

Written Response

Antithesis to weaving/reading is digital/electric

I had brought *Elle* magazine in as the antithesis to my studio practice, but my work was still print based and still positioned within weaving; a slow, material, physical practice.

My position at the start of Unit 2 was situated in hybrid magazine design. I had learnt through the Unit that I just love print for many reasons and I don't love digital, which is why digital was missing in my practice. I chose a tiny part of *Post Digital Print: The Mutation of Publishing Since 1984* by Alessandro Ludovico. I could of used any one of many quotes from this book that are all worth exploring, but this one seemed to be the most relevant as the weaving had become about time and instilling lasting value and Ludovico's quote was about speed being the primary value. Challenging time and values.

The conversation Ludovico was having with McLuhan felt slightly patriarchal. The writitng felt like a news report; reporting digital as fast making it a fact and both of these factors made it superior.

I was using the feminist practice of weaving, to visually communicate the lost and oppressed voices of women, so this became a double antithesis. Time was being challenged, but also gender.

The weaving had allowed me to explore vertical storytelling, so I wanted to produce my writing in the same format, which of course is the antithesis to magazine formatting.

Through the production of the writing in this way, it became a digital scrolling page, in printed form, reflecting digital.