

ARTIST STATEMENT

“EXPRESSENSORY”

By: A. PADHANARATH (Earth)

I am a graphic artist and major in Graphic Design.

My intention is it to make abstract art become abstract graphic design and in doing so, represent the sub-conscious as a logical expression. So I named my project “ Expressensory”. Expressensory came from Expressive + sensory.

I came to graduate school from the graphic design/ communication design profession where the client’s needs are the most important. Coming to the graduate school has allowed me to focus on my own needs and desires, one of which is to unlearn everything. It has been a difficult, challenging but rewarding time. Now I feel I am at the point of discovery and exploration with my work.

This is important to my graphic design professional education because working in the field of graphic design or the commercial world has always been my goal. I would like to improve my ability to use my inner self, thoughts and senses, as well as to communicate with people through my creations, and ultimately to create something that is honest, beautiful, meaningful and thoughtful.

Working in the field of graphic design or commercial world has always been my goal. I need to be able to express my concepts using design or drawing, especially with illustration, mixed media, collage, typographic, and other kinds of computer-based graphics. I am largely inspired by the bold, grungy typographic, expressive style of the Dada’s movement. Post-modern Eclecticism also inspires me in its use of vivid colors of pop culture such as those found in the works of Gunther Kieser, David Carson, Paul Sher, Robert Rauschenberg, Andy Warhol and James Victore, my favourite designers, and also other styles such as Lomography look.

Most designers tend copy trends rather than inventing trends. I do not want to be someone who wants to derive my work from others, but to discover my own style. I believe that even if the designer is influenced by the work of other designers, that those works serve only as a foundation to consider original concepts and techniques.

The description of “graphic design” for me earlier had been the study of the past; understanding problems and organizing only traditional forms and representations. But now I would say that ‘graphic design in the graduate school’ can be a place to predict trends. Just as i had experiences from working with the clients back in an in-house design in thailand, I am a graphic designer, who should be able to embrace, absorb, and be inspired by other fields such as, illustration, photography and painting.

My process includes listening to music. The style of music is based on what kind of design work I am doing in that moment of time. I realized music is one of the best ways to create A mood in order to get self motivated. Doing a ‘Mind Map’ is also a great way to gather my thoughts. Mood boards really help me to get an overall sense of the style of my projects and represent it to others.

I use A sketchbook, although my sketchbook is not really a sketchbook, but it is a reminder of the kinds of books that I have had for many years with a sketches of my drawings. For me I feel it’s hard to sit still while empty sheets of papers lying in front of me. It is impossible not to draw on them.

I like to work in the small area. Working with rub-down letters also fun. I also love using Indian ink for drawing, buying different kind of papers with rich textures, using subscription magazines such as Vogue, BaAzar, Nylon and Elle. Looking at fashion has always inspired me: looking at fashion window displays make me feel like looking at the art work in the museums or galleries. I like making experiments including the skills of editing, scanning, colored texture (outside and in the computer) printing, using the aperture and scanning it again together with above process. although, this maybe confusing for others, but it does make sense for me very well.

The outcome is not about the final image, it is about what the viewer perceives and how they recognize it by seeing through their reactions toward the work. My work is about embracing the non-logical and make it appear logical in the way that I see it. To use the subconscious while first beginning of the process helpS me to relax and able to allow myself out of the graphic design boundaries. I can then do more and different experimentS such as use food colors (powder type) that IS made in Thailand, then painting it on toilet paper tissue. My goal is to make these feelings logical or at least readable through my experiments. Therefore, I believe every experiment has its own set of purposes and reasons to support the idea of ‘the logical’ in my own way. For me thIS information above is part of my life. This is my life; This is how I love to make things and if i was not in graduate school, I would be doing the same thing at home.