

Our group asked the following critical question: How can we showcase the diversity of positions and issues behind a garment? Through discussions, studio-based explorations, and research we explored our individual positions in order to find ways to associate them. I realized that we all view Primark trousers as a symbol that represents wider social issues in the fast fashion industry. Personally, the trousers made me reflect on the responsibility brands carry when creating a garment and the role consumers play in perpetuating detrimental practices. We noticed that our point of intersection was our concern about social and environmental issues. However, we had a different approach that triggered a multitude of other topics. We explored ways to associate these ideas because we recognized the complex nature of our discussions and we landed on the idea of weaving. Our abstract woven pieces depict the intricate complexity of what's behind a garment by combining images, narratives, and writing.

## CRITICAL GRAPHIC DESIGN: CRITICAL OF WHAT?

FRANCISCO LARANJO

Our approach to the process was influenced by the Mazé article. First of all, we took the role of researchers and relied on 'design research'. We went to three major fast fashion companies in Oxford Street to look for relevant information that could contribute to the development of our critical position. During that study, we discovered that tags and labels play an important role in brand-consumer communication. Hence, we collected various tags in order to catalog them later and extract the ones most relevant to our project. Additionally, the tone of our project addresses the detrimental practices of fast fashion "designers address pressing issues in society". The critique is not targeted at a designer's own discipline, practice, or even at design in general, but at social and political phenomena". (Laranjo, 2014). By weaving together elements that question what happens behind a garment.

Francisco Laranjo, 'Critical Graphic Design: Critical of What?', Modes of Criticism, 2014

## MOMENTO

SAHA AHMADZADEH

The artist's series of works was a reference in our studio-based exploration and interaction. By weaving together two photographs that represent contradictory values, ideas, and beliefs the outcome is an abstract idea that combines and highlights the complexity behind a subject. When we decided that we wanted to highlight the complex, intricate, and wide issues behind fast fashion weaving together our positions through images, symbols, and written experiences we ended with an abstract piece that virilized the complexity behind the subject. In that stage of interaction, our priority was to show complexity rather than legibility.

Ahmadzadeh, S. (2016), Momento. [Collage]. London.