

Unit 7 Project Proposal 2017-18 UAL Awarding Body / CSM Foundation

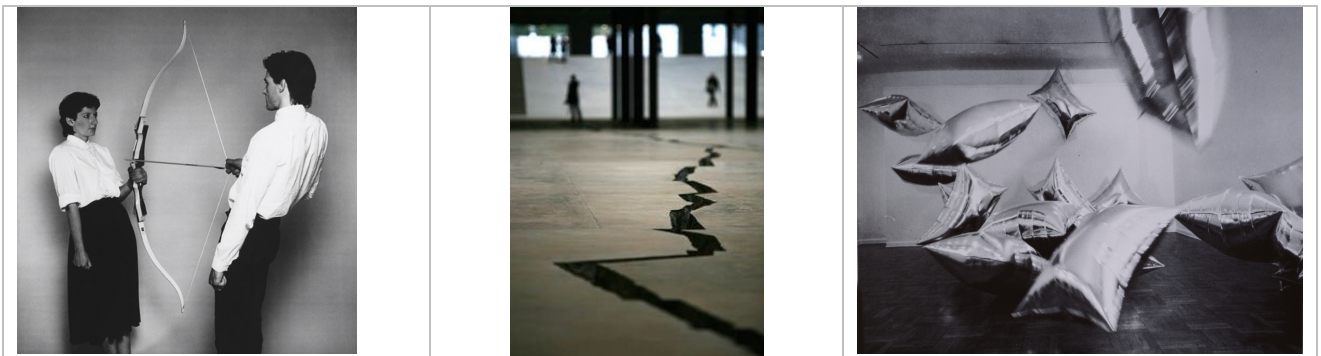
Candidate Name: Danqing Zhang **Candidate ID Number:** ZHA17531532

Curriculum Area: Fine Art

Pathway: FA: 3D2

UALAB Unit: Unit 7: Art & Design Project Proposal & Realisation

Project Title: State of Tension



Marina Abramovic
Rest Energy
1980

Doris Salcedo
Shibboleth
2007

Andy Warhol
Silver Clouds
1966

Project Review

During the development of past projects, I've realized that there can be several methodologies to approach the work. Through amounts of researches about the artists (especially the concepts behind the artworks) and by putting personal interests altogether into the work. I've known how to use objects to present the concept. Through experimenting possible material, not just writing ideas on paper nor undoable sketches but the actual progress of making.

Combining the resources - the contextual background (inspirations) from artists' artworks visually, the knowledge about the language of objects, by recording and reflecting the thought process is the essential part of the project - development (particularly about the idea gathering and the possibilities that could lead to the final outcome). Before I started the course, I've always stuck on the one way, which is painting, then I started to realize that the restricted nature to express the concept or the piece as a whole or with satisfactory. There has to be some more co-operations involve with the skills that I've learned, for example, the re-edit of the video clips and the sound to show the theme that's interested to me - to integrate the handful skills to improve the work as better as the way it can be eventually.

Project Concept & Description

I'm interested in the idea of opposing force and how they manifest in our lives as well as in Art. The characteristic of how everything has ambivalent meanings. This led me to think about the ambivalences in the relationships between the audience and displayed objects; the connections and tensions in these relationships.

I will research artists who has explored the concept of tension as Andy Warhol's 'Silver clouds' - the intangible 'up & down' forces of the balloon; the opposite force between two 'Rest Energy' and such, under the contextual background of 'tension'. I am planning to interview people as an initial social experiment by recording about the emotions they appear to feel - connections and distances between themselves and others. Then I will make conclusions of their perspectives about interpersonal relationships or the sense of tension in their daily life.

I'm going to explore the materialistic nature of everyday objects, which has different matter. I'm also going to do experiments with sound effects as a way to create the sensation - the potential tension that the audiences might feel, by taking samples from online film & sound resources, re-editing them into one piece at media workshop. For example: the music piece like Beethoven's piano sonata 'Largo e mesto in D minor, Op10 No3'; the fastened sound of continuous clock-ticking that could evoke the feeling of dissonance.

I will also investigate the idea through contexts about human emotional reactions towards places in psychology; personal spaces in sociology; interpersonal relationships in social psychology. For example: Cognitive Dissonance Theory - about the state of mind, the conflicts, the feeling of disharmony that one might experience - the belief against the behaviours.

Project Evaluation

I will reflect on my idea developments related to what the researches are about, for example, how artists' work inspired me to progress in this direction. I will document the working process (sound editing, performance experimentation, objects making, found objects and such); what is the unexpected out of the action plan; what I've developed each day. Particularly focus on the point if the new ideas (ways of approaching) have changed (under the same concept), by experimenting, selecting, completing, questioning the work that if it has developed or going to achieve the ideal piece of work as initially planned and if not, what have changed due to the failure of the further experiment and what have turned out to be improved.

Proposed Research Resources and Bibliography

Books

William McDougall. *An introduction to Social Psychology*. Methuen & Co. London, 1908. Texts available: <https://archive.org/details/introductiontoso020342mbp>

Donald Kuspit. *Psychostrategies of Avant-Garde Art*. Cambridge: Cambridge University Press, 2000.

Coldwell, Paul. *Finding Spaces Between Shadows : Surface Layering Memory*. London : Camberwell Press, 2005.

Elizabeth Armstrong and Joan Rothfuss. *In The Spirit Of FLUXUS*. Minneapolis: Walker Art Center, 1993.

Martin Thomasson. *Ingmar Bergman A - O*. Ingmar Bergman Foundation, Norstedts. 2017.

Mircea Cantor - The Need For Uncertainty. Oxford: Modern Art Oxford, 2008

Kathan Brown. *John Cage – Visual Art: To SOBER and QUIET the MIND*. San Francisco, CA: Crown Point Press, 2000.

Diane Waldman. *Joseph Cornell*. New York: George Braziller, Inc. 1977.

Moving Image and Audio

Fear Itself. 18 October 2015. [documentary film]. Retrieved 1 February 2016. Directed by Charlie Lyne. Narrated by Amy E. Watson. United Kingdom: BBC. Available online: <https://www.bbc.co.uk/iplayer/episode/p0351g0z/fear-itself>

Psycho. Alfred Hitchcock. Universal Pictures, United States, 1960. Clip available: <https://www.youtube.com/watch?v=5bieliX5KLQ>

Douglas Gorden. *24 Hour Psycho*. 1993.

Ingmar Bergman. *Face to Face*. Clip available: <https://youtu.be/az9VcC8Gqak>

Ludwig van Beethoven. Piano Sonata, *Largo e mesto in D minor, Op.10 No.3*. 1798. <https://www.youtube.com/watch?v=tRJodC37VQ0>

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 19th	Independent Research Week	Library
Week 24	Feb 26th	Re-edit Project Description (check the points / contents / key-words that have to be concluded); Add more research (library resources - books with artists work / visual images); Upload research contexts / images on time; Keep recording reflections about the inspirations from artists' related work;	Library Research; Online artists' interviews; Read critical theories; Mainly at CSM Library

		Finish / Upload the completed PPP – Online/AM / Thursday	
Week 25	March 5th	Record or take notes of the social experiment; Find sound or images as samples - re-editing; Drawings (transfer words to visual ideas) on sketchbook; Experiment with lightning devices (how to control the light - theatre design / LED / neon); Progress tutorials (3D: Thursday)	Samples editing; Mainly at 4D workshop
Week 26	March 12th	Progress Tutorials All pathways: Monday and Tuesday + 4D Wednesday + 3D Wednesday and Thursday	
Week 27	March 19th	Experiment - the other part of the project; Sculpture pieces - Plaster workshop - something with obscure forms; Metal or Wood workshop for the plinth or structure or the potential space to be used	3D workshops
Easter Break Week 1	March 26th		Workshops closed
Easter Break Week 2	April 2nd		Workshops closed
Week 28	April 9th	Continue the development work; Studio - spot chosen for the work; Display work (by using doable and appropriate ways); Consider risk assessment if the work is going to be hung up	3D workshops
Week 29	April 16th	Deadline for work to be assessed: 2pm Tuesday April 17th	