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## -Project FunkedUp-

^click link to see project^

Project FunkedUp is the result of an opportune moment when two passions of mine collided.

For the last four years I have been studying media production. Aimlessly, almost in the beginning. Over the last two years however a passion for imagery developed into the passionate production of images. Production of my own meaning, or interpretations of the world around me. Highly stylised and imaginative in the beginning playing on time and light, taking the possibilities of photography to boundaries beyond cultural matrices in-place. Fascinated by the dynamic of light and time, and how the manipulation of which can produce something so surreal, my passion for the production of photographic imagery grew.

In a world with so many meanings and variable interpretations that might as well have no meaning at all it is hard to find the truth or beauty. They say reality is a construct. Constructed mainly through language and discourse. Today reality is dominated by visual language.

Society of the spectacle

Culturally speaking there is today a variety of lifestyles for one to assume and conduct their life in such a manner. Said lifestyles were at one stage or at least have nuance of folk culture or authenticity, but for the most part are packaged and reproduced on a mass scale.

While for the most part these lifestyles are consumed and assumed there is still an air of authenticity, particularly with youth culture. Mass western youth culture is the bastardisation of cultural aesthetic that has come and gone and yet these consumers take whatever mass culture is being forced upon them and make it their own.

I feel the same could be said for technology-media. It is not the driving force on cultural norms surrounding, whatever media interface, is

Urban Active Ltd, a client for whom I produced marketing collateral over a 12-month period. Urban Active wished to expand their customer base beyond the European following they had

## MHMK You Create Media Scholarship Application 2013

cultivated through their shop website ([www.funkedupfixies.com](http://www.funkedupfixies.com)) in the three years prior to the project and to have retail units stock their brand of single-speed/fixed gear bicycles. The project thus had two main target audiences, prospective customers and prospective partners respectively. With two main audiences in mind, it was my role to manage the production of the images required for the production of marketing collateral..

The project had two main deliverables, each crafted to appeal to both desired audiences:

1. A repository of images for the shop website and other promotional materials for use in social media and advertising operations.
2. A stylised catalogue illustrating the range brand.

This second piece is my entry to the You Create Media Scholarship Competition. To view my entry follow the title link.

In terms of industry standards, bicycle catalogues generally illustrate a focused culture surrounding the type of or brand of the product, for example BMX, City Bikes, Dutch Bikes, Mountain Bikes, and *Fixies*. Given the nature of my client's product, a totally customisable single-speed/fixed-gear bicycle where each part is offered in a variety of style, size and colour, I decided to move away from industry standards. Instead of illustrating a particular bicycle culture, I went beyond this to depict a personalisable bicycle that could appeal to many different youth cultures. This was the cultural philosophy at the centre of the entire project. Expressing individuality counterculture