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Drew Hamlet
BFA Process Book

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spring twenty-ten
cornish college of the arts

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bfa thesis

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In the age of mass reproduction, we hardly see the big picture of creation and destruction. Almost everything we buy was created for a single purpose, and will eventually be disposed of, to never be anything else again. In this, I would like to explore the concept of re-purposing objects to another level of relevance and appeal. In re-contextualizing the thrown

and given away, how can you create something meaningful from the worthless. Through design, I do not seek to only create desire or value, so much as examine the difference between want and need. Within this, I will not simply be using objects for their parts, but leveraging their original essence to add layers of meaning to the new form and function.



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...in many ways design is about looking at a diverse range of problems and solving them. But the designs we make aren't solving anything; they're meant to ask questions.
-Fiona Raby

old function + new fun

where to start? In using an objects original essence to leverage its eventual purpose, the products in turn develop a new over-all meaning, beyond simply what it used to be or what it is now.

01 DEFINE CONCEPTUAL DRIVERS & MOTIVES

02 FORM LISTS OF PRODUCTS TO USE AND THINGS TO MAKE

03 COMBINE LISTS USING CONCEPTUAL DRIVERS TO CREATE A STRONG SET OF PRODUCTS

04 START CREATING PRODUCTS AND EXPLORE MEANING

05 DEVELOP BRANDING ELEMENTS AND DESIGN SPACE

object + user = value

By creating subjective desire, the objects gain a personal level of meaning, which in turn helps develop an emotional bond, lengthening the objects time of use and personal value.

mass communication v

Creating products that have their own level of individuality not only re-inforce my thesis but also give more power to the message of the few objects I actually create. Versus the direction design is going, which is simply creating things to make money.

ction = new meaning

schedule

- 01 RESEARCH
- 02 RESEARCH & EXPLORE
- 03 EXPERIMENT BY MAKING PRODUCTS
- 04 EXPERIMENT BY MAKING PRODUCTS
- 05 PRESENT PROGRESS TO PANEL
- 06 RETHINK THESIS & RESULTS
- 07 RE-DEFINE DIRECTION
- 08 EXPLORE NEW PRODUCT IDEAS
- 09 MAKE PRODUCTS
- 10 PRINT INVITES & MAKE PRODUCTS
- 11 MAKE PRODUCTS
- 12 MAKE PRODUCTS & DISPLAY TABLE
- 13 PRINT TAGS & FINISH UP PRODUCTS
- 14 PRINT TAGS
- 15 FINISH UP

S.

step 01

old function + new function :

In using an objects original essence to leverage it's eventual purpose, the products in turn develop a new over-all meaning, beyond simply what it used to be or what it is now.

object + user = value

By creating subjective desire, the objects gain a personal level of meaning, which in turn helps develop an emotional bond, lengthening the objects time of use and personal value.

mass communication vs. mass

Creating products that have their own level of individuality not only re-inforce my thesis but also give more power to the message of the few objects I actually create. Versus the direction design is going, which is simply creating things to make money.

= new meaning

s production



step 02

a list of things often thrown away, found on the street or at thrift stores

a list of things we have in everyday life that are generally boring or just uninteresting

APRONS

BEDSHEETS

BOARD GAMES

PAINTINGS

CLOTHING

LAMPS

CAMERAS

MAPS

PHONE BOOKS

NEWSPAPERS

BEER BOXES

SUITCASES

VINYL RECORDS

BOOKS

BOOKSHELVES

PACKAGING

TOOTHBRUSH HOLDERS

HANDKERCHIEFS

DISH RAGS

DOG SUPPLIES

PILLOWCASES

MEN'S UNDERWEAR

SOAP DISHES

FLOWER POTS

PENCIL POUCHES

CLOCKS

LAMPS

BOOKENDS

BUSINESS CARD HOLDERS

TAPE DISPENSERS

BOTTLE OPENERS

iPOD CASES

step 03

i combined the two lists
and formed a third list
of some things i could make



create

from

- | | | |
|----|----------------|------------------------|
| 01 | POSTERS | RANDOM MEDIA FLATSTOCK |
| 02 | WALLETS | PAINTED CANVAS |
| 03 | FLOWER POTS | CONDOM & CIGARETTE PKG |
| 04 | IPOD CASES | VINYL RECORDS |
| 05 | DISH RAGS | APRONS |
| 06 | BUSINESS CARDS | BEER BOXES |
| 07 | CARD HOLDER | HANDCUFFS |

be a lady-
rags

D.O.B. 03
09
2010
SEATTLE HAND-
RE-MADE

how to be a lady-
dish rags

MADE OUT OF
APRONS D.O.B. 03
09 2010
MAKE SOMETHING NEW
SEATTLE HAND-
RE-MADE

be a lady
RAG
OF
10 APRON
new. etsy.com
AND RE-MADE

how to be a lady
DISH RAGS
MADE OUT OF
D.O.B. 03 2010 APRONS
make something new. etsy.com
SEATTLE HAND RE-MADE

to reinforce the conceptual basis of my project,
i decided to name each "product" and make tags
that provide information highlighting the overall
subjective meaning of each object.



Top Left: I used a Dremel to cut templates for iPod covers. This worked a lot better than my first attempt involving a heated butter knife. After this I wrapped them around iPod molds using an open stove flame. Bottom Left:

First layers of flower pots with a thick coat of Mod Podge. My first attempt didn't involve any glue, as I wanted them to be biodegradable, but that proved to be much more difficult than I originally thought. Top Right: First round of cutting

business cards out of beer boxes after they'd been screen printed. Bottom Right: Screen printed dish rags and newsprint posters drying on my bed. Far Right: Mock business card holder from handcuffs, key included.

step 04

process photos



step 05



i wanted the titles to highlight the humor of each project, without being kitschy.



product

title

- | | | |
|----|-------------|------------------------------|
| 01 | WALLETS | ART ACTUALLY HOLDING VALUE |
| 02 | FLOWER POTS | THE BIRTH & DEATH OF THE DAY |
| 03 | iPOD CASES | PRESENT IN THE PAST |
| 04 | DISH RAGS | HOW TO BE A LADY |

fifth week review notes

My fifth week review helped me get a footing on my conceptual drivers, and where to push my idea over simply making useful things.

Notes // 5th week review

Kitchen, home
gender rules
masculine/feminine
mens/womens

make something new out of something old

Julie

system of process/transition
from old to new
pepsi - repurposing / constructing
the end user - application
art/craft - product reuse
replicating craft vs. repurposing
old PC parts as stuff
labor intensive - hand process
refunctioning - change little
(↳ less cost - intensive
1 object - multiple upcycles

Dan

consumer goods - commerce/function
context of how it's made
vs. style/design - recycling
stress the importance of repurposing
dishrag - stays in the kitchen
ironic! appealing - what is intent?
make the message stronger!
commodity vs. mass-production
things that can be made in bulk
create desire for objects

Claudia

conceptual value
- intellectually charged -
the bigger issues - the things
that NEED to be recycled
ordinary/extrordinary
Etsy language
- timelessness of craft -
multiple materials, 1 object
emotional attachment of
object - translate
giving value to objects
that have no value
"mechanisms of society"
focus on 1 aspect -
refine message - more specific

Ricky

differentiate from etsy products
intellectually challenging vs. "stuff"
slaughter pig - nothing goes to waste
how can you recycle every part
of the original object
reuse/refabricate - sofa? 300 parts
emphasis of conceptual
technology → analog (ex. PC)
"upcycle" - what can't be recycled?
individual meaning - 1 of a kind
personality in objects -
show your own personality in things

drew's clues

irony vs. function - which is more important?
take the irony up a notch
really challenge the audience

"concrete books"

"whispering undercurrents"

- avoid clichés

posters - function - formal statement

positive; negative message

ipod case - product driven

aprons - new vs. old - 2 "olds"

wallets - least "original"

maintaining innovation

→ everything is
subjective

"I will miss..." ← everything
- cigarettes

investigation of
modern sense
vs. a new form
(re)

commodity, de
clarity of iron
whispering vs.

for posters - n
function?

want ads, shut
wheat paste

find the deeper
"boring" vs. "n

the value of
utilitarian
audience? cult

f craft in a

form of craft
(purposing)

esive

ony →

shouting

maybe alter

- newspapers

meaning

undane"

"stuff"

ural? ← valve

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My eleventh week review, on the other hand, didn't help me push forward at all. Instead it was more about tearing apart my work than improving it, at which point I stopped listening and ultimately stopped trying to impress other designers with my project.

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eleventh week review notes

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A poster featuring Miley Cyrus. She is smiling and looking towards the camera. She has long, straight blonde hair with bangs. She is wearing a red leather jacket over a white t-shirt with a pink and blue graphic design. She is also wearing a red belt with a large, ornate buckle and blue jeans. The background is a solid reddish-orange color. The text "I WILL MISS YOU ONCE YOU ARE GONE" is overlaid in large, white, bold, sans-serif capital letters. There is a faint, semi-transparent version of her image in the background to the left.

I WILL
MISS YOU
ONCE YOU
ARE GONE

typography posters

The same message “I WILL MISS YOU ONCE YOUR ARE GONE” printed on a few different surfaces, ultimately making the statement have a wide range of meanings—from political to romantic to ridiculous.

This product started off much less conceptual, with it being more about “what can I print this in a uniform fashion”. But in time it turned into a prime example of many different areas of communication; things like context, medium and

juxtaposition are all address is this one sentence. Now, add to that the layer of perspective. An eleven year old is going to react quite obviously different to a poster of Miley Cyrus than a social critic, whom will probably indulge in the dilemma of child stars.



02 test print



03 newspaper



04 map

artwork » wallets

Questioning the material value and purpose of art by drawing a direct link between art & money.

In an attempt to get quite literal and in looking at the subjects I wanted to address, the definition of value came to question. In that, what holds actual value versus emotional and cultural value. By having art hold money

a subjective metaphor develops, once again depending on the person interacting with it. Is this saying art is worthless and should be used for it's material parts, or is it saying that art does actually hold value.



02 prototype w/ tag



aprons » dishrags

Using the idea that aprons were mostly used by the traditional woman, with the added message of an old Betty Crocker, questions women's rights in the metaphor of a dish rag, and cleaning up problems.



COMBINE JOBS

Bake cake or cookies while washing cooking dinner. Pare vegetables while browning.

Plan leftovers. Cook some foods to be more than once, such as beef roast, us for beef sandwiches, beef hash and beef pie.

Plan and organize daily work while working hands (peeling potatoes, sweeping floor, etc)

REFRESH YOUR SPIRITS

Every morning before breakfast, comb hair, do makeup and a dash of cologne. Does wonders for morale and your family's, too!

Think pleasant thoughts while working and there will become a "labor of love."

Have a hobby. Garden, paint pictures, look through magazines for home planning ideas, read a book or attend club meetings. Be interested and you'll always be interesting!

When you have a spare moment, sit down, close your eyes and just relax.

GARDENING MILK OR CREAM

PEEL!

condom & cigarette packaging » flower pots

Packaging that represented a block of life or leading to death now holding the foundation for something to spawn from.

I knew I wanted to make flower pots, especially since they all to often fit into the “boring” category on my original lists. Though it took some time to find a strong metaphor, I eventually developed one of my favorite products of the set.

Another setback was wanting them to have the ability to be placed in soil without being a sort of environmental waste, which was put aside for having them at least be recyclable.



02 final prototype w/ flowers or soil





01 final prototype w/ tag



vinyl records » ipod cases

The idea that music in it's most material form is embracing the new most functional form, with an extra level of irony in that it only takes a few tracks off a record to hold up to 80 gigs of music.

02 final prototypes
w/ rack



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DREW HAMLET

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exhibition photos

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I WILL
MISS YOU
ONCE YOU
ARE GONE



I WILL
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conclusion–

What started off as a question, in many ways ended with questions as well. Beyond anything else, I think the main subjects I finished on were “what is good design?” and within that “what is the purpose of design?” Is design simply about creating desire or increasing revenue for your client? Is it making something to appeal to a demographic? Or is it possible to give objects themselves meaning... What if design thinking was the launchpad for more than just persuading people to buy in to what you’re trying to sell them? With the rate of consumption rising, and the lifespan of those objects declining, is it possible to simply fill the gap between want and need by creating less products that possess more meaning? If anything else, this has taught me a lot about the gap between my generation and previous, perhaps more apathetic, ones. Maybe it’s because we’re still young and optimistic that we care so much about things like DIY or “Made in America”– but the simple fact is that you can walk in to any electronics store and buy a machine pressed iPod case for \$20, but every single one on the rack behind it is exactly the same.

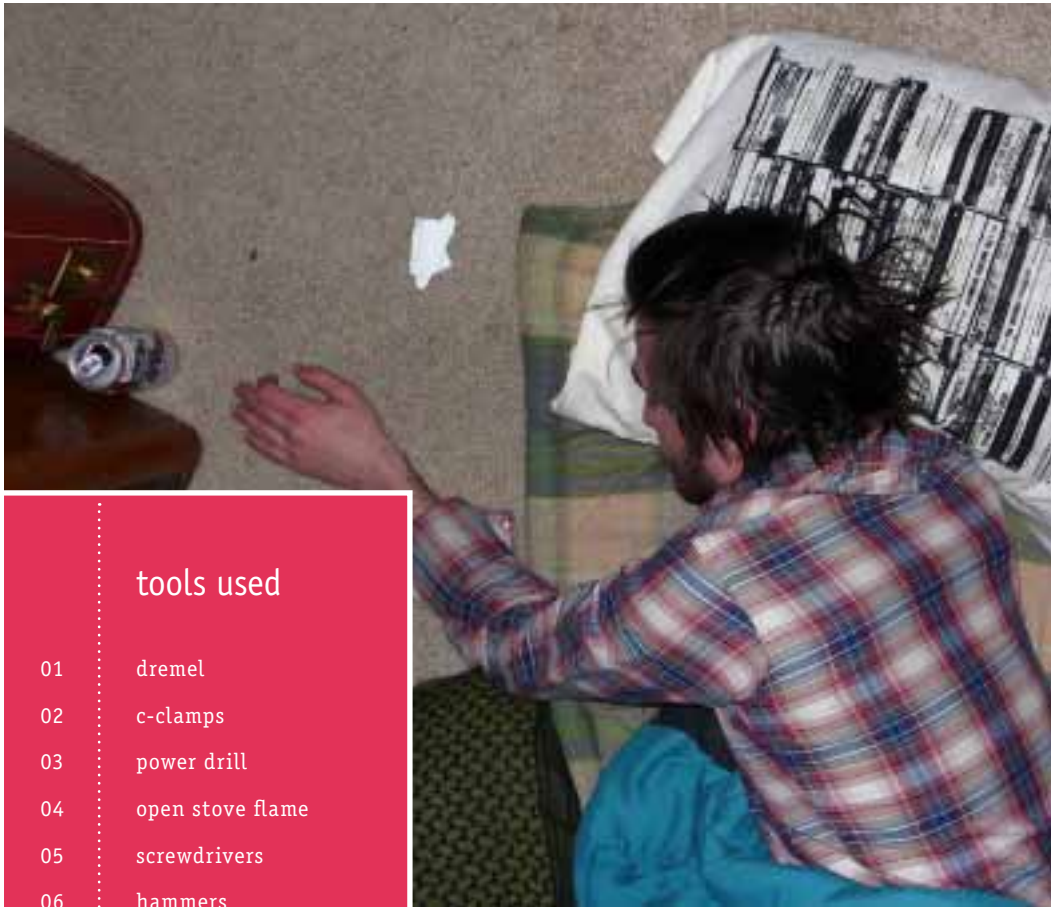
thank you–

Mema & Grandma Marge,
Mom & Dad, Claudia Meyer-
Newman, Dan Shafer, Joel
Bonda, Thomas Peschel,
Chris Acton, Tom Eibling,
Ryan Calhoun, Kim Mason,
Joe Waine & Ryan O’Neill

material donations–

Colin B. Kim M. Lauren C. Razi B. Ryan O. Sara T. Zoe L.
Test prints by NowWhat? <http://nowwhatposters.wordpress.com>





tools used

- 01 dremel
- 02 c-clamps
- 03 power drill
- 04 open stove flame
- 05 screwdrivers
- 06 hammers
- 07 sewing machine
- 08 butter knives
- 09 x-acto knives
- 10 mod podge
- 11 sandpaper
- 12 screen printing
squeegee & ink

magazines & media

- 01 Adbusters
- 02 New York Times
- 03 Huffington Post
- 04 Seattle Times

web

- 01 Instructables - Make, How To, and DIY. Web. 28 Mar. 2010. <<http://instructables.com>>.
- 02 Etsy. Web. 28 Mar. 2010. <<http://etsy.com>>.

films

- 01 Objectified. Dir. Gary Hustwit. Swiss Dots Productions, 2009. DVD.

music

- 01 Casiotone for the Painfully Alone (252 plays)
- 02 Beach House (232 plays)
- 03 Interpol (170 plays)
- 04 Ramones (152 plays)
- 05 The American Analog Set (148 plays)
- 06 The Smiths (143 plays)
- 07 Atlas Sound (127 plays)
- 08 Former Ghosts (104 plays)
- 09 Cold Cave (103 plays)
- 10 Minor Threat (102 plays)

bibliography

books

- 01 Munari, Bruno. *Design as Art*.
London: Penguin, 2008. Print.
- 02 Millman, Debbie. *How to Think like
a Great Graphic Designer*. New York:
Allworth, 2007. Print.
- 03 Helfand, Jessica. *Screen: Essays
on Graphic Design, New Media,
and Visual Culture*. New York:
Princeton Architectural, 2001. Print.
- 04 Berger, John. *Ways of Seeing*.
London: Penguin, 2008. Print.
- 05 McLuhan, Marshall, and Quentin
Fiore. *The Medium Is the Massage*.
New York: Bantam, 1967. Print.

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