

Manifesto

Since I can remember I have always been fooling around with pencils and chalk. Drawing has always been a passion of mine from preschool till nowadays. Choosing for an HBO education wasn't really a difficult choice, it had to be an Art School.

I make because it makes me feel happy, I can put my emotions in it. It helps me to focus on different tasks. And distracts me from the stuff I don't want to think about. Making helps me to do things for others, and doing things for others makes me happy. I really love to share my work, it gives it a purpose, a good reason and a smile on their faces. Making people smile is the main reason why I make, I want to take people out of their daily slur and make them forget the horrible times in life. I want to brighten up peoples days, brightening up their day brightens up my day.

During this quarter I focused on a different side of me, normally I would describe the reason why I create as "making people smile". This is the main theme within (almost) all my projects and reason 'Why I make'. But within the experimental tasks of Digital Craft I was tended to choose a different, smaller focused reason why I make, making a statement about the way we as society live and work.

Reason why I make, during this quarter I am making to point something out. What I noticed was that we tend to use InDesign and other digital programs to make prints on 'normal' Xerox printers instead of trying to use older print techniques more often. For example, on sites like FontSquirrel or DaFont people are uploading so many 'stencil fonts' or lookalike's made from old print techniques. Why should we use those, if we have so many machines within the school.

Unfortunately I can't always fulfill the wish to use those machines myself. I do like to work with older techniques and discover new possibilities to create my projects with. For example in this quarter, I made a large book with the whole process of printing the word "Drudge" to show a lot of possibilities to print a word, instead of just making one in InDesign and print this with the 'normal' Xerox printers. Using the Xerox machines and digital fonts will lose the awesome characteristics of the older machines and techniques. It also feels to me as a simple and fast way to print something, I don't get the satisfaction as when I make something with the older techniques.

Doing so is another reason why I made this book, to show a process, a process that took me exactly one week, a process that shows many tests and a process with a unique end result. I made it because I want to point out that we don't always have to race against the clock and that we don't always have to do everything as fast and simple as possible. We are always time dependent, we get paid by the hour, time = money. But with a bit more time and effort we can make so much better projects, and finish it till the end.

Gaining Control, besides the fact that we want to make everything in as less time as possible we also want to have control over everything. We shouldn't be focused on having control, but we should let accidents happen. Some randomness in your life could bring you to wonderful outcomes.

Even I am talking about 'we' in this manifesto, because I think everyone does all these thing. Even the people who are saying they don't, even I do this. That's just the way we live nowadays.

- *Jane Bergkotte*