

# **PORTFOLIO.pdf**

**Ver. 2020**

## **PORTFOLIO**

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## **ABOUT**

**My name is Mariam Darchiashvili - a Graphic Designer and Visual Artist. I'm a hard-working multi-tasker and an argumentative speaker with interests in typography, editorial design and curation, but always open for a new experience. I also specialise in art direction, concept development, visual identity and research design as well as creative writing.**

**My inspiration lies in music, senses, philosophy and dark aesthetics, which I often try to incorporate in my work both theoretically and visually.**

/0/



# /0/ THE GOSPEL TRUTH

To what extent is the trend of hyper-positivity and enthusiasm responsible for today's prevalent misuse of anti-anxiety medications? Researching an almost paranoiac rejection of negative emotions in our visual language and everyday life, I want to bring attention to a questionable industry that feeds off escapism and benzodiazepine abuse. This project talks about the tyranny of modern enthusiasm, aiming to show how an over-performative work culture, self-help market, hyper-positive ideology, and prescription drugs are all pieces of the same self-medication puzzle.

This project is my Bachelor Graduation Project for the Graphic Design department at KABK and is represented in a form of an audio-podcast and an installation with a supportive visual essay in the form of video.



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# /1/ KABK FINE ARTS

A floor-map design for the 2018 Graduation Show of the students from the Fine Arts department at the Royal Academy of Arts in The Hague.

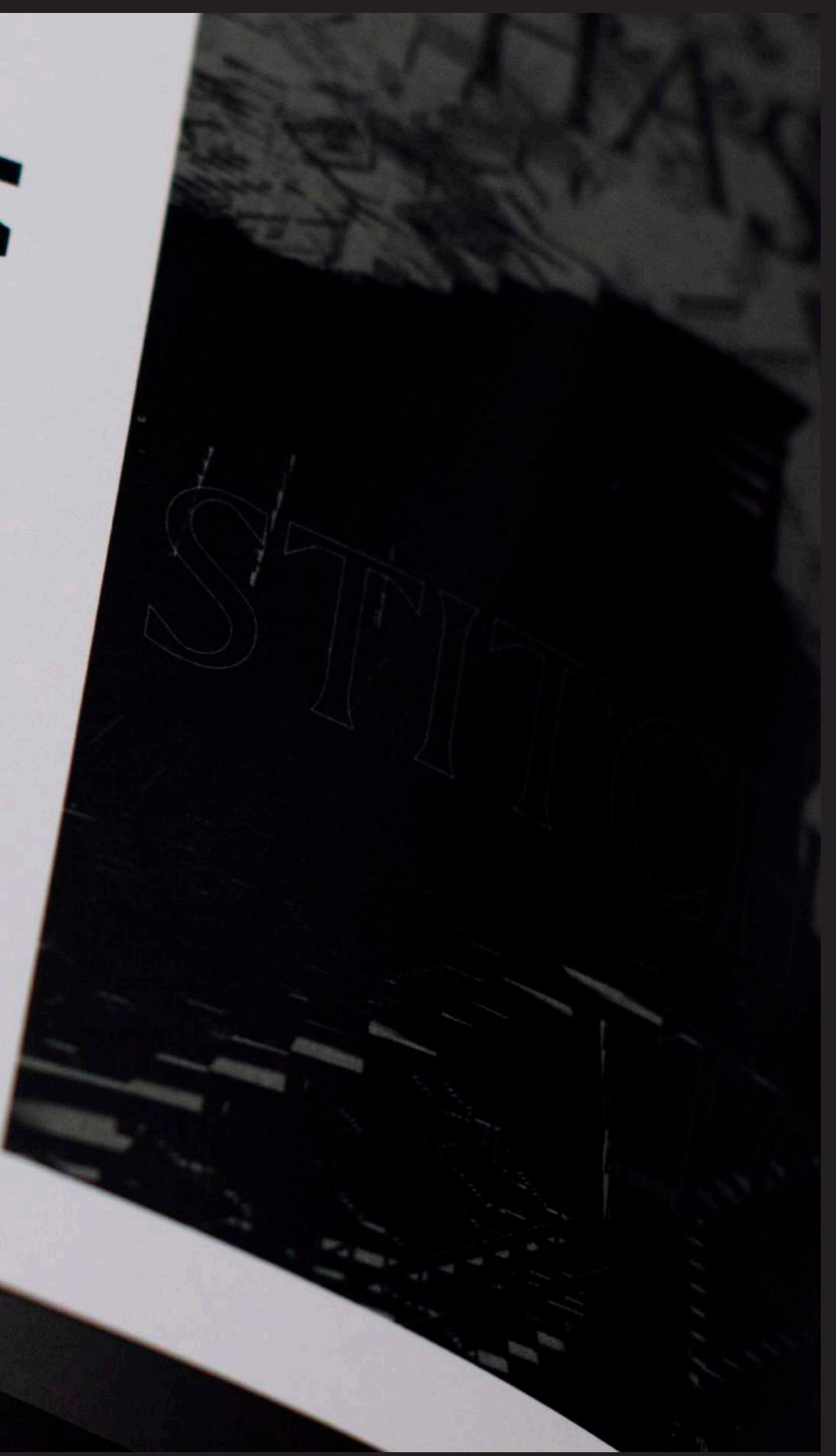




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**CHAPTER V**  
*D. F.*

**CHAPTER VI**  
*P. F.*



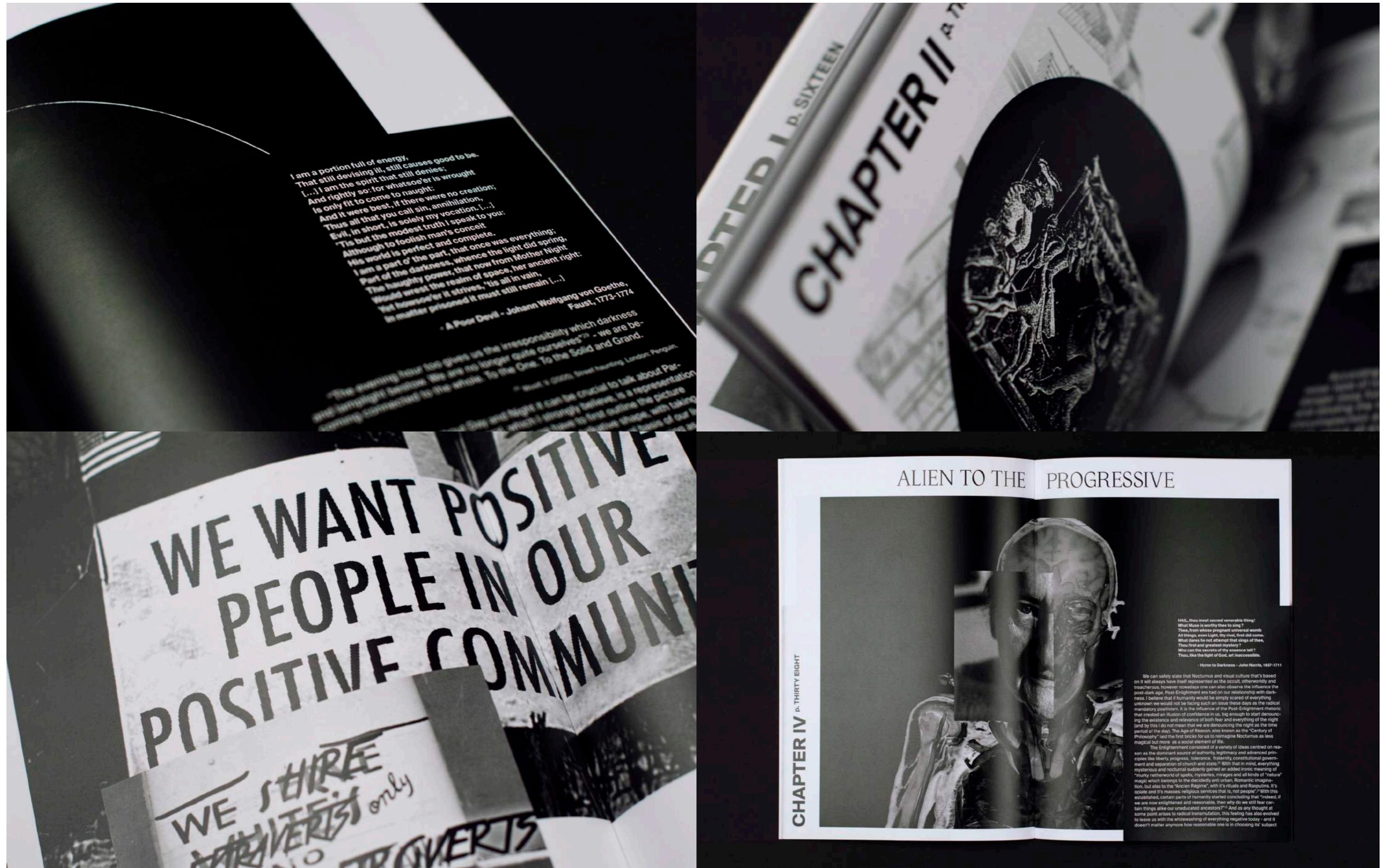
# /2/ STERILE DOGMA

This book is a printed translation of my Bachelor graduation thesis in the Graphic Design department at the Royal Academy of Arts in The Hague (KABK).

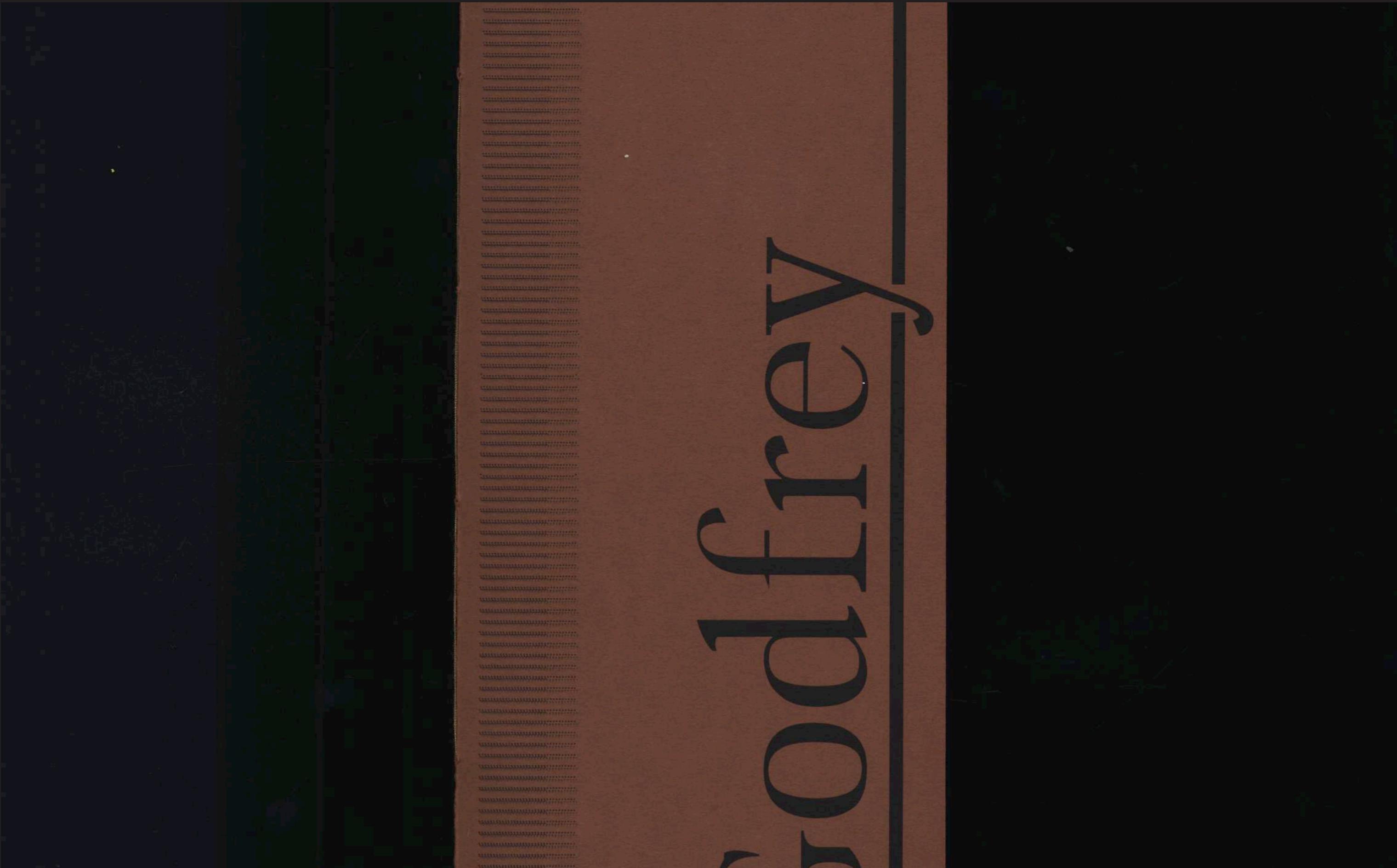
I am interested in the topic of nocturnal culture and how dark aesthetics (especially the black image) and in general exposure to fear and dark concepts can influence our cognition and evolution. I strongly believe that such strategy can evoke higher modes of both self and general analysis and bring out the natural curiosity in humans and ability of interpretation, that are now unfortunately put into lethargic sleep. I seek to reinvigorate a sense of wonder, uncertainty and mystery in life by implementing and emphasising the dark colors, magic, questions with no answers, and night. In order to do so, I want to look into history of how and if various parts of Nocturnal Culture were influencing human evolution. And if they had an effect on individuals or masses (both positive and negative) in order to find proving arguments for my belief and be able to present it to our society which is drowning in "positive living bullet journals" and "books of everyday gratefulness" instead of simply turning of the lights and thinking. Along with that, topics of anthropology of fear, darkness and the psychological influence of them onto our cognition will be discussed, concluding with the influence nocturnal culture and esoterism had on the creation of contemporary art and visual culture.

There can be no highest number, as there is only totality and there can be no final revolution as we exist. In such way this thesis is both: me finding artefacts of my beliefs and a manifesto to everything "Nocturnus": of the night.





/3/



# /3/ GODFREY FONT

Godfrey is a textbook san serif font that was originally inspired and derives its name from a character of an American TV Series “Hemlock Grove”  
- Roman Godfrey.

As the original source of inspiration, this font family is also surrounded by the mysterious atmosphere. Based on a pointed-nib pen writing, this is achieved through giving it pointy corners and serifs, as well as merging in a slight angle in all the letters that would refer to a slightly gothic feel of it. At the moment, Godfrey Roman has a full set of glyphs, and Godfrey Italic is still in production, leaving out the numeric system.





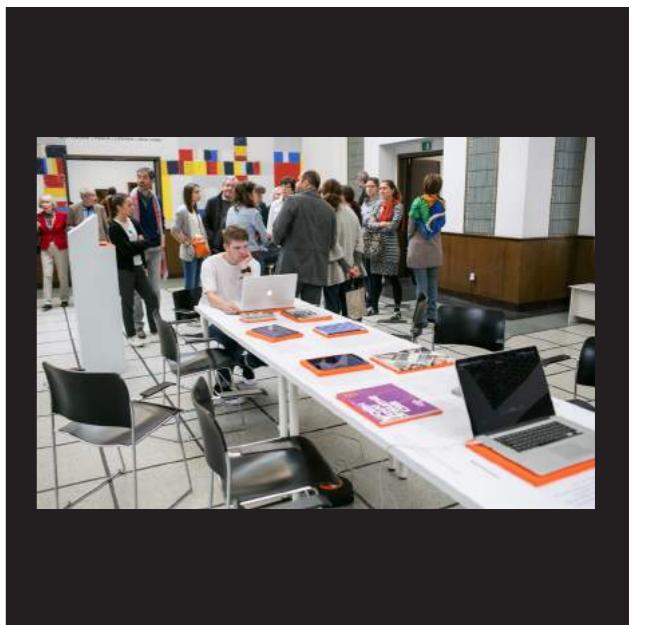
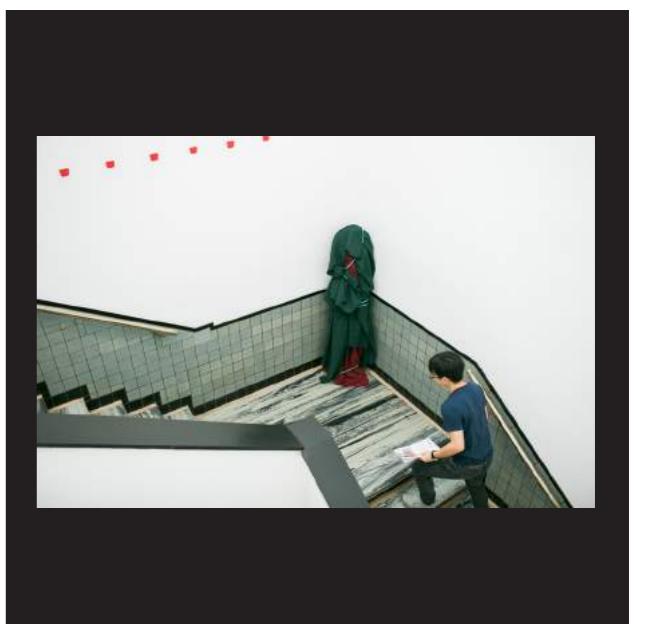
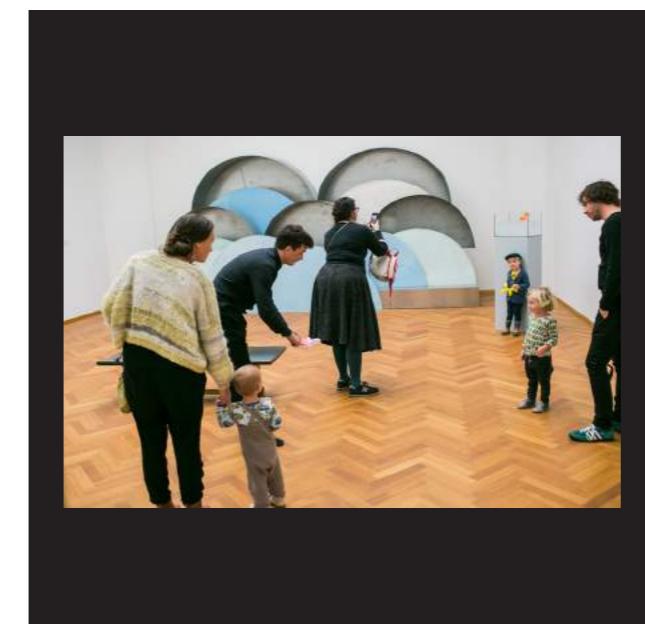
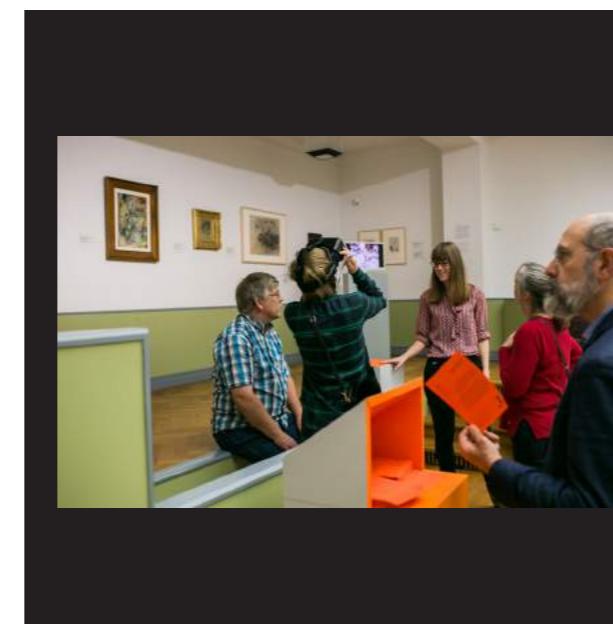
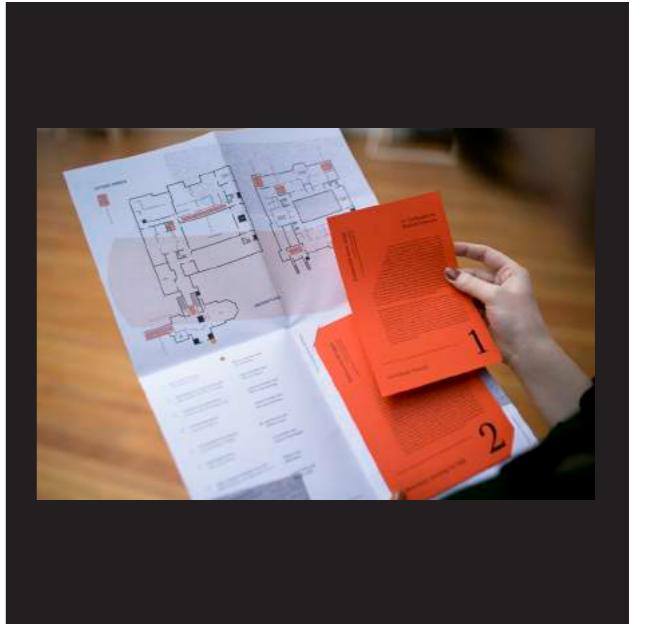
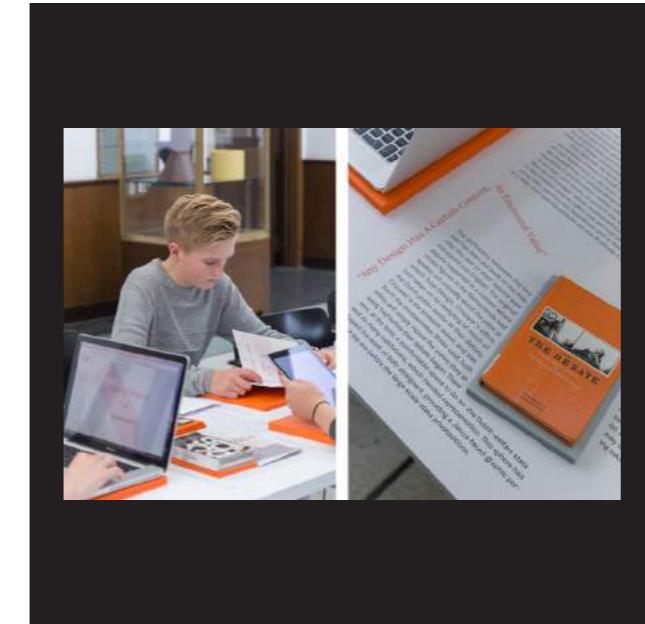
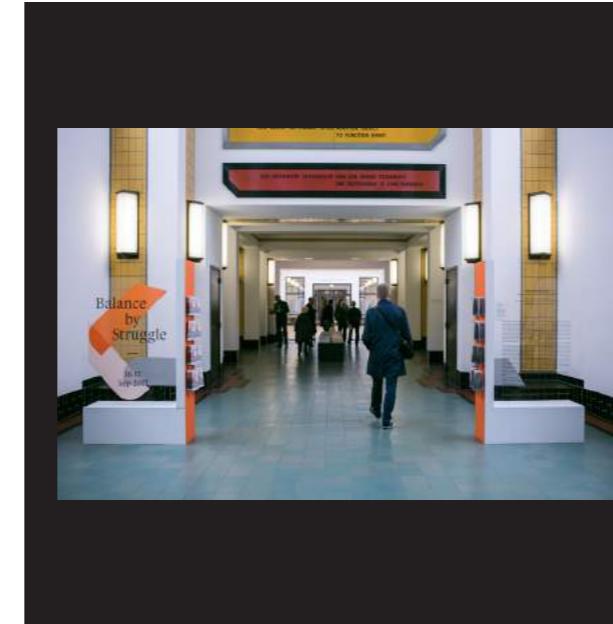
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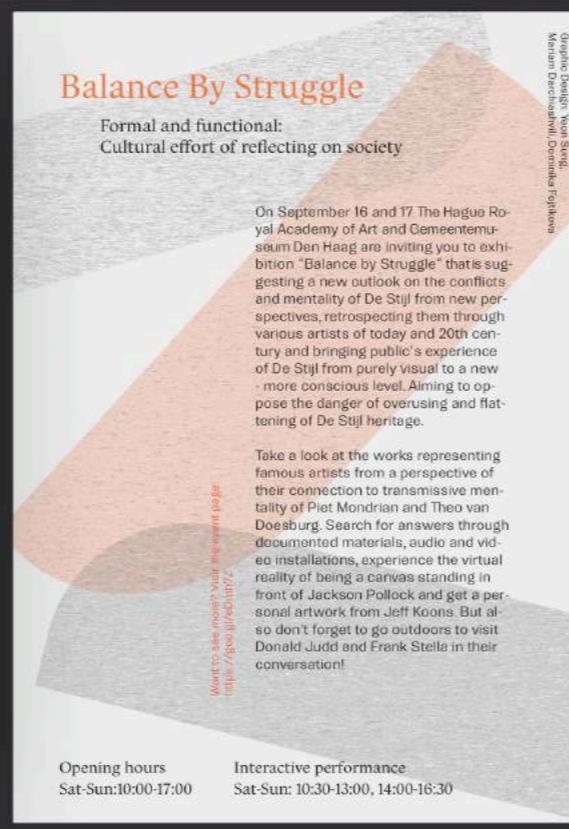
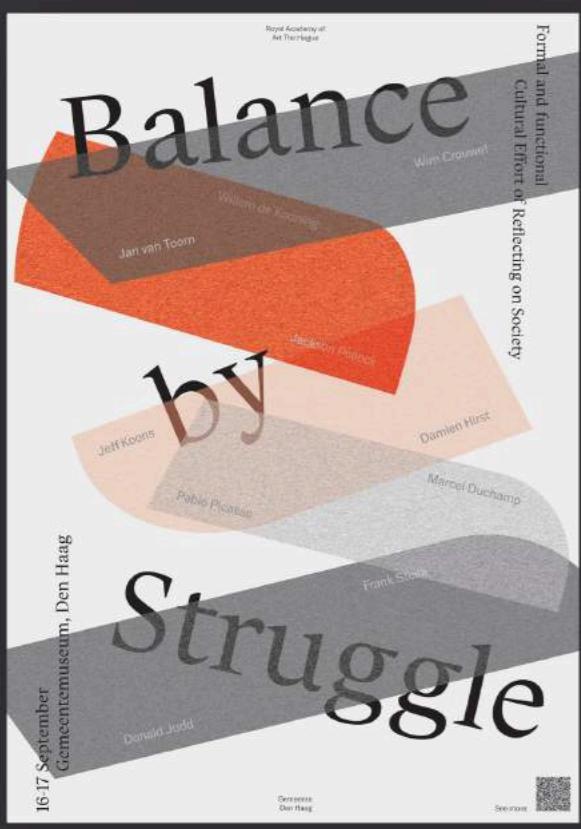
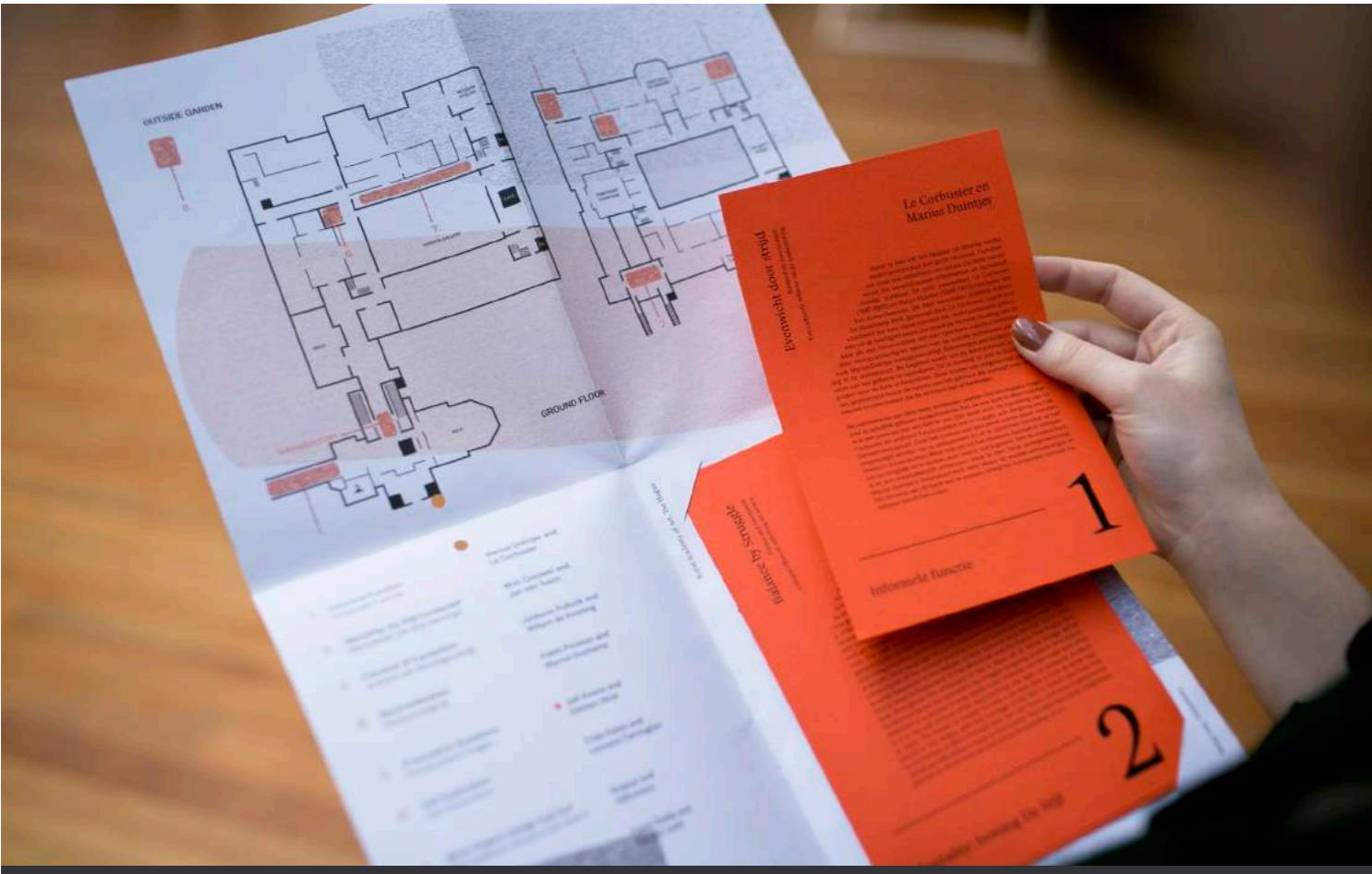


# /4/ BALANCE BY STRUGGLE

The exhibition “Balance by Struggle” explores the relationship between two of the most famous personas of De Stijl, Theo van Doesburg and Piet Mondriaan, by getting to the core of their disagreement: formality vs informality. A primary struggle for all artists, times and movements.

The exhibition “Balance by Struggle“ was on view on September 16 and 17 at the Gemeentemuseum Den Haag. The exhibition suggested a new outlook on the conflicts and mentality of De Stijl from new perspectives, retrospecting them through various artists of today and 20th century and bringing public's experience of De Stijl from purely visual to a new - more conscious level. Aiming to oppose the danger of overusing and flattening of De Stijl heritage. Visitors were invited to take a look at the works representing famous artists from a perspective of their connection to transmissive mentality of Piet Mondrian and Theo van Doesburg; they were able to search for answers through documented materials, audio and video installations, experience the virtual reality of being a canvas standing in front of Jackson Pollock and get a personal artwork from Jeff Koons.





/5/

husband. Apparently helping crime in Saudi Arabia, women need their male relatives to undergo surgery, without the presence of children and the Koran, the only legal code.

possibilities anymore, because there is this whole social media world, everybody has facebook, twitter, instagram and even snapchat. And that hurts their image, especially now when they are trying really hard to diversify Saudi Arabia and make it... better? «

Al-Huwaider writes in an e-mail:

We will be banned from the Internet and will be trapped in this country for years.

+7 months

Case: Wajera Al-Huwaider

June 8, 2011

»It was a good catch for Wahhabi court to convict two liberal women who have been campaigning for years in order to promote equality and human rights.«

Saudi Arabia

Saudi activists face jail for taking food to woman who said she was imprisoned

Court finds women's rights campaigners guilty of inciting wife to defy husband's authority



This article is 4 years



Most popular

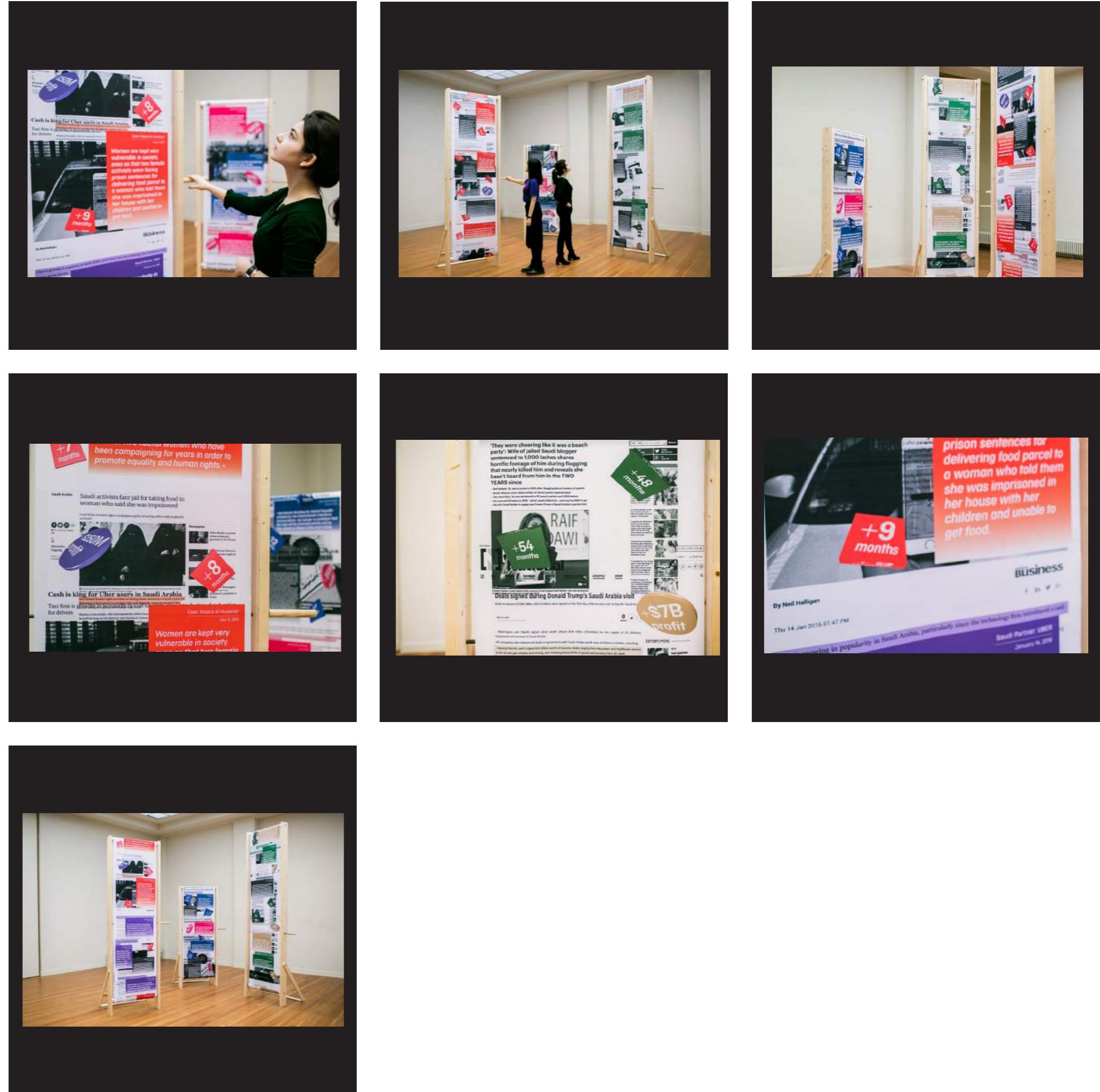
Ratko Mladić convicted



# /5/ MODELS OF HUMANITY

The cause of the project is the celebration of 50th anniversary of Amnesty Netherlands, for which 3d year students of The Royal Academy of Art were asked to select one of 12 unresolved cases of Amnesty International. The task was to research them and propose new ways of communicating/dealing with them which will be presented in a separate exhibition during celebration held in Amsterdam on April 2018.

Working together - me, Yeon Sung and Dominika Fojtikova, chose to work on Raif Badawi's case that is well known not only in Saudi Arabia but all around the world. Arrested on 17 June 2012 and having been detained since then in prison in Briman, Raif Badawi was charged with violating Saudi Arabia's information technology law and insulting Islamic religious figures by creating and managing an online forum. As artists and designers, the question of freedom of expression is very important for us, yet what could we come up with to raise awareness and propagate change? If you can not appeal to someone's humanity - you can always appeal to their wallet. The main idea became to expose a paradox and make a strong connection between the selected cases of Freedom of Speech violation and the western companies that are gaining profit from business with Saudi Arabia at the same time, while promoting their care for human rights. This could potentially be the most effective way of influencing SA, since those companies, caring about their image, could stop partnerships with the Kingdom. The goal of the project is to highlight the paradox of two contrasting fields influencing one another. By involving people in the act of physically moving information and by creation of a big-scale monumental installation we want to create a material body for the so-called "crimes" that online activists in Saudi committed. Physical is always more relatable for humans than virtual.





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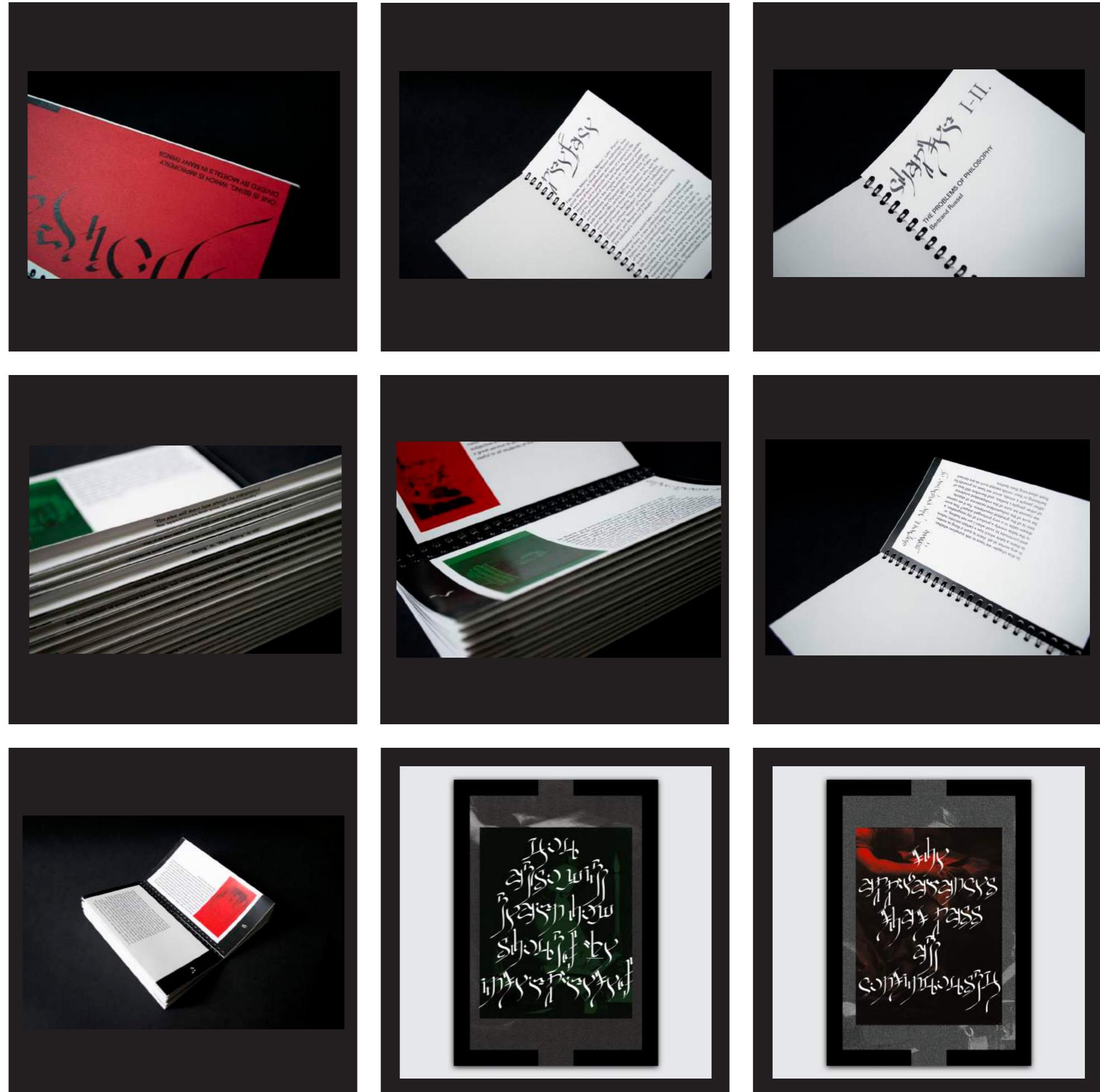
ONE IS BEING, WHICH IS IMPROPERLY  
DIMIDED BY MORTALS IN MANY THINGS

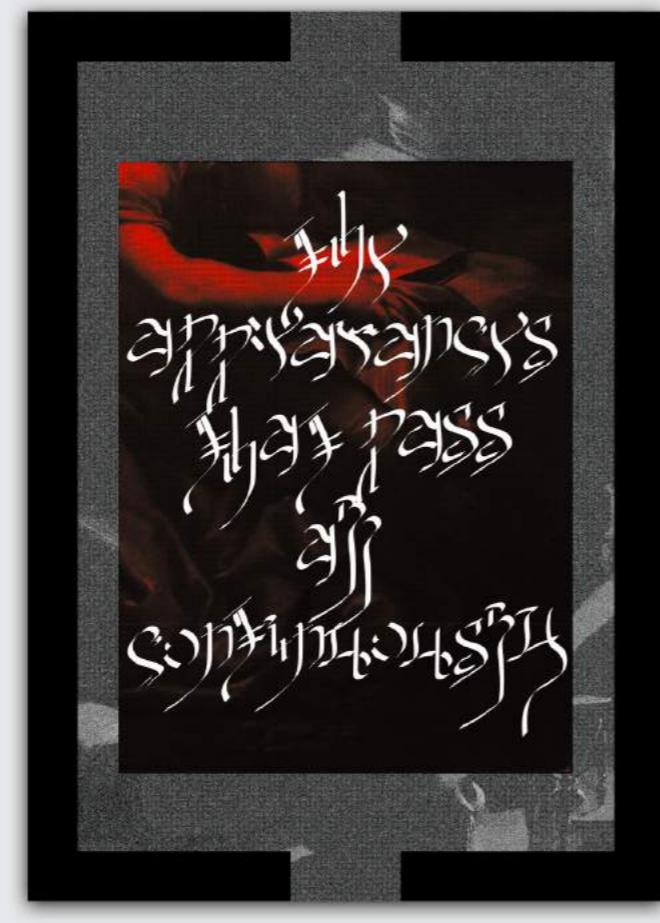
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## /6/ CRYPTYCH

Godfrey is a textbook san serif font that was originally inspired and derives it's name from a character of an American TV Series "Hemlock Grove"  
- Roman Godfrey.

As the original source of inspiration, this font family is also surrounded by the mysterious atmosphere. Based on a pointed-nib pen writing, this is achieved through giving it pointy corners and serifs, as well as merging in a slight angle in all the letters that would refer to a slightly gothic feel of it. At the moment, Godfrey Roman has a full set of glyphs, and Godfrey Italic is still in production, leaving out the numeric system.

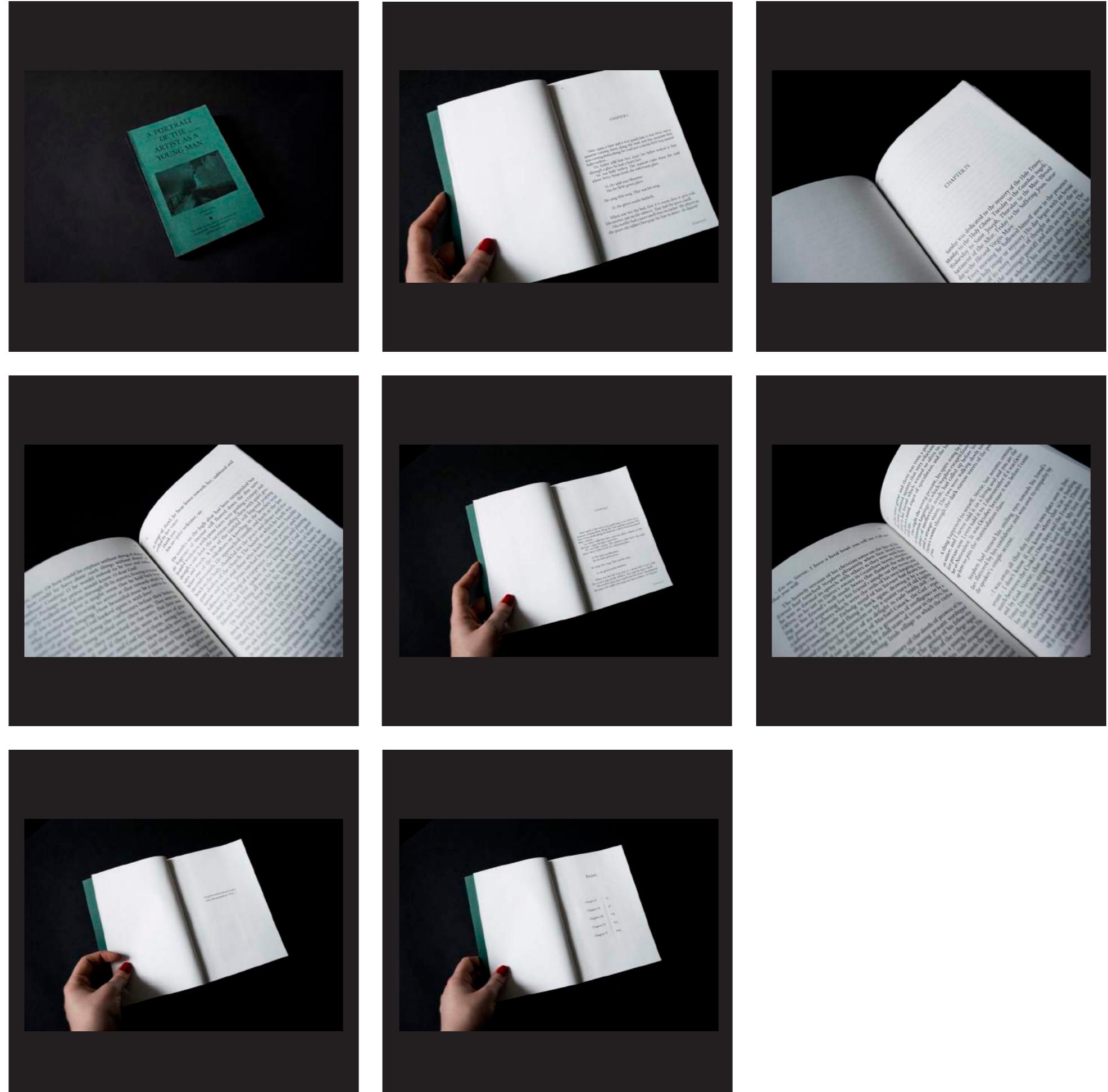


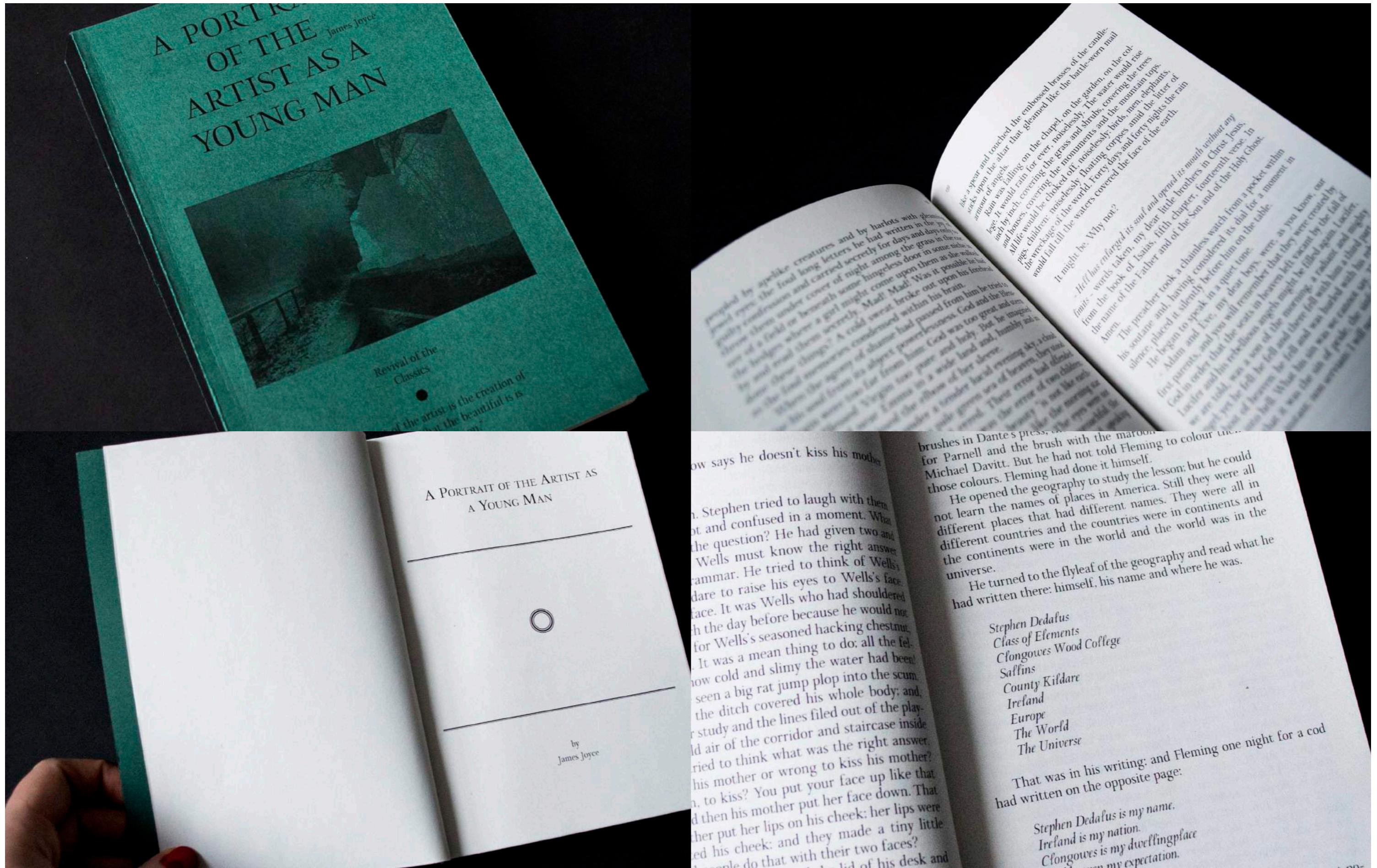




# /7/ A PORTRAIT OF THE ARTIST AS A YOUNG MAN

A Portrait of the Artist as a Young Man - is part of the Classics Revival project that I am conducting and that is a republishing process of books, stories, novels and other classic literary pieces that are dear to my heart. In this edition I have used Godfrey Roman and Godfrey Italic fonts, designed by me earlier the same year.



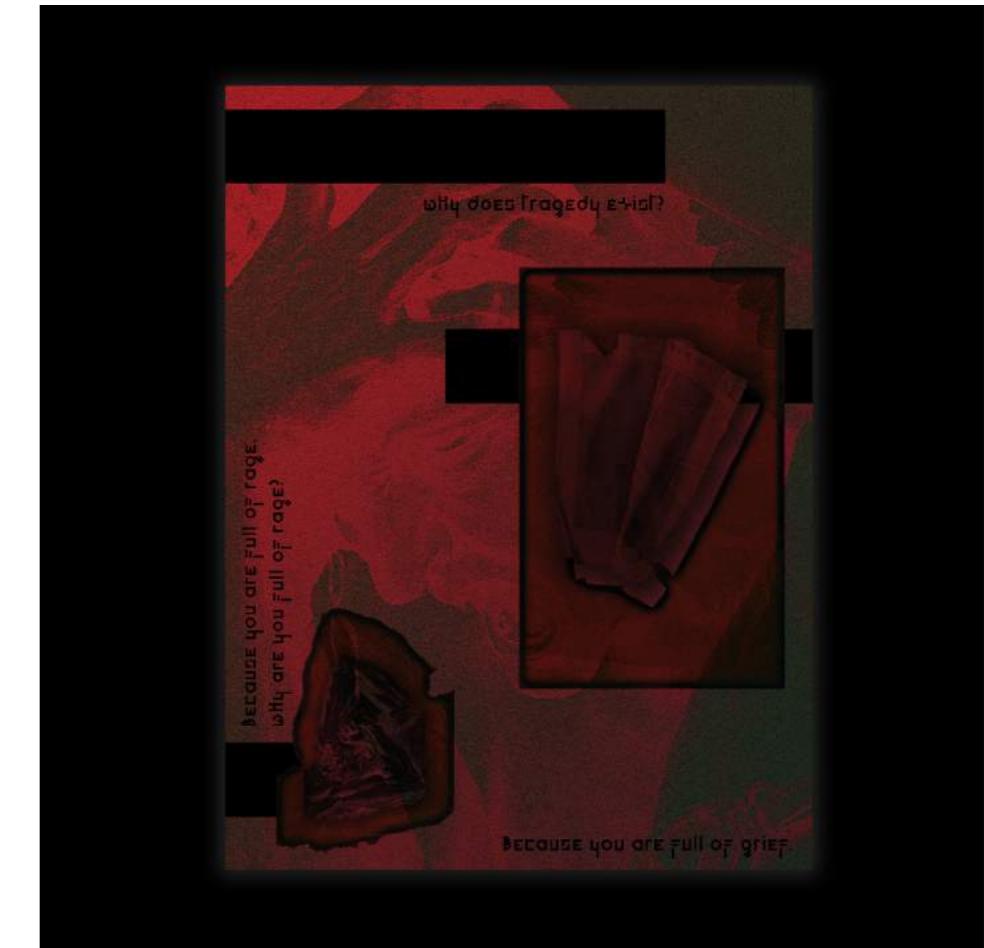
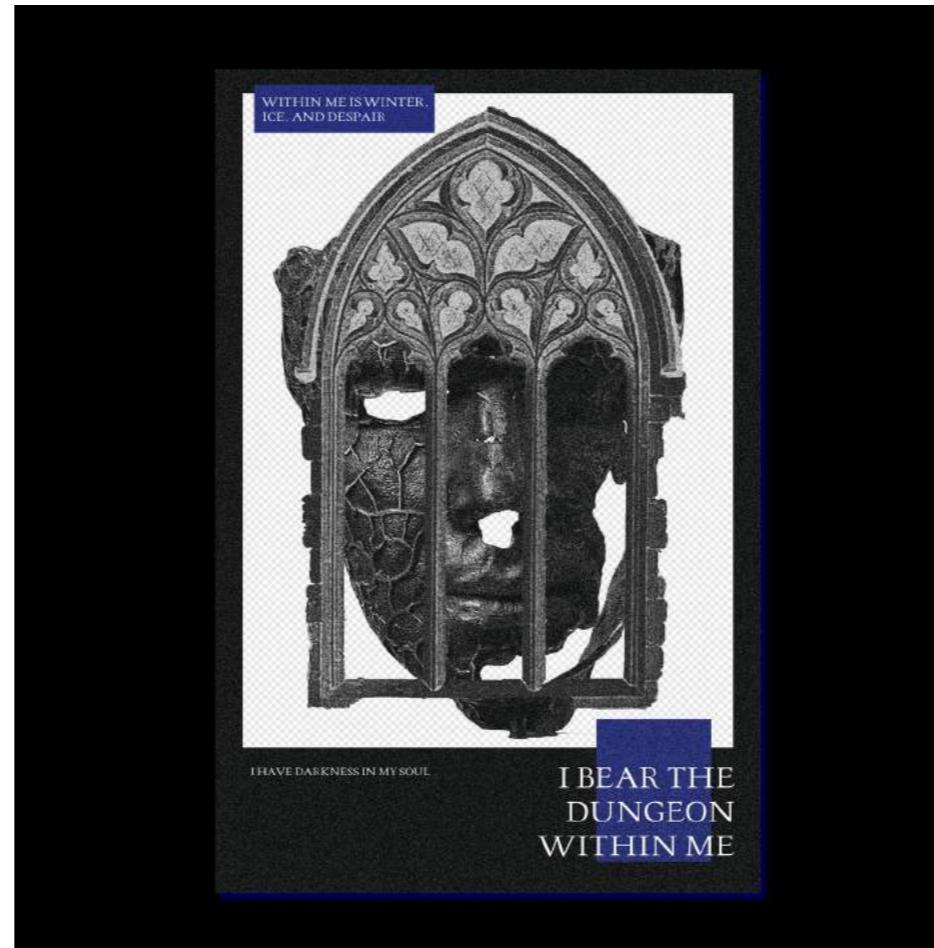


/8/



# /8/ REVERIES OF LATE 2018

These posters are not connected in any other way rather than my occasional thoughts or mood swings. Selected from a variety of similarly originated posters, these have been a great exercise in loosening the mind and letting aesthetic and visuals guide the following outcome. From quotes that celebrate my favourite villains to a funny memory from a study - this is an ongoing project representing the visual identity of my character in the late 2018.

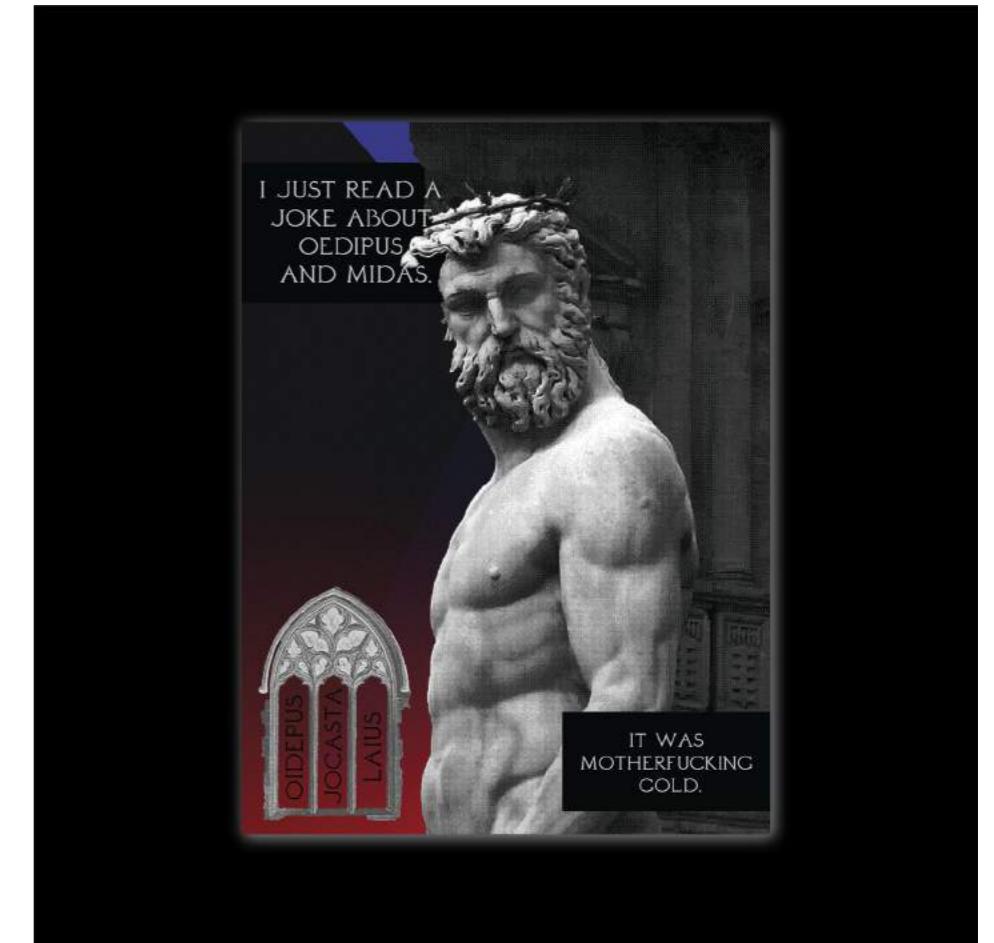
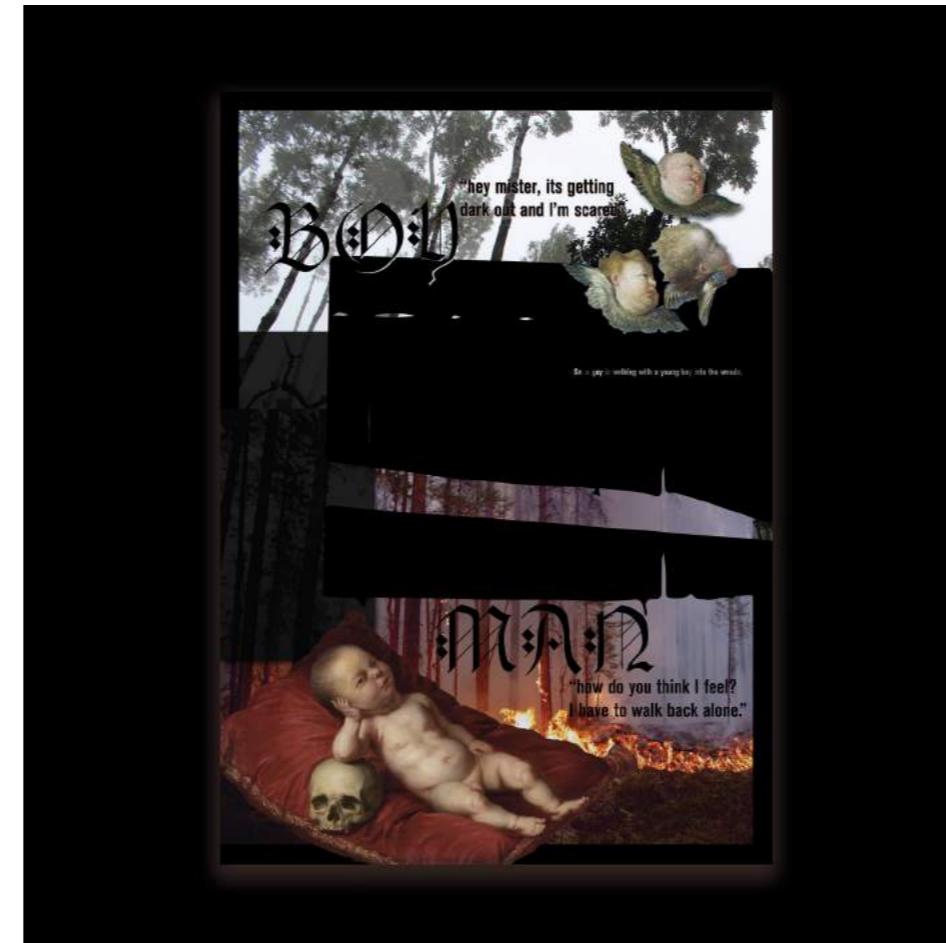


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# /9/ DARK HUMOURESCUE

This project is in part a spin-off of the 2015 project that was done for KABK and circled around the topic of really bad, bearded and not-funny jokes. This time with intention of pure personal fun and joy these posters are a visual game on the topic of morbid, silly and dark humour. With a sprinkle of myth and classic arts.

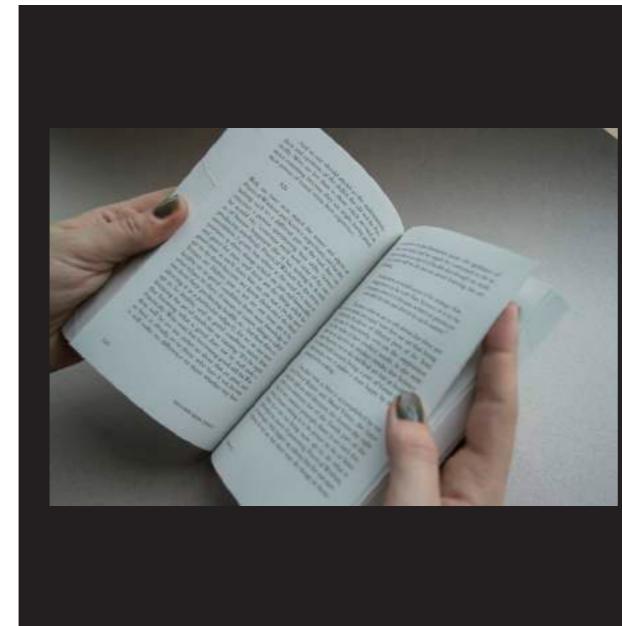
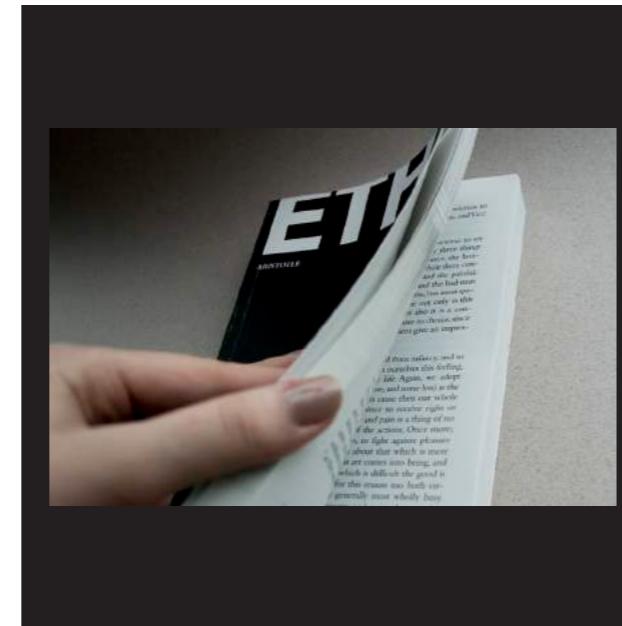
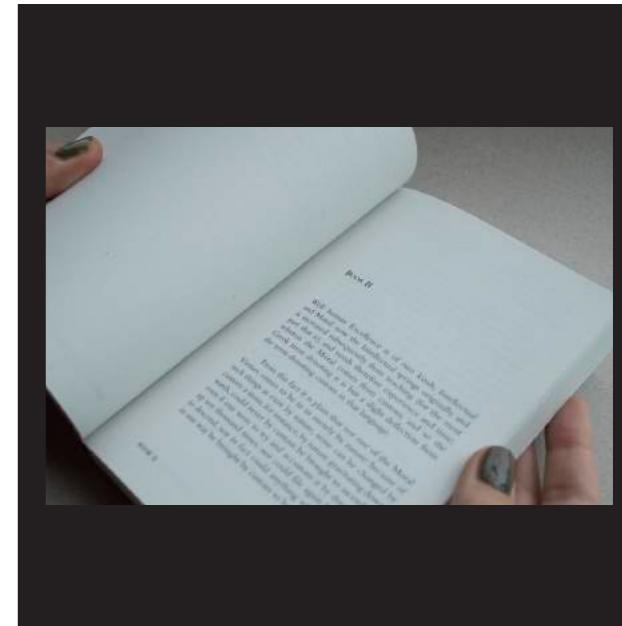


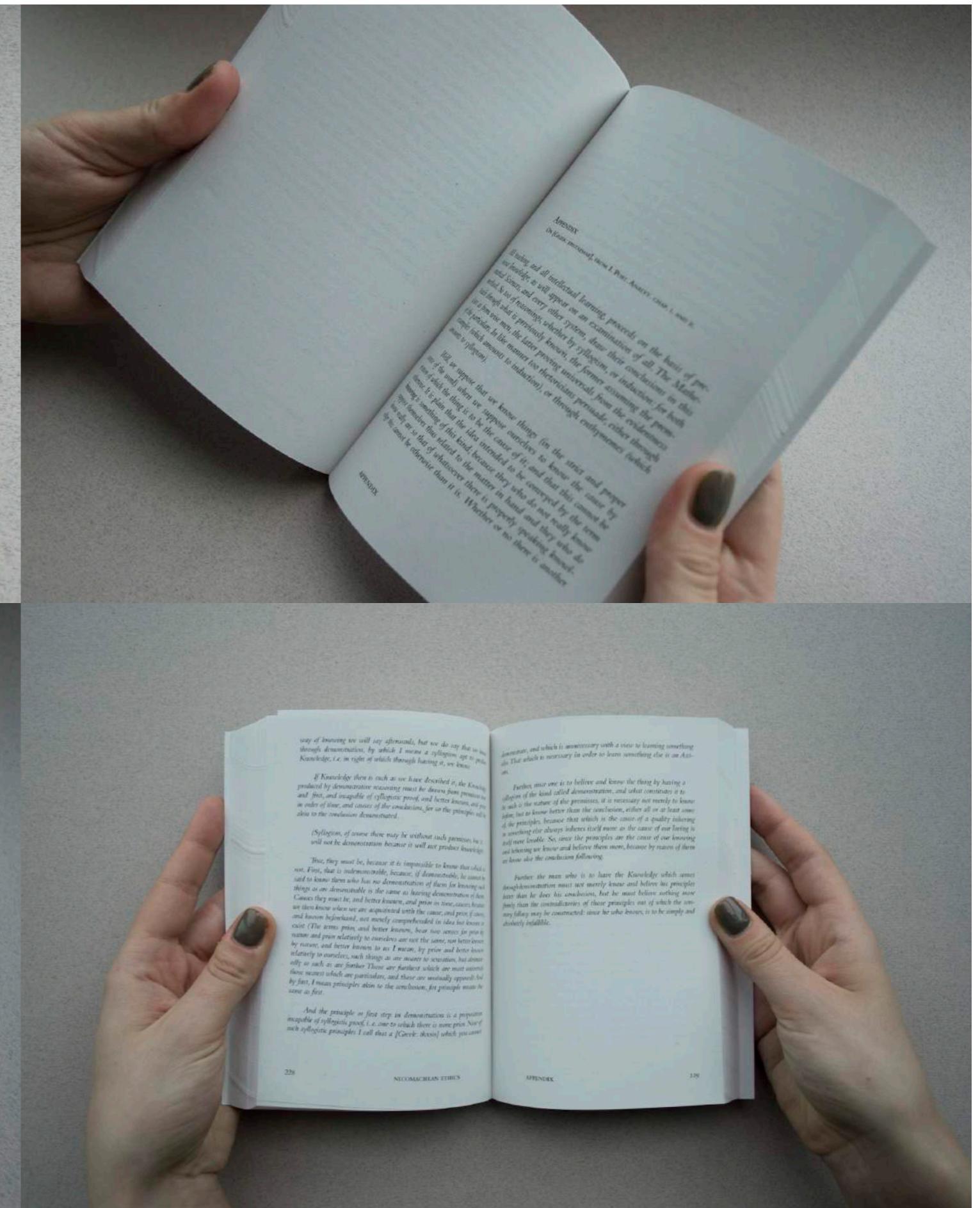
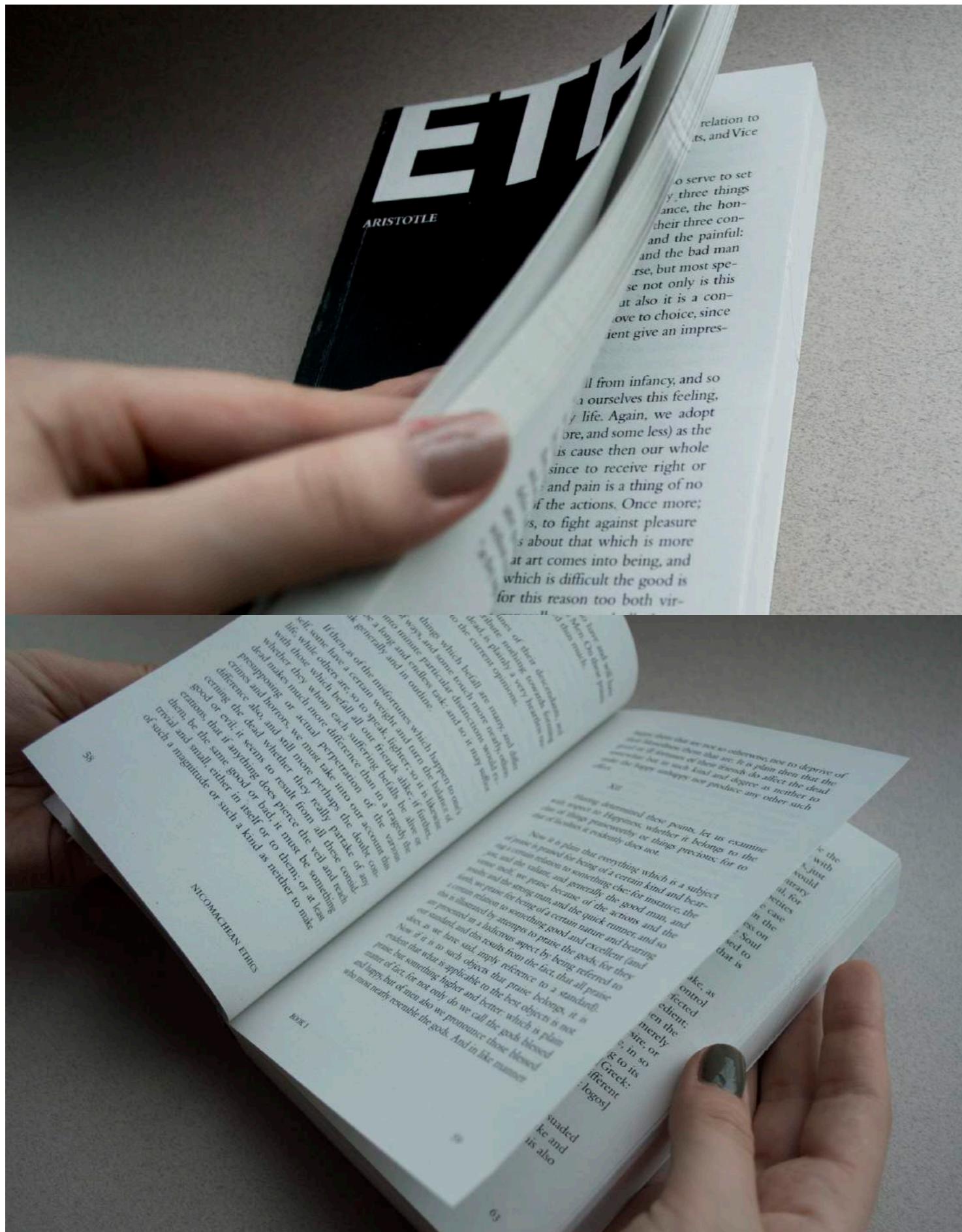
/10/



# /10/ NICOMACHEAN ETHICS

Nicomachean Ethics - is part of the Classics Revival project, that first started as an assignment at the KABK and I keep conducting since then. It is a republishing process of books, stories, novels and other classic literary pieces that are dear to my heart. In this edition the main focus for me was on thorough study of micro-typography and coping with a complex index system of the book.



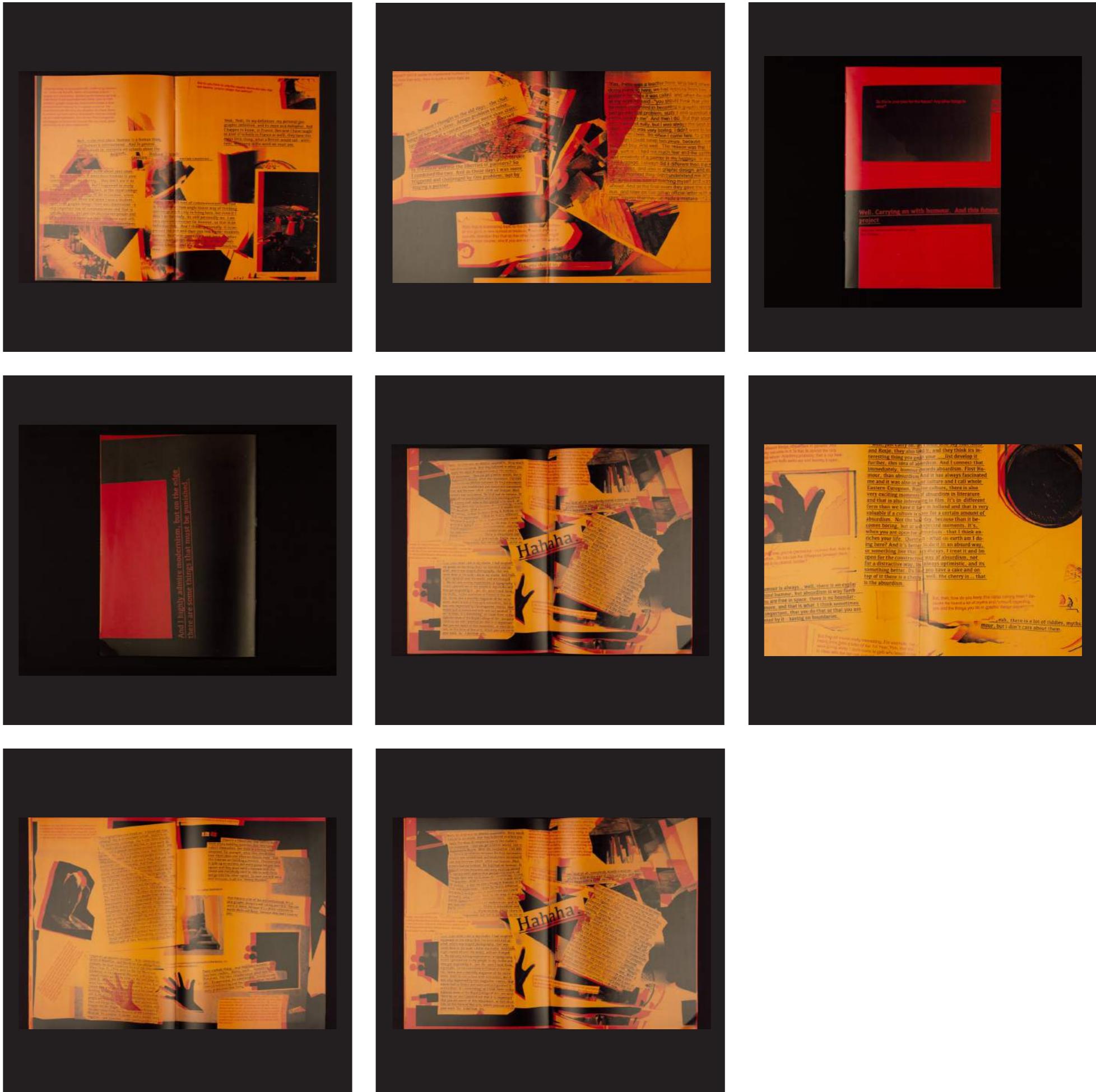




# /11/ INTERVIEW WITH GERT DUMBAR

A publication containing an interview with Gert Dumbar, founder of Studio Dumbar, about humour, absurdity and pataphysics in Graphic Design field and his own application of it in his past career, today and his teachings at the Royal Academy of Art in the Hague.

Why so serious?  
Can we save the world?





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# /12/ ALEA IACTA EST

Publication design of the Alea Iacta Est - a work written by Giovanni Palmieri as a part of his graduation year in the Photography Department at the Royal Academy of Art in The Hague.

“Alea Iacta Est” comes from my discomfort and questions within the structure of capitalism reflected in the relations among individuals, behaviour and institutions. The guiding question of my research is how success can objectively be defined, regardless of norms or ideals constructed through the emergence and establishment of the market society and its consequences on the conduction of life. The answer I set is that success is to be found within the attempt to reach ‘Truth’, a term that here stands as the essence of being, being instead of having.

This writing guides the reader in an examining journey through the different planes involved in the discourse upon the market society. “





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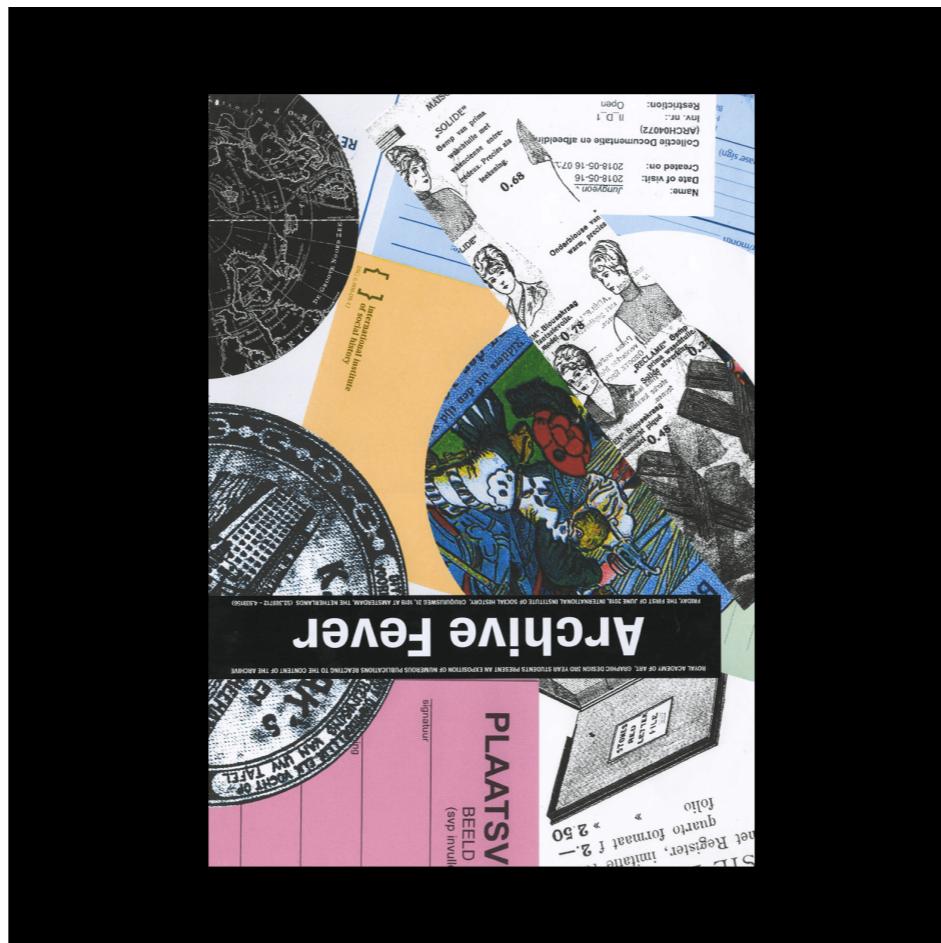
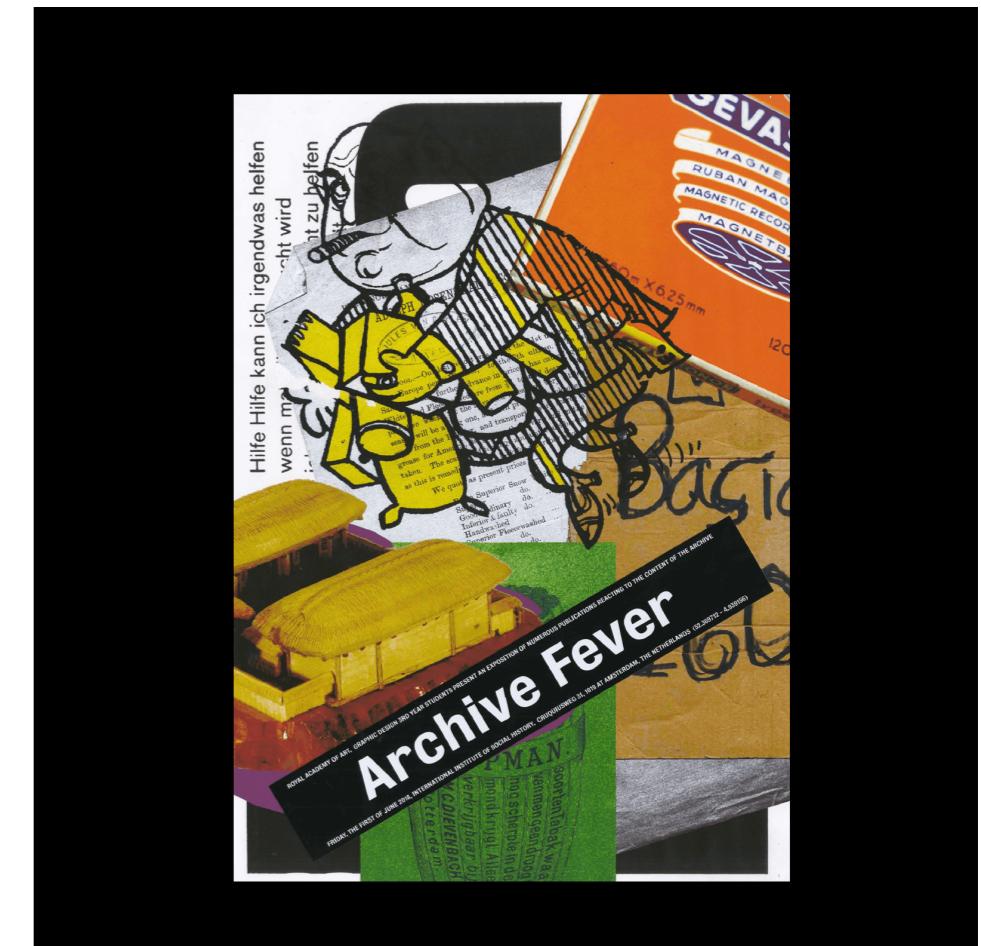


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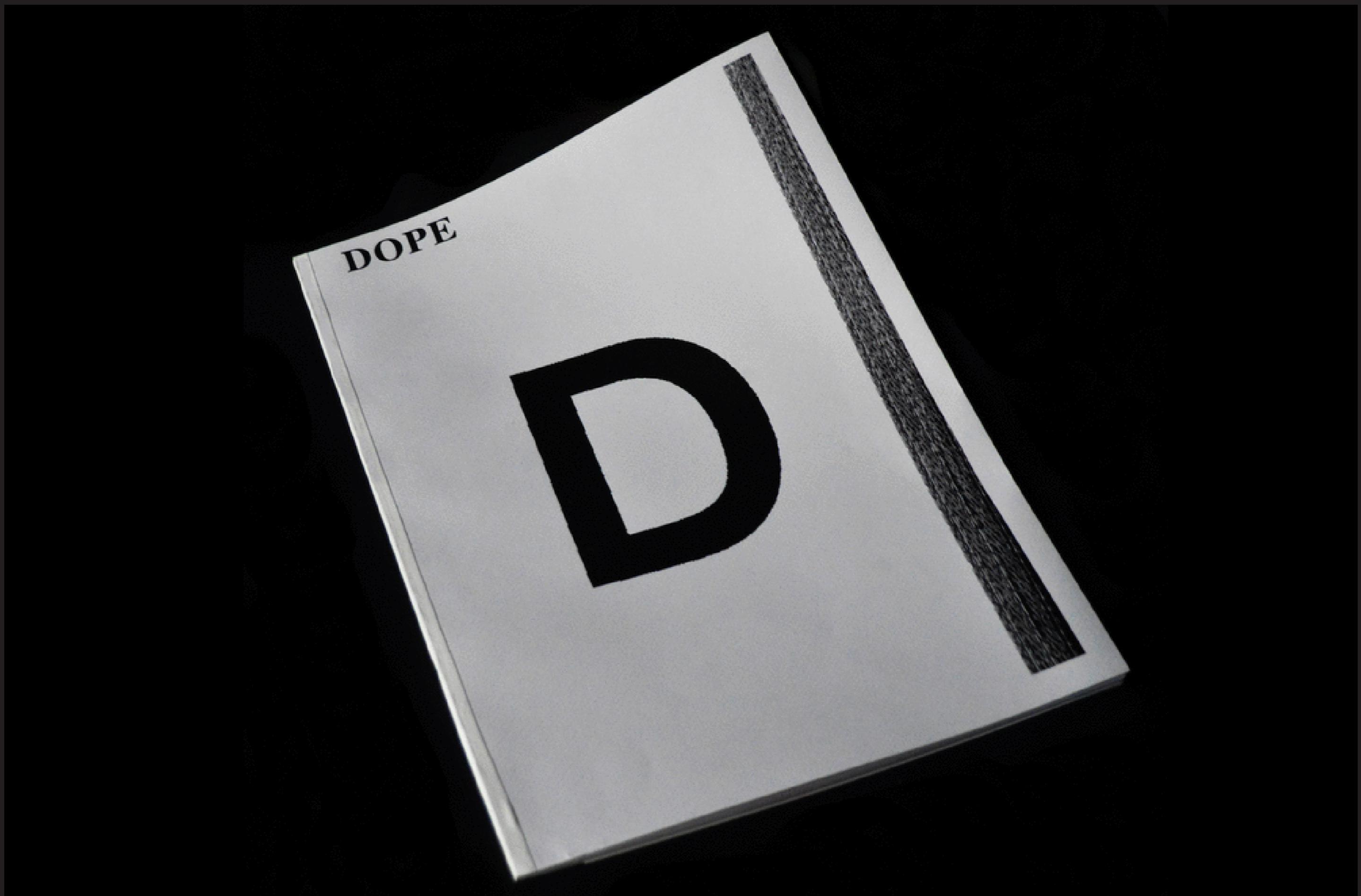


# /13 / ARCHIVE FEVER

Created in collaboration with Yeon Sung, this project is a series of posters produced for and announcing the Archive Fever exhibition of the 3rd year Graphic Design students of KABK at the International Institute of Social History in Amsterdam. The exhibition was a display of publications created out of and inspired by the archive material, celebrating its' richness and diversity. And these posters were attempting to capture the fullness and flexibility of the analogue textures of the archive and its' contents.



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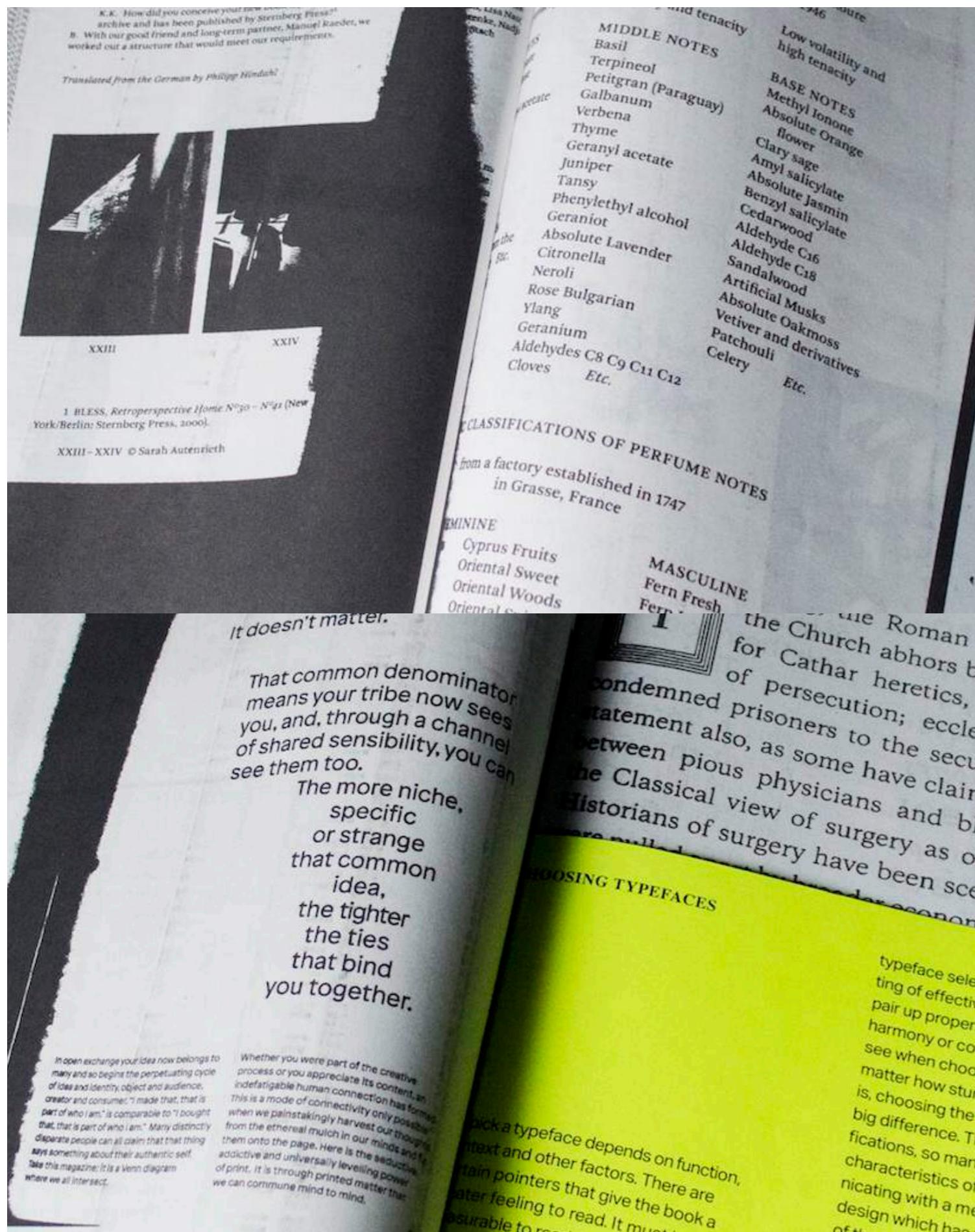


# /14 / D.O.P.E.

The D.O.P.E Project, that stands for the “Details of Printed Essence” is a collaboration of five students of the Royal Academy of Art in the Hague (Netherlands), aiming at reconsidering the usual way of cataloguing books of the “Best Book Design” competition. In order to do so, we all brought in more than 50 books with a desire to create our own Top 10 Best Books and display them in a catalogue. As a result of our analysis we've created several nominations (chapters) which we found essential for this selection and in each of them - used scans of books as representations. Using scans, especially high-contrast scans - was a conscious decision in order to grasp the essence of the book, it's grid and content, this concept was also supported by the printing technique of Full-Color Risoprinting and use of different papers (the main one being highly-absorbent paper) - which resulted in ink sinking into pages, thus sealing the essence we wanted to show on the pages of our catalogue.

Produced along with Kin Mun, Verena Hahn, Megin Hayden, Frank Hemmekam





**THANK YOU FOR HAVING A LOOK.**



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