

## Manifesto 2020

I enjoy the layered beiges and greys of city walls, the peeling paint on rusty railings, peoples names hastily etched into old cement. The built up and beat down aspect of our daily world. I also enjoy the color clashing eye bashing logos and advertisements of the urban landscape. The things we interact with unknowingly everyday, the things that blend into the background due to the hustle of American life. There's something beautiful about the mix of murky greys with shiny plastic colors. Advertising is all about trying to get something to stand out through the daily grind now. Graffiti, ads, poop smeared on the wall, it all mingles together. It's not like we're all ravaging through the streets, but we don't notice or care to notice so then it starts and continues.

I'll be walking around and see a beat up old stairwell or a small scribbled tag in a dirty bathroom and I'll stare at it or pull my phone out and take pictures of it like you would with a pretty flower during a midafternoon walk. My phone is filled with these extreme closeups or the sprawling mass of urban life. I think these are the things that we usually unwillingly ignore because of the way we interact with our daily routines. We go through without picking up on the details because we don't need to, what we NEED to be doing is worrying about what's for dinner, when the next bill is, or when we're going to be able to find time to do laundry. Our environment becomes this transition point, where we're just going from place to place. Somewhere with more people is just more people going place to place and they ALL got places to go. The stuff that happens in these areas can go undetected and unnoticed, so things fall apart and rot away. Graffiti builds up, and this all happens gradually so we're not really noticing this even though it's pretty evident.

I also love the massive amount of physical advertising, which is another thing that we can blend into the background of our life. Advertisements through our screens are already so prevalent that they're not really perceived as part of the experience. I think the interaction that we have with physical advertising is more interesting though. I like when the ads have been stacked up so that all of the colors can mingle together in a French salon-style hanging. Each ad has these standout words that are the only things you pick up on if you happen to catch a glance. The wordings and phrasing of ads and the visual delivery of them are all so thoughtfully crafted, and then sometimes they aren't at all. Big signs sticking up out of the ground and advertisement laden storefronts are how I want human culture to be taught in future generations. So I've taken it upon myself to try to appreciate these areas the best I can. Through my own work I'm learning what is aesthetically appealing about the painted over side of a brick building or a wheatpasted-to-hell pole with 6 inches of printer paper. I don't really remember growing up with styrofoam cups and containers for takeout growing up. It always came in pint size plastic cups, paper foldable boxes, stuff like that. So now that I've got to see other cities I've really been attracted to the styrofoam cup. The way it feels in your hand, the way it decomposes on the ground. I think Chick Fil a makes the most beautiful styrofoam cups.