



Memefest

Radical Intimacies: Dialogue in our times

Why is dialogue not working?

Part of the reason dialogue is not working is because people are 'hearing' yet not 'listening'. People are not listening because they are consumed with their own lives, thoughts, issues, personal conflicts and desires. Society is occupied with their own self-consumption.

We are living in an individualist society that embraces the idea of focusing on your own beliefs and goals rather than that of our community. This is something that has particularly manifested itself in the modern world of Social media

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Billboard/Bus stop Campaign: Why isn't dialogue working?

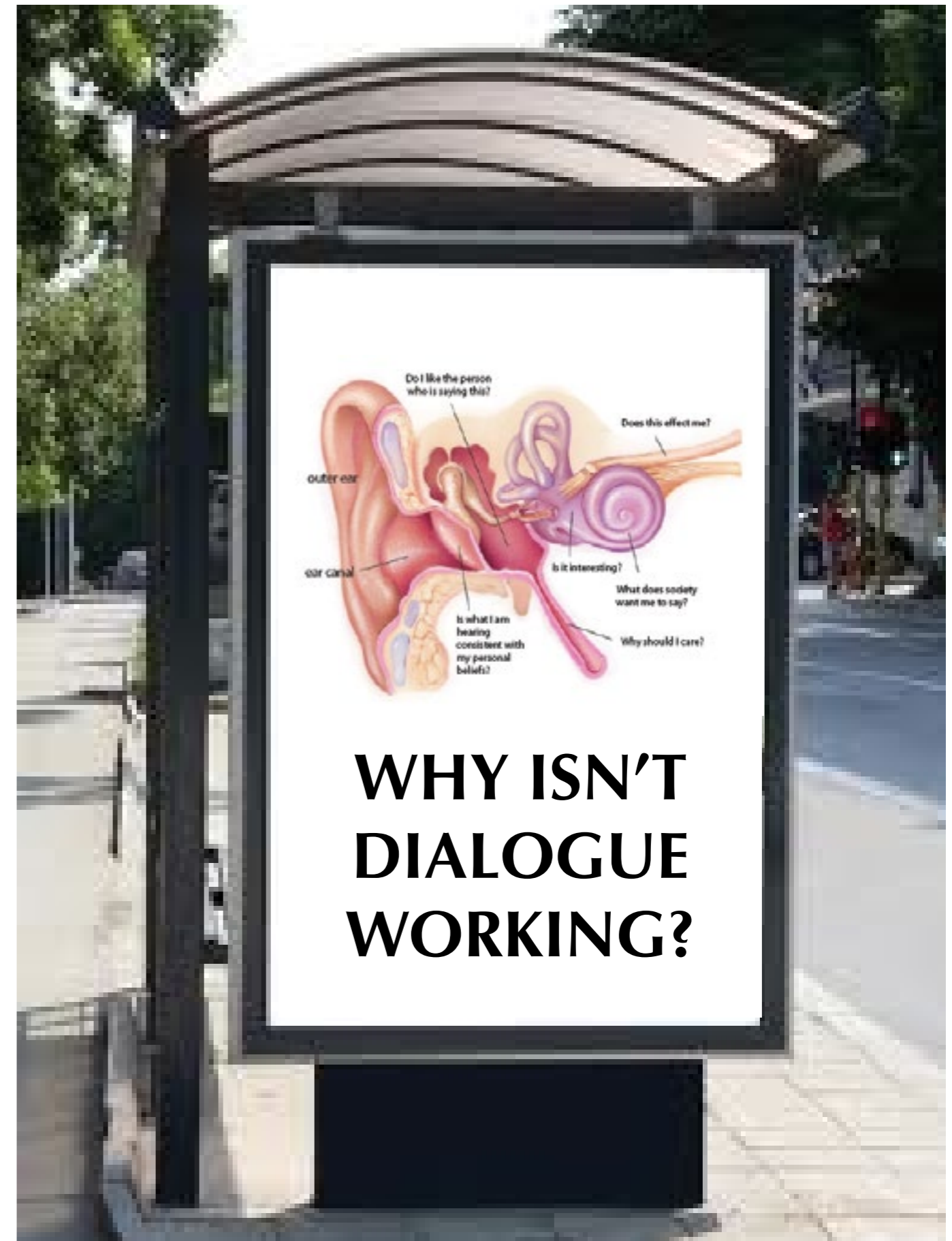
In this campaign, the billboard and bus stop designs attempt to create dialogue by raising the question; why isn't dialogue working? The billboard attempts to communicate the view that dialogue is not working effectively due to people 'hearing' others but not actually 'listening'. It suggests the idea that the way individuals interpret dialogue is affected by their personal beliefs, judgments and motivations. This is the symptom of a world that embraces self-consumption. The design is intended to be dialogic, simply asking questions and not requiring the viewer to agree to any particular statement or point of view. For the campaign to be effective it is not crucial that the public agree with it, only that they ask further questions.

Medical diagrams are used as the inspiration and overall theme as I wish to communicate the idea that self-consumption is a sickness prevalent in

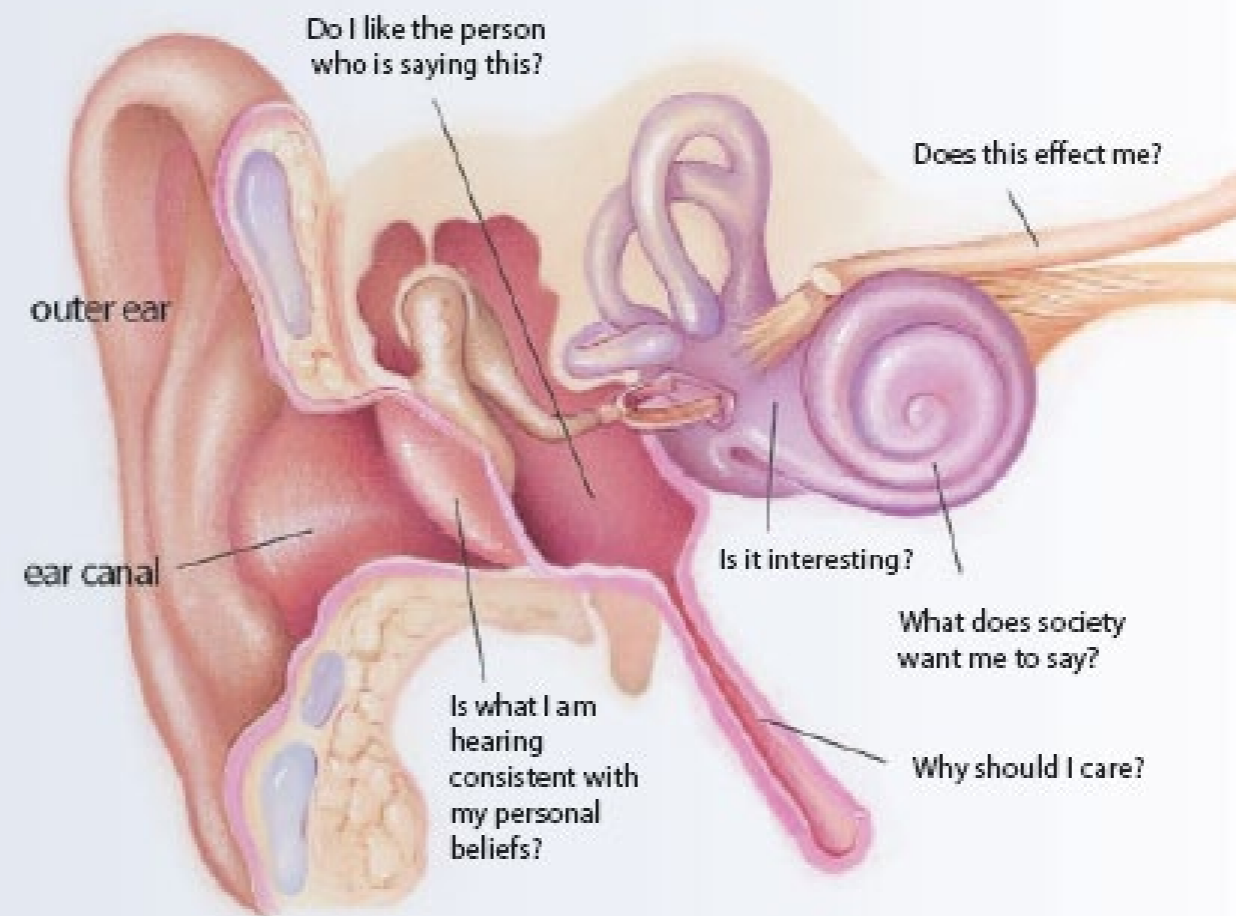
society. For effective dialogue to take place, people must first listen. For this reason, I have chosen to represent this idea with a medical diagram of an ear. The labels accompanying the diagram are intended to represent the mental processes individuals have when hearing others and what they base their judgments on.

The questions asked within the advertisement include:

- Why isn't dialogue working?
- Is it interesting?
- Does this affect me?
- Why should I care?
- Is what I am hearing consistent with my personal beliefs?
- What does society want me to say?
- Do I like the person saying this?



WHY ISN'T DIALOGUE WORKING?

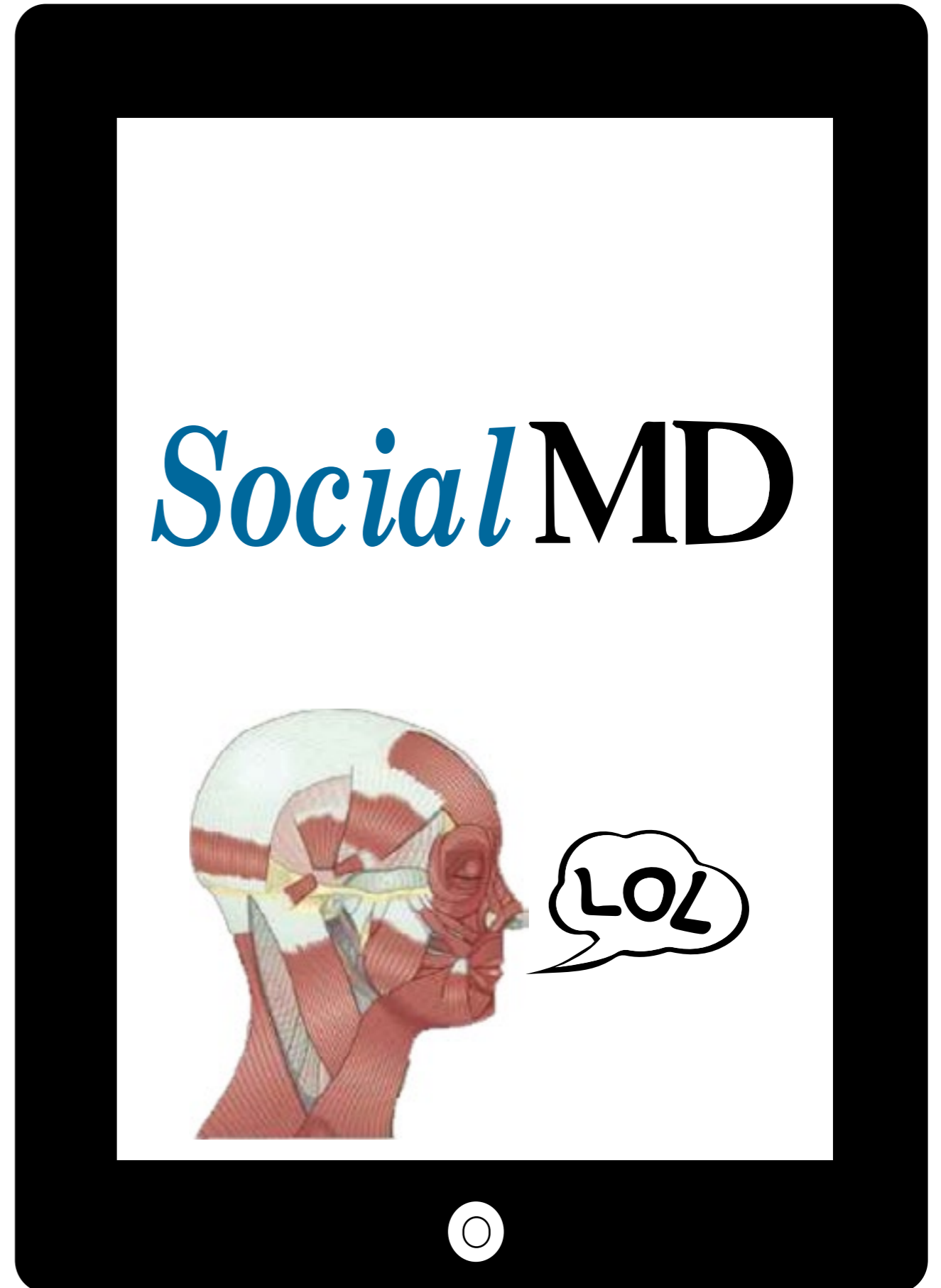


SocialMD Application: Social media medial condition diagnosis

Taking its aesthetic from the popular medical diagnosing/ information site, WebMD this co-optive design attempts to reinforce the idea that self-consumption, manifested through social media is a sickness plaguing society. As an application intended for iPhone, iPad and android devices it is intended to be interactive and create dialogue relating to the impact social media is having on our culture and individuals. The application is intended to be similar to a medical dictionary allowing users to browse through a list of social media related disorders, listing symptoms and possible treatments.

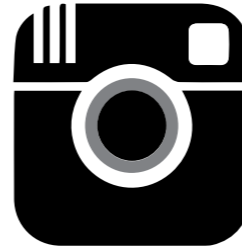
The list of disorders includes:

- Instagram fever
- Facebook syndrome
- YouTuberculosis
- Twitter syndrome



Stickers: Social media medial condition diagnosis

To be handed out to the public, these stickers are intended to support the concept of the co-optive SocialMD app design. Reinforcing the idea that self-consumption, manifested through social media is a sickness plaguing society. Rather than the irony of an electronic application encouraging the public to turn away from their smart phone/ electronic devices this concept goes straight to the public. The stickers are intended to be taken displayed in public view to raise awareness for Social Media addictions.



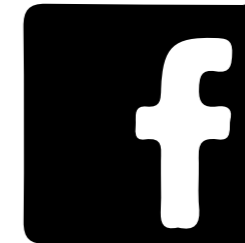
Instagram fever

Symptoms may include:

- Filter Compulsive Disorder (FCA)
- Instagram dependency (Inability to exist without your daily events being photographed and shared with others).

Possible Treatment:

Stop looking at the world through a camera lens and experience what's in front of you.



Facebook Syndrome

Symptoms may include:

- Separation anxiety from Facebook when deprived.
- Excessive use of TLA's (Three Letter Acronyms).
- Living vicariously through your online identity.

Possible Treatment:

Put down your phone. Talk to the person beside you and realise there is more to life than what's in your newsfeed.



Twitter syndrome

Symptoms may include:

- Compulsion to share meaningless information about oneself.
- Outbreak of hashtags ###
- Obsessive following of celebrity lives.

Possible Treatment:

Put down your phone. Stop living vicariously through celebrities and concentrate on your own life.



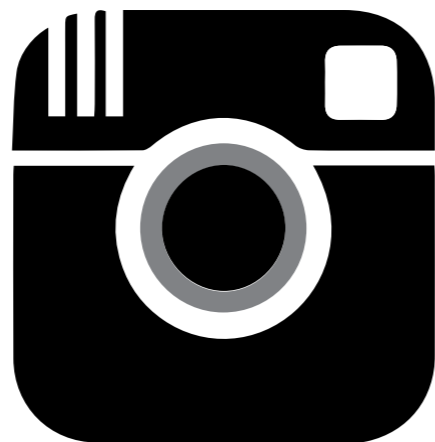
YouTuberculosis

Symptoms may include:

- Altered perception of time.
- Inability to resist 'Related videos'.
- Loss of decision making ability. This may manifest itself when deciding whether videos are worth watching.

Possible Treatment:

Shut down your laptop. Understand you do not need to see another cat video today.



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