

Brief Two.

- Marco is more hands on.
- Rules of typography are great digitally.
- But hand crafting it doesn't have to apply.
- Lego/Mecano Set from cardboard.
- Cut a slit into each one to build shapes + structure.
- ↳ Use the same idea to build type.

Materials

- Watercolour.
- cardboard.
- Junk.
- sculpture.

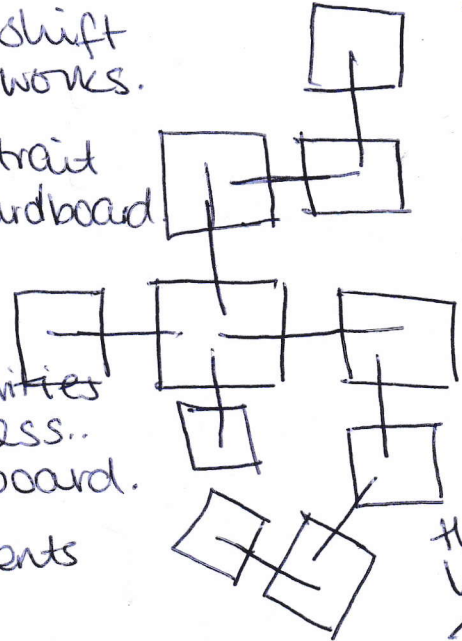
The Art of Cardboard.

- could build like a kit that could be both a tool for learning and a piece of artwork.
- Embossed paper in packaging.
- ↳ Jokes inside the plastic.
- innocuous statements.
- create a cardboard/mecano kit that has endless possibilities.

- A sign of the times and it is free.
- The Power of Junk.
- West African textiles + sculpture.
- dia kalli lettering + toys.
- Butchery and Hotel.
- Home made lettering that questions the idea. the literature of these signs.

• makeshift stuff works.

• A portrait on cardboard



• The possibilities are endless with cardboard.

- making experiments not pointless

- imperfect is better.

- Mundane materials have value.

- Art deco ~~style~~ architecture.

- Coming up with something satirical.

- Cardboard is ubiquitous.

- Toys for kids: cardboard giraffes.

- Abstract skyscrapers

- like the idea of decay.

- A tool to open up creativity.

- How far can you push it.

- 3D printed. You'd train your eye.

- reminds me of what we saw in the design museum.

- kids don't make stuff anymore.

- construct.

- appropriate + tangible - something you've crafted with your hands.

- Hunter gatherer brain is going to be come redundant.