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Major: Graphic Design
Practice: Autonomous - Digital Craft

Making is connecting

Why I make

**Statement: "If you're not in a state of play, you can't make anything."
- Paula Scher**

I get very excited when it comes to the process of creating things. But unfortunately I am at a point that I can't create things anymore. I don't feel that excited anymore. It feels like I am slowly losing myself. That is why I choose 'making is connecting'. I hope I could connect with myself again while I am making and find out what why I make.

I started this practice with a lot of reading about craft and defining what fusing is. I felt like I really don't want to do something wrong. It needs to be right what I wanted to make.

Another day I was watching a series on Netflix where designers talk about their work. When I heard Paula Scher saying: "If you're not in a state of play, you can't make anything", it all made sense for me. I was losing myself, because I was questioning myself too much on how I can do it right. I was working too seriously. In a good play field there is no right or wrong. You just have to let those facts go and let your subconscious take over. When that happens I could really create something again.

My end work for this practice has to present why I make and has to represent my own statement on making. With the group where I worked with we were defining fusing. We started to see fusing as very confusing. I felt like I have to clarify this with my designs. In my opinion this allows for good communication. With my end work I want to show the people how I see fusing. Therefore I have to look back at my examples which I made. I experimented with string beans, nail polish, concrete, suet and colours. With my examples I tried to hold on to the thought of what fusing is; adding things to things. The 'string beans' was for me the most visible and noticeable material I used for fusing. I think that a lot of

people played with string beans when they were young. So they know that you have to melt those small and colourful plastic beans together. If I can use this material for my end work, the meaning of fusing will be clear.

My end work also has to present my statement on making. I used the statement from Paula Scher, because this statement made it clear for me why I couldn't make anymore. This was also what I wanted to discover with my practice.

I had to reflect on the examples and look where I was really in a state of play. With the string beans I literally felt like a child again when I was "playing" this material and colours. I also noticed with another example, that I like to work with Adobe Photoshop, because everything is possible with it. This felt like the biggest playing field to me.

In my end work you see that I combined the fusing material with this fusing technique. It also shows why I make:

I make to free myself. Because I need to make my subconscious take over.

I make to discover. You can't discover when you are not making process.

I make to create. If I can't make, I can't create.

I make to clarify complex things. Because I need to make complex things clear with a visual language.

I make to communicate. I believe that the best communications are when people make.

I make to connect people. I love to make work which connects people. Work that has an effect on people.

I make to inspire people. I love to hear when people like my work.

Knowing that I can only make anything, when I am in a state of play, makes my working process a lot easier. I can let go of the thoughts of what is possible and what is not, because there is no wrong or right in making. When my subconscious takes over, I connect with myself. So I have to make, otherwise I am losing myself again. That is how important the making process is for me.

