

BODY OF WORK

SCULPTURE

BAND 1/2

TITLE:

TRAP



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TRAP

NO. OF WORKS: 8
SIZE: 630w x 100h x 470d mm

ON WHAT TERMS SHOULD WE CONSIDER THE BODY OF WORK?

WHAT IS THE STUDENT TRYING TO DO?

WHAT IS THE EFFECT OF THE BODY OF WORK ON US?

This body of work is a single floor-piece. It is an exploration of advertising, brand names and marketing and the way these are used predominately in sport to "trap" consumers. It has little interest to the viewer.

EXPLANATION

IN WHAT WAYS ARE CONCEPTUAL AND MATERIAL PRACTICE REPRESENTED?

The meaning of this body of work is the trapping of youth through brand advertising. It consists of a painted canvas board representing a soccer field with a painted 3D hemisphere representing the earth. This has been placed in the centre of this symmetrical work. Corrugated cardboard surrounds the work acting as a partial fence with advertising applied to its surface. Aluminium wire mesh is twisted to represent barbed wire.

JUDGEMENT

HOW DOES THE STUDENT'S CONCEPTUAL AND MATERIAL PRACTICE COMPARE TO THE DESCRIPTIVE STATEMENTS IN THE MARKING GUIDELINES?

The concept of consumers being trapped by labels and brand names is interpreted in a literal way. This is evident in the symmetrical arrangement of sculptural elements and the poorly integrated brand names. The aluminium mesh is a poor selection and seems not to relate to the work. This reinforces the lack of unity of the parts in this work. It appears that the candidate has approached this work as a model making exercise rather than as a sculptural piece. Materially the work is unrefined and superficial, lacking technical resolution.