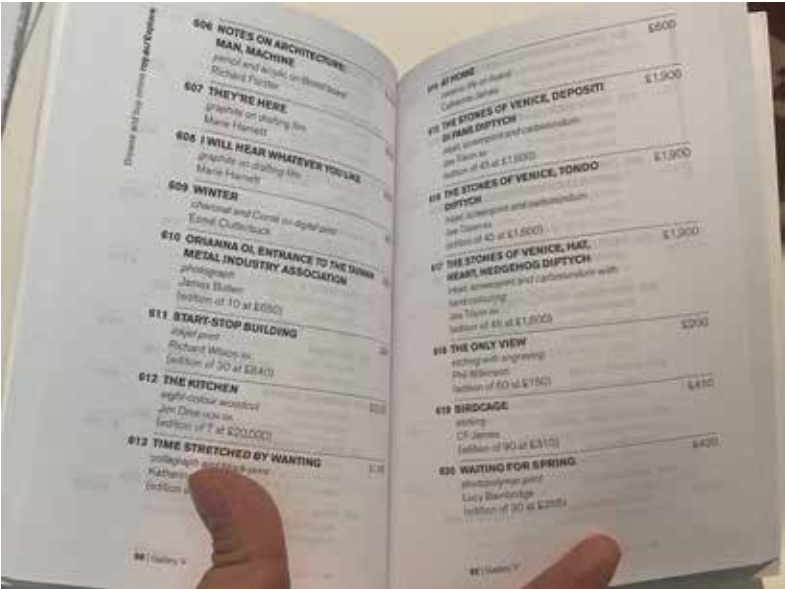
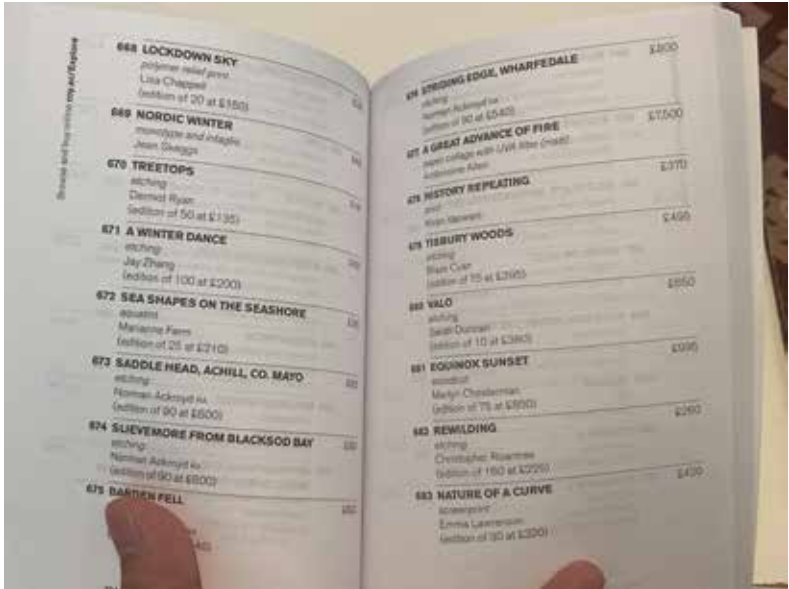


3:

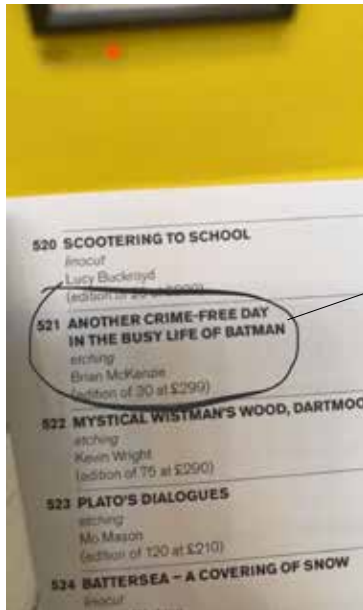
METHODS OF TRANSLATING



The material I choose to experice the methods of translating on is the **Exhibition pamphlet (List of works) from Summer Exhibition of Royal Acafemy of Arts**. The biggest difference between this exhibition to other exhibitions is Almost all exhibited works are for sale. So the Exhibition pamphlet is also the price list of the artworks.



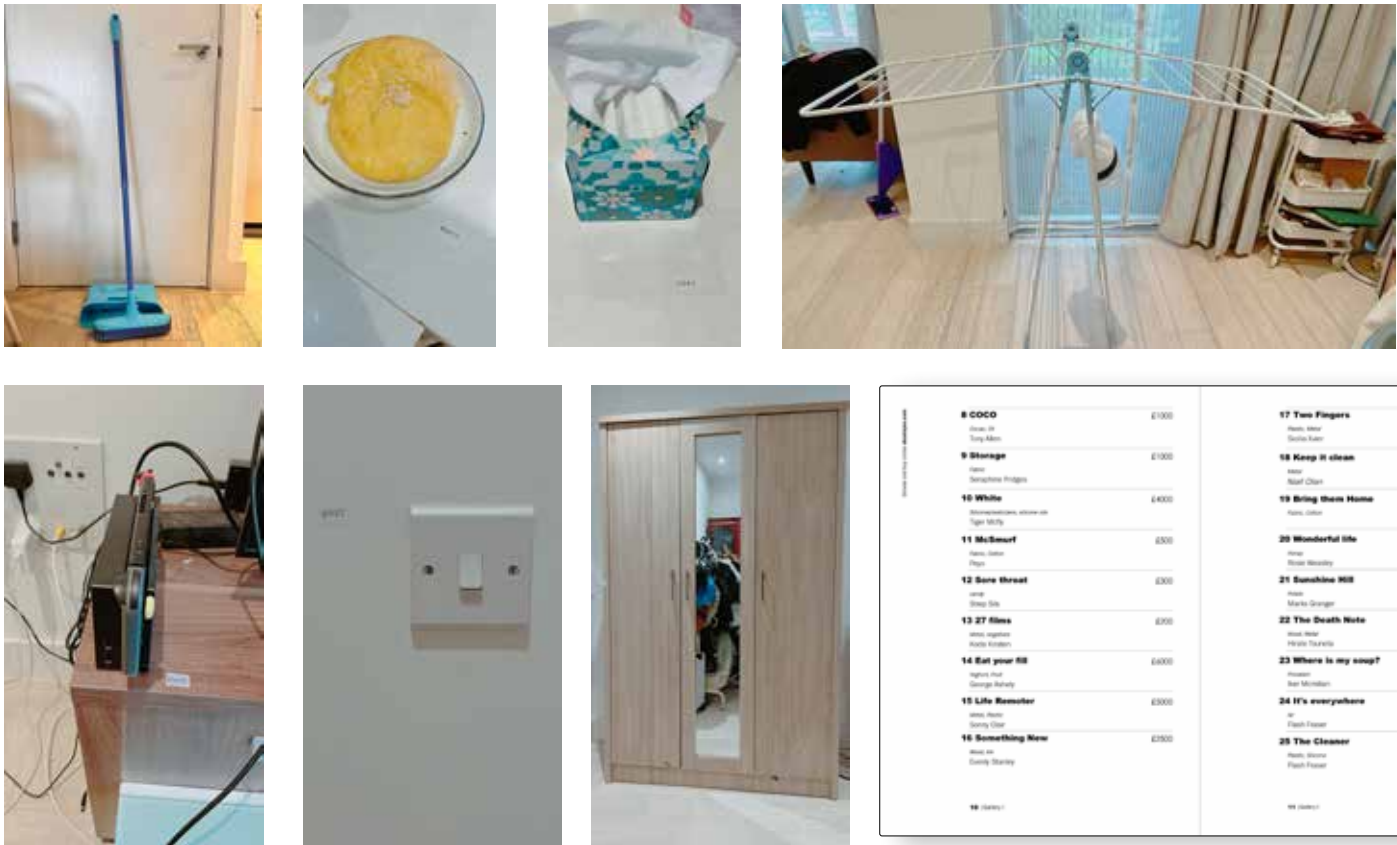
people who intend to buy this work stick red dot here



serial number of the artwork

Name, Material, Author and price of the work.

Artworks from Summer exhibition



"Artworks" in my home

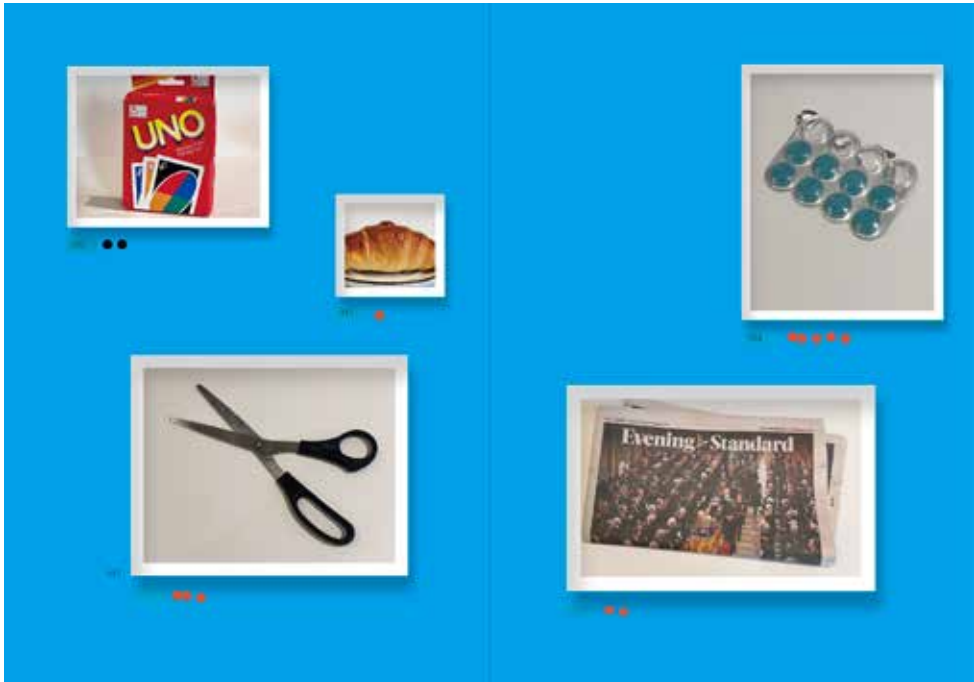
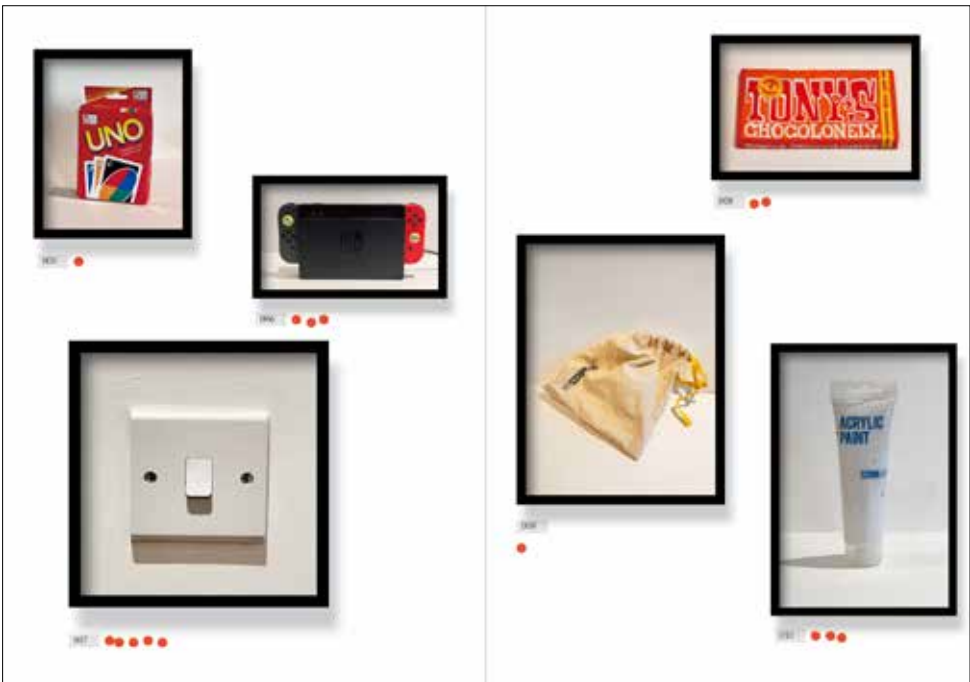
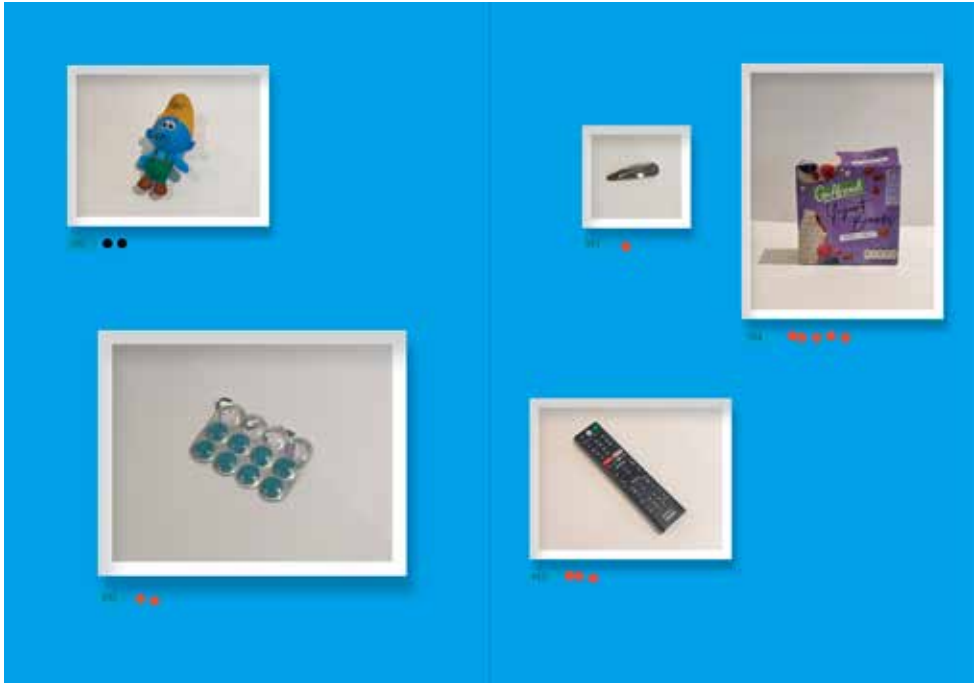
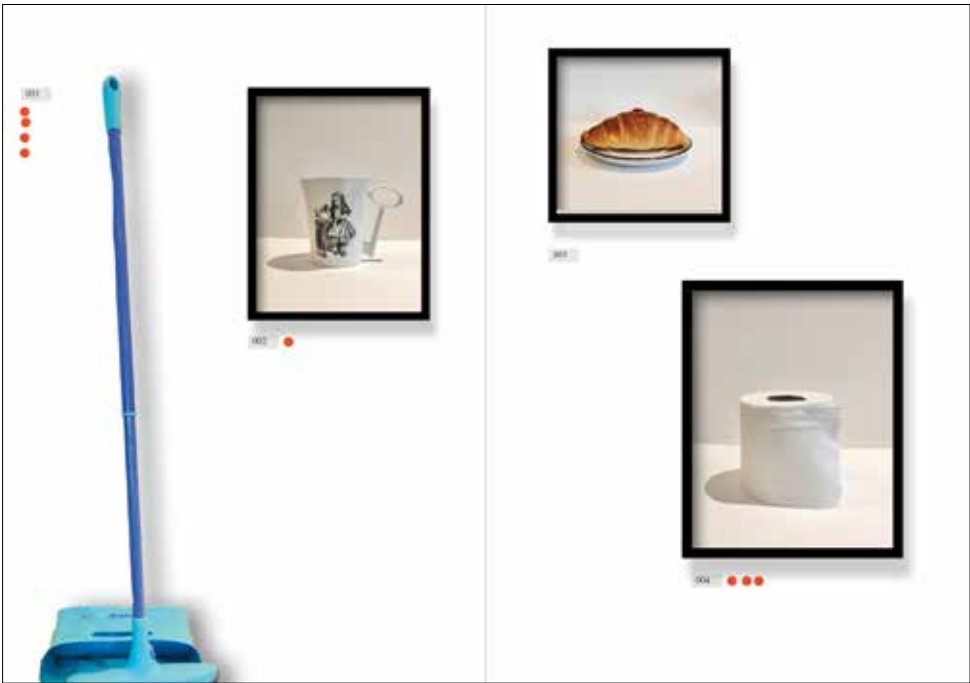
Parodying list of works

The first method I choose to translate the material is parodying. The list of works from summer exhibition inspired me to **use the objects from my home to do a parody of it.** I made up the name, material, author and price of the "artworks" in my home. The price will of them will be very ridiculous when they are on a retail catalogue, but it seems like makes more sense when they are on a "List of artworks". Through this method, I **try to discuss how the context of the artworks influence the value of them.**

Methods of Translating

Method#2: Mimicking

week1



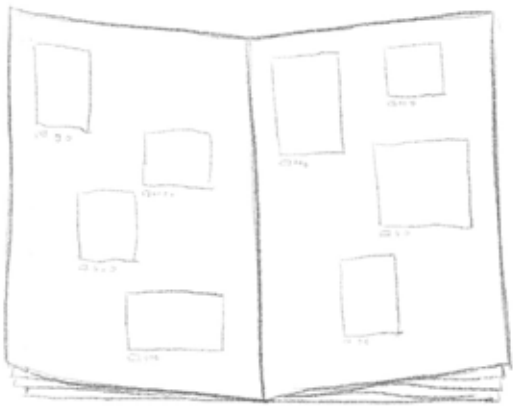
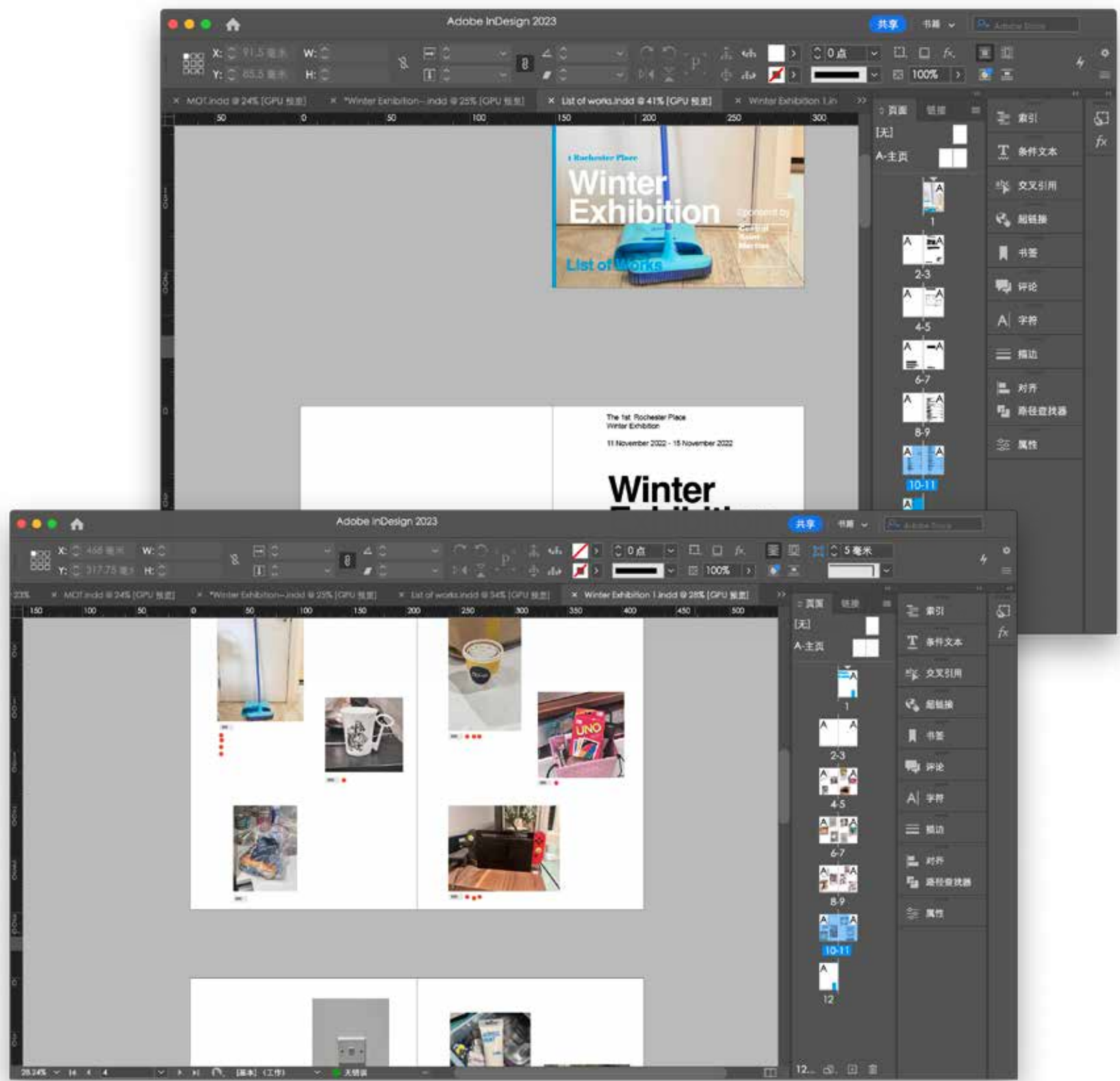
The second method I choose to translate the materials is mimicking. I put the everyday objects in my home into frames. I try mimick the curation of summer exhiton though the Arrangement of the artwork. Such as number them, and put red dots beside them.

Feedback

- Your work at first is so critical and shows us how the process of these auctions might be ridiculous in comparison with normal life.
- Is humoristic, metaphoric, and understandable
- Still more agree with your last week's style photo(Method#1) for your home objects
- A fun project exploring the absurd nature of the art market.
- Everyday objects and bringing them into a gallery context doesn't demonstrate this absurdity as much as if they were presented in your home.

Reflection

- According to feedback I get from tutorial, and my own comparison between these methods, I choose the method of parodying to develop more fully and critically.



Winter Exhibition



List of Works

Through the experimentations last week, I decided to produce two publications as the outcome of this project. First one is the photos of my everyday object, but retained their original environment and context. The other one is the list of the works of this "Winter Exhibition", which is the parody of the original exhibition pamphlet of Summer exhibition in RAA.

Final Outcome



Access the complete content here:
Winter exhibition: https://issuu.com/cicadayao/docs/winter_exhibition

List of works: https://issuu.com/cicadayao/docs/list_of_works