

Consumeristic Cuisine

*This project is an opportunity to develop a totally different approach to image making.
It is a one day project.*

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Vegetables are used for cooking food and paper is used for drawing on. But, what if vegetables were used to design faces and clothes were fashioned out of paper?

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Part 1 (to be done two days before the final execution of the artwork)

The subject is 'Consumeristic Cuisine'. What is important is what you choose, and with what, and how you make it. In this type of image making two things are vital - Are you creating images that touch people's funny bone, otherwise arousing curiosity? AND, are they images that people can touch, as they will be physically made?

Now, how will they be made? What materials will you use? What message will you communicate through the image? You will not be drawing, but making the image. Cook it up in your head, before you set out to create it.

"What is consumerism, what is cuisine? Understand these words. What is the type of food we consume nowadays? What is the lifestyle like? Fast food? Manufactured? Junk Food. Ready – to – Eat or anything else. What are the core ingredients that we consume knowingly or unknowingly? What is your favorite food? "

Using this, as an inspiration create any one dish. At the end, it should look like food. Think about where will you place it, shoot it, arrange it think about everything in detail. This will help you prepare yourself before the workshop day.

Part 2

One the day of the workshop, you will discuss your ideas and then go on to create an artwork that will be unusual, that surprises the eye, time after time through substitution and unusual combinations of the materials or 'ingredients' used for making it.

What is the 'foodness' of food? What is *really* real, the food we see, or maybe the cuisine we are about to create. Your response to all these questions should be answered your final artworks arranged in your kitchen of creativity.

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Happy Creating : -)