

Seeing the Unseen

Kashvi Shervegar

IDEAS

FALLOUT SHELTERS

- The signs are so discreet, never realized they existed and had to search them up since I noticed them

PIGEONS!

- Synchronized flying
- Absolutely not afraid
- In parks (Tompkins & Bryant)
- Similarly **RATS** (also pests) with calculative moves (quick and intricate)

GRAFFITI TAGS

- Repeated tags, or those in odd places (out of the average vision line)
- I've never actually seen someone do the graffiti
- curiosity & fascination

PEOPLE ACTING WEIRD OR LOUD

- to ignore them no matter what
- Stay alert but NEVER MAKE EYE-CONTACT

HALAL CART/ DELI SIGNS

- (not visually pleasing, decorative)
- meant to be functional, big pictures
- warmth

PEOPLE WAITING AT CROSSWALKS

- since most people jaywalk, it always catches my eye (makes me think of a story as to why they're waiting)
- moment of stillness
- curiosity and empathy

HIDDEN GARDENS

- community gardens
- Some completely abandoned

MINI-GARDENS IN TREE GUARDS

- craving for greenery in the urban city
- shows human care for details (community projects sometimes)

THINGS LEFT FOR STOOPING

- someone's trash is someone else's treasure
- I think I only notice it if I am looking for something or it's really funky
- community & surprise

ATTENTION-SEEKING POSTERS

- With funny taglines, headlines, concepts (or stuck in funny places)
- silly, community building

ACCIDENTAL PRINTS IN CONCRETE

- Synchronized flying
- Absolutely not afraid
- Curiosity



Inspirational
walk

Mini-gardens in Tree guards



Some of them are so beautifully curated and regularly maintained, while others are more wild (whatever is strong enough with less care, will survive). To me this represented unnoticed community efforts, and can even seem pretentious at times when in fancy neighbourhoods.

Layered posters for all kinds of events

Chaotically layered stickers & posters promoting different events (not always serious—like the “timothee chalamet look-alike contest” and the “cheeseballs eating event in Washington Square Park”.

Creates an interesting collage of lost pets, underground events, missing persons, activism, and corporate ads that peel away partially over time.



Community
Zine?

Visual Storytelling

Stop motion
booklet?

Idea

Community Zine documenting neighbourhood stories

Inspired by the layered posters Using the idea of mixed media, punk zines, collaging and a way to create community in busy cities through stories. We often get overwhelmed by how much there is to learn, find out and explore in New York. But that is exactly why it is fascinating.



Zine title: “Pressed for Time”

- This zine could be delivered in physical format like the neighbourhood (*Going back to the physical*) since the posters seemed like the physical version of pop-up ads. Always in your face, but we're never ACTUALLY paying attention.
- With a need for community-building, which I have realized myself (and have
- Would consist of a collection of local events, people, stories, media and ideas.
- Will contain interviews,
- **Visual elements would include:**
 - pages with slips that can be torn away
 - Thin and newspaper like sheets, 1 spread of glossy sheets in between
 - bound by a simple saddle stitch

Inspired by the idea of preserving or **pressing** flowers to “save them over time



REFLECTION

I realized the most is how most of the things that go unnoticed to me in these public environments are the most obvious things, and are hidden in plain sight. The city is constantly changing which is what makes it difficult to notice these small changes, especially when we acclimate ourselves to(our brains) to this constant change. All these elements that were going unnoticed were telling me stories of the time, community and the interactions in these spaces.

When thinking of the posters, I thought it was quite ironic, considering that posters are mainly intended to grab attention. The collaging of them makes them redundant, and therefore their purpose is altered. They are now seen as art and a symbol of community. While the mini-gardens are small and unofficial. Nobody requires them to exist, but it gives people a sense of community, responsibility and appreciation.

I tend to work with topics that evoke emotions of warmth, nostalgia, or curiosity in people. So this ideation process really aligned my creative ideas where I tried to analyze the way others interact with their public environments. Recently inspired by the talk about “The making of NewYork Nico’s book” at our University Centre, I thought a zine or a flip book would allow me to preserve these fleeting and changing moments of the hustle-bustle city. Especially in a way that moves away from a digital platform in these highly online times.