Hiding In Plain Sight

Focus on how LP is different to all other forms of pollution, mainly in it's visibilty of results/change

Subverting around every corner, but especially the first one

Potential to be print-based and use peel off/tearing elements to reveal further information

a font inspired by face paint worn by protestors

Gestalt theory of proximity & using negative space

A

B

C

D

не темно
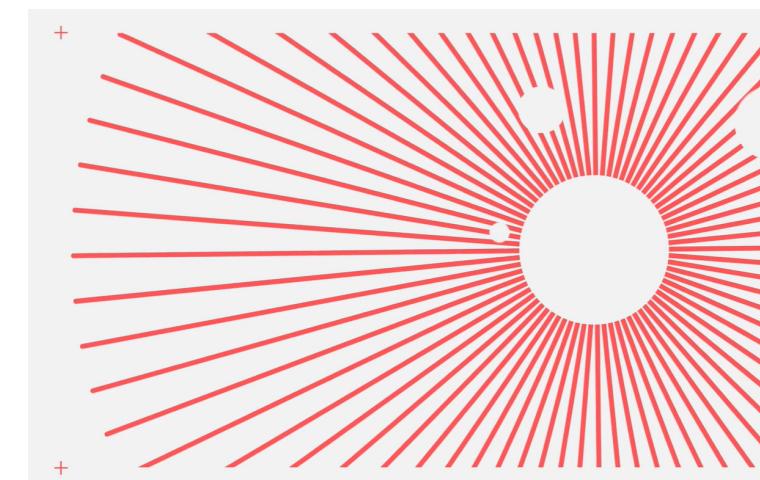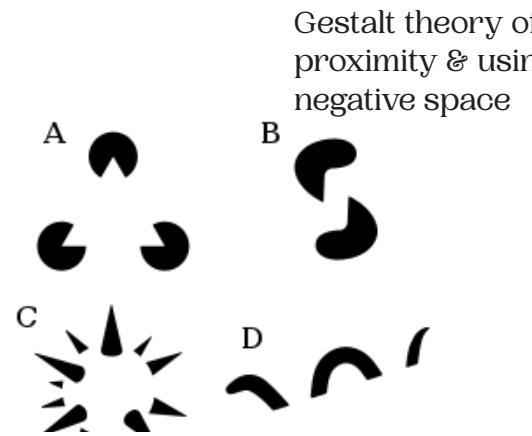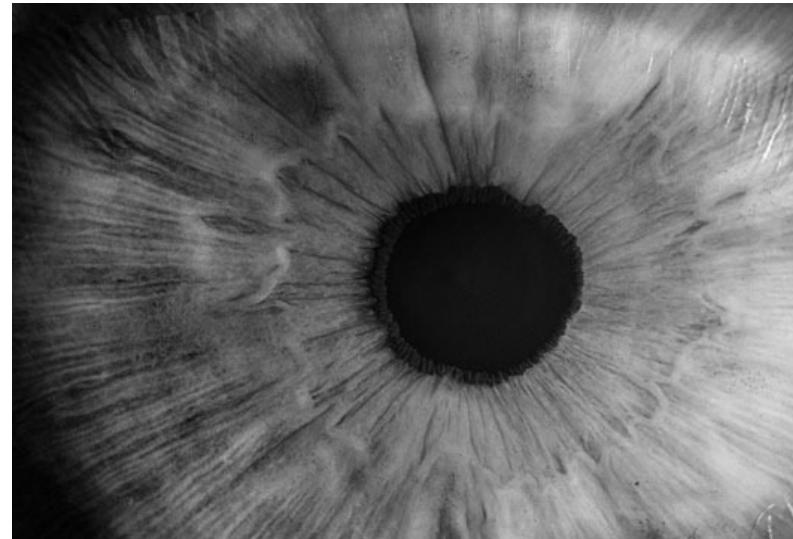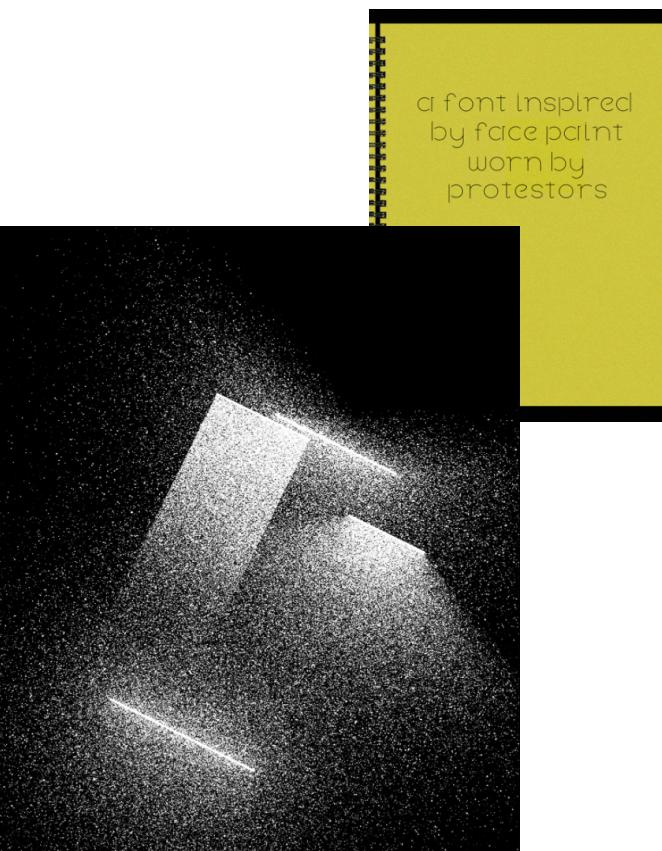
Look Up,
Look Out

What is above you?
What do others see?
What's blocking your view?

Socially Generated FOMO
Give & Take away to help ensure
emotional response

Deliverables would focus on the
verticle, looking up, elongation.

Disrupting outcomes that focus on
the artificial interferring with the
natural
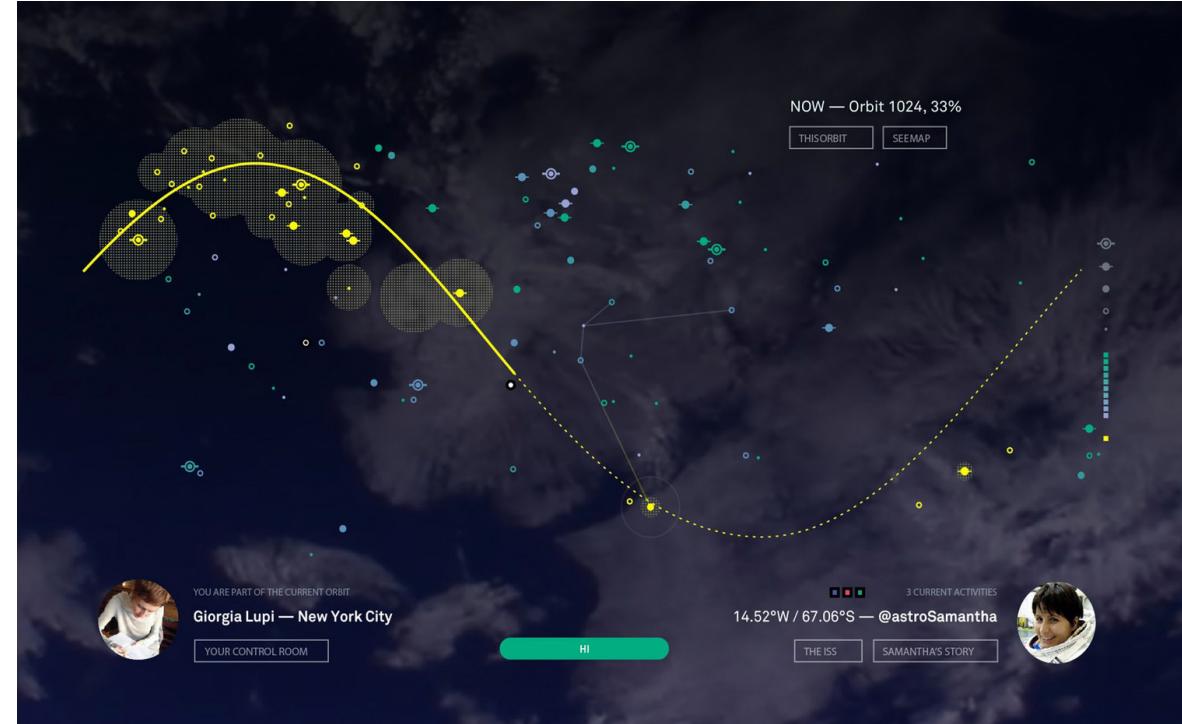
getting people to pause,
and consider LP & what it
is doing to them

What's Blocking Your View?
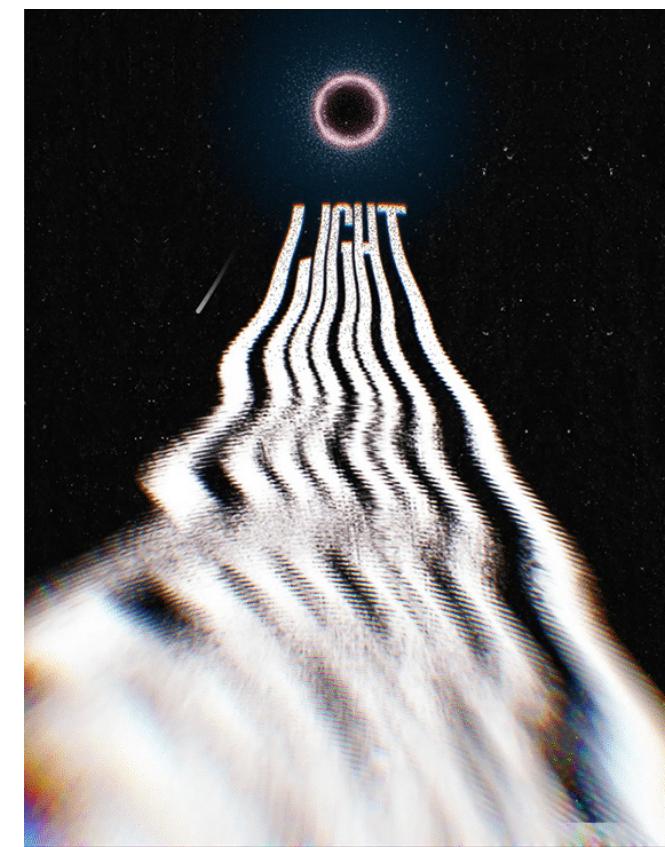
GLARE

Personal focussed

Experiential (UX?)
Motion RGB Based

What did YOU miss?
What will YOU do?
What will YOU leave behind?
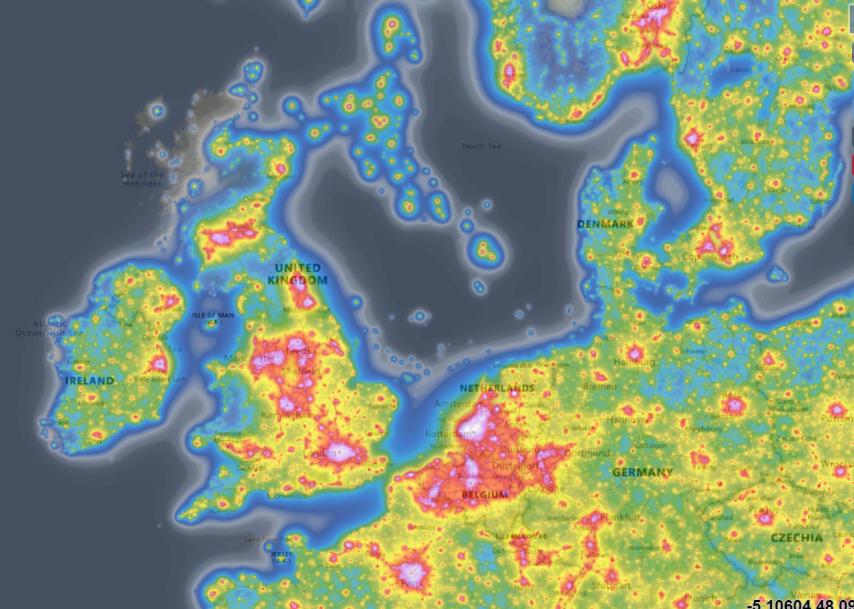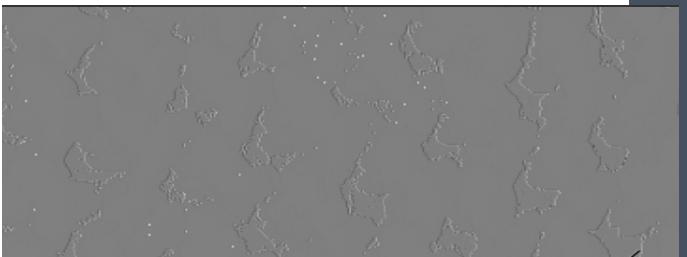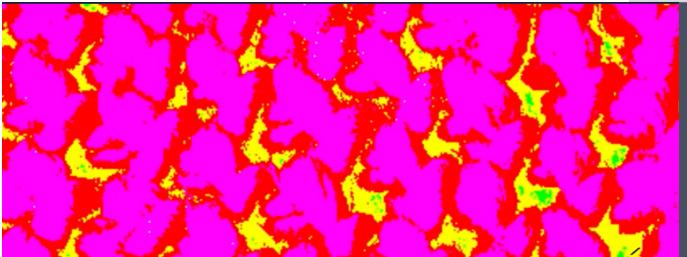
Painful?
Restless?
Uncomfortable?

What are you missing?

What Are You Missing?

Blind to the Future

Highly Saturated, bright visuals/ patterns causing optical discomfort, and bringing the experience of inaibility to experience sights due to sensivity to light

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