

# social animals

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Pratt Institute 2010 - 2011  
Making Meaning

## Introduction

Beginning as a question on the daily habits of the modern man. This project questions the interactions between man and technology. With technology become more readily available the interactions between people are begun to diminish.

Social Animals is a reaction and an experiment. To encourage communication between people through a shared experience. With the use of symbols, gestures, and mystery. A world can be created to help stimulate the imagination of people of all ages.

As Joseph Campbell put it: "One of our problems of today is that we are not well acquainted with the literature of the spirit. We're interested in the news of the day and the problems of the hour."

Through the exploration of materials and hand craft. A family of characters has been developed in order to communicate this idea.

























































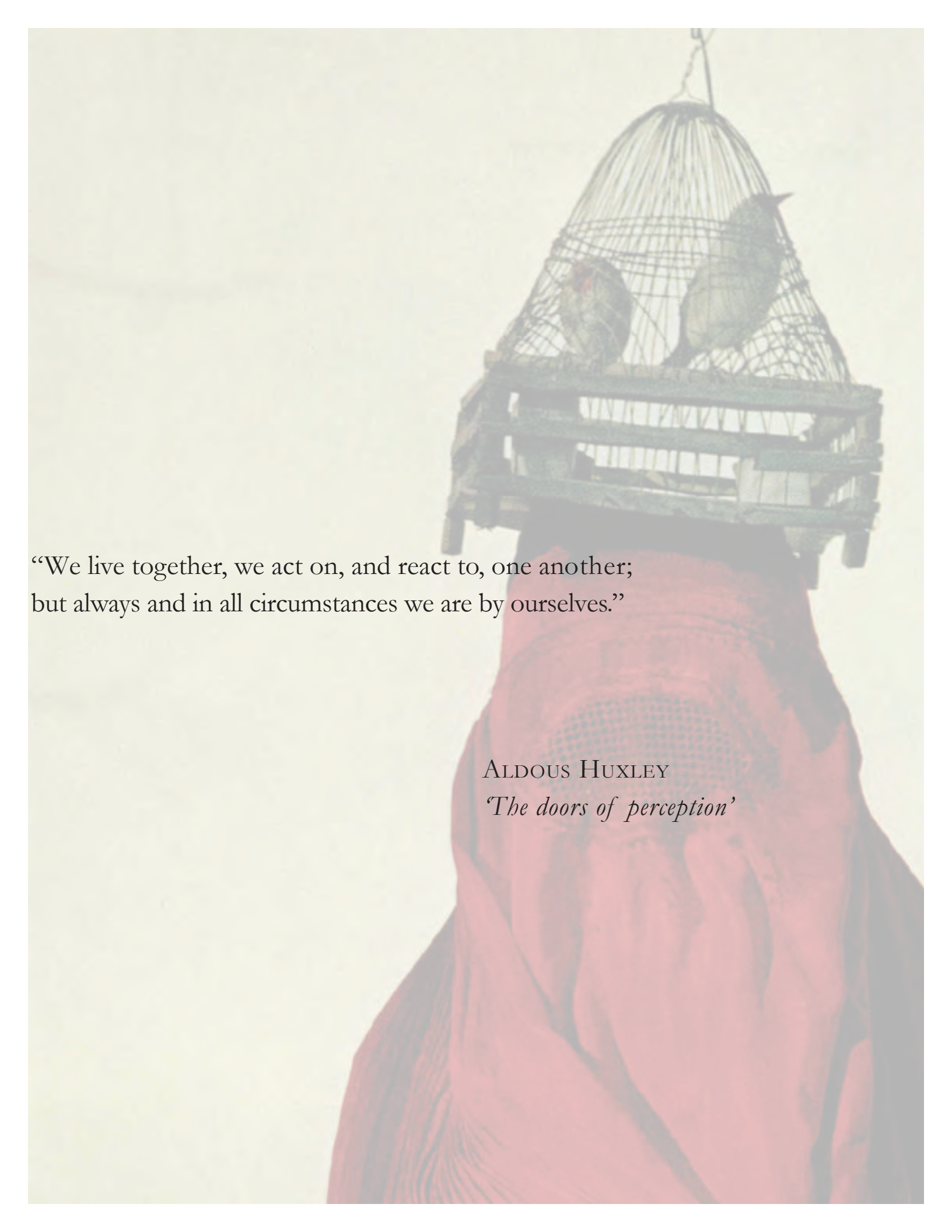










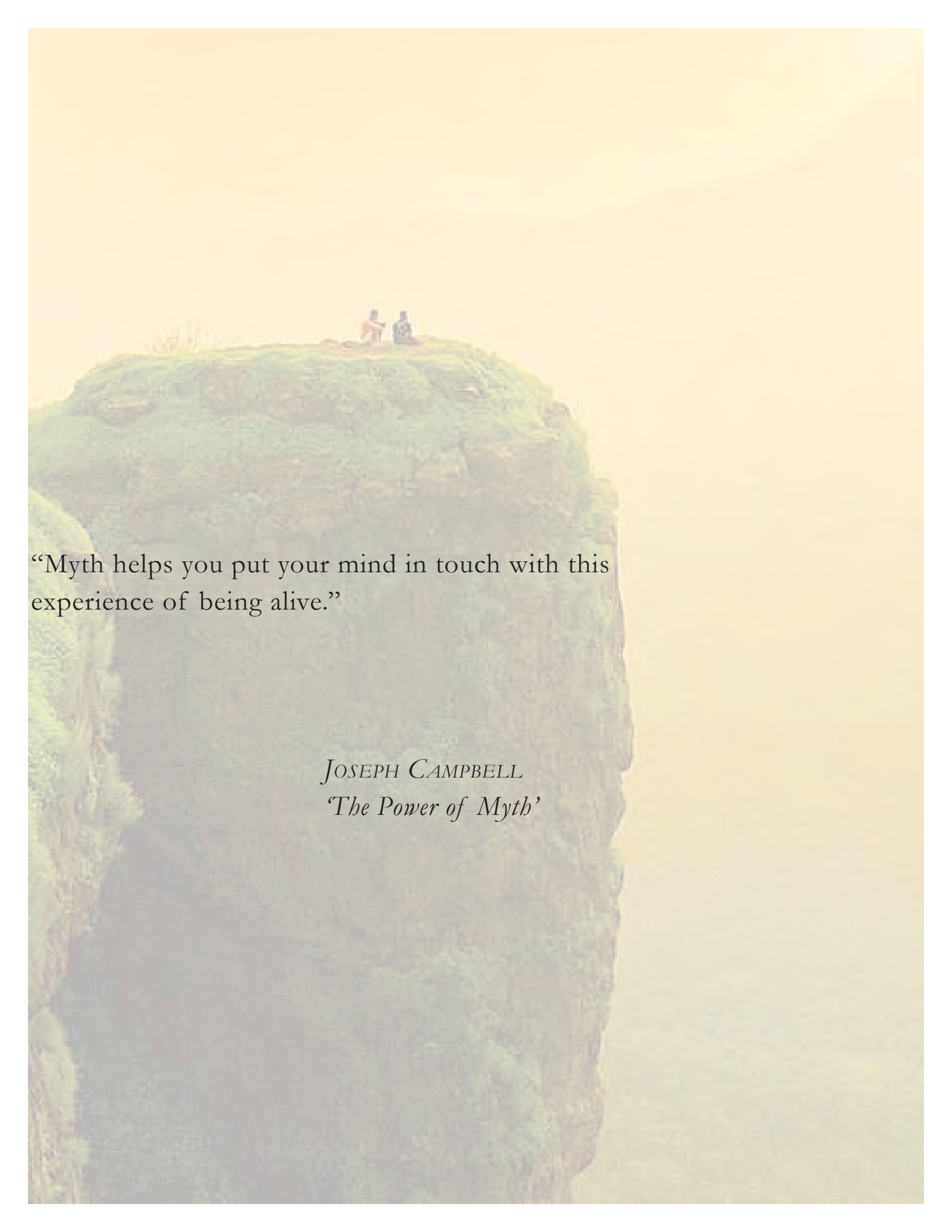
A person wearing a vibrant red garment is shown from the chest up. On top of their head is a large, ornate birdcage. Inside the cage, two birds are visible: a grey parrot on the left and a green parrot on the right. The background is a plain, light-colored wall.

“We live together, we act on, and react to, one another;  
but always and in all circumstances we are by ourselves.”

ALDOUS HUXLEY

*‘The doors of perception’*





“Myth helps you put your mind in touch with this experience of being alive.”

JOSEPH CAMPBELL  
*‘The Power of Myth’*



By drawing upon the rituals and spirituality of indigenous and tribal cultures. An aesthetic language was formed. Inspiration also came from their connection and appreciation of nature. By participating in different ceremonies, ritual practices, and social activities these societies communicate morals, standards, and a way of life through dance, festival, and story telling.

By the process of working with this language and reapplying it to the contemporary world. I was able to form an understand of my own voice and where my work fits into the world of art and design.

‘Social Animals’ has help me develop and communicate a visual language, which now can be applied to all areas of design.

















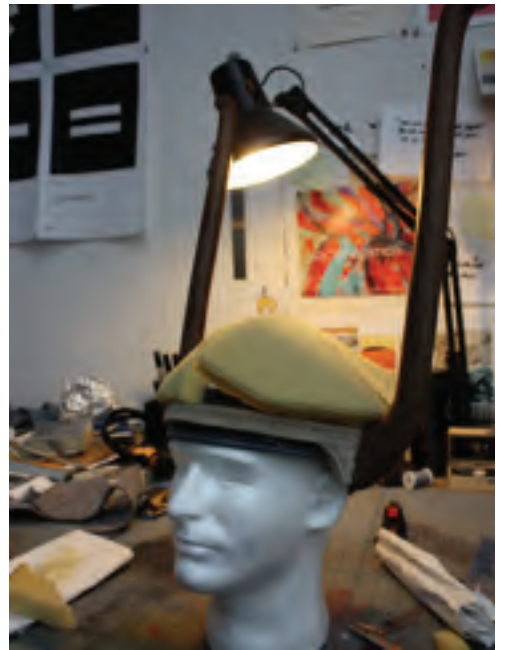




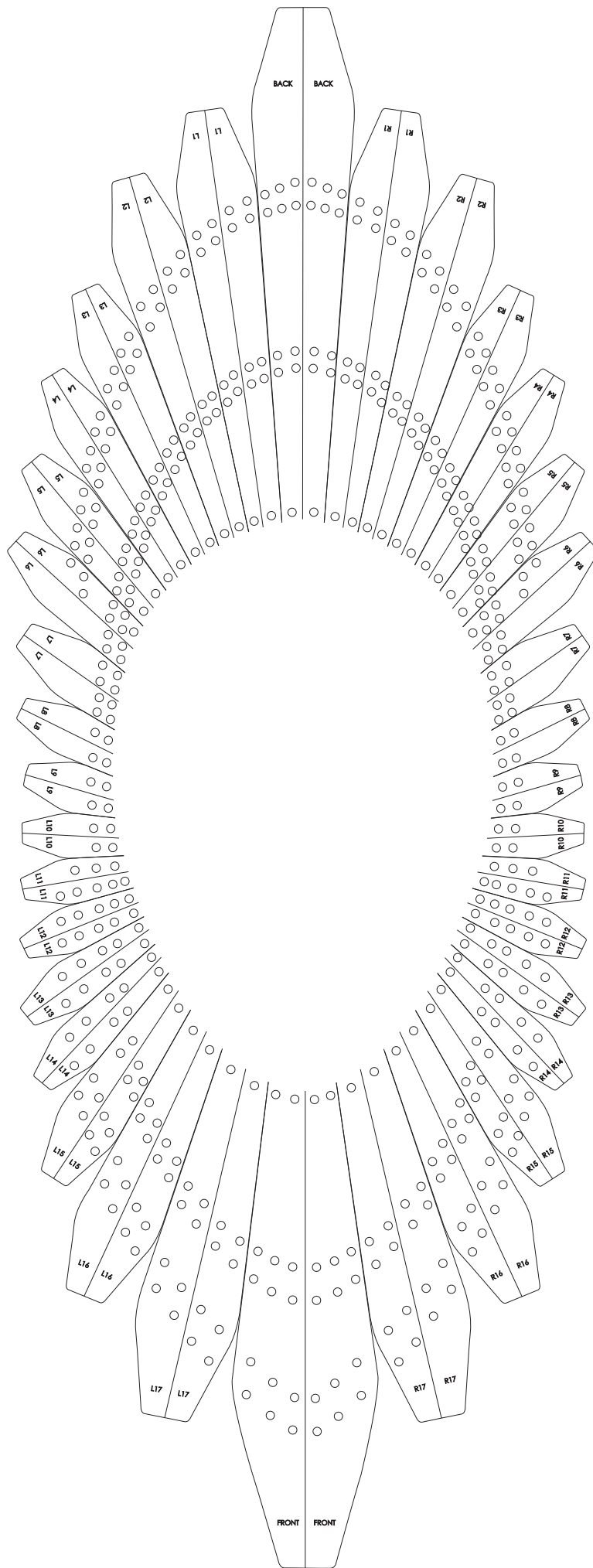


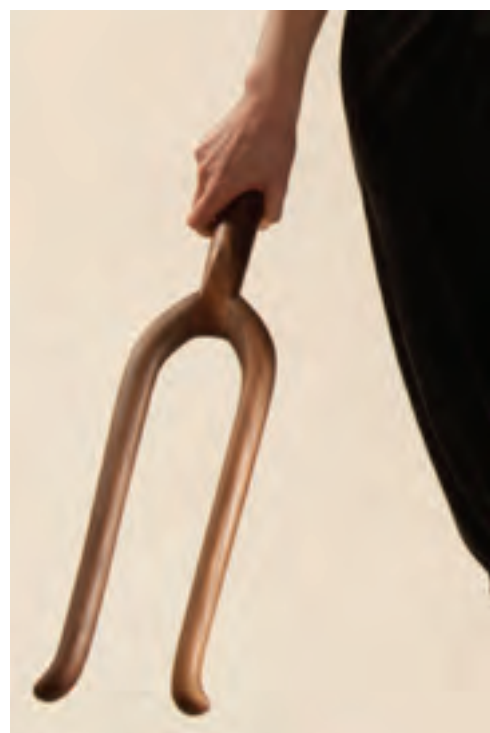
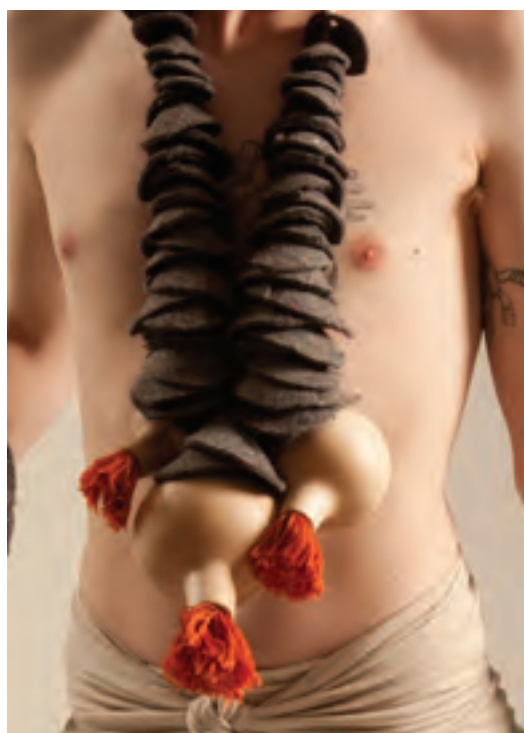
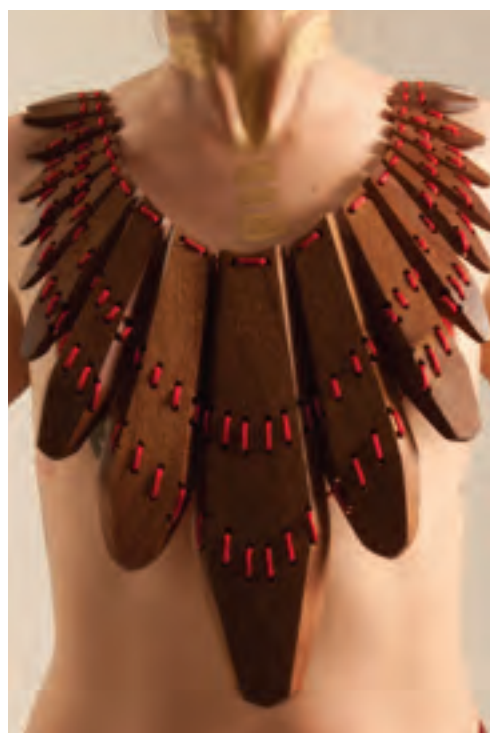






























FIN



## Acknowledgements

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