**Feedback Notes**

**Methods of Cataloguing**

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**Week 01**

**The Feedback**s

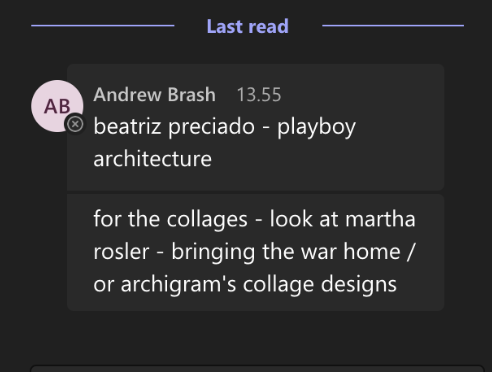
* *Find out the possibilities of lifestyle*
* They use 3D renderings/hyperrealistic → More economic way?
* The style in 50s back again in 2000s?
* make uncovers, look at various angles?
* explore this in this kind of way
* why they lost of character of identity as years go by?
* why they put many things on the covers that makes them look like a cheap tabloid?

**To Do**

* try short the shape/size
* do experiment with the catalogues
* look for the political condition as well
* try framing

**Office Hours**

**The Feedback**



* Find surprising things, make it interesting and rich
* might be a connection with interior design
* sorry, lost you at the end of the chat. What i would say about this project is that the focus is on categories, sets and reworking them (methods of sorting, taxonomising, classifying, captioning, framing, recontextualizing, adding, substracting, stretching, compressing, hijacking, subverting, exaggerating, etc.)
* What might be more interesting is to continue with the set you have and reconfigure the purpose, value, and play with the meaning of the individual components and the set, while asking what the meaning and values are. but bringing in another set could be interesting – maybe using homeless people could be a bit obvious and crass however…

**Week 02**

**The Feedback**

*note written by Marie (thanks!! >.<)*

**Working:**

* layering image of historical events with the utopia-like settings that IKEA portrait.
* cover: summarize the IKEA at that time
* find the pattern of the overall representation
* Subtlety is powerful; the few collages are too pop out. Keep the subtlety.

**Not working:**

* The first approach of putting people into the setting. (t is an interesting visual approach but a little lacks meaning) -These explorations are showing the real people and items in the perfect setting, maybe use people’s photo in IKEA shop instead of use people’s photo on street.

**To do:**

* Look into what happened in Sweden. (Amandine)
* Make the collage more like an IKEA cover. The covers are essential as a summary. (Parth)