

Binam Kayastha

1) Determining the parameters of the problem:

- Who is the audience?

The audience is the average person in rich continents like Northern Americas and Europe. The audience is also partially myself, to remind me of how lucky I am to be where I am today.

- What are constraints in format, budget, and time ( can you think of more)?

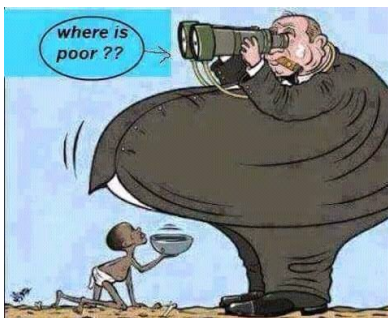
Limited working material. I want to be able to represent poverty disparity in various mediums like sketches, animations, and 3d installation art. Unfortunately due to budget/time limits, I don't think I'll be able to do a 3d installation.

- What is the goal of the project?

The goal of this project is to represent poverty disparity. Although there is a lot of existing visual art that covers this topic (as you will see in question 2), most people cannot relate to them. The existing art is very focused on the top rich and the top poor, not calling into action from the general population.

2) To gather and study all related materials. Selling the idea to a client (or me) will be easier if it is backed up with research and justified from a perspective the client will understand.

The medium with which I want to represent the majority of my art-working is through satirical like comics that you would find in newspapers. I personally feel like most of these comics are hard to relate to for the layman, especially on the rich side. There are some examples below. There are two reasons why these don't match with my goal: They are very general so they don't call for action, and also focus on the extremely wealthy and extremely poor, so they're not relateable.



Binam Kayastha

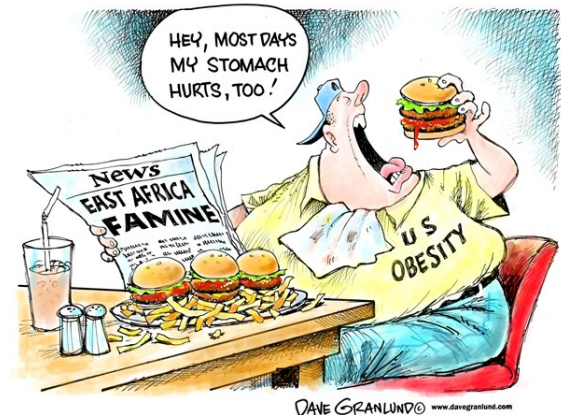
Below are some more images that more closely resonate with those that are in the United States. These are fine, they show poverty disparity between the rich and the middle class within the United States. However, it is very difficult to find images like these that show poverty disparity between those in extreme poverty (like in 3<sup>rd</sup> world countries) and the average middle class American.



Here are some of the images that I found that show poverty disparity between average Americans and the third world countries. The one on the left bottom is what I'm trying to achieve, but even this one may represent the woman as extremely wealthy rather than the layman person. Additionally, the one on the right doesn't give fair justice to US citizens with obesity - a major cause of obesity is because cooperations purposefully put things in their food that make their citizens hungrier and fatter (fat, sugar, high fructose corn syrup, etc.).



Payam Boremand is based in Tehran, where he graduated with a painting degree from the Islamic Azad University in 2007. He has worked ever since as a cartoonist in Iranian newspapers and weekly magazines, including Ettefaq and Payvand, and has participated in both national and international exhibitions.



One example of what I would want to do for my satirical pieces is to have a drawing like the below image alongside an image followed by torn up shoes, to normal sports shoes to leather shoes (and possibly have price tags on them). This will properly represent the exponential nature of poverty (those who are extremely poor are willing to use bottles as snadiles





Binam Kayastha

Another possible topic I can explore is corporation taking advantage of third world countries. One example is that CocaCola and many companies that sell bottled drinks have been known to buy out/decrease supply for free/cheap clean water forcing citizens to buy their brand of soda. So I would draw something similar to this except also have some representation of companies monopolizing drinking water. There are various terrible things that oil companies have done as well such as promising to help communities in exchange for their oil, but end up just polluting clean water sources. However, this might be too close to “extremes” as the companies would be at fault. This could possibly be done via animation.



Finally another possible medium is installation art. Hans Roslin is a great speaker who sometimes uses physical objects to visually represent statistics. Below he is representing population via the boxes and the objects as their current economic standing.



I'd like to do something similar on the topic of food per family in a country per week which represents, amount, nutritional value, and the cost of the food (Possibly through something like seethrough tubes). The values range from \$260.11 to \$1.23. Below are two images of the Italian and Chad families who spend that much money on their food respectively.



Binam Kayastha

The two concepts that I came up with so far are:

- 1) A split comic of a person choose between a two game apps each costing \$2 and a person choosing between clean water and a first aid for \$2.
- 2) An image of a person boarding a plane on the stowaway from when the wheels get pulled up in an airplane and a some empty seats visible in the plane. This is to show that there are people who are willing to risk their lives to board a plane in an unsafe area because they cannot pay the cost, and that a lot of seats are available, but they wouldn't allow anyone who can't pay to sit in those seats.