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Web Development
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Project 1 Write-Up

The item I chose to translate digitally is the Autumn/Winter 2008 runway section of the accompanying catalog to *Go As You Please - Ann-Sofie Back 1998-2018*, a solo retrospective exhibition of Swedish fashion designer Ann-Sofie Back's career at Liljevalchs in Stockholm. I chose it for multiple reasons- first, I am writing my MA thesis about Back and her work, so I thought the process would help me think about the subject differently. I also wanted to digitally translate something from the catalog because it will likely go out of print and be challenging to find in the future. Back's work is not particularly well-known or widely written about. Also, Liljevalchs is not widely known outside of Sweden and does not have the same institutional reach as other museums and galleries. As such, I see this as a way to preserve the catalog, which is the first time her work has been comprehensively consolidated, and hopefully expose more people to Back's work and ideas.

When I began thinking about the digital translation process, I considered different ways of gathering the images. At first, I thought about scanning the catalog to get the images, but this would be cumbersome and might not produce the highest-quality images. I knew the photos were available on FirstView.com, but they were not precisely the same images. Ultimately, I decided to go with the photos from FirstView because of their quality and because the catalog cropped some of the runway images, leaving out parts of the ensembles.

There are upsides and downsides of digital translation that primarily stem from my editorial decisions. One pro of the translation is that people can see the photos better since they

can zoom in on the images and even save them if they desire, while the physical catalog may be more challenging for some to see. Another upside is that I provided links to resources on the people who worked on the collection, many of whom still work in fashion, so that people could look into their work today. Through my editorial process, I chose the Franklin Gothic family font for all of the text, which is the same font used by The Sun, an infamous UK tabloid, to go along with the theme of tabloid culture in this collection. I also moved around the order of the text to achieve a better viewing experience of the content. Both the physical and digital forms begin with the show season and title, but the physical format has its blurb about the show and its inspiration from Back before you see the runway images. I placed the blurb in the middle of the webpage because it is important to let people see the work, at least in part, before encountering the context, as it can help foster close-looking and visual analysis skills. If you are given the artistic context and intent before the work, you are less likely to make your own interpretations. By reading about the work after you have had time to digest it visually, then there is more opportunity for richer interactions with the work.

In this same vein, I included the two videos to provide a different perspective on the runway show and garments. Viewing clothing as static photographs does not always reveal how a garment moves on a body or captures the light. So, I wanted to include a video of the runway show to help viewers have a deeper understanding of the runway ensembles. I included the last video of the dress spinning on a hanger to similarly showcase the item in a different context and highlight its details.

One important element lost from the digital translation is the additional behind-the-scenes photos from the design process, the runway show, and editorials featuring garments from the collection included in the catalog. These elements were often collaged over one another and

challenging to track down online. I could have made scans of the full pages and included them in the website, but that would detract from the overall cohesion of the website. If I can eventually track down the images online, I would like to include them on the web page as an additional section to the runway images.