



After Schmuk



matter of concern or matters of concern



This is Me. I Am Not This.

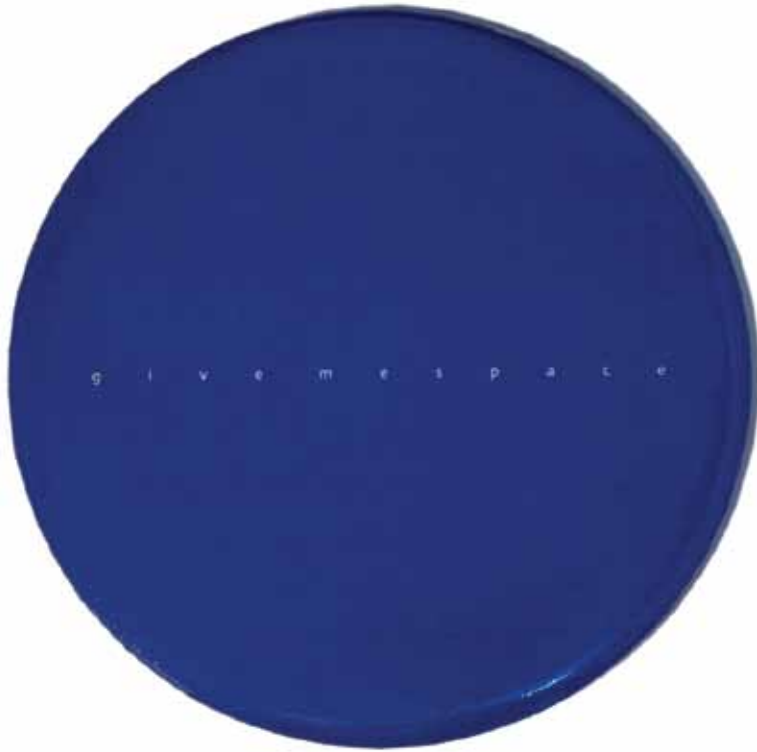


I am behind it

I am behind it



comecloser



g i v e m e s p a c e



w h a t a r e y o u l o o k i n g f o r ?

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After Schmuck

This year I visited Schmuck. During that time I also visited Louise Bourgeois exhibition in Haus Der Kunst. I was shock when I saw the distinctive that shows who are the Museum workers. It is a Badge 10 cm.

After Schmuck is a collection of 6 badges, each one with a sentence on a background color. Each sentence is written in a smallest size readable (6 pt), centered in the middle of a circumference of the biggest possible Badge size.

The collection is dividing in two groups.

There are 3 sentences that reflect on the use of the jewelry, about the use of the ornament as a communicator how it is typical of the discipline but at the same time showing, using the ornament to speak about what is the message that it transmits. With these 3 sentences I reflect about the subject of the implicit message in jewelry.

In black color **matter of concern or matters of concern** in the context of the collection it will be able to advise itself which is the subject of worry or the matter of interest: the jewelry in itself.

With **This is me. I am not this**, white background, with black letters, put into question if what we communicate with the ornament that we choose is what we are, without being it, because everything external to use it define ourselves in society.

The sentence that concludes this small group is **I am behind it**. Of red color as strong presence, the message is showed more forceful. To wear it, it is a small widget eye, suddenly, although the message is strong, the receiver smiles, it is less hermetic, more evident than the other two sentences.

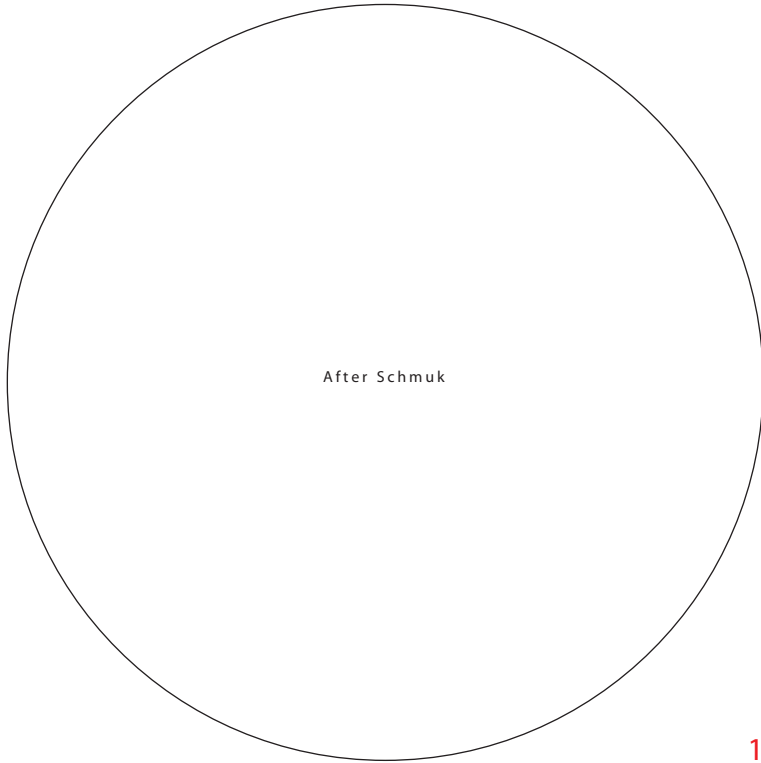
This attitude of complicity that awakens *I am behind it* is what characterizes basically the other group of badges, being more an event of thoughts towards in the jewelry and in its use, that it goes from the self-reflection (of the jewelry) looking at what it decorates.

In this group, my intention is more it obviates. With so much less hermetic messages, the relationship between emitter (user) and receiver (viewer), in a fast way it remains marked by a smile. The messages are clear and belong to an instant, moment in that the receiver has the interest and dares to missing the 'educated' distance that sorts us out. Somehow there has to be a complicity between the user and the receiver in what, that one who wears the badge, invites to whom it observes it to miss this distance, and in the moment in that the receiver (so near the user) reads **come closer** (in green) or **give me space** (in blue) with treating of the typography to emphasize one point more of obstacle (apart from the size), it is given what I search, it is an instant in that both parts remain joined by this approach in what is revealed what hides, which only hides if the receiver does not perform towards the emitter. If the approach is given, there became a game of complicity that is lived between surprise and joy, it is a very determinate, brief, intense lapse of time, which marks the implication between the one and the other one. In this case the provocation entails an interaction of joy.

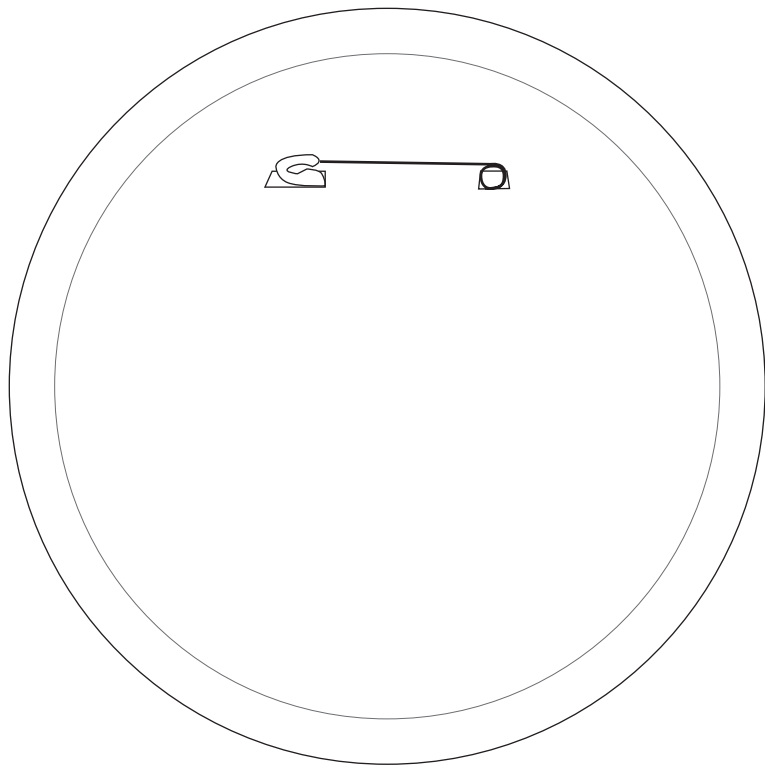
What are you looking for? is the badge of pink color, then, in spite of the interrogative format, I see it more aggressive, in consonance with the color, as the most strident of all of them. In this design, I proposed which was the way to emphasize the message, that important it is 'what', so I sorted out the leading from the words in relation to the succession of Fibonacci exactly in opposite direction, making a descent from more separation to less. In this case, asking *what you are looking for?* to someone who has dared to break the 'educated' distance is a provocation that it's also funny, responding, as in the previous two cases, to live a moment of joy.

After Schmuck is a premeditated collection to play with the receiver. I have devised it with this premise. It is a way to speak about the function of jewelry as an ornament, with the added that the jewel pass from the passive state to active action, it has the look to provoke 'relation' between user and receptor.





10 cm \varnothing



After Schmuck

Practical part of Master work at **Research in Art and Design**

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