

51.5055° N

INSIDE:

0.0907° W

INSIDE : 51.5055° N, 0.0907° W

This catalogue explores one of London's most famous marketplaces: 'Borough Market'. Situated on the south-bank of the River Thames, the title references it's exact longitude and latitude location — where a market has existed, for over a millennium.

I chose this space for its vibrant and chaotic environment; with its constant buzz of sellers and visitors, its history, and it's diverse offering of British and international produce. The project brief was to look forensically at a site. Taking this concept quite literally I have created a series of marco shots of organic produce, found at the market. I've also taken a number of surfaces rubbings to explore textureas as I wanted to investigate how the human senses are stimulated while visiting this site. I feel that sound is a particually important contributor to the atmosphere of Borough Market, and wanting to capture this auditory sensation - I recorded the many sounds that form an audible backdrop to this site. In some cases I re-recorded some of the sounds in my studio, to create a layered sound effect. Some sounds such as chopping were brought to the fore and layered over the softer sounds that can be heard in Borough Market.

Although this site is mainly about food, I also came across a piece of interactive public art which inspired the typographic chapter in this catalogue. The artwork was created by Candy Chang and entitled: '**BEFORE I DIE**' the work by Chang is a described as a 'PARTICIPATORY PUBLIC ART PROJECT' which invites passers by to contemplate death, reflect on life, and share their personal aspirations in public.

The artwork was created as a result of the artist Chang losing someone she loved, Chang channeled her grief and depression into this public art project. Chung covered a wall in Borough Market with chalkboard paint, before stencilling it with the prompt: "Before I die I want to ____." Very quickly the wall filled up with public responses, from the poetic to the profound.

During my visits I began to document these public resspponses. I photographed the text and then, using Adobe illustrator, I traced the roughly chalked handwriting.

The variety of styles of handwriting lead me to analyse text using Graphology techniques, which explain how certain 'graphic definitions' in a person's handwriting can depict their behaviour traits. I researched this using websites such as www.handwritingpro.com to better understand, some of the personality traits of the anonymous writers who had been contributors to the chalkboard.

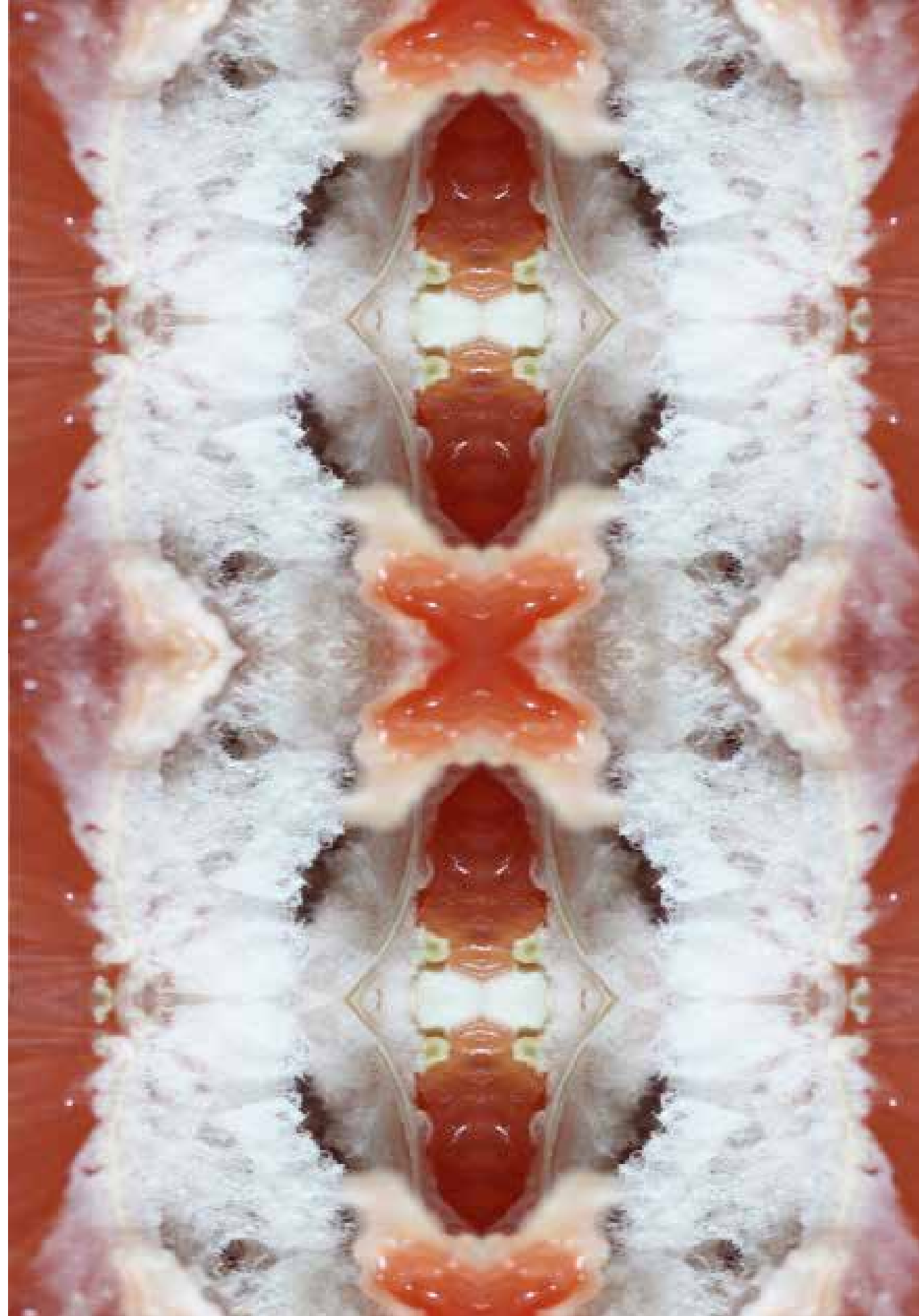
VISUAL

A collection of imagery created from a photo shoot of produce sourced from Borough Market. Macro shots are morphed into graphic and symmetrical patterns.

The following images reflect a hidden world existing **INSIDE** this organic matter.

In some cases the images are womb-like, often sensual in appearance, and occasionally these hyper close visual encounters offer a sense of the erotic.

Blood orange I
March 2017



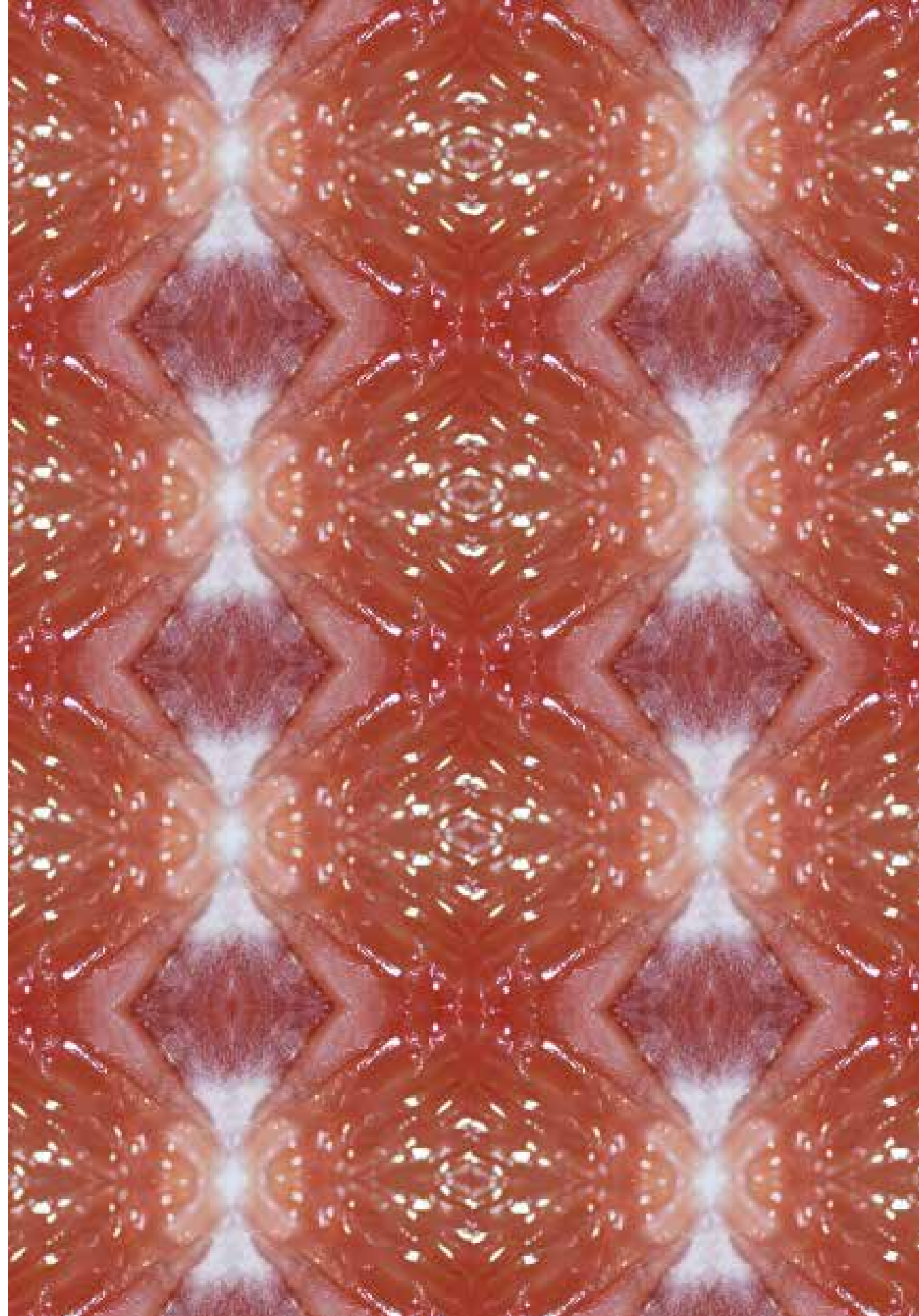
Blood orange II
March 2017



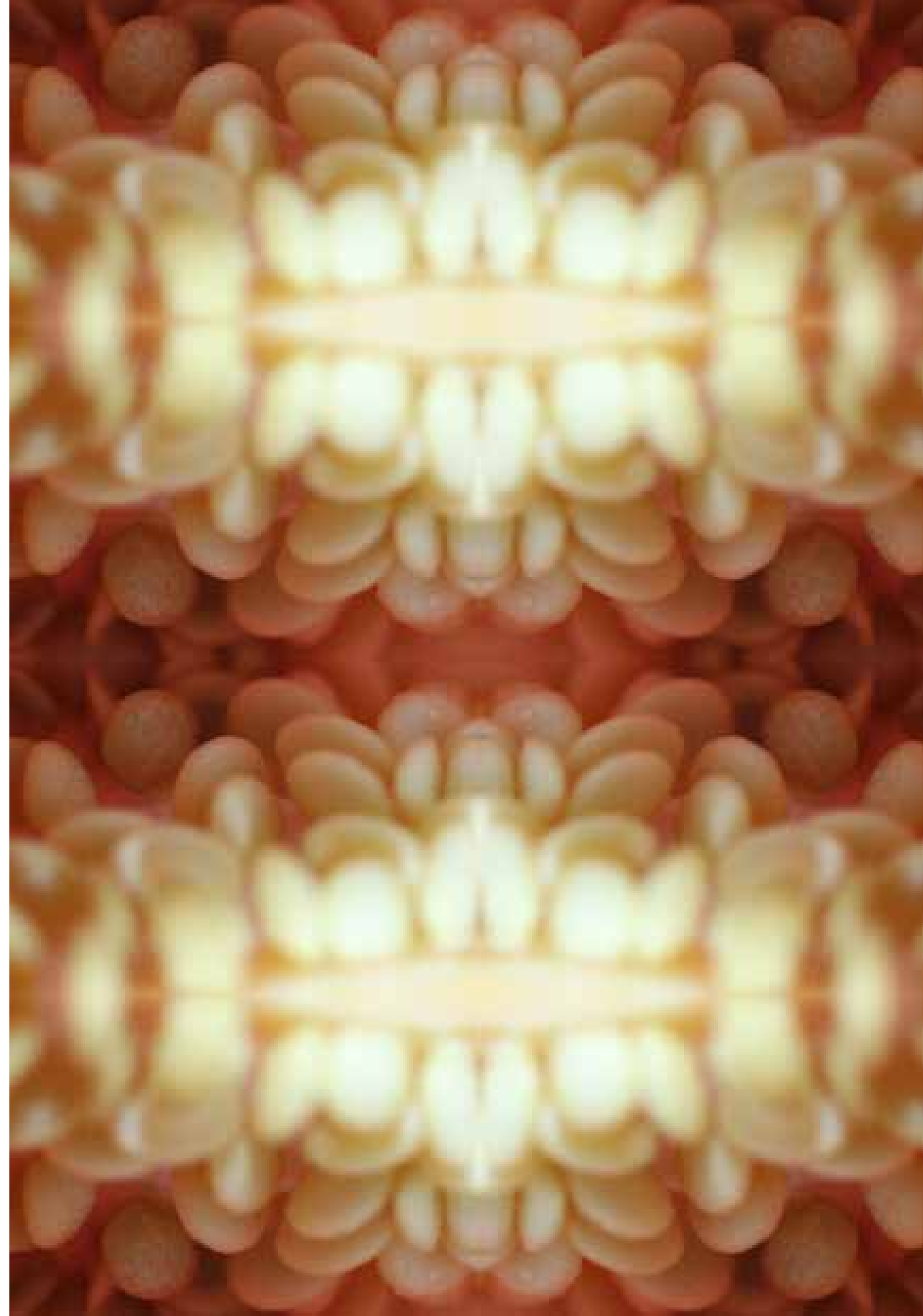
Blood orange III
March 2017



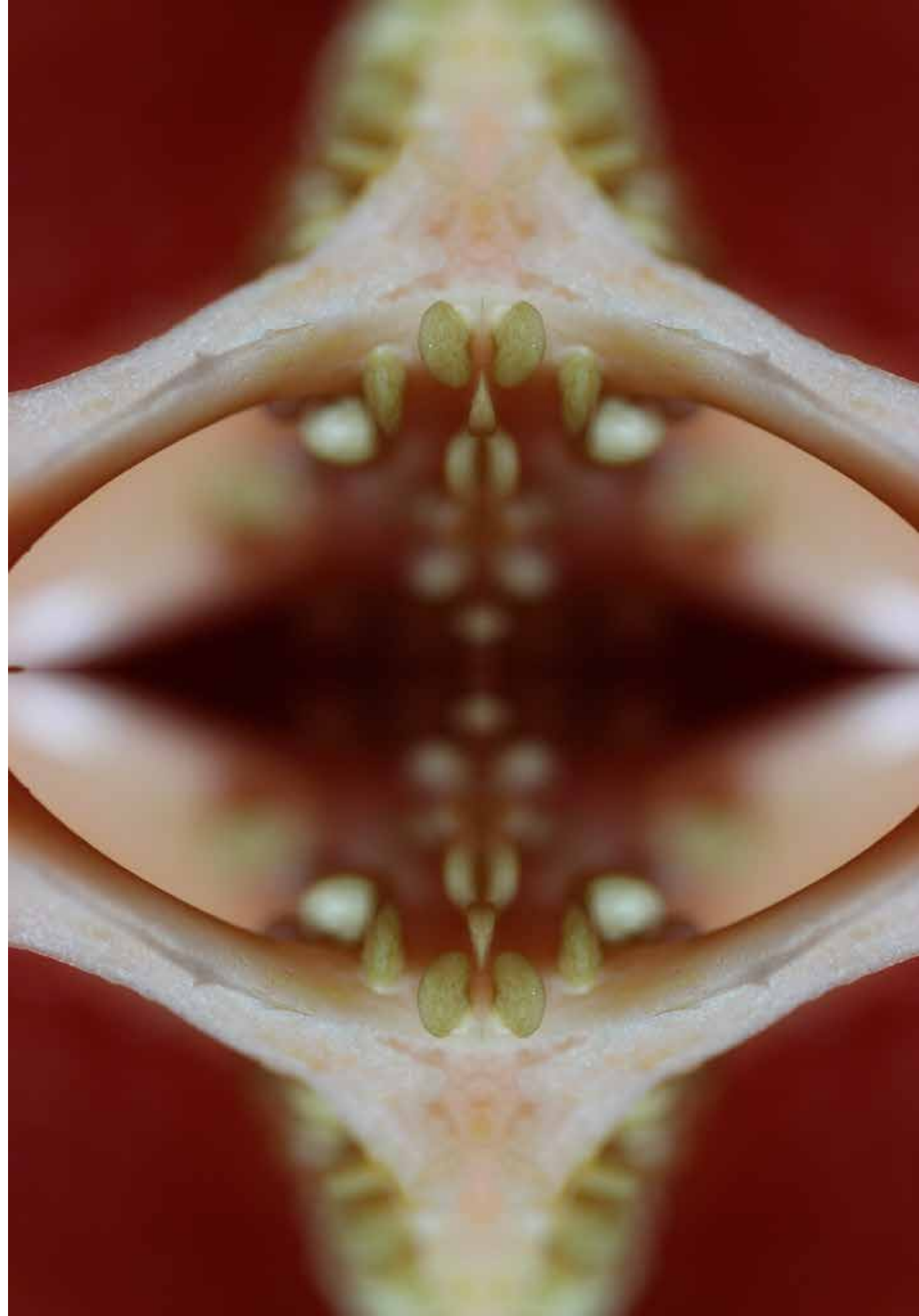
Blood orange IV
March 2017



Red Pepper I
March 2017



Red Pepper II
March 2017



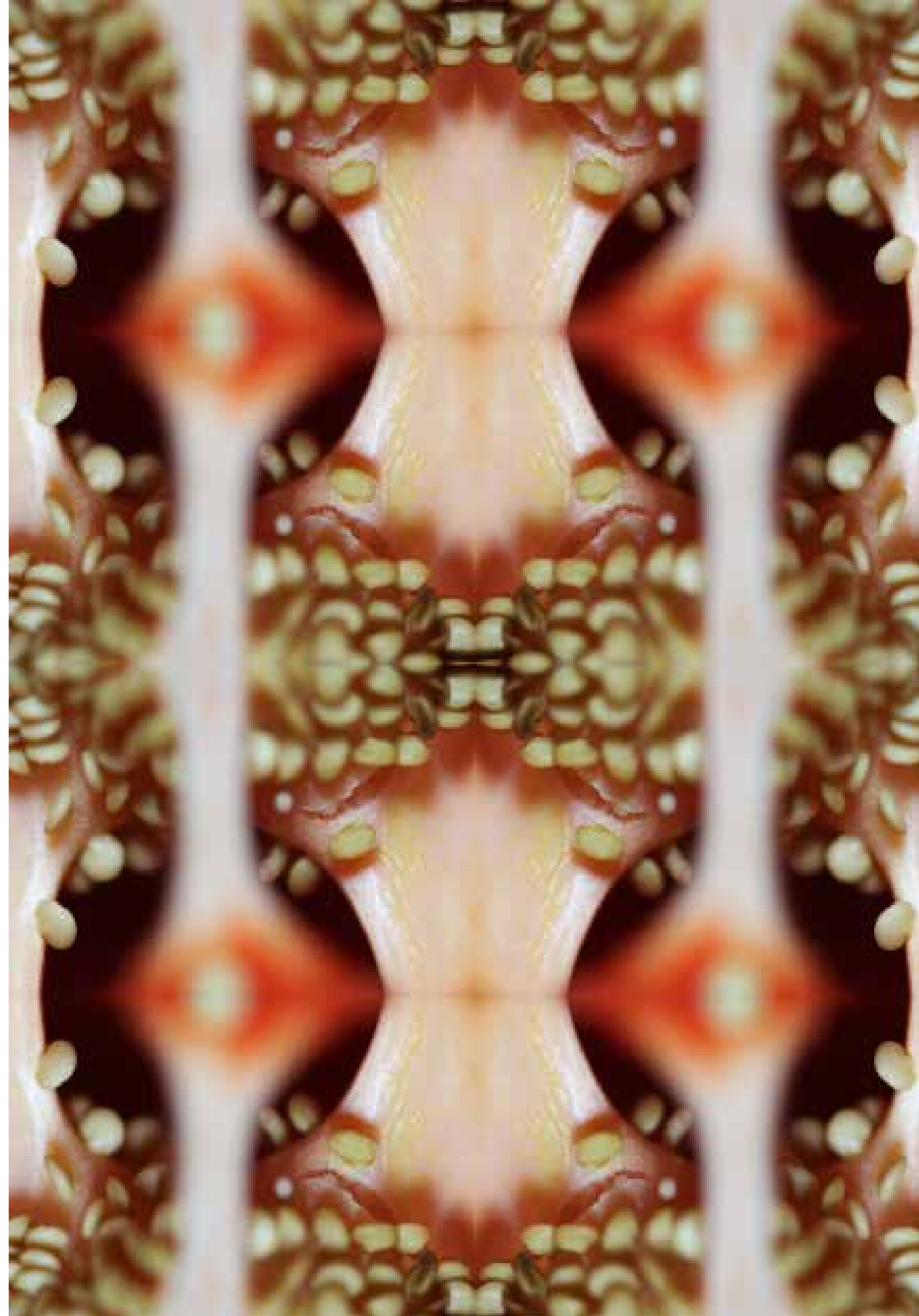
Red Pepper III
March 2017



Red Paper IV
March 2017



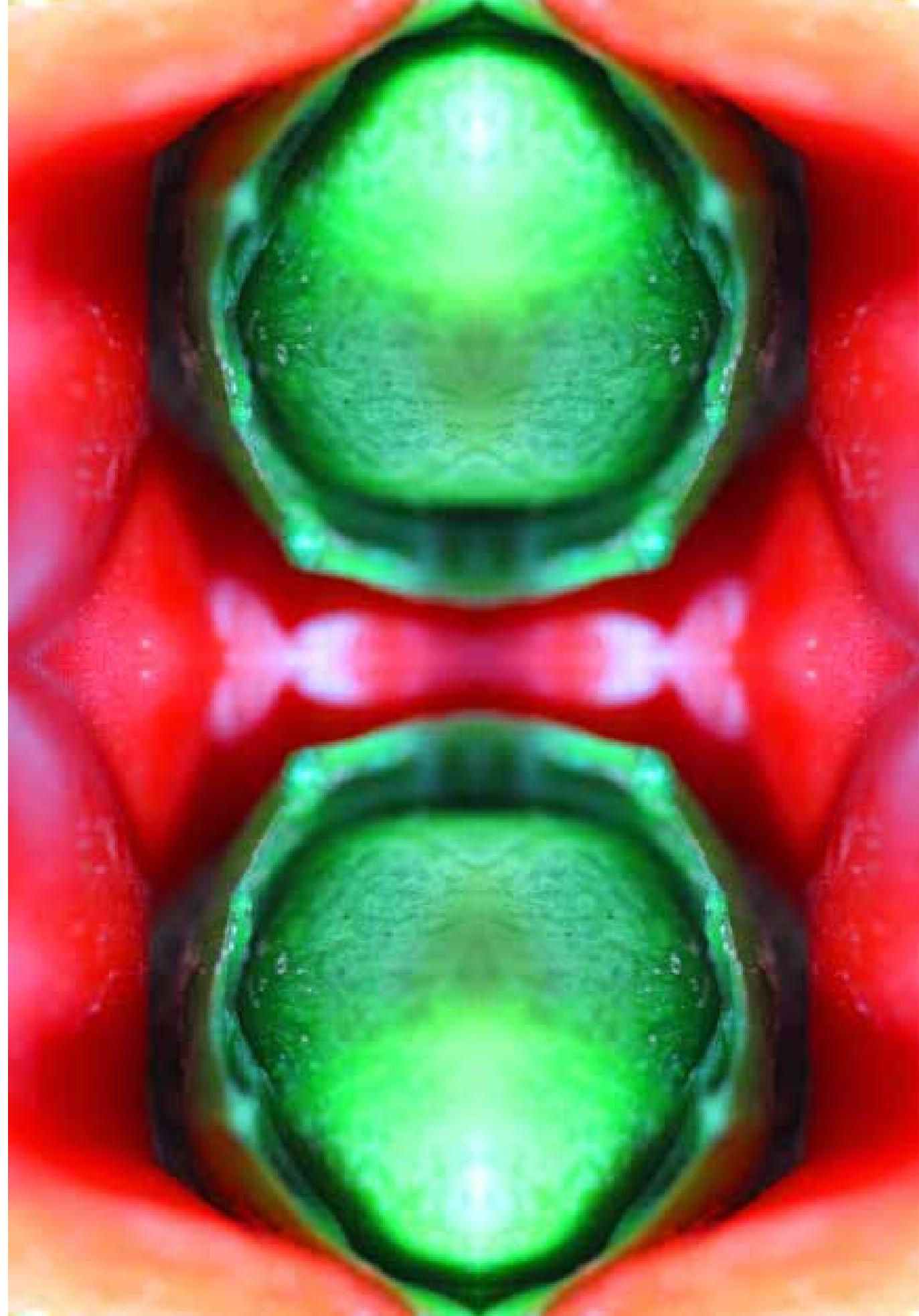
Red Pepper V
March 2017



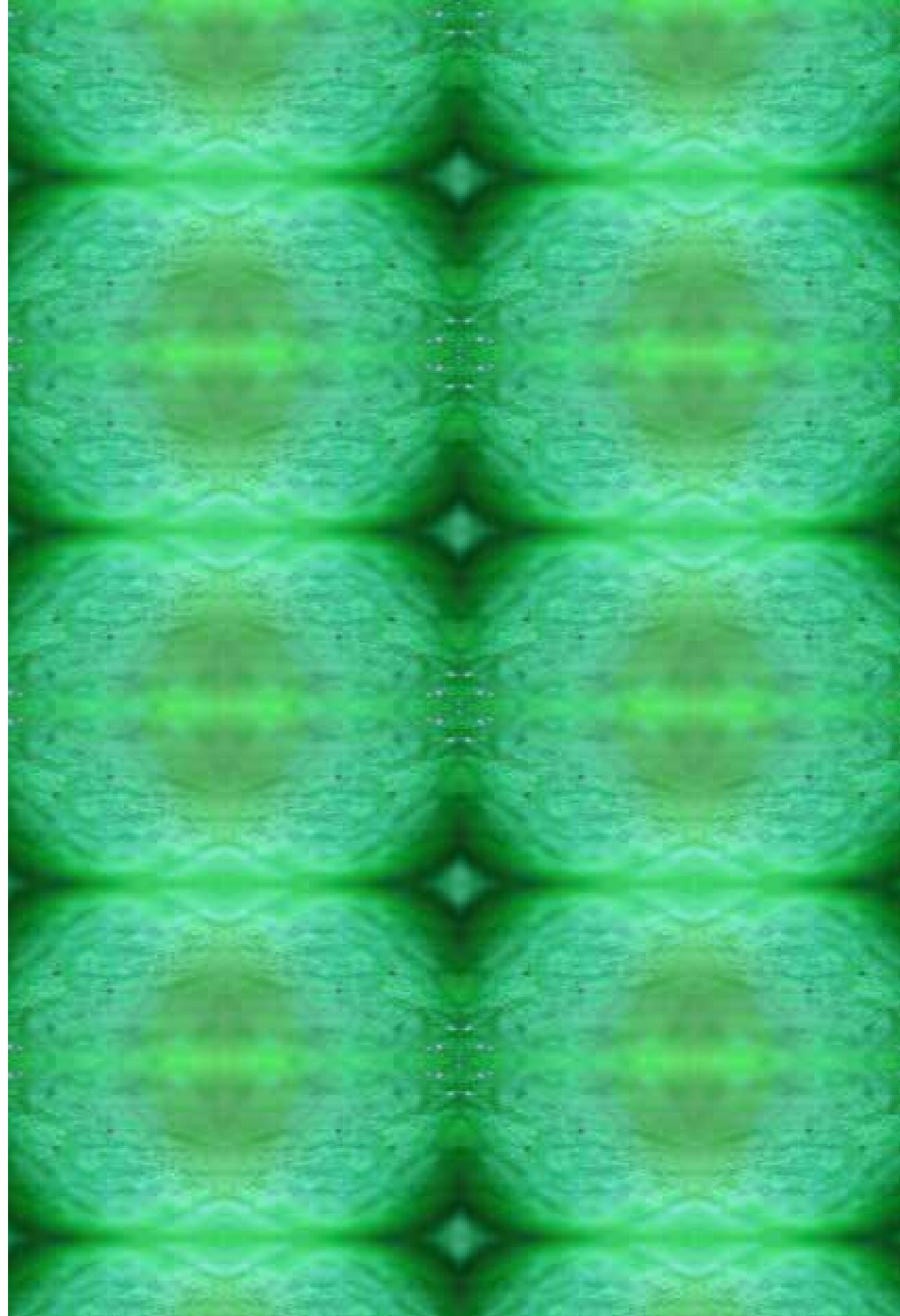
Red Pepper VI
March 2017



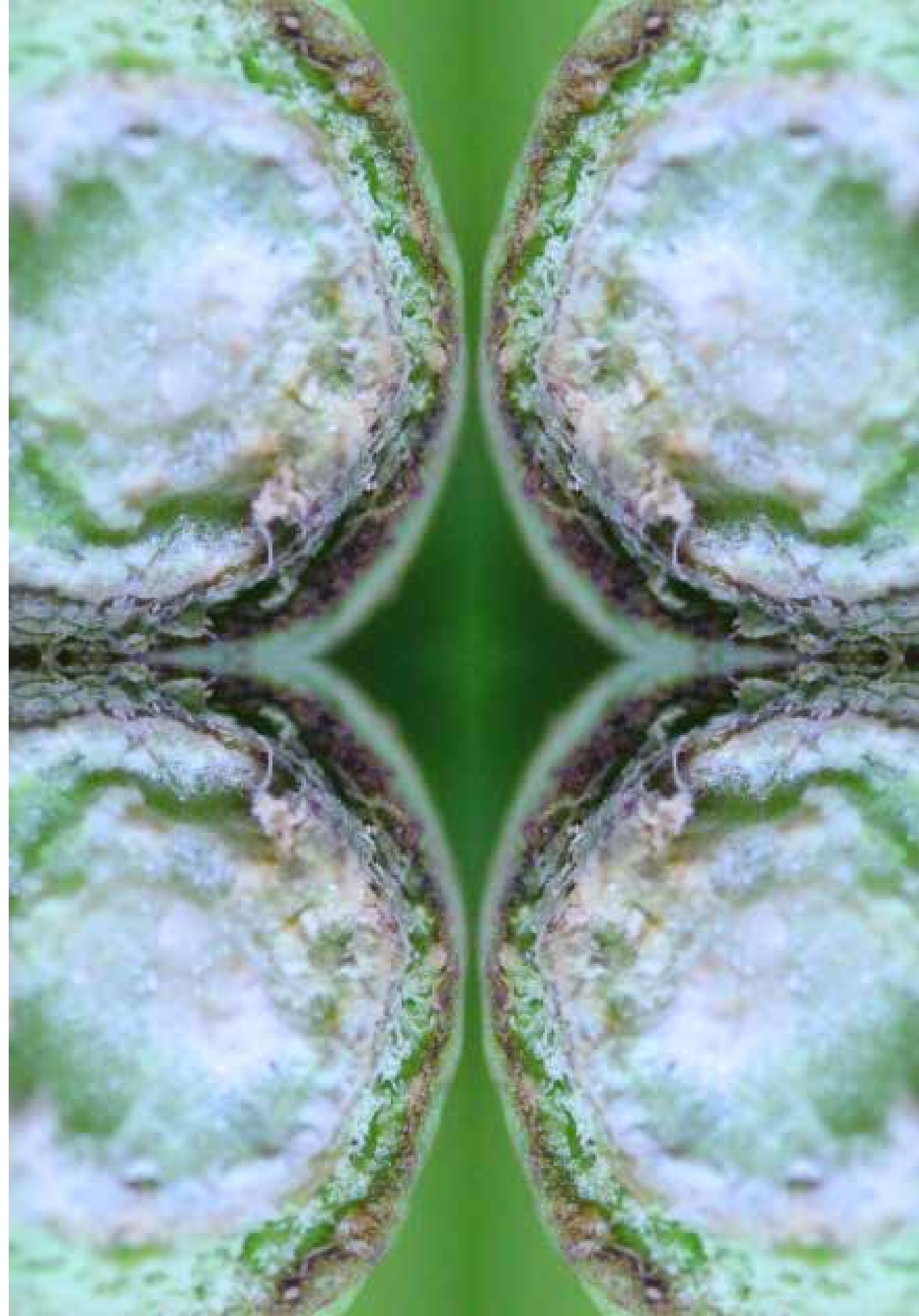
Red Pepper VII
March 2017



Cucumber I
March 2017



Pepper stalk I
March 2017



Broccoli I
March 2017



Broccoli II
March 2017



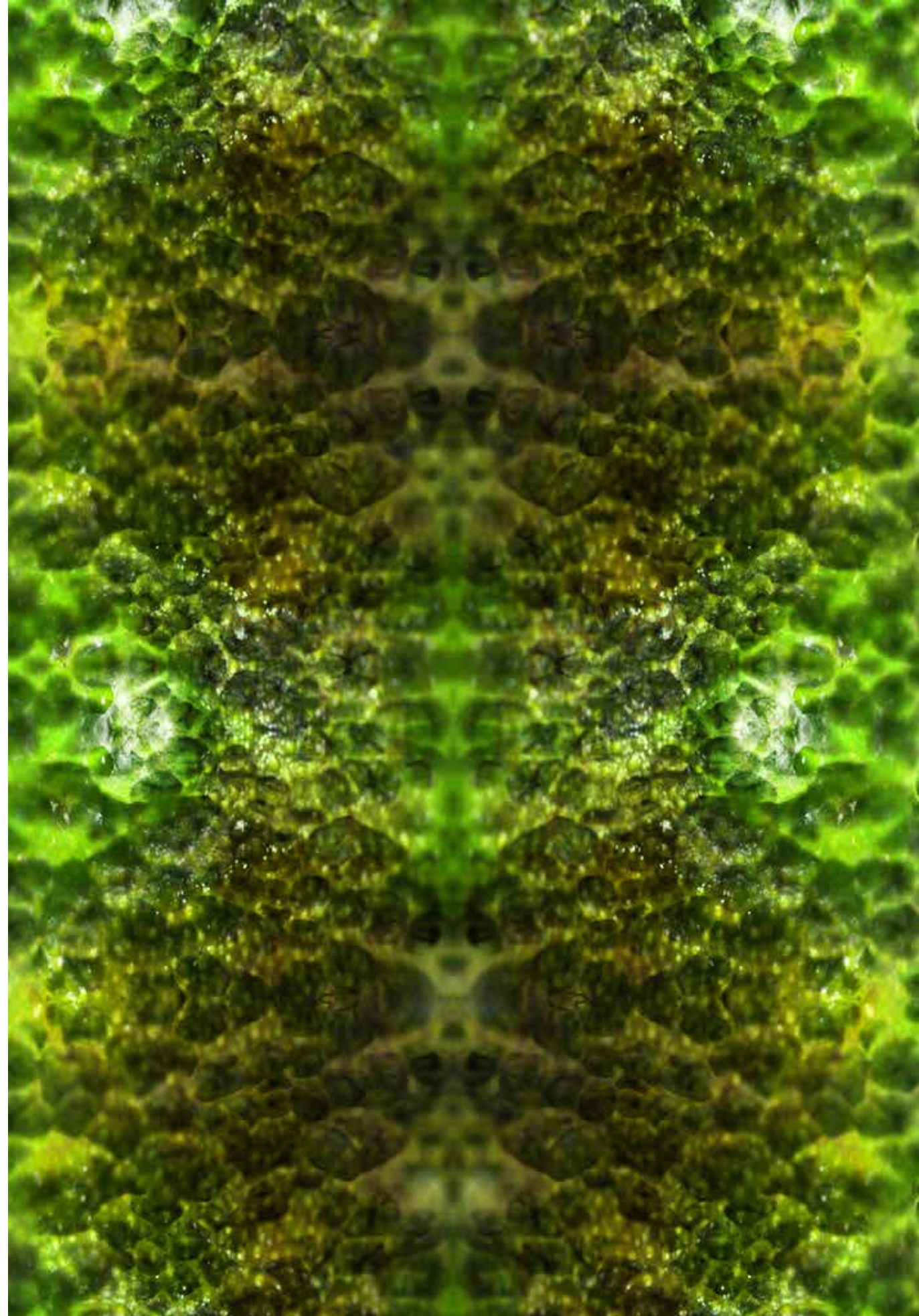
Broccoli III
March 2017





Broccoli IV
March 2017

Broccoli V
March 2017



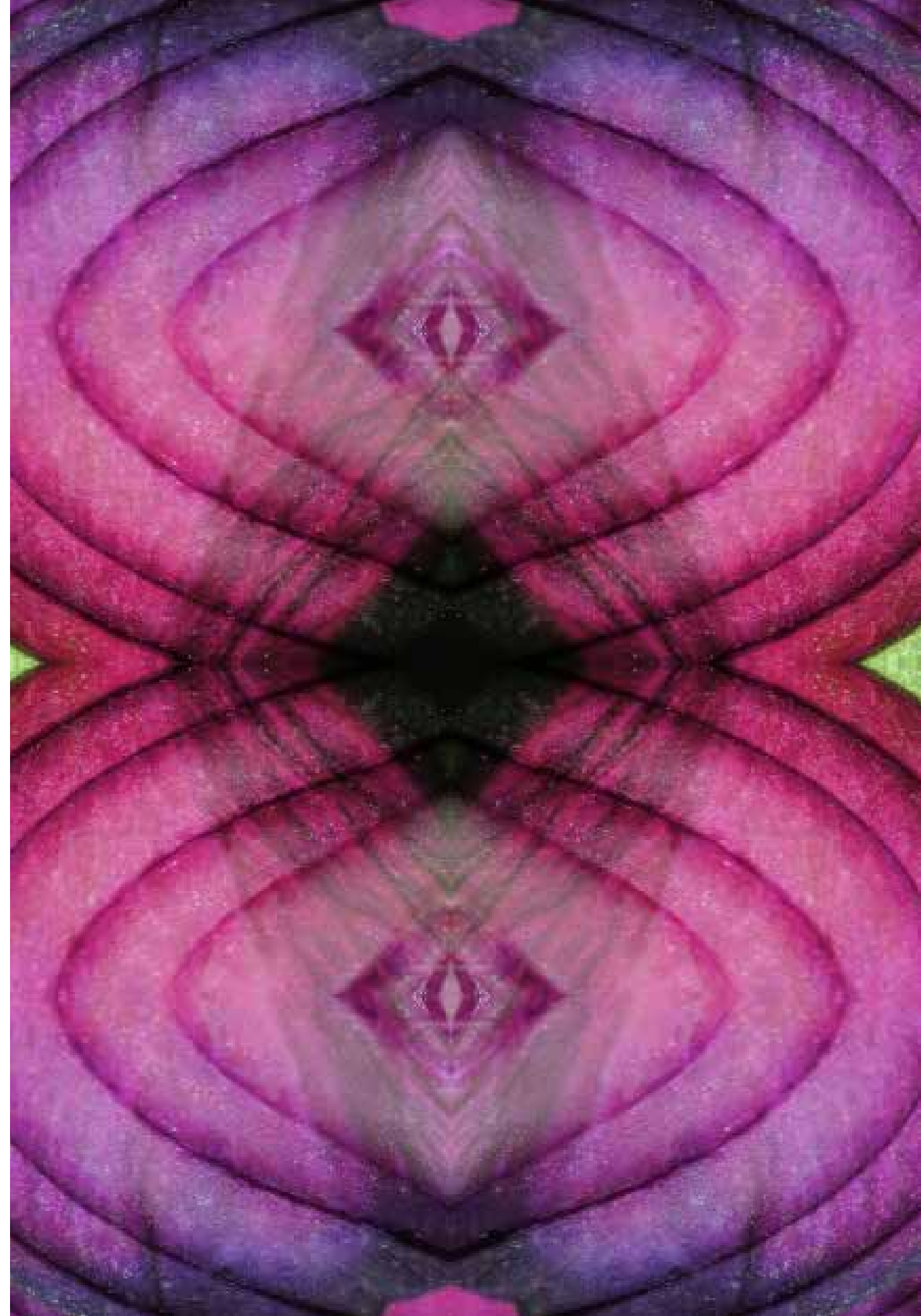
English Rose I
March 2017

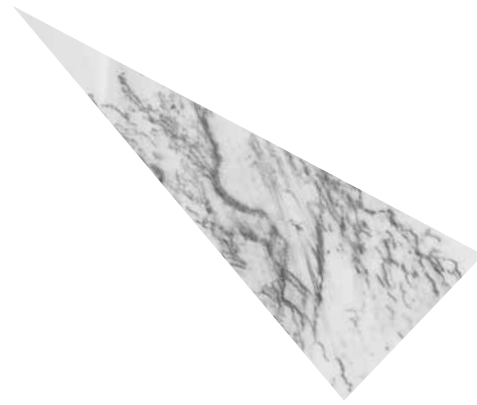


English Rose II
March 2017



Red Onion
March 2017





TEXTURE

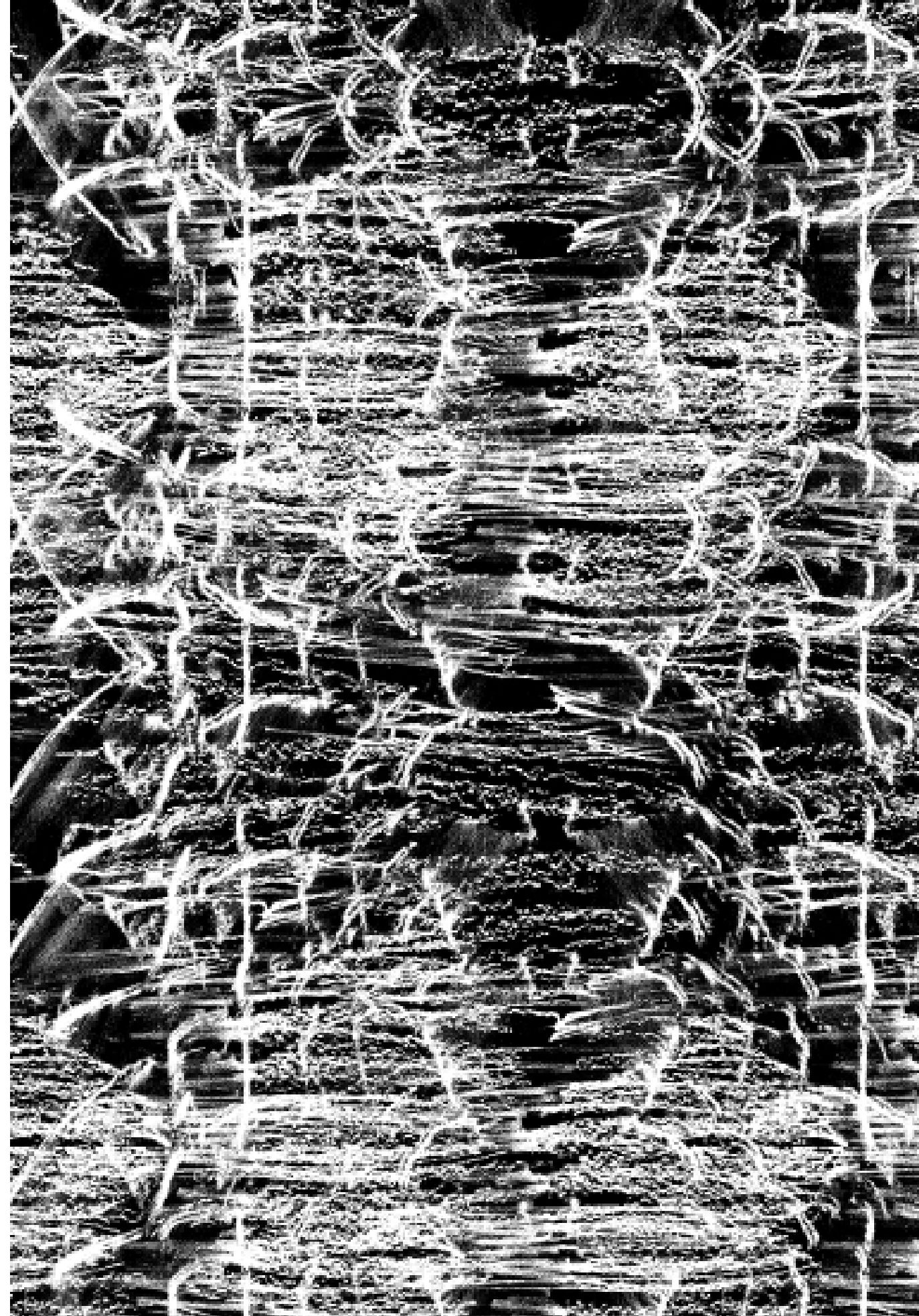
A series of surface rubbings sourced from
around Borough Market.

Artworked using soft cotton rag and charchol, the following
collection of images have been inverted in Photoshop,
so as to re-establish their original three dimensional
state in graphic form.

These transposed images bring to the fore the micro negative
space hidden **INSIDE** Borough Market's surfaces.

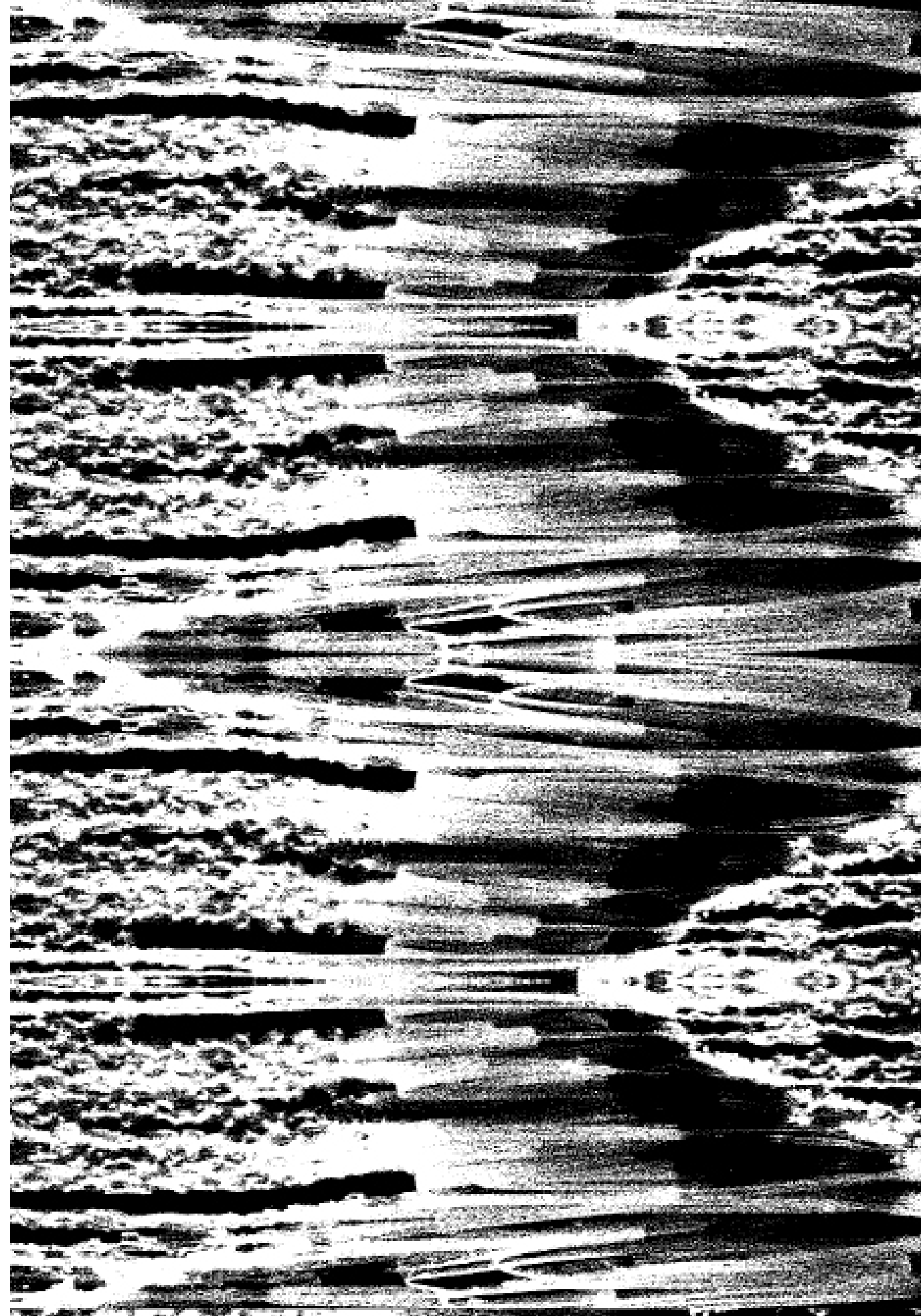
The elevations and depressions of the mono chrome surface
rubbings observe the marks established by continual
movement and interactions between people and the surfaces
of this market space over time.

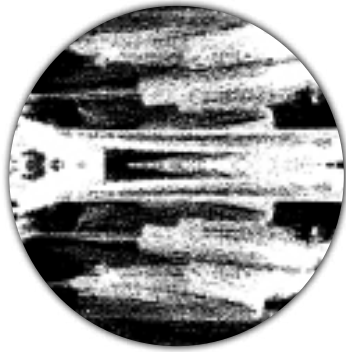
Cobbled concrete
March 2017



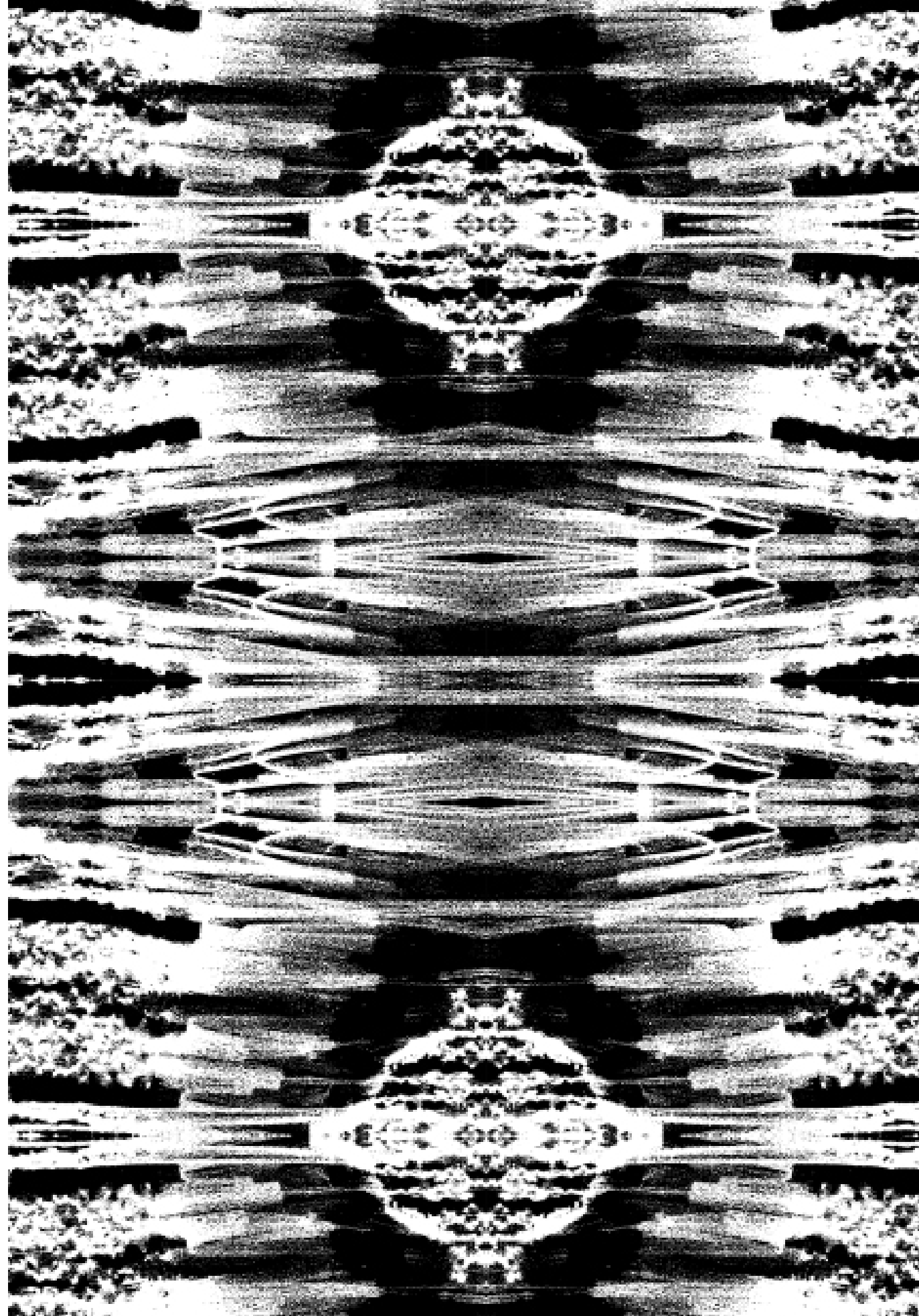


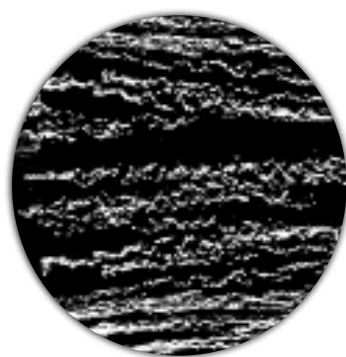
Embelishmet
March 2017



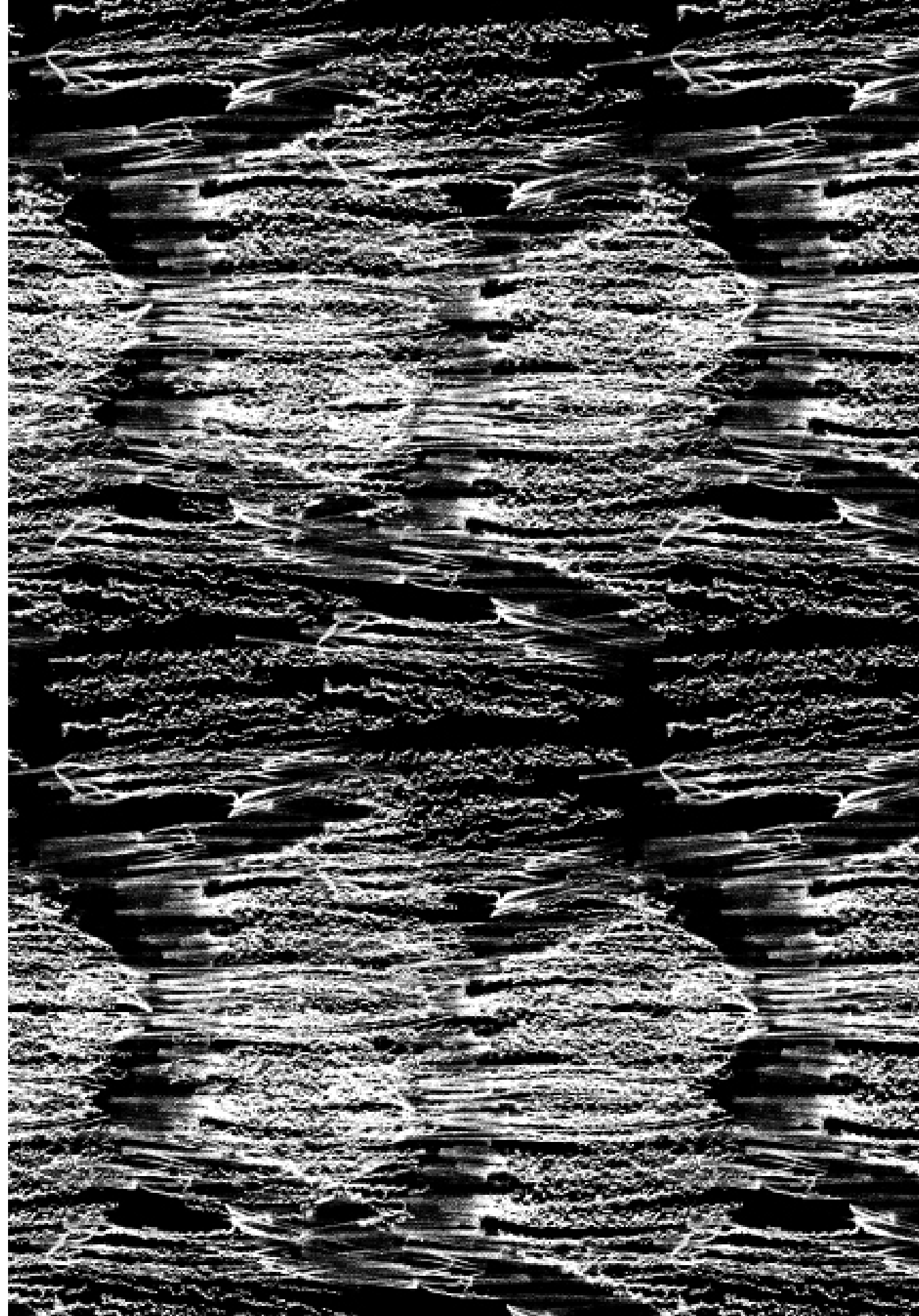


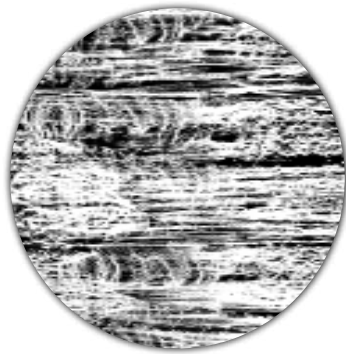
Globe
March 2017



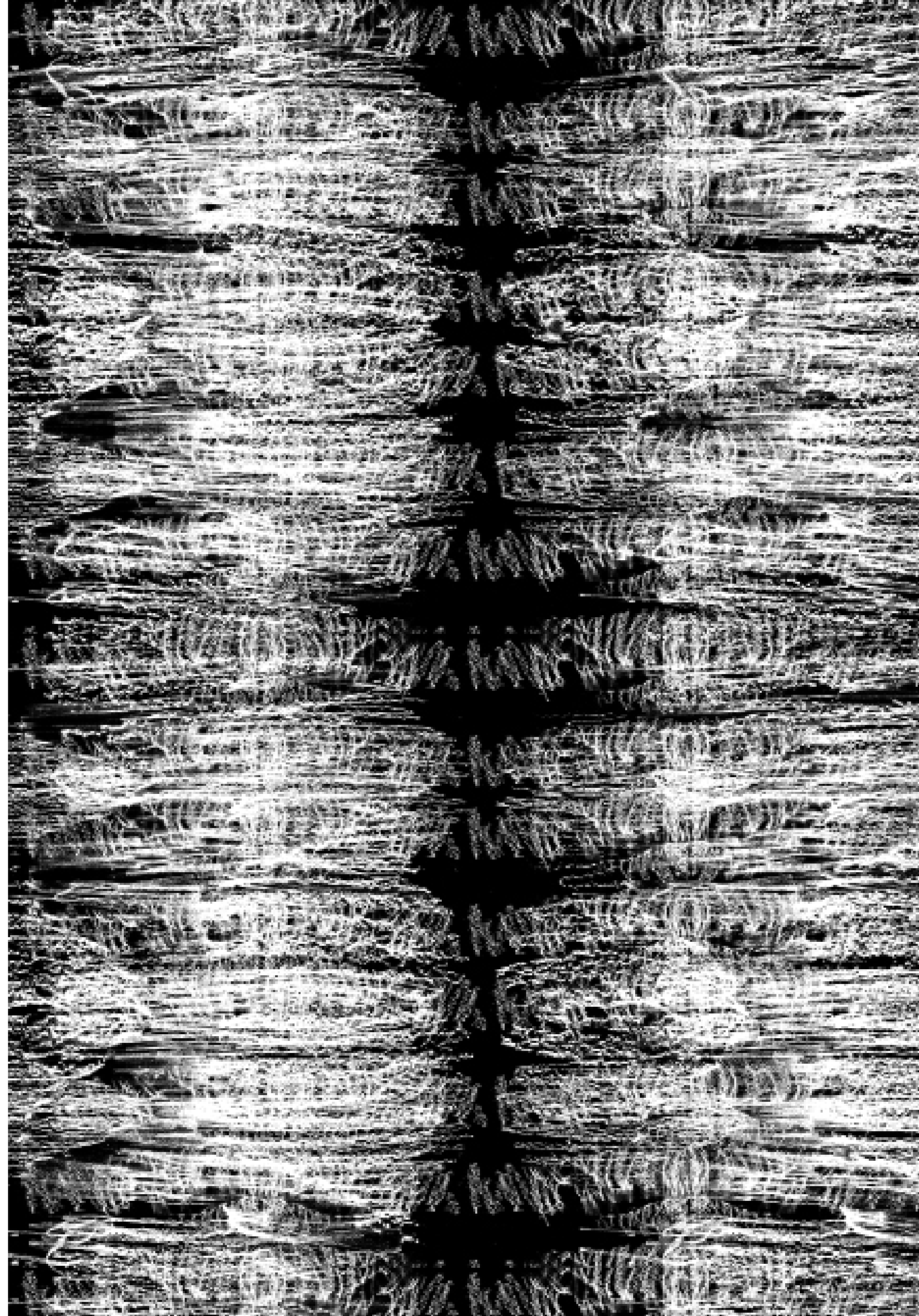


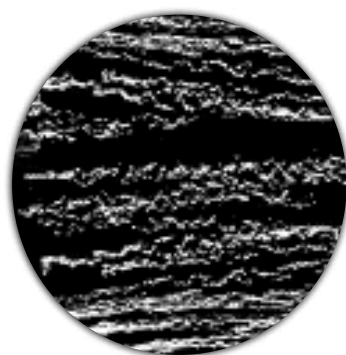
Brick wall
March 2017



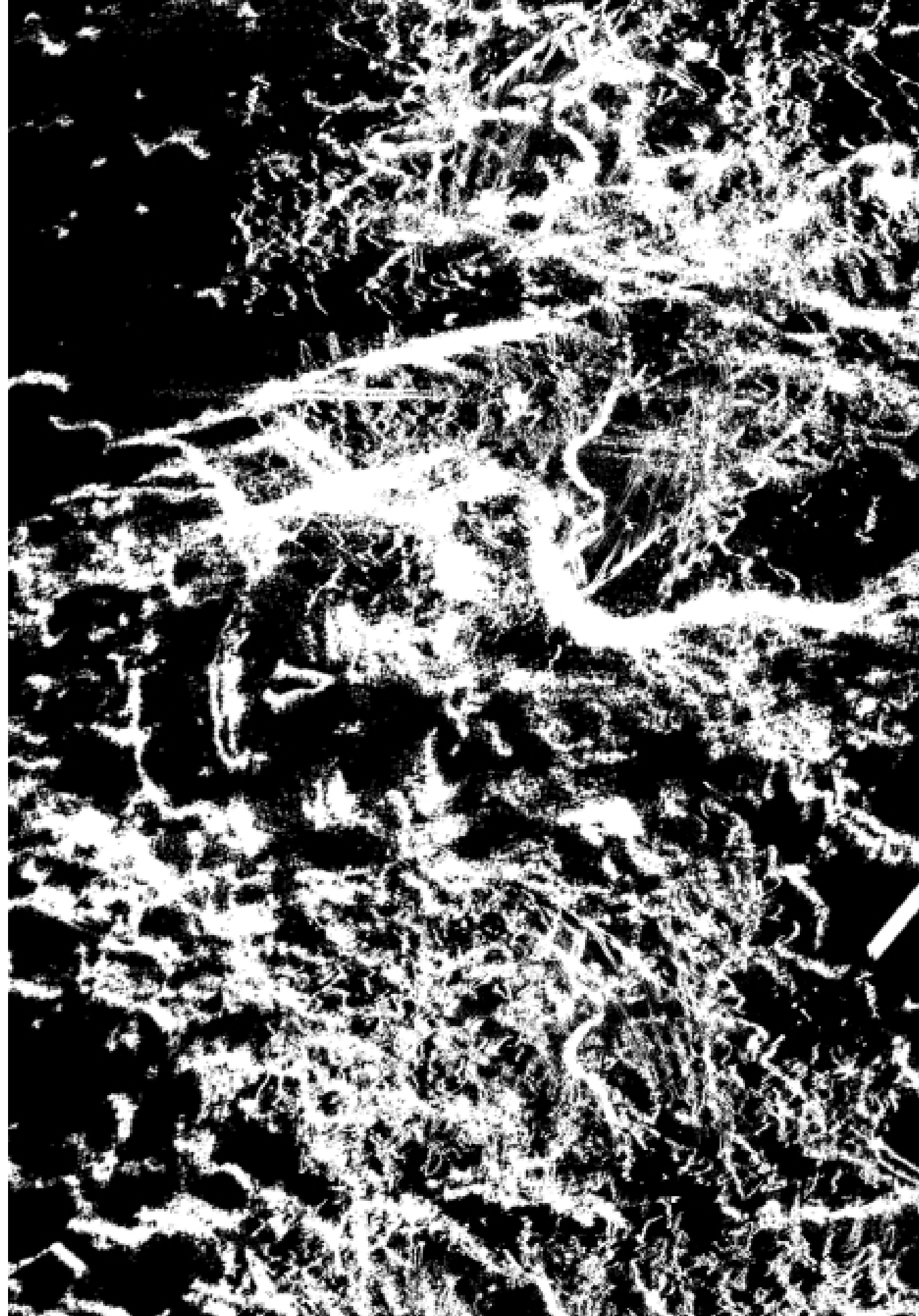


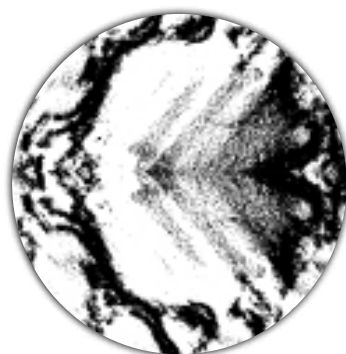
Pavement
March 2017



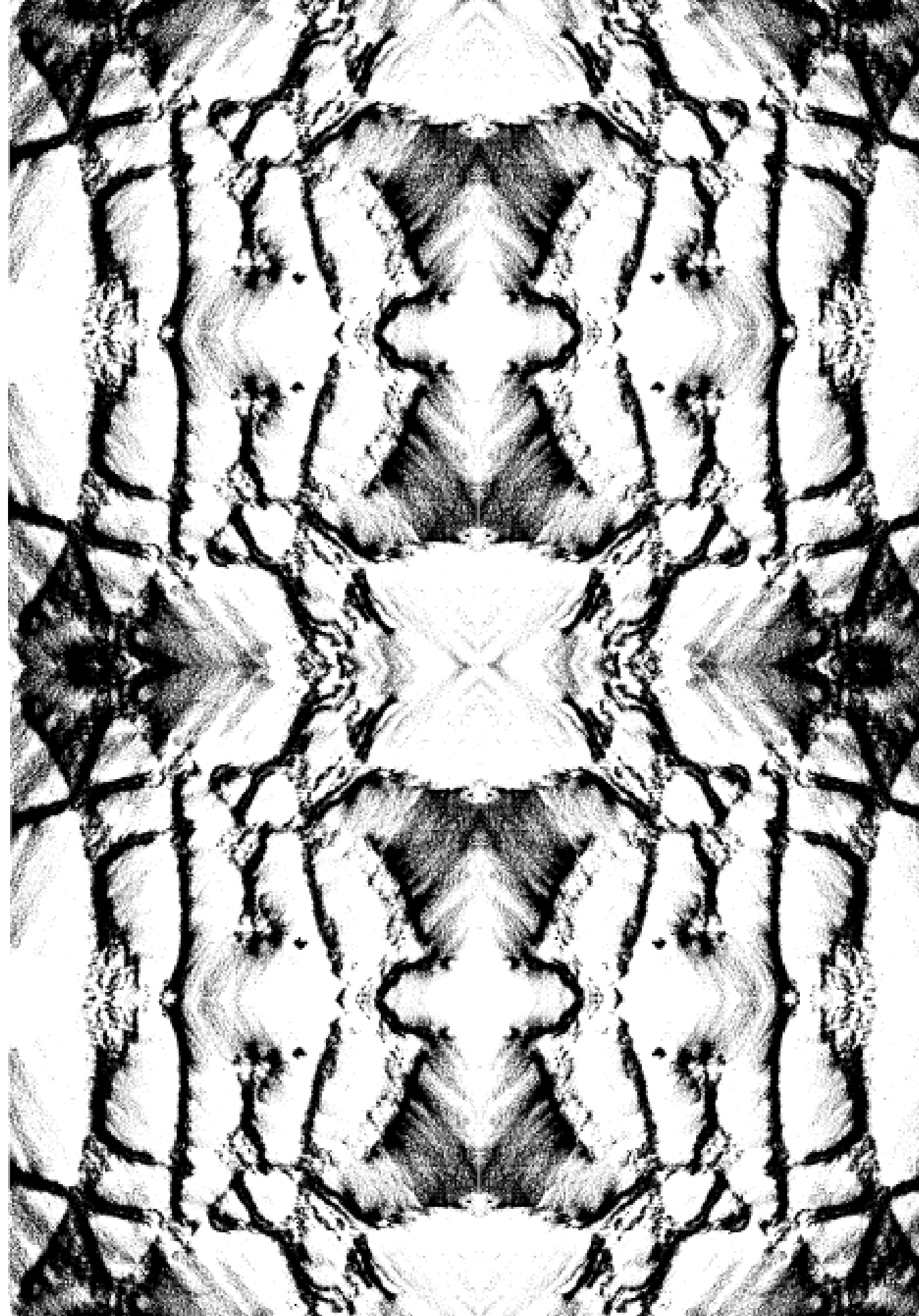


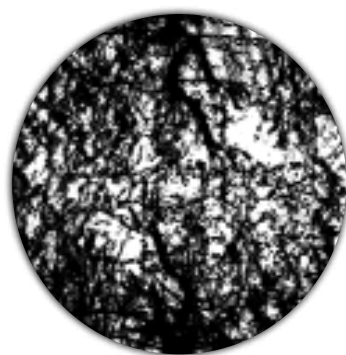
Column
March 2017



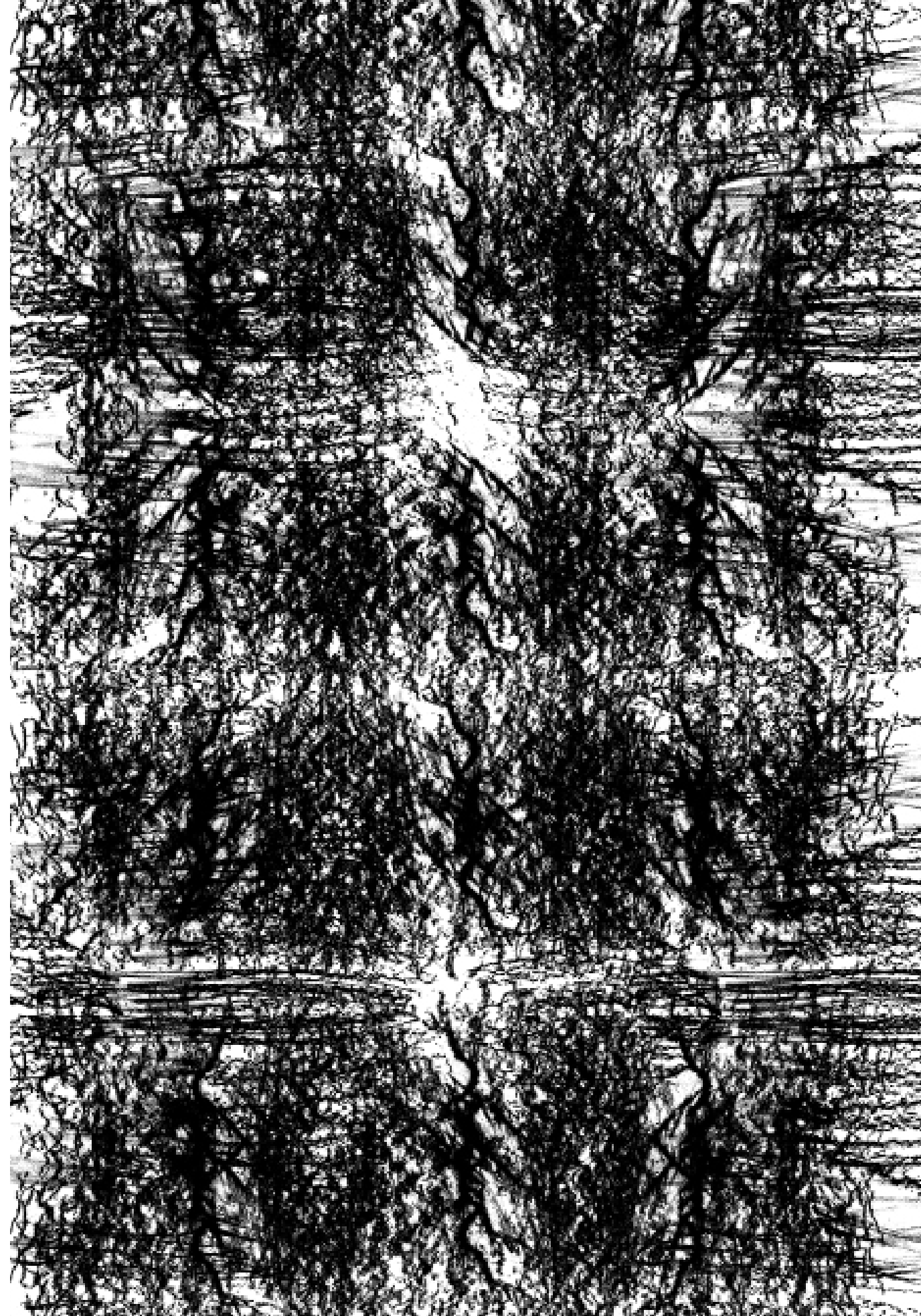


Metal seat
March 2017





Column
March 2017





Before I Die I want to...

Referenced from the Artwork by Candy Chang and entitled:
'BEFORE I DIE' this PARTICIPATORY PUBLIC ART
PROJECT' is an interesting feature found
in Borough Market.

I took the written responses that I documented during my visits
to the site and have analysed them using Graphorogy. This
allowed me to gain some INSIGHT into the personalities of the
authors behind the statements.

For visual clarity I have recreated all the elements that I
photographed using Adobe Illustrator & Photoshop.

EAT A
GIANT TURNIP

Large letters:

Arrogant , Disheatedened.

Open space inbetween letters:

Independant.

Heavy pressure used:

Healthy force , decisive.

Arrogant turnip eater
March 2017

Before I die I want to _____

learn to live in the moment

*Circled dot on top of the i:
Fussy*

Before I die I want to _____

Stop Fearing death

Failure to unite certain parts of the letters:

Broken

A tendency to leave letters unjoined:

*Handwriting trait which frequently manifests
itself in personalities who can often fail to
connect well with other people*

Before I die I want to _____

win euro million jack pot

Curves, light pressure, slow:
Inactive

Before I die I want to _____

GET A TATTOO

*Bars and terminal strokes
heavy and highpointed:
Angry*

Before I die I want to _____

Get a Pug

*Wide spacing of words,
right extension of terminal stroke:
Generosity*

Before I die I want to _____

Marry Jackson Gormley

Vertical and rounded:
Dignified

Before I die I want to _____

MARRY Kamie

Above the average in size:

*Outspoken and devoted more to
the practical and material affairs of life,
rather than the intellectual or spiritual.*

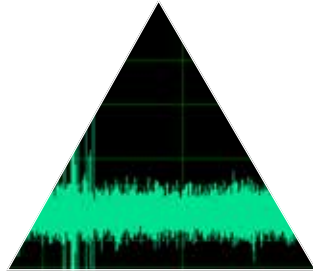
Outspoken pragmatist
March 2017

Before I die I want to _____

PHOTOGRAPH THE NORTHERN LIGHTS

Upward inclination:

*More ambitious than practical,
likely to be visionary and to have extravagant aspirations.*

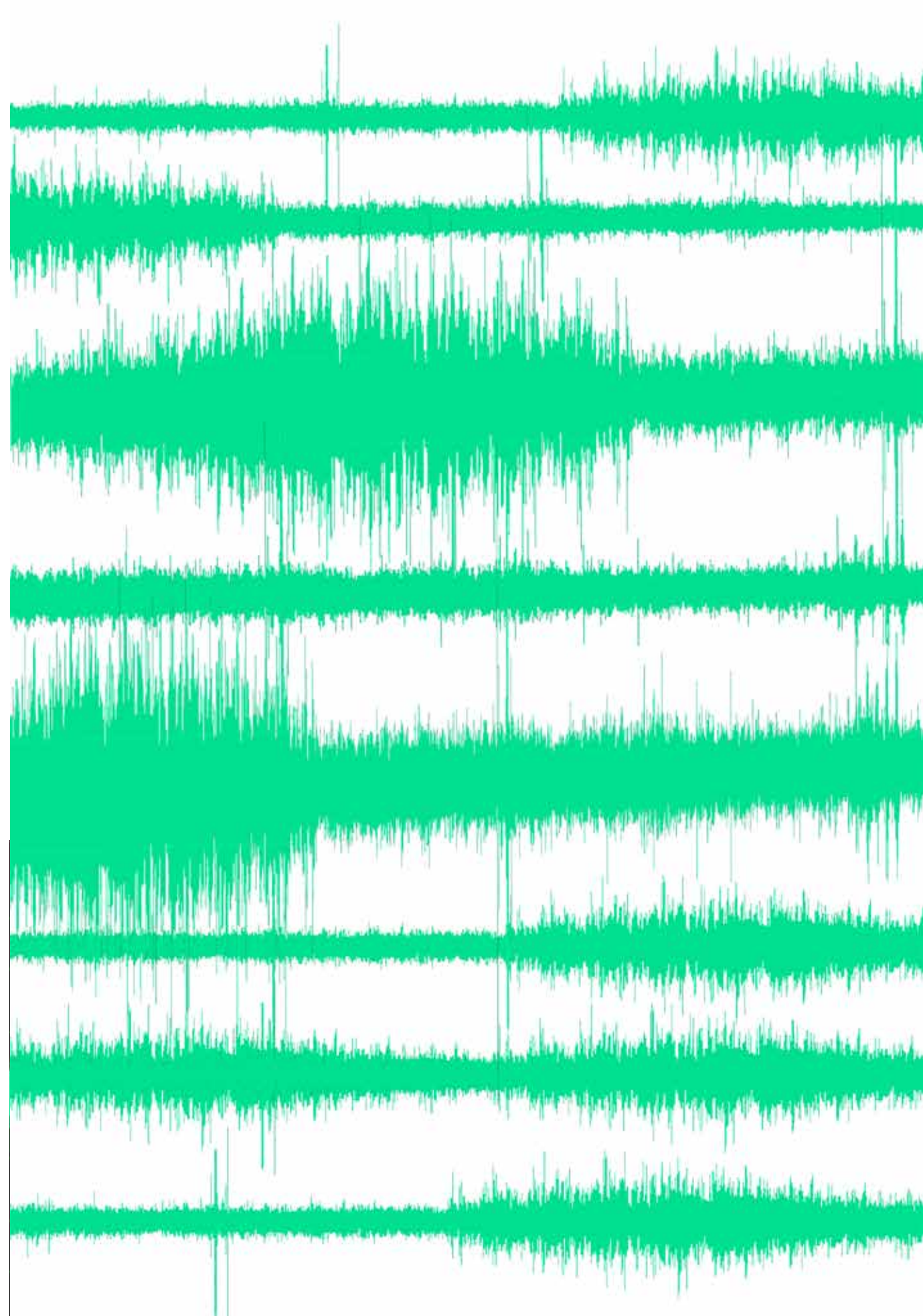


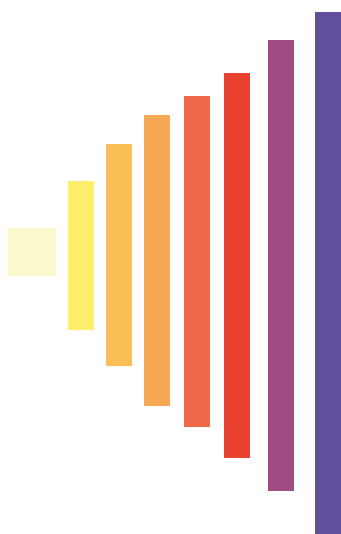
WAVES

Sound was recorded at Borough Market and fed through Adobe Audition. I wanted to explore sound as a graphic element. In physics, sound is described as a vibration that propagates as a mechanical wave of pressure and displacement, I was interested to examine what the sound of Borough Market actually looked like.

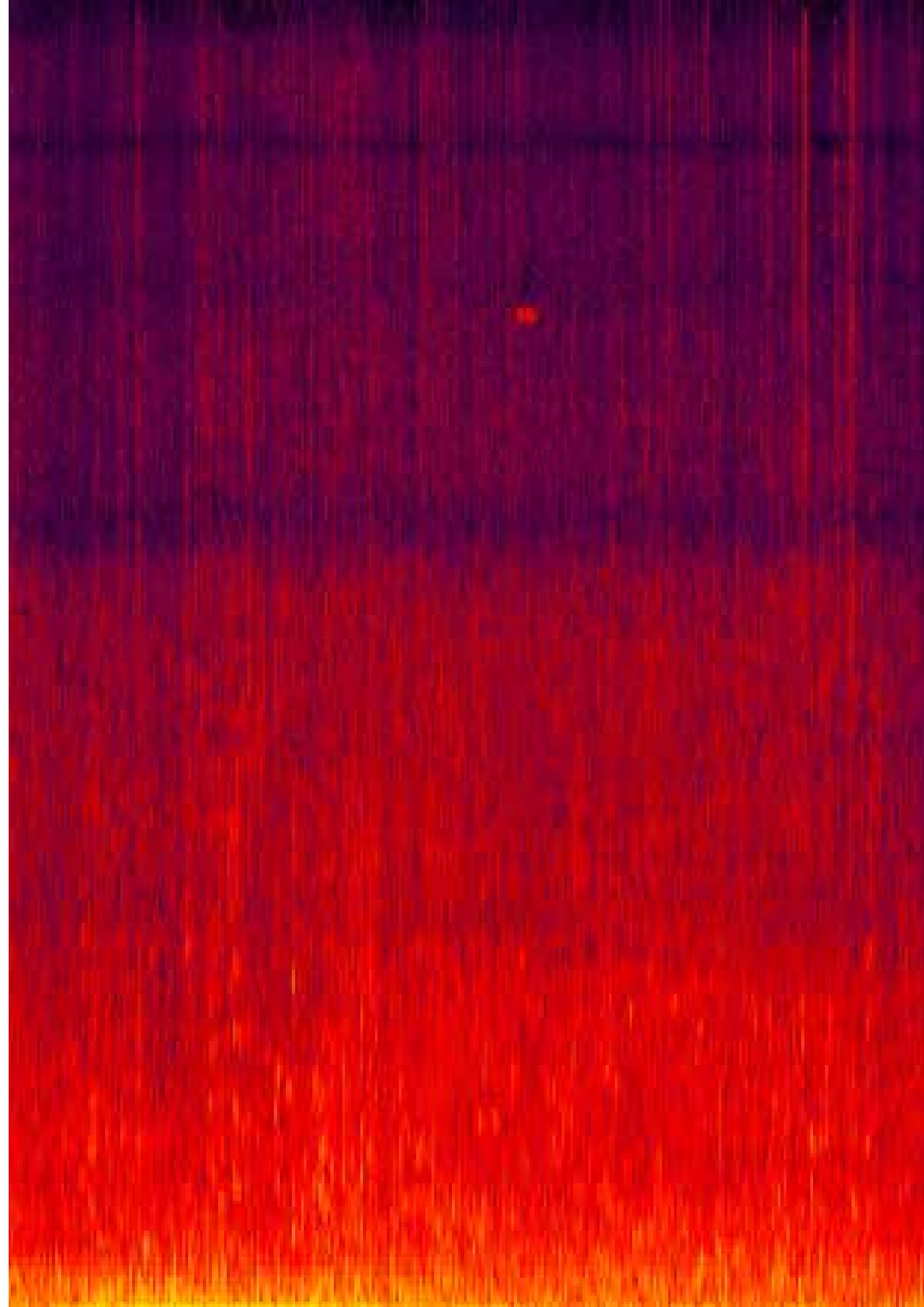
Sound waves are transmitted through the middle ear to the **inner** ear and interpreted by the brain.

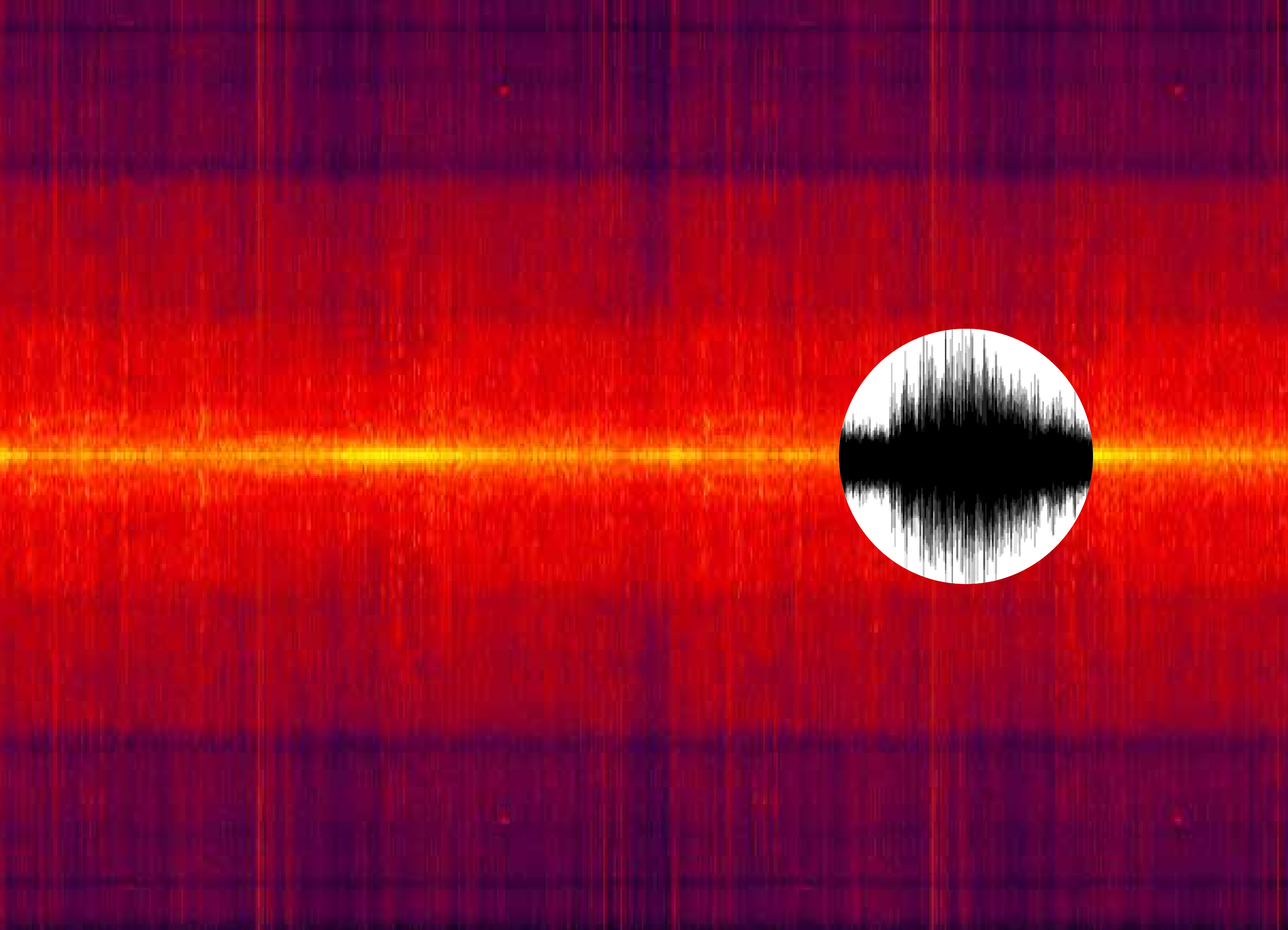
Thus stimulating an emotional reaction. I wanted to explore how sound could be represented as colour.

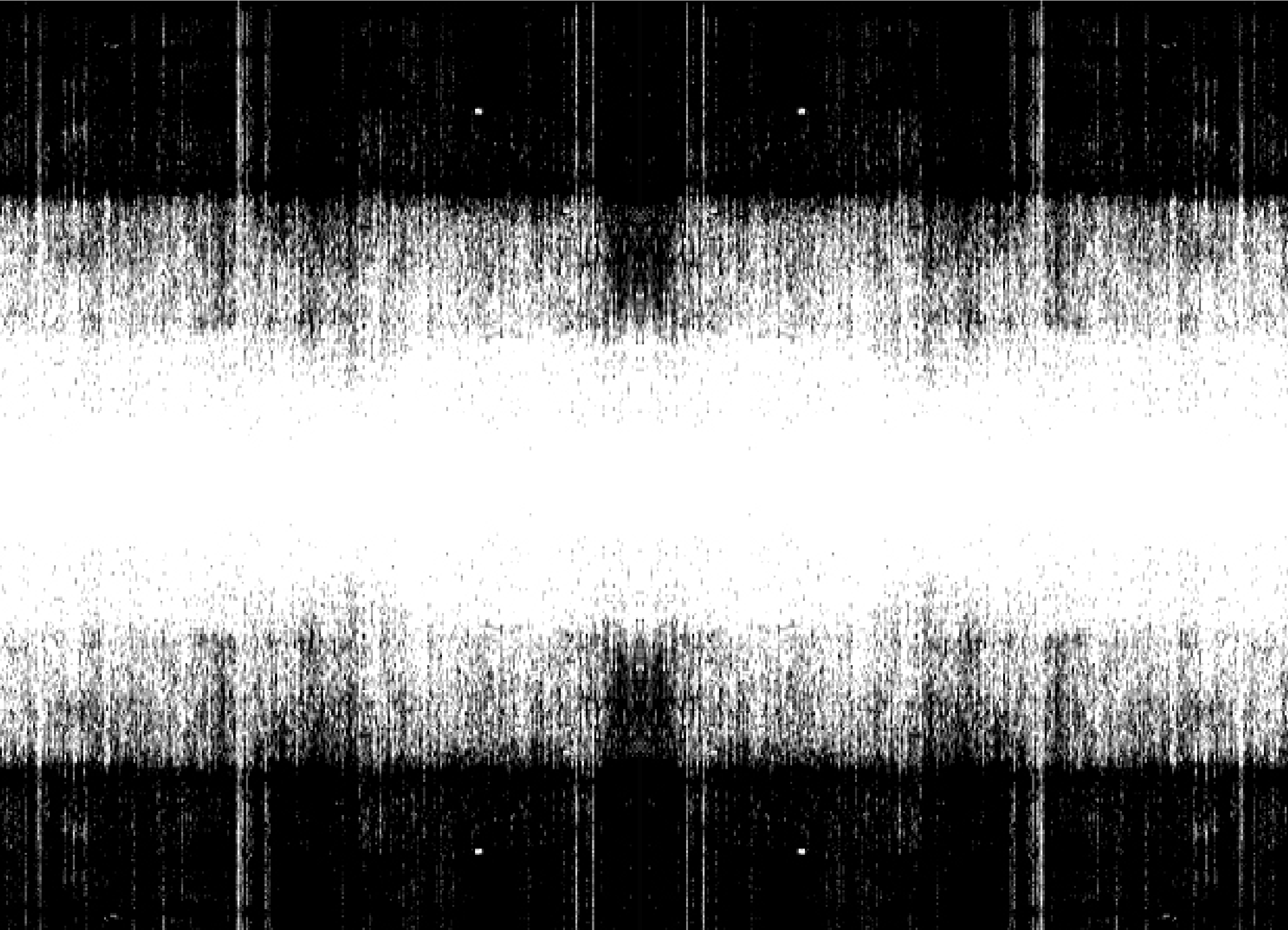


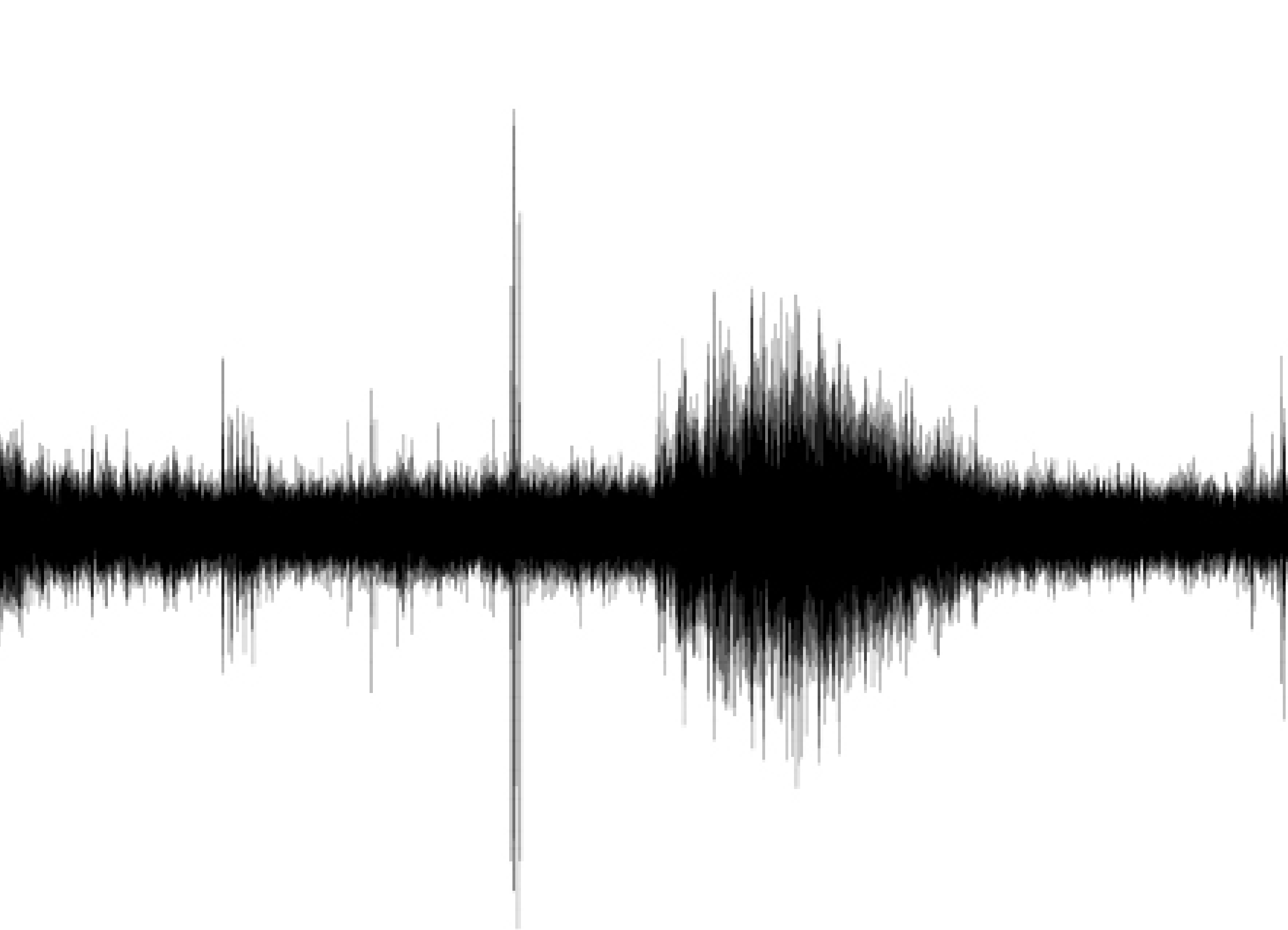


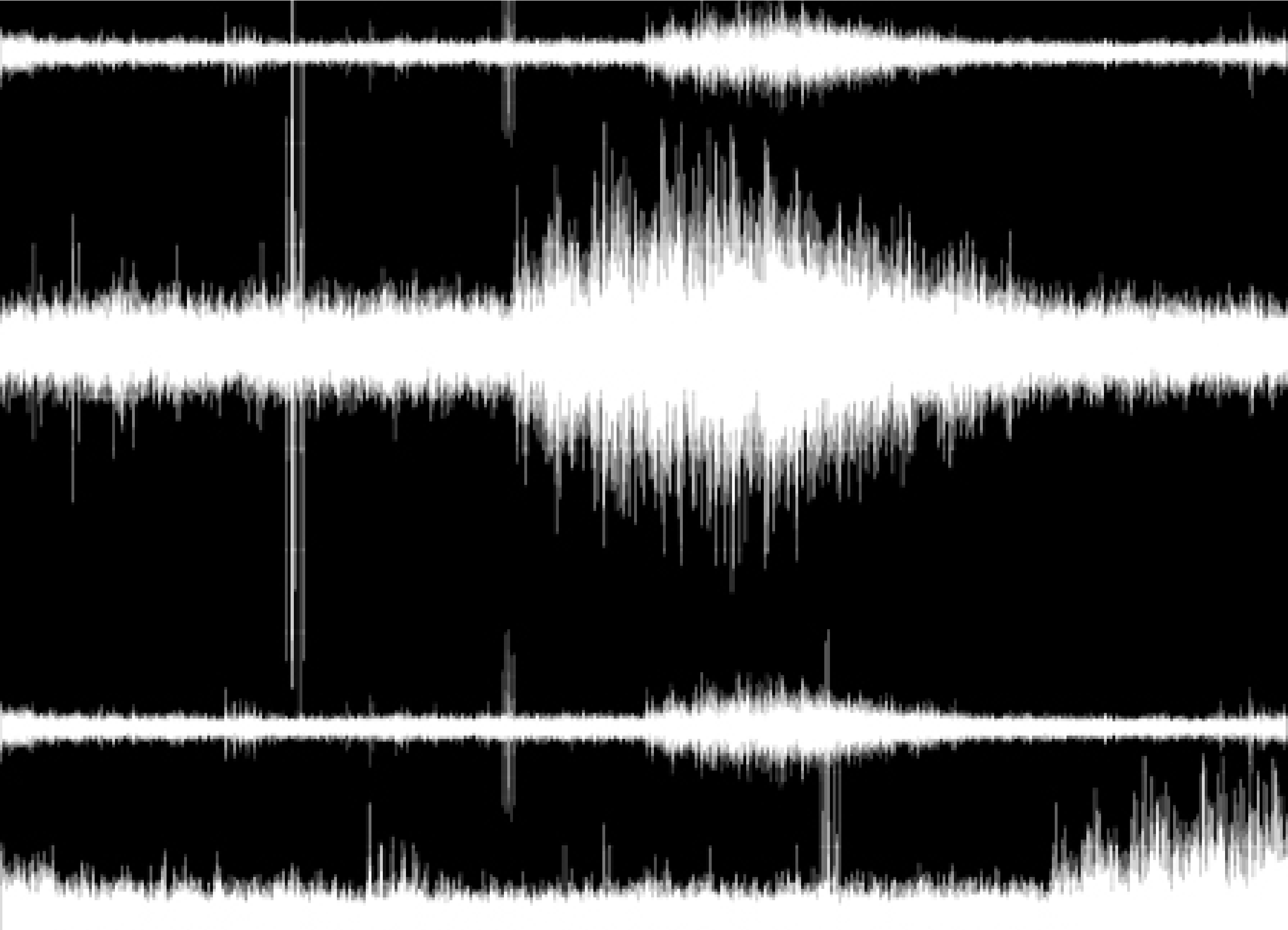
The colour of sound
March 2017

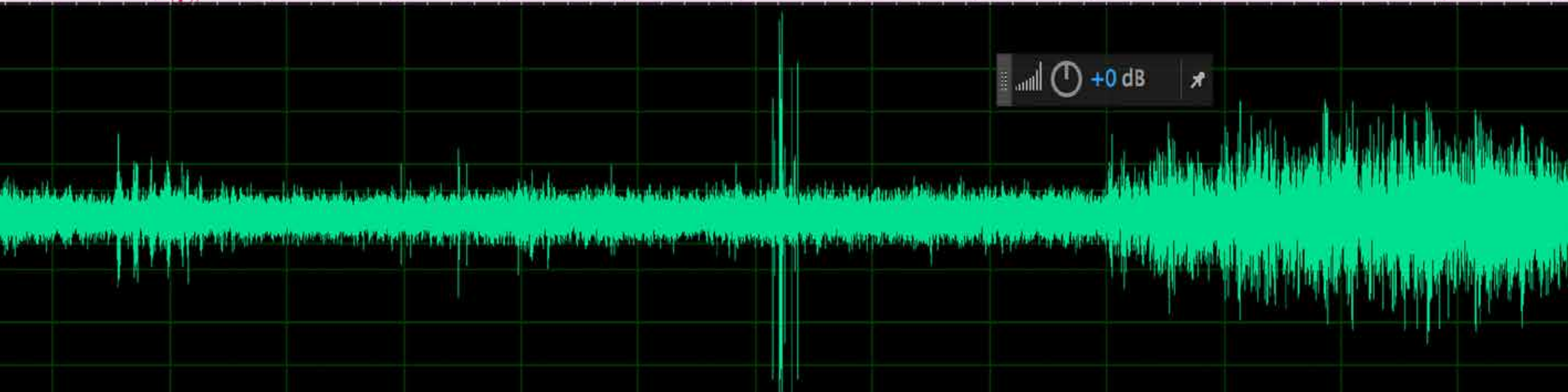
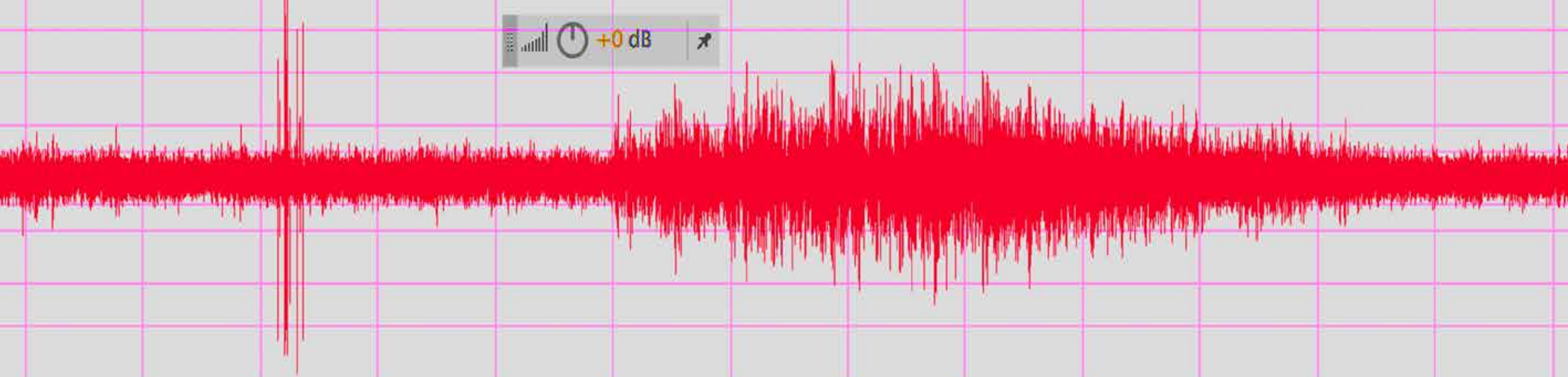


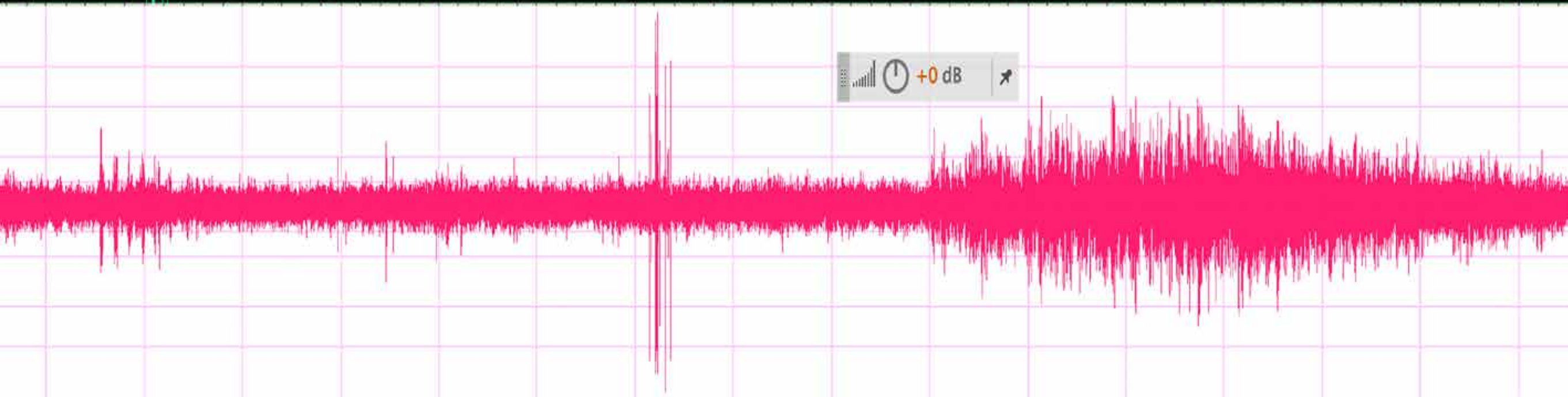












References



Nick Knight

The macro images of fruit, vegetables and flowers found in the 'Visual' chapter were created after discovering the work of Nick Knight - and particularly the series of images from his photographic print book FLORA. Knight used a unique 'museum-grade printing process' that relied on 'traditional photographic darkroom techniques' for FLORA. His prints from this series are said to have achieved an unparalleled boldness and vibrancy, alongside deep velvety blacks due to this technique.

The subject of flowers are photographed as plant portraits in a studio environment and have a rich and somewhat majestic quality in Knight's interpretation. It was Knight's delicate photography style of flowers and use of bold colour that moved my ideas forward to create a macro study of the fruit, vegetables and flowers found in borough market.

Candy Chang



BEFORE I DIE IS A PARTICIPATORY PUBLIC ART PROJECT that invites people to contemplate death, reflect on life, and share their personal aspirations in public. After losing someone she loved, Chang channeled her grief and depression into this project on an abandoned house in her New Orleans neighborhood to restore perspective and find some consolation with her neighbors. She covered the crumbling house with chalkboard paint and stenciled it with the prompt, "Before I die I want to ____." The wall quickly filled up with responses, from the poetic to the profound: Before I die I want to... see my daughter graduate, abandon all insecurities, get my wife back, eat all the candy and sushi in the world, be a Youtube sensation, straddle the International Date Line, tell my mother I love her, be completely myself.

Thanks to passionate people around the world, over 2,000 Before I Die walls have now been created in over 70 countries, including Iraq, China, Brazil, Kazakhstan, and South Africa. Revealing the community's longings, anxieties, joys, and struggles, the project explores how public space can cultivate self-examination and empathy among neighbors and compassionately prepare us for death and grief. It has also inspired dozens of remixes that offer new ways to engage with the people around us. The Before I Die book is a celebration of these walls and the stories behind them. See more on the project site and follow the latest Before I Die walls and reflections on Twitter, Instagram, and Facebook. 2011, New Orleans, LA. Chalkboard paint, spray paint, chalk, abandoned house. 41' x 8'. With permission from the property owner, residents of the block, the neighborhood association's blight committee, the Historic District Landmarks Commission, the Arts Council of New Orleans, and the City Planning Commission. Installation assistance by Kristina Kassem, Cory Klemmer, Anamaria Vizcaino, James Reeves, Alan Williams, Alex Vialou, Earl Carlson, and Gary Hustwit.

Dominic Crinson



Dominic Crinson inspired the use of repeat pattern and abstract in my work. After discovering his original patterns created for printing on his artisan ceramic tiles - I became inspired to experiment with the studio photography created shooting produce on sale at Borough Market.

Crinson's proprietary process for digital printing ceramic tiles kick started a digital revolution in surface design in the 1990s. Crinson's design work has since become internationally recognised and he is best known for his extravagant design style and use of bold colour.

I took flowers fruit and vegetables into the studio and photographed them using a digital camera and a Macro lens. I created repeat patterns and played with symmetry from my original macro shots. I wanted to emulate Crinson's kaleidoscope style.





Denise Lach

In the chapter 'Texture' my imagery has been influenced by the artwork of artist Denise Lach. After discovering her work in her book 'Calligraphy: A Book of Contemporary Inspiration', I was drawn to her graphic interpretation of organic matter, stripping the original form down to a series of line works and patterns. Through her work Denise Lach invites viewers to look closely at the details and textures in the world around us — thus expanding our powers of observation and encourages us to discover hidden detail and creativity in everyday surroundings.

This concept inspired me to create my own designs using a similar critical examination of my chosen place Borough Market. Lach utilises a range of writing tools and techniques to produce her graphics. My source materials produced from charcoal rubbings taken from the organic and man made surfaces at Borough Market. Once I had harvested these raw images, I then worked in Photoshop. I produced my mono-chrome artworks, using symmetry and repeat pattern and form graphic artwork.



