environmental psychology, surrealism, totalitarianism, existentialism, transcendental empiricism and post-structuralism.

I aim to experiment with applying elements of absurdity to standardised formats - bringing strange elements into the known "room" thus letting the viewer transform their experience 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 will organise my practice to enable evaluation that will push my ideas forward. 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.

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

I am aware that my aim, concept and ideas will alter through the process. I will document changes 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 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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- Georges Bataille and Richardson, M. (1994). *The absence of myth: writings on surrealism*. London; New York: Verso.
- Raoul Vaneigem (1998). *The Movement of the Free Spirit: general considerations and firsthand testimony concerning some brief flowerings of life in the Middle Ages, the Renaissance, and, incidentally, our own time*. New York: Zone Books; Cambridge, Mass.
- Søren Kierkegaard, Eremita, V. and Alastair Hannay (2004). *Either/or: a fragment of life*. London Penguin Books.
- Yasuo Yuasa, Shigenori Nagatomo and Wesley, J. (2008). *Overcoming modernity: synchronicity and image-thinking*. Albany: State University Of New York Press.
- Clarissa Pinkola Estés (2008). *Women who run with the wolves: contacting the power of the wild woman*. London: Rider.
- Harari, Y.N. (2015). *Sapiens: a brief history of humankind*. Peterborough, England: Royal National Institute For The Blind.

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].
- Lescaze, Z. (2019). Have We Finally Caught Up With Andrea Fraser? *The New York Times*. [online] 3 Dec. Available at: <https://www.nytimes.com/2019/12/03/t-magazine/andrea-fraser.html>. [Accessed 21 Feb. 2020].
- 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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- Dargis, M. (2015). Review: 'Tangerine,' a Madcap Buddy Picture About Transgender Prostitutes. *The New York Times*. [online] 9 Jul. Available at: <https://www.nytimes.com/2015/07/10/movies/review-tangerine-a-madcap-buddy-picture-about-transgender-prostitutes.html> [Accessed 22 Feb. 2020].
- 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].
- The Art Story. (n.d.). *Institutional Critique Overview*. [online] Available at: <https://www.theartstory.org/movement/institutional-critique/> [Accessed 22 Feb. 2020].
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- Artspace Editors (2019). *Artists Don't Get Mad at Museums, They Get Even: How to Understand Institutional Critique*. [online] Artspace. Available at: https://www.artspace.com/magazine/art_101/book_report/history-of-institutional-critique-54384.
- 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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- Tate (n.d.). *Anti-art – Art Term*. [online] Tate. Available at: <https://www.tate.org.uk/art/art-terms/a/anti-art> [Accessed 22 Feb. 2020].
- *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) *L'1%, C'est moi* [Exhibition] MACBA, Barcelona. 22 April - 1 October 2016.
- Hochoul Lee (2020) *Fragments of Information* [Exhibition] 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 sketchbook "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 – 27 th Feb - Do literary research - Finalize PPP - Continue Sketchbook ideas generation - Visit exhibition <i>Fragments of imagination</i> | CSM library, Archway studio/workshops, Home studio |
| Week 25 | March 2 nd | - Start trying ideas out in sketchbook and workshops - Sample outcomes - Gather feedback on outcomes - Further research, reading - Visit exhibition <i>here, where we promenade</i> | CSM library, Archway studio/workshops, Home studio |
| Week 26 | March 9th | Progress Tutorials, - Documentation of and reflection on tutorial - Further ideas development in response to tutorial - Further research through literature, artists and making | CSM library, Archway studio/workshops, Home studio |
| Week 27 | March 16th | - Work on final outcome (e.g. film, script) - Write deeper reflection about project so far | CSM library, Archway studio/workshops, Home studio |
| Week 28 | March 23rd | - Finish first draft of final outcome (e.g. editing) - Make sure to have everything I need ready for working abroad | CSM library, Archway studio, Home studio |
| Easter Break Week 1 | March 30th | - Revise final outcome - Gather feedback from peers and family - Reflect on feedback | Workshops closed |
| Easter Break Week 2 | April 6th | - Edit final outcome through gathered feedback - Reflect on process + final outcome | Workshops closed |
| Week 29 | April 13th | Lethaby Exhibition Submission on the 15 th Selected work to be delivered to the Lethaby KX 16th - Finish final outcome - Document final outcome | CSM library, Archway studio, Home studio |
| Week 30 | April 20th | Lethaby Private View 4-9pm 22 nd April Install Park work Park open to public 23 rd – 26 th April - Work on review and reflection of project | CSM library, Archway studio, Home studio |
| Week 31 | April 29th | - Work on review and reflection of project - Wrap up work for assessment | CSM library, Archway studio, Home studio |
| Week 32 | May 4th | Final Assessment submission. Time TBC. | Archway studio |