

ART 4753 COURSE SUMMER

BLISS HAIR COMPANY

SARAH DEMUS

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INTRODUCTION

This project focuses on the importance of greater representation for the Black community in the beauty and hair industry. BLISS Hair Company is an exploration into packaging design and sculptural processes, focusing on hair care. Through this output, the viewer can gain a deeper appreciation for the products used on hair, the time invested in these products, and the natural elements from which they were created. By entwining intricate metal-work, delicate paper, and soft branding, BLISS has opened a new avenue for the Black hair care community.

RESEARCH

RESEARCH SUB-CONTENTS:

- MORE REPRESENTATION FOR THE BLACK COMMUNITY IN THE BEAUTY AND HAIR INDUSTRY
- INITIAL RESEARCH
- MURJONI MERRIWEATHER, CEDRIC MITCHELL, JOANNA MANOUSIS
- FOCUSED RESEARCH (IMAGE, VOLUME, LAYERS)

RESEARCH TOPIC/ INITIAL RESEARCH

WHAT?

This research explores the lack of representation for the Black community within the hair care industry. It examines the ingredients of successful Black-owned brands and the products that shape natural hair care.

WHY?

I have chosen this topic because, as a Black woman, representation is very important to me, and the lack of representation is always noticeable and sometimes violently loud. As an artist, I strive to challenge myself with new materials and mediums that could help me further develop my craft. I hope this research will encourage others to try new materials and take risks, as well as to be more mindful of privilege.

HOW?

I planned to use intricate, fine metal-work to emphasize and celebrate the products used on Black hair. I also aimed to produce packaging elements that reinforce BLISS as a brand that goes beyond the scope of product design and embraces art. To immerse the viewer within the function of the items, I chose to create the product for each vessel's intended use. This act of creation reinforces the brand's intention for the customer not to feel pressured into buying more products but to foster happiness while caring for their hair.

Murjoni Merriweather focuses heavily on representation within her art and believes in showcasing Black women, often on a pedestal or immortalized in beauty. Her work influenced my art because she tries a variety of materials and mediums, often experimenting with form and volume. I found her work inspirational for my resin ideas early on in the brainstorming process.





@mvrjoni

CEDRIC MITCHELL

Cedric Mitchell is a talented glass artist currently residing in Los Angeles. Along with being on the executive board of Crafting the Future, a nonprofit organization focusing on minority artists, he has also been a professor, worked with significant brands such as Nike, and completed residencies with renowned art institutions. His work influenced me due to his vibrant color palette and complex glass forms. His work helped inform my process for designing the vessels for my products.





@cedricmitchelldesign

JOANNA MANOUSIS

Joanna Manousis is a British-American artist working in glass and mixed media. In recent works she uses cast glass as a lens to magnify residual formations of objects within. Joanna's work intrigued me because of his masterful use of glass casting and the scientific process behind her creations. She often chooses unique objects or composes them in a way that draws the viewer's attention. Her works echo with complexities.





@joannamanousis



FOCUSED RESEARCH

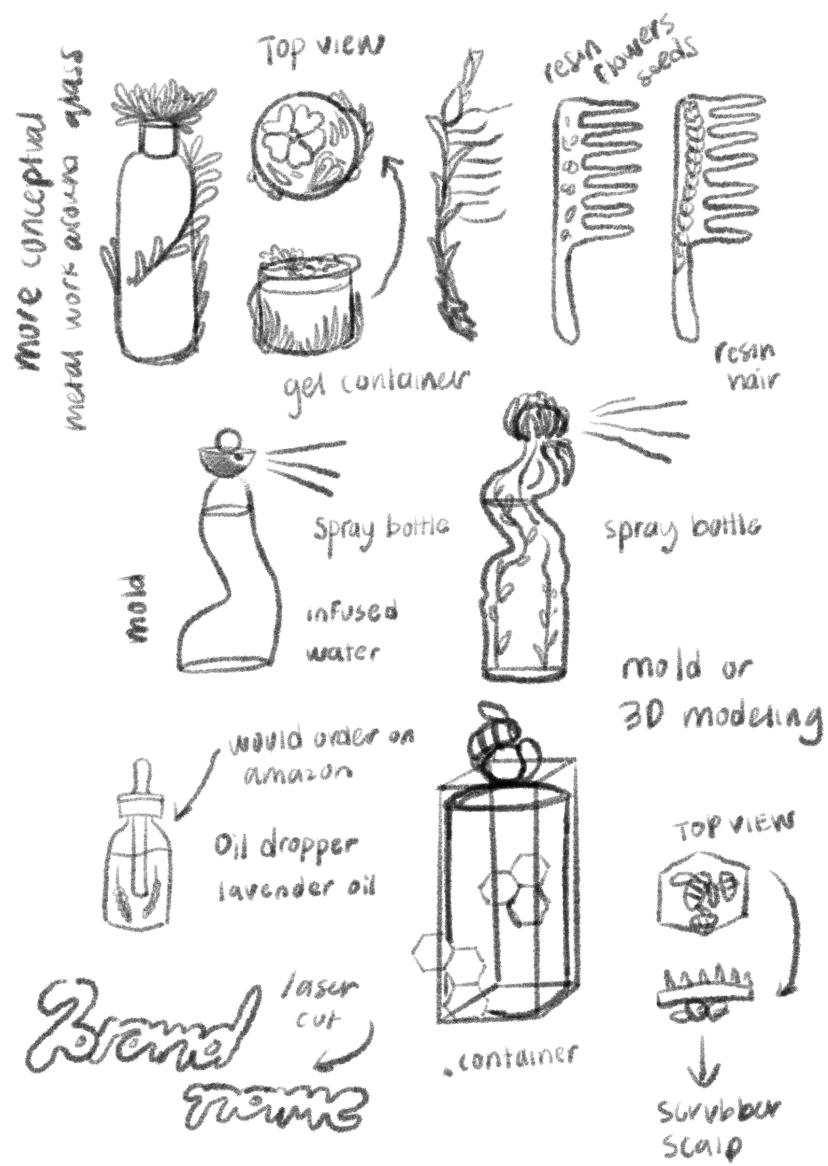
IMAGE, VOLUME, LAYERS

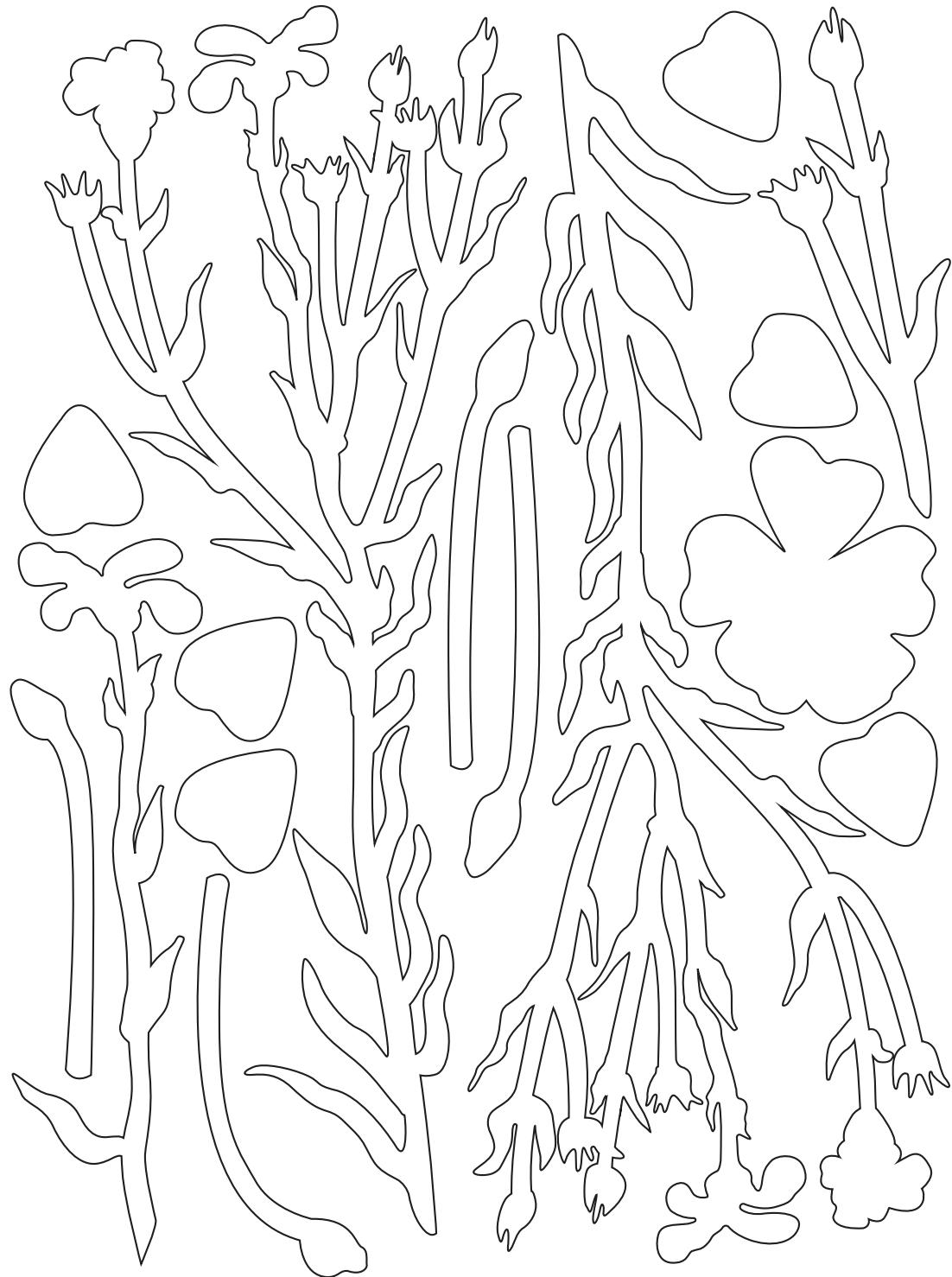
The initial research idea was greatly condensed since the initial proposal and went through many developments and compromises. The overall decision was to combine the three proposals into one output and put emphasis on the metal work.

PROCESS & PRODUCTION

In this section, document your process work, experiments, production, successes, failures, etc.

Include images, captions, and any relevant steps along the way.









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Branding: PR thank you card concept for BLISS.

Branding: Embossing experiment for PR box concept.



There were many experimentations done during this project. I had no experience with any of these materials prior and challenged myself to embrace that. Through the positive instruction of the professors I was able to effectively create the hair care brand BLISS.

In the final stages of the project, Caroline and I experimented with alcohol and alcohol ink. This was a tedious process that proved challenging but regardless we were able to develop a coloring that suited the metal.

OBSERVATIONS & OUTPUTS



I learned that is very possible to create a great project and experiment with new materials during such a short time frame.



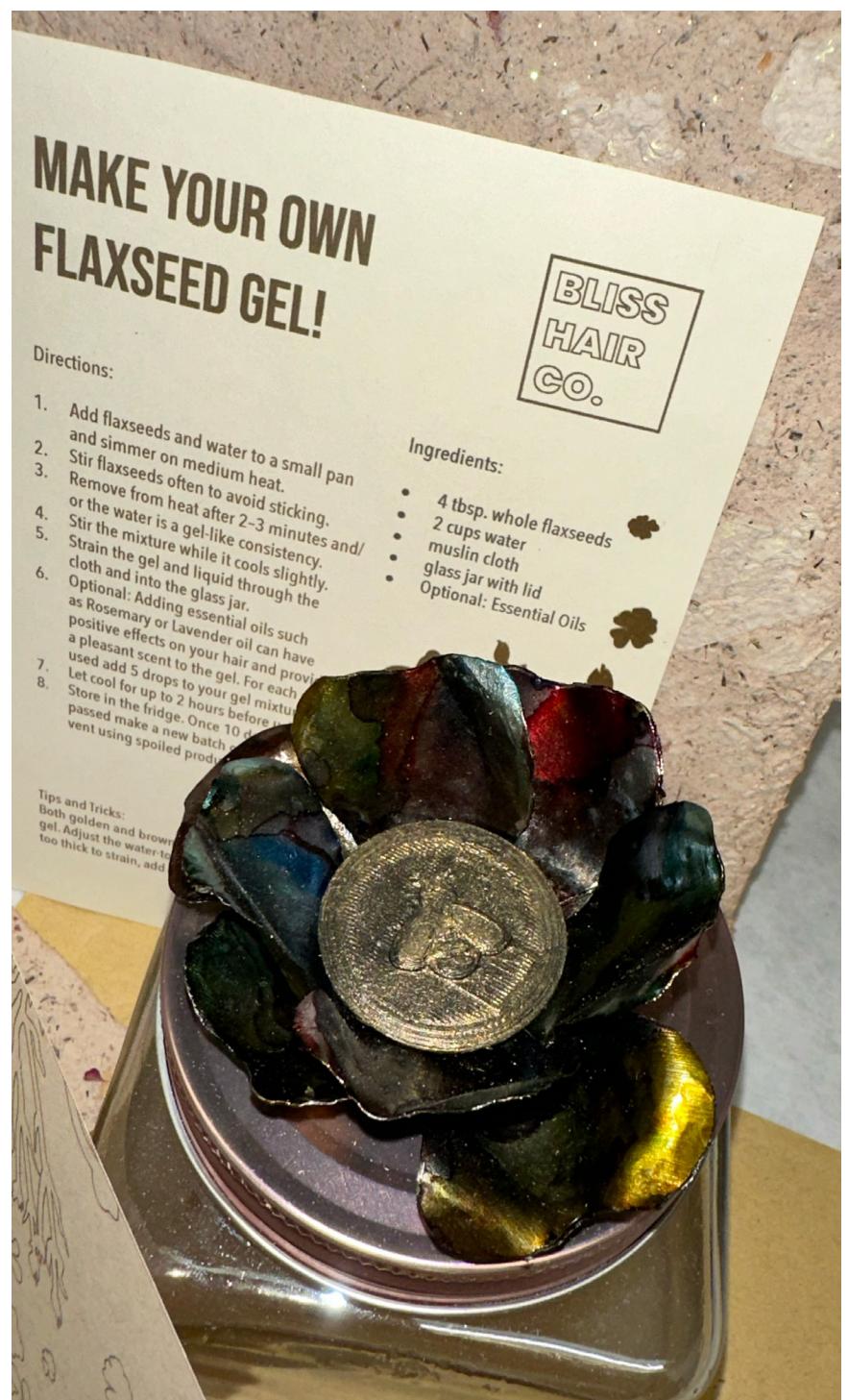
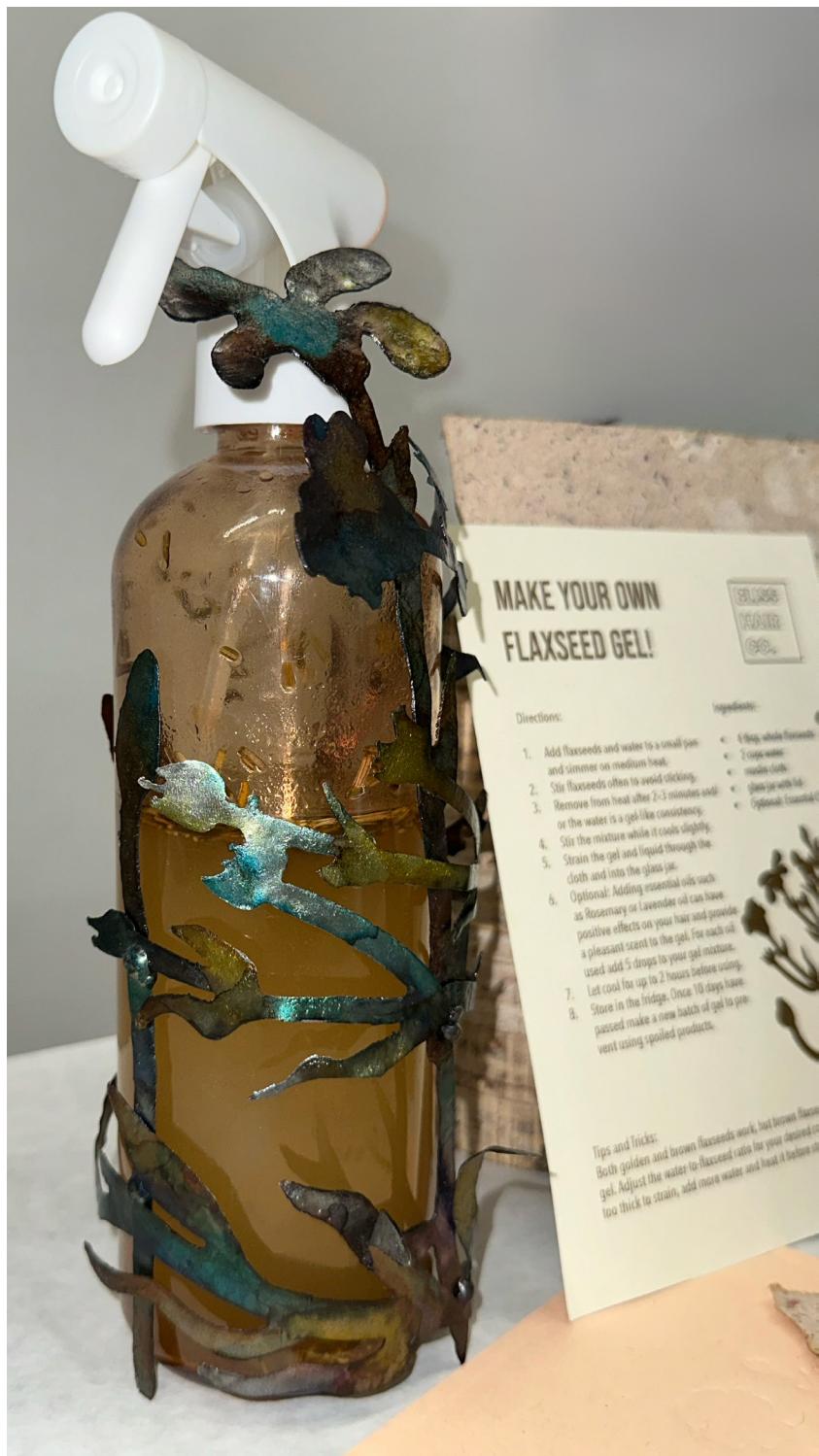




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set up of the products.

Further set up.



The project was condensed several times and went through several delays as the deadline drew closer. Despite this I was able to experiment thoroughly and develop some solutions. I used the circuit, plasma cutter, 3d printer, and printmaking methods.

THANK YOU - SD

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Cedric Mitchell/ Sculpture/ 2023/
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