

Entrance music:

Verbum Caro Factum Est,
UCI Concert Choir, including
HCC student Bruno Aquino

<http://uk.youtube.com/watch?v=dEflFCqk9Rc>



MAKING 2.0

LECTURE 2

SCENES OF

CONTEMPORARY MAKING

MY THANKS TO THE
INSTRUCTORS, THE STAFF AND
THE STUDENTS WHO **MADE** THIS
QUARTER HAPPEN!

CASE STUDY 1

THE T-SHIRT





SOMEBODY
made it.



- :: the cotton was grown somewhere
- :: made into cloth
- :: sewn into a shirt
- :: imprinted or decorated
- :: marketed
- :: sold

wearing
branding
making



ARTIST

Japanese-born French painter Fugita (1886-1968) posed in a ribbed undershirt (called the *marcel* in French) in 1925. Many other artists followed suit.

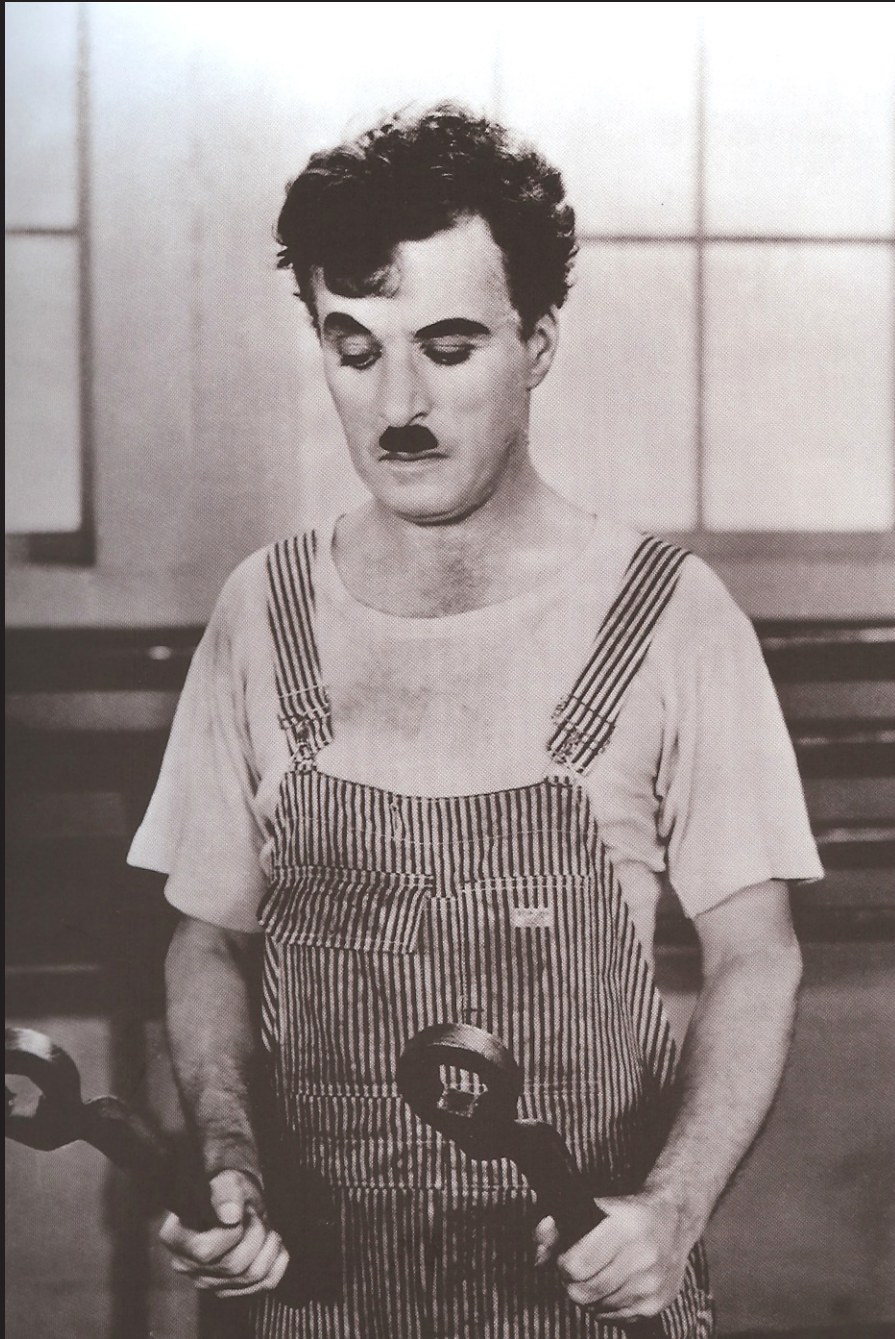
Source: Charlotte Brunel, *The T-Shirt Book* (NY:Assouline, 2002).

SAILOR

In 1930, actor
Carlo Aldini
showed up on
screen as a sailor
in a t.

Source: Charlotte Brunel, *The
T-Shirt Book* (NY: Assouline, 2002).





WORKER

Charlie Chaplin
in *Modern Times*,
1936.

Source: Charlotte Brunel, *The
T-Shirt Book* (NY: Assouline, 2002).



MILITARY

Crew of the B-29 bomber Enola Gay poses before taking off for Hiroshima.

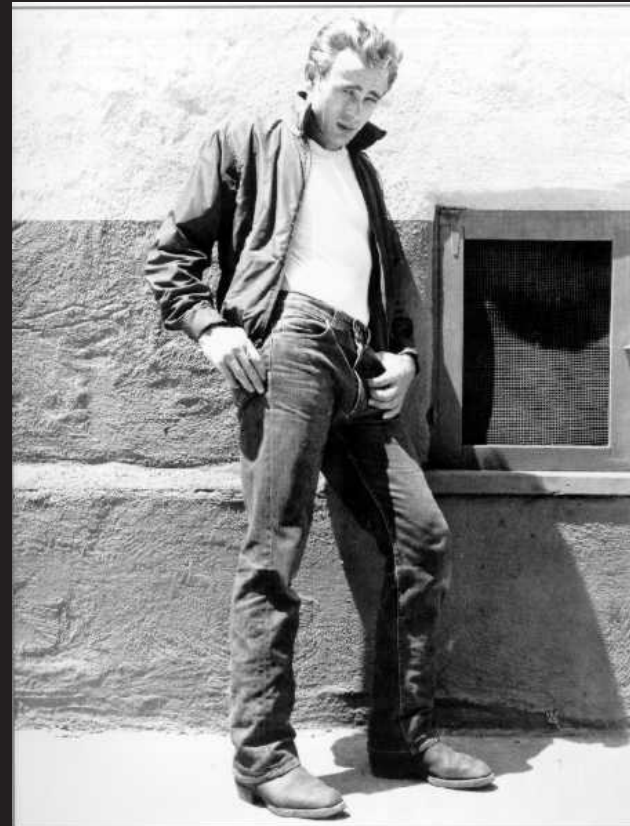
Source: Charlotte Brunel, *The T-Shirt Book* (NY:Assouline, 2002).

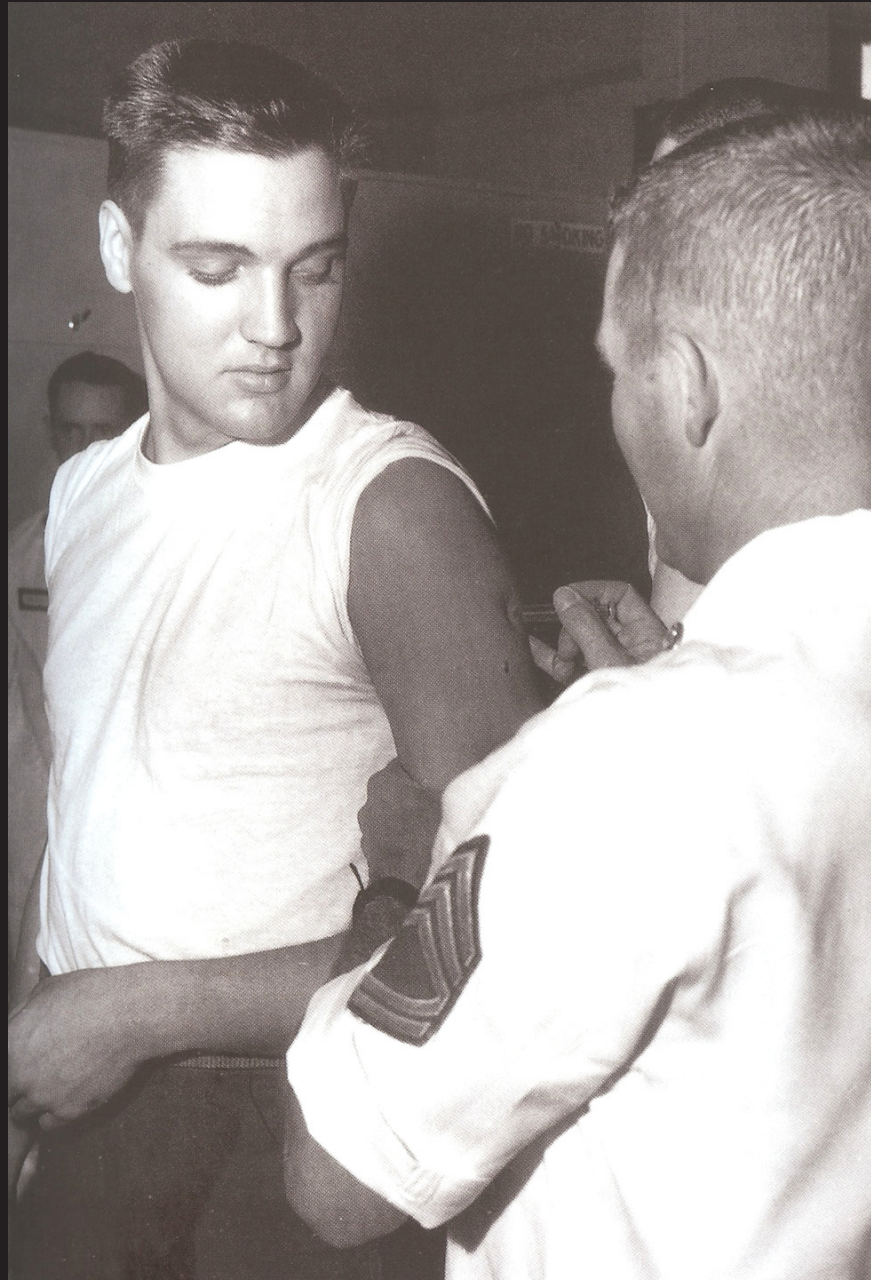
MOVIE STARS



Marlon Brando

James Dean





ROCK STAR

Elvis Presley, US
Army, 1958.

His signature t?
The rolled up
sleeves.

Source: Charlotte Brunel, *The
T-Shirt Book* (NY:Assouline, 2002).



HIPPIES

Tie-dye techniques, developed in Africa and Japan, show up in the anti-war movement.

Bright colors, homemade look, rainbow coalition.



1950s: Florida companies begin decorating shirts with resort names and Disney characters.

1980s and 90s: designer-name logos

T-shirts become a major marketing tool of big companies. Consumers PAY for the privilege of advertising brands like Coke.





PRESIDENTIAL FASHIONS

“I like Ike” t-shirts for 1952 presidential campaign.

In 1948, Governor Thomas E. Dewey distributed a “Dew It for Dewey” shirt.

COUNTER PUBLICS

Harlem t-shirt.

Source: Charlotte Brunel, *The T-Shirt Book* (NY: Assouline, 2002).



COUNTER PUBLICS

Gay rights.

Source: Charlotte Brunel, *The T-Shirt Book* (NY: Assouline, 2002).





“Eat more” t-shirt by Beautiful Decay
<http://www.indiemerchstore.com/beautifuldecay>
I found it on Cool Hunting, a design trends blog
<http://www.coolhunting.com/>

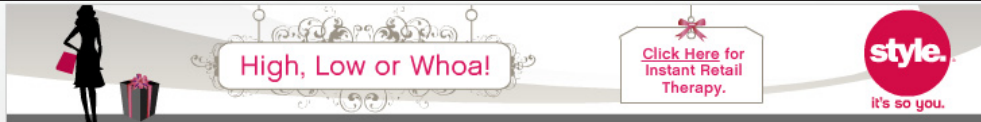
COOL HUNTING

Coolhunters are marketers who look for new trends, especially in underground youth subcultures like hip hop, skateboarding, and snowboarding.

“Trickle-up fashion.”

T-shirts are big. (So are jeans and sneakers.)

Malcolm Gladwell on coolhunting.
http://www.gladwell.com/1997/1997_03_17_a_cool.htm



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What's your style profile?

Alternative Chic
View our gallery of fashion risk takers, then decide if their choices are haute—or not!

Rate Celeb Looks
See who's getting a shout-out today in our gallery!

Style Secret: Jordin Sparks

Tue, Mar 11, 2008, 12:35 PM



style secret

America's singing sweetheart Jordin Sparks has graced many red carpets since her *Idol* win. We met up with her at the Verizon Wireless and *People* Magazine Pre-Grammy Party where she chatted about her "comfy casual" style and closet keepsakes. "I'm usually in a T-shirt, jeans and tennie shoes," she says. "Tonight, I could decide if I wanted to wear the



A cool hunter in our midst ...
Christine Yoon,
Humanities
Intern with
MyStyle Magazine

mainstream
market

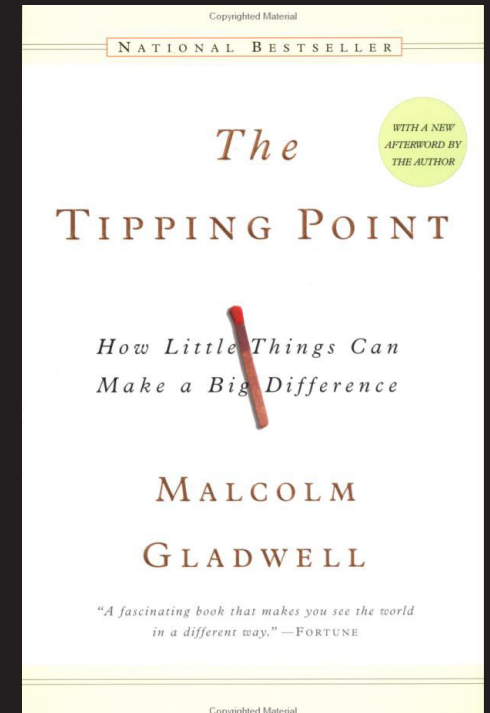
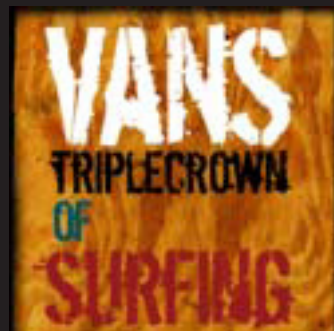
[COOLS OFF]

subculture

[COOL]

Brand

cool-hunting



t-shirts "2.0"



Shop Participate Info **Login/Join**

Join Threadless?
Click here!

Username:
Password:

Log
in

Forgot
Your
Password?

Howdy, stranger

0 items in
your cart!

Checkout

SHOP! New designs for **OCTOBER 29**

← Last week / Next week →

mae
❤️'s
threadless
RESULTS!



[BEarth](#) by [Steven Lefcourt](#)



[Preparing For The Goblin Fire](#)
by [Chris Pottinger](#)



[Halt! Who Goes There?](#)
by [Steven E. Hughes](#)



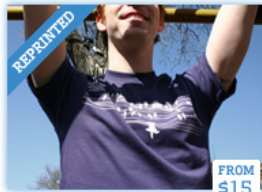
[Delivery](#)
by [Jean-sébastien Deheeger](#)



[Children Under The Bed](#)
by [Meg Park](#)



[More Reasons Not To Go Camping](#)
by [Chris Thornley](#)



[Ambition Killed The Cat](#)
by [Neil Gregory](#)



[Best Mime Ever](#)
by [John Schwegel](#)

Join the Newsletter!

Sign Up

HUH? THREADLESS? Next

Threadless is a community based tee shirt company with an ongoing, open-call for tee design submissions.



If your design is
chosen for print,
get paid up to
\$12,500+
\$500 per reprint!

That's \$2,500 in cash and gift certificates right away and up to \$10,000 more if you win a Bstee in the Threadless Awards.

PROMOTIONS!

MATTHEW DEAR
❤️'s
threadless

Get yourself a professional DJ set-up and awesome gear!

Lorem ipsum at
Threadless.com

[http://www.threadless.com/
product/1144/Ketchup_And_
Mustard](http://www.threadless.com/product/1144/Ketchup_And_Mustard)



Ketchup and Mustard by Alex Trochut
“freelance graphic designer from Barcelona”

<http://www.alextruchut.com/>



Just Another Mirror Shot
by Loy Valera, Phillipines

“I’ve never been in any art school. Matter of fact my course is about Computer System Networking. Right after I graduated college, that’s when I first work with Photoshop. It all started there. Now regarding on how I start with designs, most of my later designs occurred during blackouts. There’s no electricity, I was bored, it’s frickin hot, I started sketching.”

<http://www.threadless.com/interviews/loyvalera>



Flightless t-shirt at Threadless.com

<http://www.threadless.com/product/1151/Flightless>



Flightless by Yeoh Guan Hong
“Hyperthesis Visual Lab is a New Zealand based multi-discipline design studio established in 2000.”

<http://www.hyperthesis.com/about.php>



Hunting

by Chow Hon Lam, aka Flying Mouse

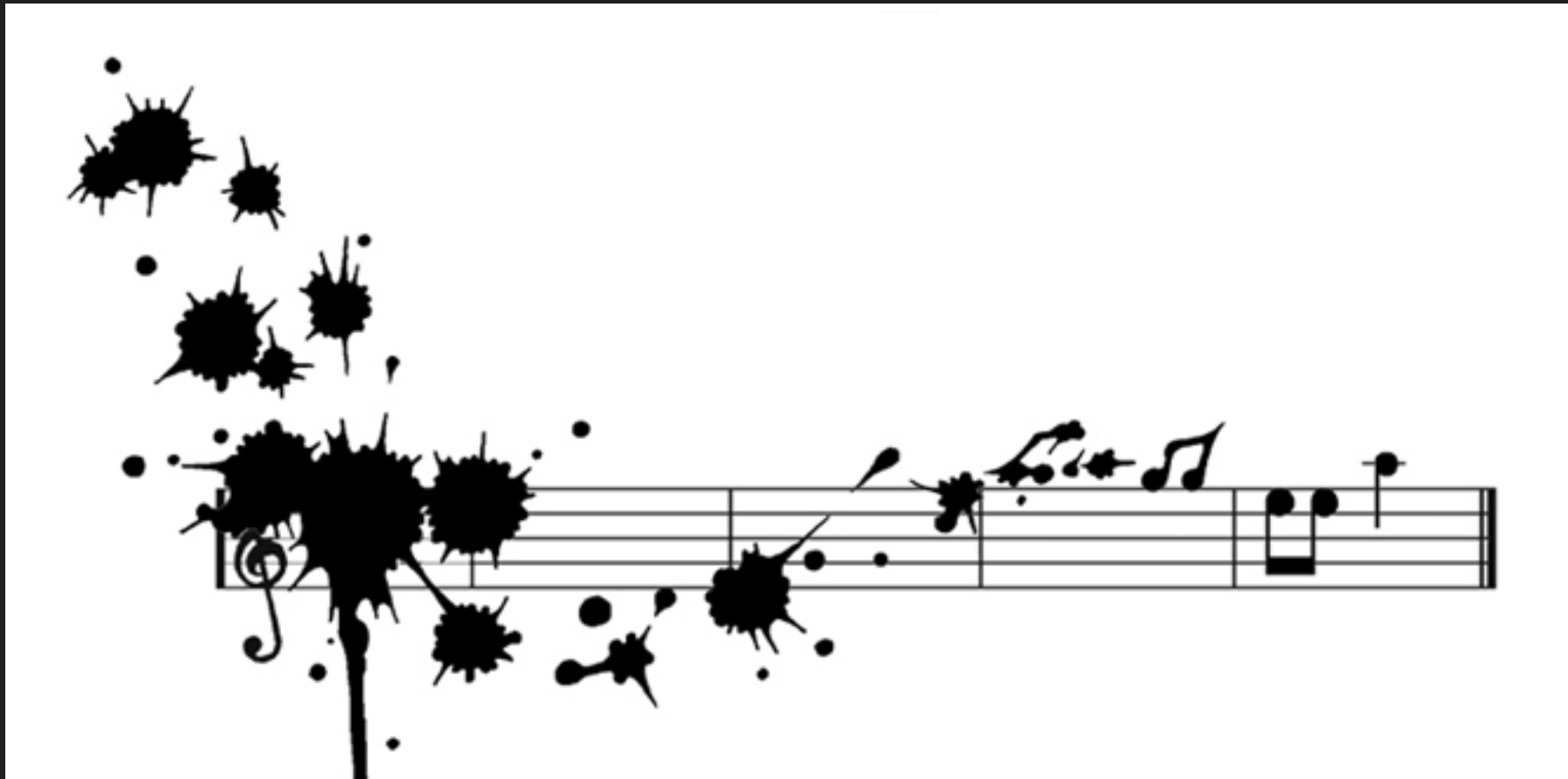
“I saw a fire phoenix on a animation last time, it look so beautiful. Just thinking want to create some creature like that, finally I came out this.”

<http://www.threadless.com/product/1112/Hunting>



Sing to the Tune of Nature
by Shuyi Chong

http://www.threadless.com/product/1100/Sing_To_The_Tune_Of_Nature



Splatter in D Minor

“by Jahoosawa, aka Josh, a 17.71 year old boy.”

Valrico, Florida.

http://www.threadless.com/product/1045/Splatter_In_D_Minor#zoom

Josh on MySpace

Nov 23 2007 3:22 PM

so... i drew a Christmas tree for this thing i was doing and my sister saw it and said out of nowhere "that would make a good shirt"...

and what do you know... i submitted my simple ass tree to threadless...

i dont think its special at all yet even her friends said the same thing as her...

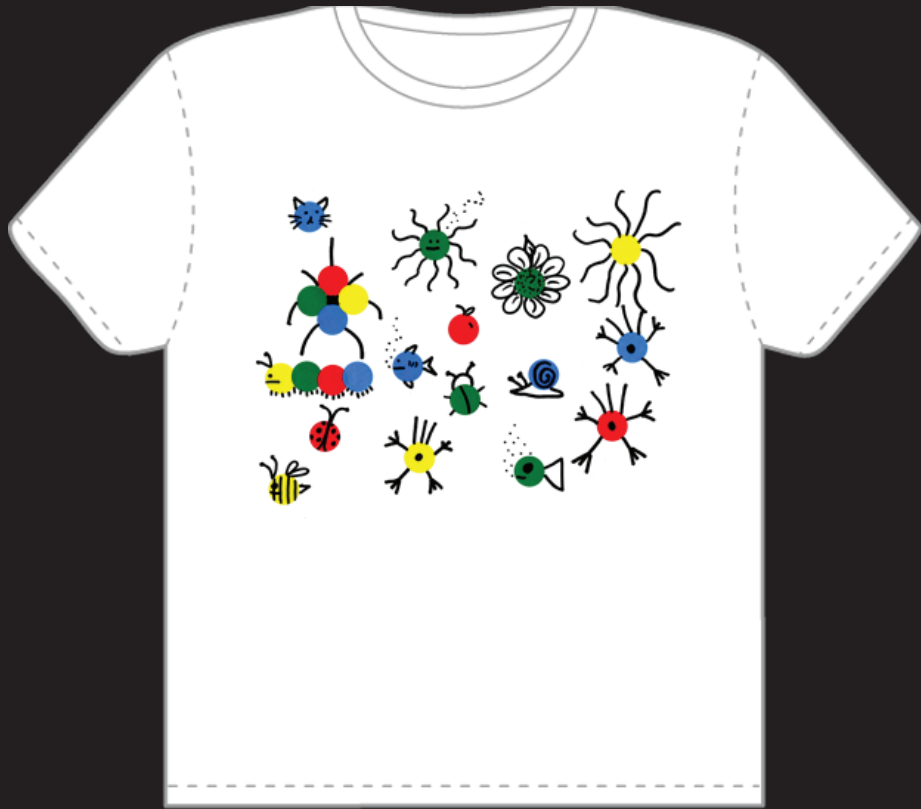
<http://www.myspace.com/jahoosawa>

T-shirt design by Tan Wei Hau

“I studied at the one academy of communication art & design College in Malaysia. I have loved art basically my whole life. My first love in art was **graffiti street art**. I played with graffiti and many different kinds of lettering design ‘on paper’ when I was 16. Now, I apply this all on **t-shirt, skate’s board....**”

<http://www.threadless.com/interviews/tanweihau>





Shirts designed by Hannah, Eliot,
Lucy, and Izzy Reinhard (MyKids)

OBSERVATIONS

:: international membership

:: largely youth culture (but a few party crashers)

:: largely amateur and “indie” (but some professional designers starting their own studios)

:: social capital more than economic capital?

:: blogs, links to MySpace pages, commenting and ranking of art work

:: prototyping, ideas exchange, cool-hunting (on the ground)

consumers produce the
brand

self-branding

digital forum

cool-hunting
decentralized

prosumer:
the consumer as producer

DIY = “do it yourself”

prosumerism and DIY: creating **new exits from**, but
also **new entrances into**, the mainstream economy

read more:

<http://www.worldwidewords.org/turnsofphrase/tp-pro4.htm>

<http://en.wikipedia.org/wiki/Prosumer>

wearing
branding
making



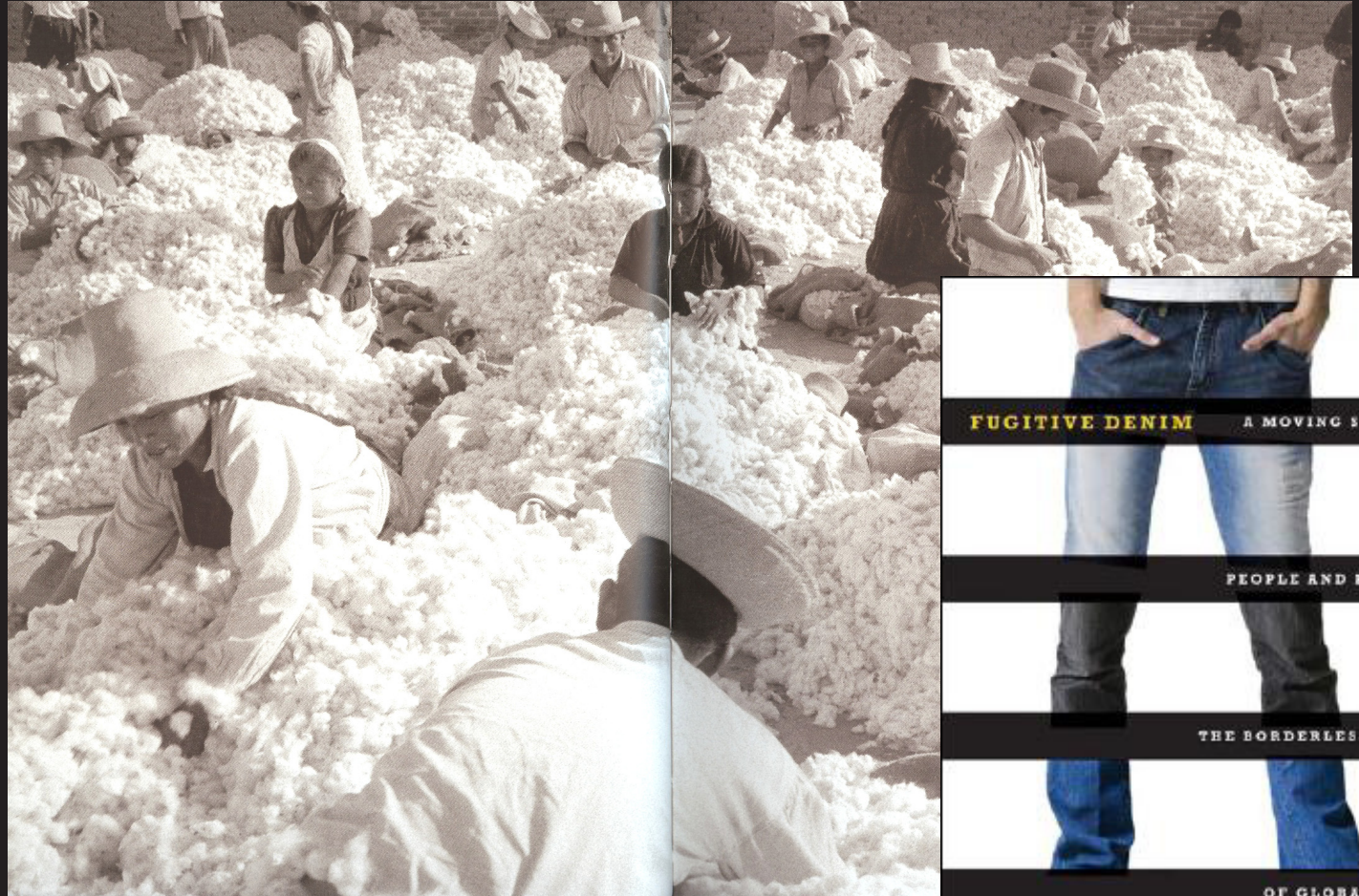
1999
Protests in
Seattle
against the
World Trade
Organization



In Argentina,
Indian laborers
beat cotton
flowers to
remove seeds.

Source: Charlotte Brunel, *The
T-Shirt Book* (NY: Assouline, 2002).

Leading cotton
producing countries
[http://vasatwiki.icrisat.org/
index.php/](http://vasatwiki.icrisat.org/index.php/)



Remember the
cotton hook
from *Porgy and
Bess*?

\$15 Guys Tee on Royal Blue Fruit of the Loom tee

- Size **S**
In stock
- Size **M**
In stock
- Size **L**
In stock
- Size **XL**
In stock
- Size **2XL**
In stock

\$17 Girly Tee on Royal Blue American Apparel tee

- Size **S**
In stock
- Size **M**
In stock
- Size **L**
In stock
- Size **XL**
In stock

\$17 Kids Tee on Light Blue American Apparel kids tee

- Size **2**
In stock
- Size **4**
In stock
- Size **6**
In stock
- Size **8**
In stock
- Size **10**
In stock
- Size **12**
In stock



AMERICAN APPAREL

Founded by Dov Charney, now 37

“Sweat-shop free”

About American Apparel

<http://americanapparel.net/presscenter/articles/20070104economist.html>

<http://americanapparel.net/presscenter/articles/20080118nytimes.html>

Provocative ads:

sexual



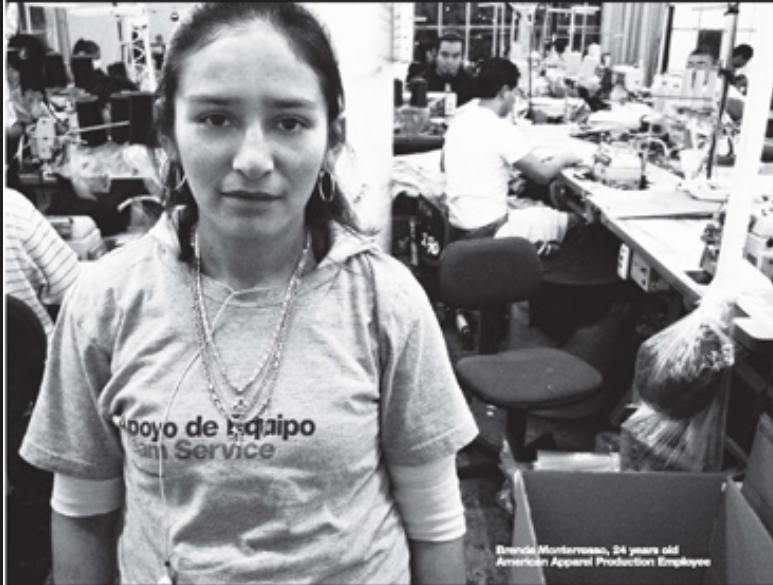
Courtesy of American Apparel

Sexual
harassment
lawsuits for Dov
Charney

[http://www.msnbc.msn.com/
id/14082498/](http://www.msnbc.msn.com/id/14082498/)

Provocative ads:
political

AMERICAN APPAREL ON IMMIGRATION



Brenda Montezuma, 24 years old
American Apparel Production Employee

"America's immigration system is outdated, unsuited to the needs of our economy and to the values of our country. We should not be content with laws that punish hardworking people who want only to provide for their families, and deny businesses willing workers, and invite chaos at our border." - President George Bush, State of the Union Address, February 6, 2006

At American Apparel, we agreed with the President's call for immigration reform, so why has nothing been done for the last three years?

It's time to give a voice to the voiceless. Businesses are afraid to speak to the media about immigration, frightened of reprisals by government agencies. But we cannot just sit in the shadows and watch the government and politicians exploit and misrepresent this matter to advance their own careers.

Over 12 million human beings have become integral to our society, economy and culture here in the USA, yet they do so in legal purgatory. While no serious political voice calls to send them back to their previous home countries, very few have the courage to admit that the only realistic option is some form of legal integration, coupled with a legitimate, forward-thinking immigration policy.

Migration and economic experts generally agree that the productivity and hard work of immigrants improves the economy, makes goods more affordable and available to US citizens, and creates more jobs for US workers. Immigrants not only increase the wealth of the nation, they have contributed significantly to major scientific, medical and industrial advancements, as well as to the arts. Many of them have become great entrepreneurs too.

At what point are we going to recognize that the status quo amounts to an apartheid system? At what point will America stop living in a state of denial?

At American Apparel we support our workers. We support our community. We support Los Angeles. We support the pride of America and the American Dream.

Enough is enough.

It's time to Legalize LA, and Legalize the USA.

www.americanapparel.net

American Apparel®



Sexual harassment lawsuits for Dov Charney

<http://www.latimes.com/news/local/la-me-charney17jan17,0,6365222,full.story?coll=la-home-local>

Fink (deposition): Did you ever, at work, refer to women as “sluts”?

Charney: In private conversations, where such language was generally welcome.

Fink: Do you view “slut” to be a derogatory term?

Charney: You know, there are some of us that love sluts. You know, it’s not necessarily—it could be also be an endearing term.

HCC student
Salvador
Mora made a
video about
sweatshops.

You can see it on
Youtube:

[http://uk.youtube.com/watch?
v=3AxDUg4vUiowatch?v=3A
xDUg4vUio](http://uk.youtube.com/watch?v=3AxDUg4vUiowatch?v=3AxDUg4vUio)



“This is my homage to Stephen Colbert, mixing my humor with historical topics and current events.”



MAKING 2.0

Lupton's
take



Young people are increasingly interested in hunting down their own cool.

Younger entrepreneurs with prosumer backgrounds and commitments are creating powerful new business models -- but sometimes with growing pains.

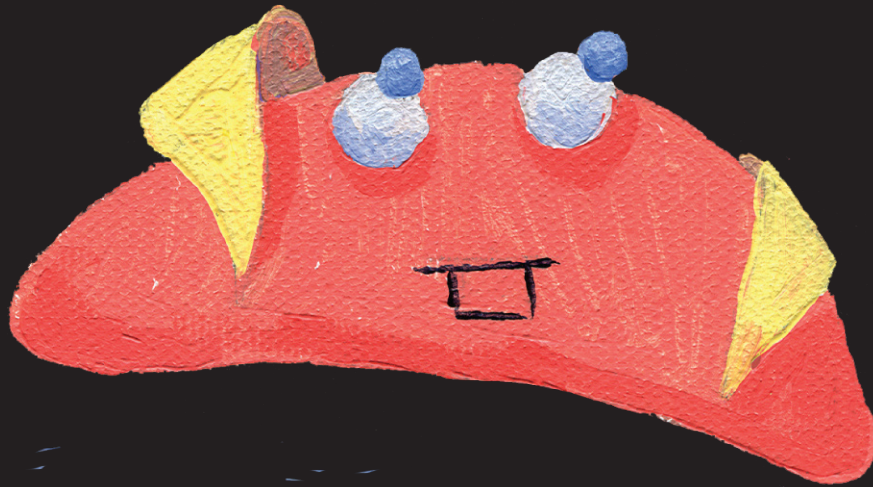
Prosumer practices are often linked to new forms of politics: a *politics of the everyday*, shaped by global and local concerns rather than traditional civic frameworks.





CASE STUDY 1

STRANGE STUFFIES





MERWOLF

designed by HCC
student
Elizabeth Klueger

I sewed it during the summer (by hand and by machine), and it is my second attempt at doll making. The limbs are kind of flexible and posable, and inside on the tail has segments, so it's kind of floppy. The head is my favorite part, and even though the button eyes look kind of funny I think it gives it a certain "hand-made doll charm."



FISH
fabric sculpture
by Crystal HO

Hand-dyed, hand-
quilted



MERMAID

designed by HCC
student
Paris Granger

With her dark brown skin and her bright blue hair, my mermaid was made to exemplify a mysterious beauty, with elegance of color and grace. I envisioned a creature resting on a rock, underneath the deep and dark sea, as the currents calmly sway her long blue hair. I did not want my sea creature to be the typical “Little Mermaid” from the classic Disney film, but I wanted her to be so mysterious that others would find her dangerous or maybe wicked, but she is actually very innocent, and kind.



YOSHI
designed by HCC
student
Ryan Whites

*“I made this sculpture early last year. As people familiar with the “**Super Mario World**” video game series might know, the character portrayed here is “Yoshi” (with a incomplete Mario sitting atop).*

I’d been working in ceramics for about two and a half years. I had never created a sculpture before this, but the techniques used to create one are almost the same you use daily in a studio.

*Completion of the piece took about two months, wherein I learned how hard it is to maintain a body structure that continually dries and weakens in the areas where you DON’T want it to dry (imagine: frustration). In the end I only got so far as the first glazing (produces the glossy, colored, outer coat), it was destroyed by another student before I could complete Mario’s head or re-glaze. What you see in this picture is **the last image I took** before it was ruined, the only part that still remains is Yoshi’s head which sits in my room as a reminder to never leave your work out in the open.”*

IMPERFECT IS OKAY.

In a world in which toys have become iconic images for mass brands, hand-made, imperfect toys offer a way out of both mainstream consumerism and the norms it distributes.



“Fat Monster”
Handmade by Jennifer Gubicza,
sold on Etsy.com
http://www.etsy.com/shop.php?user_id=17579



“Dead Egg”
hand-made and sold on
sold on Etsy.com
http://www.etsy.com/shop.php?user_id=36110

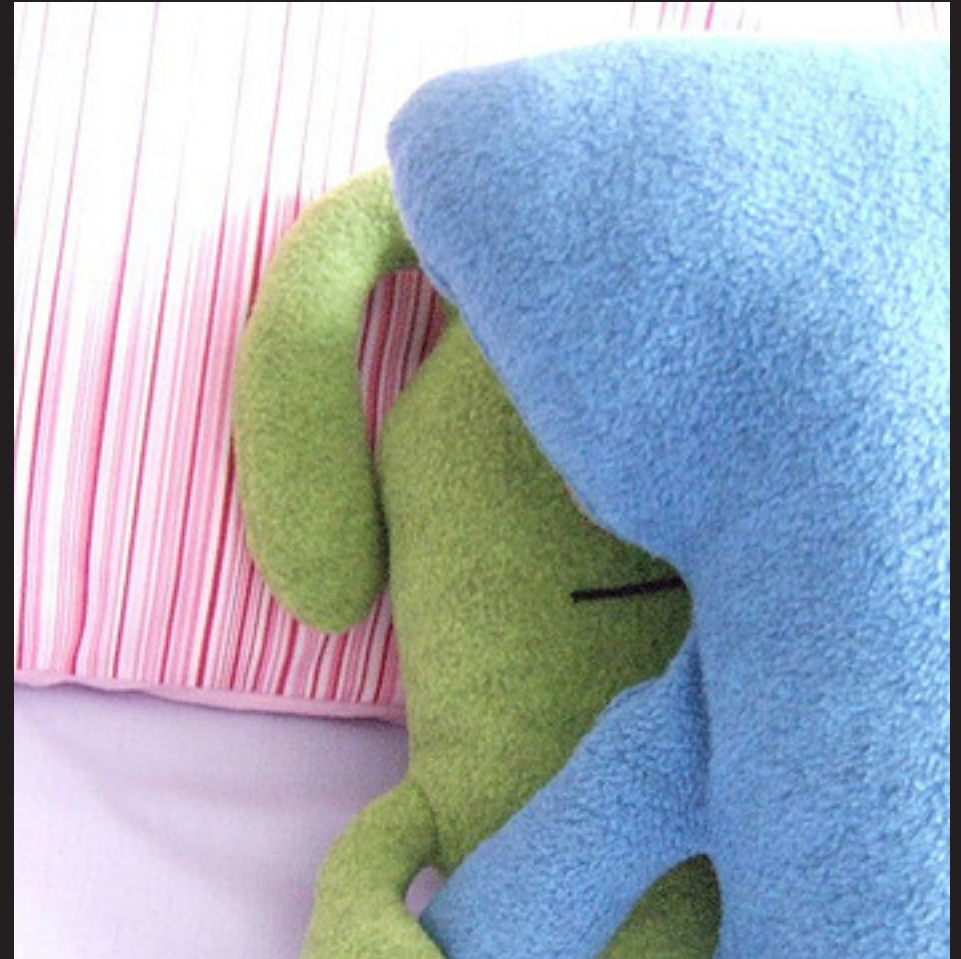


“Ugly Toy”
designed by David Horvath and Sun-Min Kim
<http://www.uglydolls.com/>

PLAYING WITH NORMS AND BOUNDARIES at the edges of consumer culture



Monster Easter Eggs



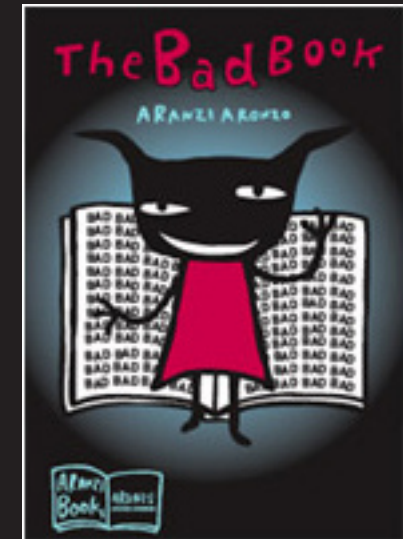
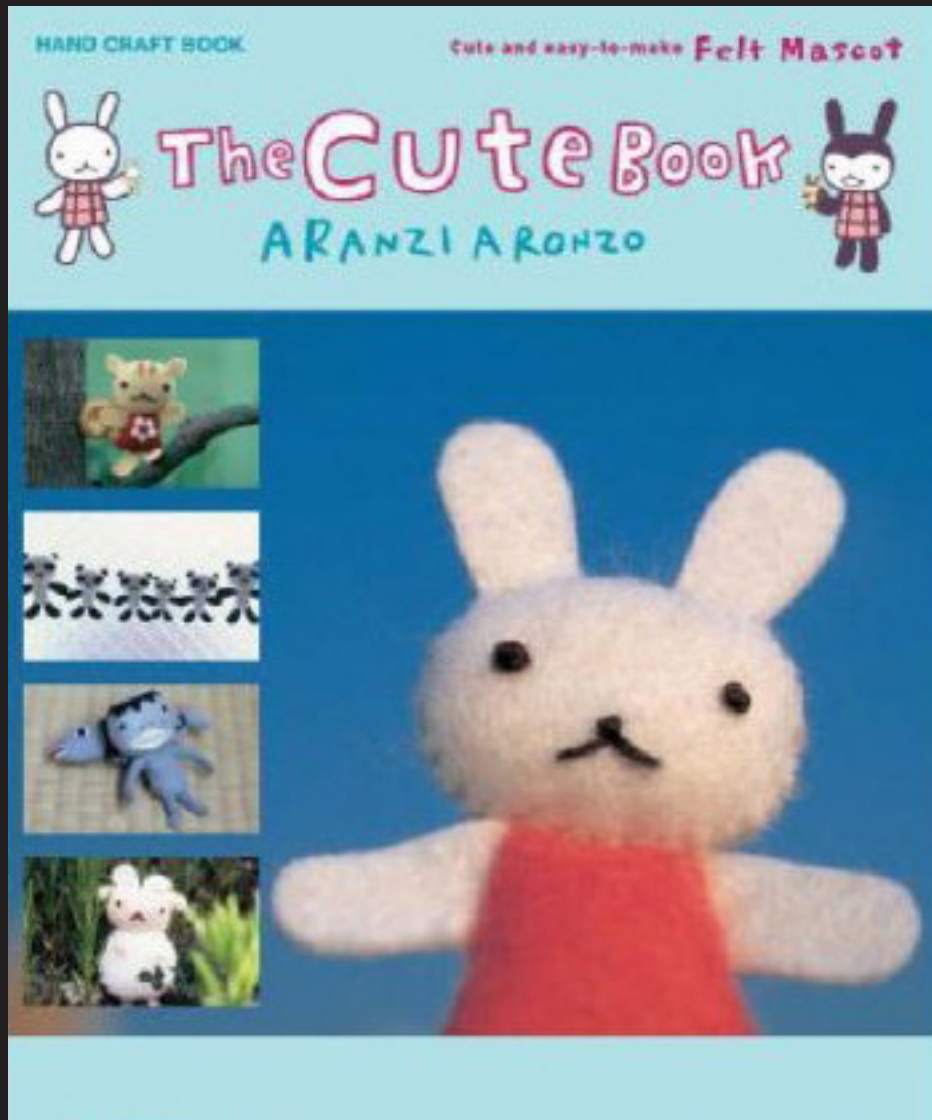
Sex life of toys (Flickr photo group)

and here i am: watching
always watching
not UNWANTED
welcomed in fact with open arms!
just different too different
too flammable, too ugly
a bug, a pest
but here here here
join them anyway
they don't mind, they don't care!

(from student poem, "Like a Moth to the Flame,"
submitted anonymously)

PLATFORM JUMPING / GLOBE TROTTING

Comic books, video games, anime, and other flat and digital forms provide inspiration for three-dimensional toys. There is often an East-to-West translation.



LIFE ON LINE

The new handicrafts do not reject technology. Instead they depend on social media sites to share ideas and sell stuff.

The image shows the Etsy website homepage. At the top left, there is a shopping cart icon with the text "Cart 0 items". Below this is the Etsy logo in a large orange box. To the right of the logo are navigation tabs for "Buy", "Sell", "Alchemy", and "Forums". Below the logo is the tagline "Your place to buy & sell all things handmade™". On the left side, there is a "Ways to shop" menu with options: Colors, Treasury, Showcase, Geocator, Time Machine, Time Machine 2, Connections, and Categories (with sub-items: Accessories, Art). The main content area features a "Main Showcase" with the text "Sellers' top picks from" and a "Costume Cont" section with the text "Check them out in". Below these is a "Hand-picked items" section showing a man in a blue t-shirt with a bicycle graphic, with the text "Mens Urban Design T..." and "220VOLT \$19.99".

The image shows the SuperNaturale website. The header features the logo "SuperNaturale" and the tagline "Think Global, Craft Local". Below the header is a green box with the text "HOME CRAFTIVITY GLIMMER GLITTER NEWSLETTER THE EDITORS ABOUT SN SHOW YR STUFF". To the right of this box is a section titled "Frugality & Living" with a navigation bar "Previous | 1 2 3 | Next". Below this is a photograph of a house with a large tree in front, with the text "Incr By: AB" and "There's takin know encl patch veget". To the left of the photograph is a teal box with the text "FRUGALITY & LIVING FIBRE & FABRIC TECH & MECHANICS HOME & HEARTH THEORY & PRACTICE LOST & FOUND WEARABLES ALT GUIDES DON'T DO IT YOURSELF VIEW ALL LINKS". Below this box is a photograph of a glass bottle with the text "GLASS BOTTLE WINDOWS DEMO" and "Free By: Pa" and "Perhap phen count very exact".

CRAFTING LINKED TO A POLITICS

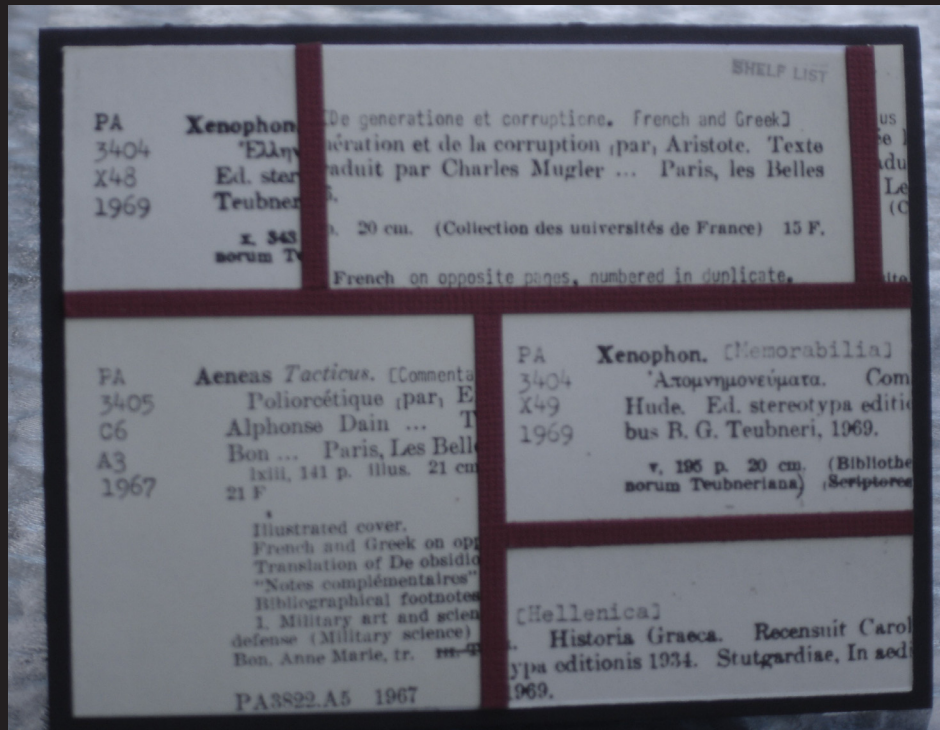
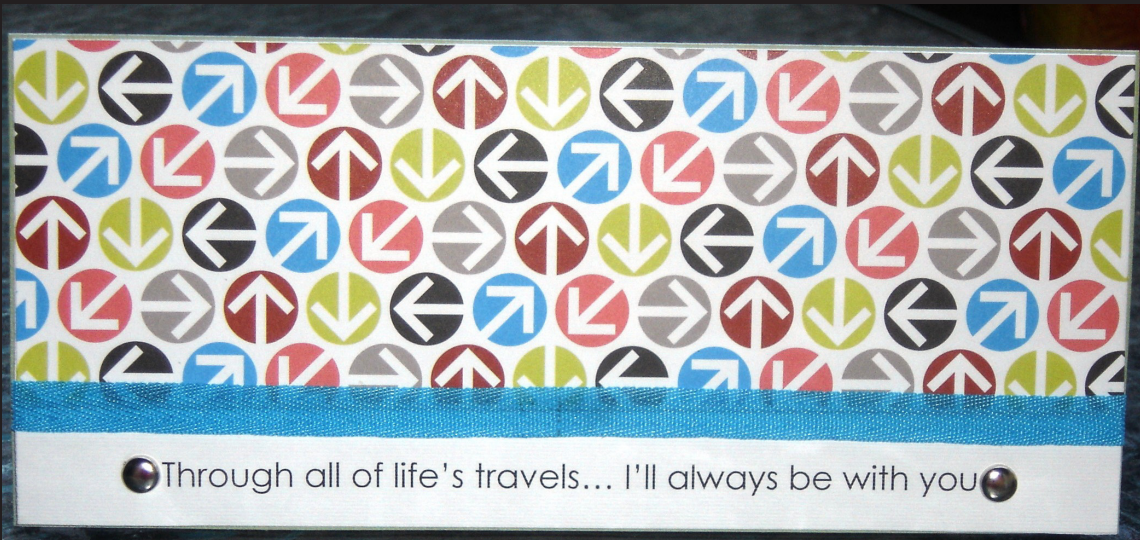
Recycling. Fair trade. Slow food. BYOB. (Bring your own bag.)



HCC student Andrea Fong.
Bag made out of Capri Sun containers.

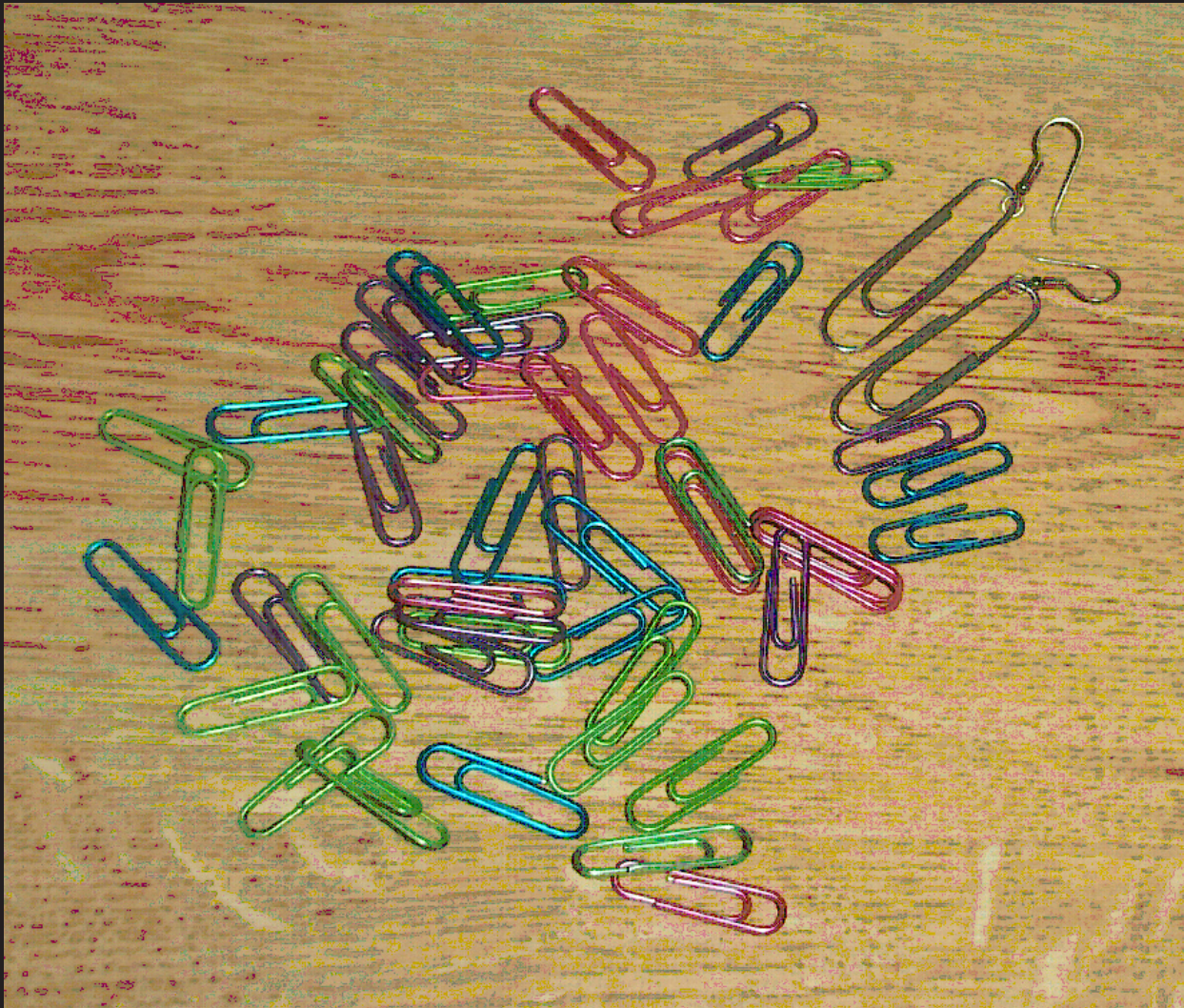


HCC student Helen Yoshida
Carpet includes straps made from men's ties.



HAND-MADE CARDS BY Maeghan Magane

She "recycles" imagery.



HCC student Roma Parhad
Paper clip earrings made from silver wire.



HCC Student Grace Cong-Xin

Wong

Cut-offs with applique. Clothing repurposed and self-branded.

Did someone say “food”?

clafoutis aux oranges



[Share](#) [Favourite](#) [Add to Playlists](#) [Flag](#)

HCC student
Kristine Ilano

Cooking video
for her French
class

[http://uk.youtube.com/
watch?v=HK_bWEFN0-I](http://uk.youtube.com/watch?v=HK_bWEFN0-I)



User-generated content (Threadless.com) and DIY “prosumerism” involve ever-larger circles of people in acts of making.



A return to hand-crafting, but supported by social media sites and with cross-overs between different media and continents (Asia and North America, for example).



New forms of making are also bound up with new forms of politics.

The high cost of low prices



Not just toys or shirts, but also identities are getting made by hand, in a mobile global context in which the old frameworks of nation and neighborhood are no longer enough to provide a coherent sense of self.

HUMANITIES CORE 2.0

STUDENT PHOTOS



“Sad Chairs” by Lisa Yee

“These tables and chairs can be found in a well-hidden corner behind the Humanities Instructional Building. When this picture was taken, no one was there, and when I finished, no one came to sit, either. It is an example of a ‘functional monotony of surroundings...for a significant part of the day.’” (JJ, 99).



UCI Student Center

cgernand@uci.edu



Kenny Hoang



Kirsten Lagerborg



Megan Wang, Intersection



Reines Hall, submitted by Catherine Bui



Sheva Assar

Through Jane Jacobs' perspective, this photo would look like an ideal setting for children to socialize. However, in general, this sidewalk (in the west coast) is rarely used because parents do not let their children talk to strangers and prefer them to socialize with their peers. Also, the car in the photo is not something Jacobs would understand since she believes in having all places in walking distance. Since this setting does not show a mixed-community, it goes against all of Jacobs' beliefs."



Lisa Dang
Downtown La Jolla

“The lamps used to illuminate the dark streets and provide a sense of security also provides the people a reason to leave their apartments and travel up and down the block occupying themselves with the unique diversity of shops, eateries, and people-watching.”



Huntington Beach
submitted by Alia Swaid



Berlin by Ellen Maisch

“In this scene, an ‘intricate sidewalk ballet’ is taking place in front of one of Berlin’s historical cathedrals, as a wide variety of strangers, including tourists, locals, children, and businessmen either stop at the cathedral or make their way to the busy shopping district a block away.”



Times Square,
New York

by Carol Tsai



MAKERS OF MUSIC, DANCE & LIVELY PERFORMANCES



Milena
Enguidanos

from a
powerpoint of
travel slides
entitled
“Places and
Makers”

THIS REMINDED ME OF THE PICTURES YOU WERE SHOWING OF THE BARANDA. THERE IS AN OPEN CENTER ENCLOSED BY FOUR WALLS AND THE OPEN "DOORS" LEAD TO OTHER PARTS OF THE FORT.



Priyanka Saxena

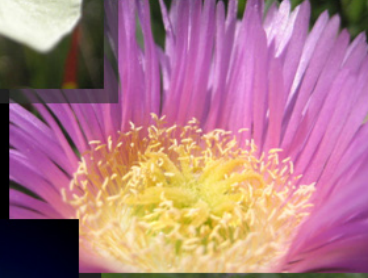
from a
powerpoint of
travel slides
from India as well
as art work and
other photos



Monica McCallum, Quito, Ecuador

“The view of a section of Quito from a ‘loggia’ of sorts on the rear of a museum in the historical district of Quito. Note the taller buildings in the center in primary colors...’radiant city’-esque, perhaps?”

I TAKE BEAUTY



“I take beauty
and I make art.”

From a
powerpoint by
Kim Tran.

“Crossroads”

(c) Traci Lee, 2007

The following song is entitled “Crossroads” which was written in April of 2007, before my high school graduation. In many ways, it is applicable to the end of this first year of college.

[http://uk.youtube.com/
watch?v=h4ff0Ysfo7g](http://uk.youtube.com/watch?v=h4ff0Ysfo7g)

(excerpt)

You turned your head

Walked down the road

And I’m left standing so far behind

But now I see where my path leads

It’s down another road.