



# vivid

>>> art and design show 2007



## Giselle's green designs – planet friendly fashions for the future

London's calling for Surface Pattern Design student Giselle Meyer, who is on her way to Islington to exhibit in the acclaimed graduate design show, New Designers 2007.

Giselle, 37, sees the exhibition as a chance to get noticed by the industry and to find some work experience, enabling her to set up her own green fashion and furnishings business, an important aspect to her work.

She said: "I always try to use recycled material in my designs and so I used a piece of furniture that is over 100 years old for my final piece, giving an old chaise longue a new lease of life while minimising the environmental impact.

"This is an important aspect to my work and when I set up my company I want to use canal barges for transportation and even horse and carriage, making sure the business is as green as possible.

"I was sponsored by Neville Johns at Furniture Repairs, Furniture Resales and Restoration, who helped me to get my digitally printed material onto the piece affordably. Even though I am creative and design and make my own clothes, I never used to like drawing. The course made me draw and get new confidence in my designs, so that I can now combine visual influences from my life and my travels into my work."

Giselle takes her unique and stylish designs to the New Designers show in the Business Design Centre, London, on 5-8 July. For more information about her work and New Designers, contact Giselle at [pixigigi1970@yahoo.co.uk](mailto:pixigigi1970@yahoo.co.uk).

"BE INCLUSIVE : design for the young and you exclude the elderly, design for the elderly and you include the young," said honorary graduate and product designer Robin Levien while addressing students at the opening of 'Vivid'.

Robin, who enjoys a long relationship with Staffordshire University, also imparted other heartfelt advice to the artists and designers who were exhibiting their work as part of the annual Arts, Media and Design show 2007.

"Stay true to your beliefs and be

adaptable because the world is changing very fast," added Robin who urged students to have fun and to keep their eye on the ball when it comes to the sustainability agenda.



Vice-Chancellor Professor Christine King and Faculty Dean Ann Parry also took turns to congratulate the students and staff for their 'brilliant work'.

Professor King said: "There is nobody in the world like our Art, Design and Media students and what a fantastic staff - whose energy comes from their leadership and their incredible creativity."

Dean Ann Parry thanked staff for their part in making the show happen and students for choosing Staffs for their degree studies.

## Live bedroom auctions, grass roots creations and towering talent - it's vivid!

A LIVE auction of a Fine Art student's worldly possessions formed the centrepiece of Staffordshire University's art and design show opening night.

For her final year's work fine artist Cara Lockley, 21, recreated her bedroom within a vacant shop site on the university's Stoke campus and itemised each of the 642 items which went on sale for the duration of the show 'Vivid'.

She also secured the services of professional auctioneer Bruce Daniel of Daniel and Hulme, who put his selling skills into full swing, selling all ten items on the itinerary within half an hour and setting the scene for the rest of the opening evening.

Cara said: "I have plans about what I want to do but I'm not sure about where I'll end up and so my work's really about my move from university. My bedrooms have always been very stylised as it's the one place I can make my own, but as well as being a selection of items in a space, I wanted my installation to work as a performance event."

After graduating Cara intends to travel Europe and to spend time teaching English in Barcelona. She feels her final work will assist her in achieving her short term aims.

She added: "I can't take everything

everywhere and I'm not going to have a permanent place to live and only have a small car. I also need money to do what I want to do in the future."

Meanwhile, fellow fine artist Chris Parkes home-grown installation was geared around the theme of observation and had something of the crime scene about it - possibly influenced by his father who works as a police Chief Constable.

Chris grew a lawn from seed under his bed and in assorted grow bags at the family home. He then painstakingly filmed its growth and documented its progress in a film that could be viewed as part of his two room installation.

As an extra dimension, observers of his work - which takes on a macabre element through the casual placing of a child's toy - became the observed when a covert camera was used to film their movements as they viewed his work.

Chris said: "People can watch themselves entering and leaving. The adjoining room says something both about the mundane and the obsessive nature of observation."

The human ego and the self importance of artists was the theme for Paul Fulton's installation, Two Towers.

The towers represented the male and

female struggle for superiority within a relationship, with both towers verbally contesting and affirming each others importance with their insistent cries of "Me, me, me" and "You, you, you".

Fine Art student Paul, 32, said: "The original inspiration for the piece was my own ideas of self importance as an artist, being mirrored upon the observations of others. I feel my work to be self analytical and through this analysis I discover truths regarding the world we live in."

Paul originally worked in fabrication and always had an interest in painting and the creative arts, so decided to explore this talent at university, using his building skills within his artwork.

His Two Towers are imposing figures in the show, with the female 'You' tower measuring 18ft by 6ft, and the male 'I' tower measuring 15ft by 6ft, resembling the ultimate boy's retreat and showing the female psyche feeding the male addiction of his own ego, ultimately becoming the dominant figure in the relationship.

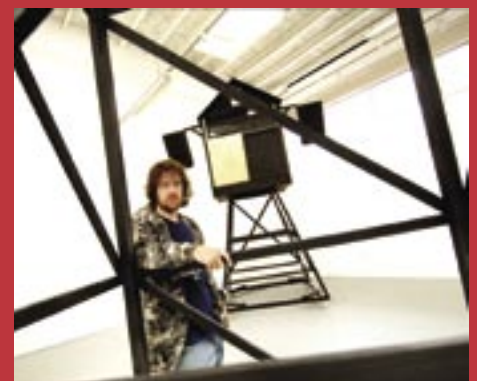
After graduating in the summer, Paul plans to emigrate to America and eventually hopes to become an art teacher or technician, passing on his passion for art to new generations.



Cara Lockley



Chris Parkes



Paul Fulton

# Beware of the sinister sausage beast



Ed Kopczyk

Animation student Ed Kopczyk overcame personal tragedy during his studies to finally finish his degree after five long years of hard work and worry.

Ed, 24, from Derby, began a year foundation course in 2002 before starting his three-year degree.

He had the length of his studies further increased when he felt he had to re-take a year after experiencing the shock of losing two close family members during his second year at uni.

He said: "It has been a very rough ride for me as I lost both my Grandad and then my Father unexpectedly during my second year and I had to pick myself up and re-do the year to make sure it was the best work that I could possibly produce. It threw me off course for quite a while but I knew I had to pull myself together and put all of my efforts into re-doing the work to best of my abilities.

"I am really pleased to have finally made it to the finish and I would like to think that I have made them both proud with all my hard work. I know that they would have been very proud to see me graduate in the summer and start a career."

Ed's final project - The Sausage Beast - is adapted from a children's poem that was written by his girlfriend.

It is a dark fairy tale about a genetically modified sausage shaped animal that gives birth to shop-ready offspring, who eventually seek terrible revenge for their poor treatment.

He lists Tim Burton and Danny Elfman as big influences on his work and would eventually like to re-make The Sausage Beast in stop-motion animation, producing several more instalments inspired by his girlfriends poetry as a children's TV series.

Ed has already been making money by using flash animation skills that he has learnt over the years to build web sites for customers in his spare time, working under the name of Edamation Productions

He plans to stay in Stoke and look for work after graduating and in the future would like to be rich and famous, if not as an animator, then as a composer of music for other peoples animations.

For more information about Edamation Productions, please contact Ed Kopczyk at: [ed@edamation.co.uk](mailto:ed@edamation.co.uk).

## UV living

The addictiveness and lure of credit cards on young people was the theme for one Fine Art student's final piece.

Julian Abbotts created his suspended UV installment to make a statement about how banks give people a false sense of security with low credit deals, luring them into a 'fake' lifestyle where people can get into debt just to keep up with their peers and portray a certain image to the world.

Trentham based Julian, 25 said: "Basically it is about how credit can become addictive and how to support this addiction we almost become two people, which is what the UV cards suspended in the darkness represents within my piece."



Julian Abbotts in his UV darkroom.

## Memories of mother

The break-up of his parents marriage and confusions over his sexuality are both uncovered in Ben Chetter's floral-patterned final year's work.

The work, which to the unwitting observer looks much like a booth that has been decorated with Laura Ashley patterned wallpaper, belies raw and lasting memories of Ben's adolescence.

He said: "It's been a gradual process, it involved my parents divorce, focuses on relationships, questions myself and my own sexuality. The wallpaper was used in my parents home when they were married."

Ben said he had memories of his mother sitting picking at the wallpaper, around the time of his parents separation and how she'd suddenly ripped a huge sheet off the wall and subsequently had to have the whole house redecorated.

In the context of his work, he describes the wallpaper as 'a metaphorical symbol of divorce' and how it was "covering something". As an extension of the works relevance, Ben persuaded his mum and dad to come and wallpaper the booth while he filmed the exercise.

Ben's own questioning of his sexuality is represented in a closet which juts

awkwardly from beneath the wallpaper and emanates the distorted sounds of Donna Summer's disco classic 'I feel love'.

People who take a closer peep – through the keyhole – will be confronted by the image of a stag, peppered with lights which fade in and out of vision. The image of the stag also appears, understated and wallpapered, central to the installation.

"My work also deals with gender and people's assumptions that every gay man is effeminate," added Ben, who said that despite the trials and tribulations involved along the way, he was truly happy with what he had achieved.



Ben Chetter

# Prize-winner Paul looks to the stars

Former long distance lorry driver Paul Wills was encouraged to reach for the stars after a debilitating disease forced him to rethink his career path.

Paul, one of this year's recipients of the Scar Hall Memorial Trust Student Design Awards - recognising students who have overcome obstacles - says his BA(Hons) Photography course has been life changing.

He was nominated for the annual award by his tutor David Noble who described Paul's work and dedication as "exemplary".

David added: "His work rate has never faltered during this period, no matter how difficult the disease was making his life. Paul has given total commitment to his life changing situation. He has taken to the air, learnt how to photograph underwater and recently for his degree show has started to photograph our nearest galaxy!"

Father of two Paul exhibited his galaxy inspired photographs which have been used to illustrate a book - prompted by personal experience of post natal depression to raise awareness of the condition.

He said: "The astro projection and M42 images were therapeutic for myself. The book was done in collaboration with Brockington Mother and Baby Unit



Paul Wills

in Stafford and focuses on five couples accounts of post-natal depression."

During his four years at Staffs, Paul has also become father to two daughters and more recently enjoyed a period of work experience with Staffordshire County magazine. As part of his studies Paul has also set the wheels in motion to start his own business Willford Photographic ([www.willfordphotographic.com](http://www.willfordphotographic.com)) specialising in wedding photography and website design.

Receiving the award, Paul said: "To be honest I was knocked off my feet to know that someone of David's calibre held that opinion of me. I'd like to thank all staff at the uni, Brockington Mother and Baby Unit and North Staffs Astronomical Society who were all instrumental in my development."

## Photographers show love for library lights and long-legs

BELOW: Capturing the mood and relaxing atmosphere of Staffordshire University's library was achieved by photography student, Derryn Thwaits.

Derryn, 22, originally from Johannesburg, S. Africa, is hoping to take a break and go travelling for a year after graduating.



Anthony Saliba

ABOVE: Photography student shares home with hundreds of spiders after an unexpected outbreak during his final project.

Anthony J Saliba, 25, decided to make a photographic study of British spiders' life-cycles by collecting certain types of spiders from the countryside and breeding them at home. On his first attempt the spiderlings hatched and he hadn't contained them well enough, resulting in hundreds of arachnids storming his home.

He said: "Luckily my girlfriend doesn't mind spiders otherwise I might have been very unpopular at home! The course in general was so helpful and I'd like to say a big thanks to my lecturer Roger Brown"

In the future Anthony would like to become a wildlife photographer and continue with his unique studies of the country's creatures, but he would also like to travel around the world to discover some even more exotic subjects."



Derryn Thwaits

# Say it with maggots!



Brett Stabler

Maggots, vomit and razor blades are what Brett Stabler used when designing the type faces in his project *Horror Film Festival*.

The horror inspired posters are meant to capture the feelings provoked in horror films by using the innovative designs. The type faces have also been given equally relevant names such as *Decomposition*, using maggots to make up the letters, *Mutilation*, made up of razor blades and *Vomit*, which uses fake vomit made from different foods.

The captions on the posters are written in a midlands dialect which is inspired by the *Sentinel's "May Un Mar Lady"* cartoon strip. For example, the *Maggot's* poster says 'Eet Meed May Skin Crawl'.

Brett, 21, from Cannock, Staffordshire, has also designed a number of uniforms inspired by the typographical designs of Adrian Frutiger. Frutiger's type faces are used by the Royal Airforce, the NHS and Marks and Spencer, so Brett took the uniforms from each of these areas and applied the font designs to the backs.

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## A comfortable ride



James Rodgers

Squashed and uncomfortable is how most of us feel on long haul flights, but James Rodgers has developed a new idea to change all that with his final project.

James, a 23 year old Product Design student, has come up with a new airline seat designed to take up less space when reclining and give you extra leg room.

The seat, called the *Volo*, uses a cradling design that dips to allow the user to maximise their leg space. It also uses a new cushion material called *Cross Gel* which makes the seat more comfortable.

James said: "Last year I had a really bad flight to the Caribbean and everyone around us was complaining about how uncomfortable they were, so I had the idea of designing a new seat."

Hoping to break into the product design industry, James has been sending his portfolio to design companies and websites. He said: "I will just be applying to loads of jobs to see what comes about."

## Diverse directing debut



Natasha Luchman

Diversity is a recurring theme in many of Natasha Luchman's films and her film at the show was no different.

Influenced by the Zadie Smith novel *White Teeth*, Natasha's film, *Just What the Doctor Ordered*, follows a woman on a life changing trip after meeting a palm reader.

Natasha, a 21-year-old Media Production student from London, said: "The original idea was that a black woman and a white woman would meet. After talking to one another they come to the conclusion that everyone goes through the same trials and tribulations regardless of colour or race."

"It's a comedy drama that expresses how the smallest things can make you happy."

Natasha has nothing but praise for her

lecturers, the course and the way it has prepared her for getting a job in the industry. She said: "The course really suited me because I was looking for something really practical that didn't put any boundaries on my creativity. I found that Media Production really did that for me. My three years have been a fantastic experience and I have developed my skills to grow into a more confident person."

"Thanks to the course, I have a better knowledge of the film industry as you are taught the whole production process. Ideally I'd like to move back to London and be involved in producing or casting and would eventually like to start my own production company in the future."

## Goldsmith's aid conceptual crafts

Since becoming one of only 45 people to be given a bursary by the prestigious Goldsmith's Company, Crafts student Selina Campbell has secured a shared studio in Manchester to work from after graduating.

Selina, 22 from Stockport, won her bursary in February on the basis of her work, a mixture of conceptual non-functional centrepieces and Eastern inspired items combining fine metals and acrylics.

This bursary enabled Selina to throw herself into her final project and with a years experience working at the Manchester Crafts Centre, she will be using her knowledge and talent to set up a shared studio with another artist to create and sell her work.

She said: "The course can be expensive to buy all of the materials and it is hard work, but it has helped me in my career already so it has been more than worth it.

"The bursary gave me a boost of confidence for the degree and the experience at the crafts centre helped me to realise how much work experience helps within the course itself."



Selina Campbell

## Breakfast in bed 'with love'



Ashley Thomas

Breakfast in Bed is the collection created by Ashley Thomas, Surface Pattern Design.

Bolster cushions and a full ceramics set have been given exciting new designs focusing on contemporary illustrations of things Ashley "loves."

Ashley, from Chesterfield in Derbyshire, said: "I wanted it to be really personal. About everything I really love in life such as pets and things like that. I love to mix things up; even the most mundane objects can become surprising. I like to make people smile as everyday life is too serious."

A trip to Victoria Albert Museum in London to see a surrealism exhibition was a

big inspiration for the collection which has now featured in a prominent textile design magazine called Servedge. The article, called Teachers Pet, was a look at the UK's best design courses and graduates.

Ashley will also be showcasing her work at the New Designers Exhibition, which hosts thousands of graduates displaying their work to the industry, public and media. The event is held in London on the 5-8 July this year.

"It's a really good course and I love it really. The teachers and lecturers are great and I'm really sad to leave.

"Next I am hoping to be a freelance designer." She said.

## Local characters come to life in clay

Mature Ceramics student Julie Graddon is getting ready for a more challenging and creative career, as she plans to open a home studio and start running her own ceramics business part-time.

Julie, 53, from Burntwood, decided to go to university once her own children had graduated. She thought it would be the natural time to begin studying and chose to specialise in ceramics after trying various other art forms and finding she had a natural flair for ceramic design.

She said: "I come from a financial and business background so the biggest initial challenge was to use a different thought process, in terms of art and design.

"There is a real mix of people on the course who share a passion for ceramics, so

anyone contemplating a ceramics degree should just come along to Staffs uni and do it. The ongoing support is here for everyone to be successful."

Julie's final project is a series of detailed caricatures, designed while sitting in Hanley Park observing some of the local characters. They are full of individuality and have a story to tell behind their facial features, which Julie tries to bring out in her figurative ceramics.

She has also used her talents to make bone china favour boxes for her son's wedding and now plans to carry on with her creative design to make a career once she has graduated.

She has already been offered a part-time job and has her own workshop at home,

giving her the time, income and resources to create individual ceramics for sale.

For more information about Julie Graddon's ceramics, email [c.graddon@virgin.net](mailto:c.graddon@virgin.net).



# The teapot's return to Victorian values



Amanda Bowles

Architecturally beautiful buildings inspired Amanda Bowles to design her ceramic teapots in their image.

Walking around Stoke-on-Trent with a camera and capturing any buildings that caught her attention is how Amanda came up with the catchy designs that adorn her domestic interior ceramics.

The Teapots, salt shakers and plates are covered in the distinctive shapes Amanda found in building plans.

She said: "I've always been very interested in architecture and the shapes buildings form, it just appealed to me so I decided to use that in my designs."

Amanda, 39, originally from Stoke-on-Trent, was a lithographer and hand painter for Portmeirion, the local ceramics company, before deciding to go on to do a degree in Ceramic Design.

She is hoping to eventually get back into the ceramics industry using her degree to get a more creative role.

She said: "I'm after a very creative job because I'm a creative person. Ideally I would like something to do with design such as a packaging design post or anything with surface pattern."

"I'm going to be bigger than Lorna Bailey, just wait and see!"

# Show a little imagination with animation



A Night Out by Keiron White, 22, is about an average night on the town being ruined by too much drink, with the best of friends fighting over a man and getting thrown out of a nightclub. Deborah Richey, 22, exposed the Parental Lies we are all told in our early years by animating a variety of things we believed as children. Deborah spent a summer getting some valuable animating experience with a company in America.



# The future of furniture



Donna Fraser

Taking inspiration from aeronautic design, Donna Fraser has developed some original and futuristic looking seating.

Donna, from Newcastle-under-Lyme, said: "I found a picture of a crashed plane in an old book and it really got me interested in the whole thing about metal. The

differences in weight and shapes of metal have always been interesting to me."

She added: "Design Crafts is an absolutely brilliant course. I've really enjoyed it. I looked around a few different universities but the more hands on aspects of the course at Staffs really drew me to it."

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# Fun in the sun - views from vivid



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