



CONSCIOUS CONSUMERISM

THESIS 2020 BY SANA SARFRAZ

ABSTRACT

The name of my topic is acutely aware consumerism. AS we all know in today's era, the atmosphere is being accomplished as a great deal and there are a lot of reasons behind it , moreover pollution is one amongst the foremost necessary and dangerous reason behind it that can't be neglected. to reduce pollution we tend to should step and contribute along to create our society pollution free.

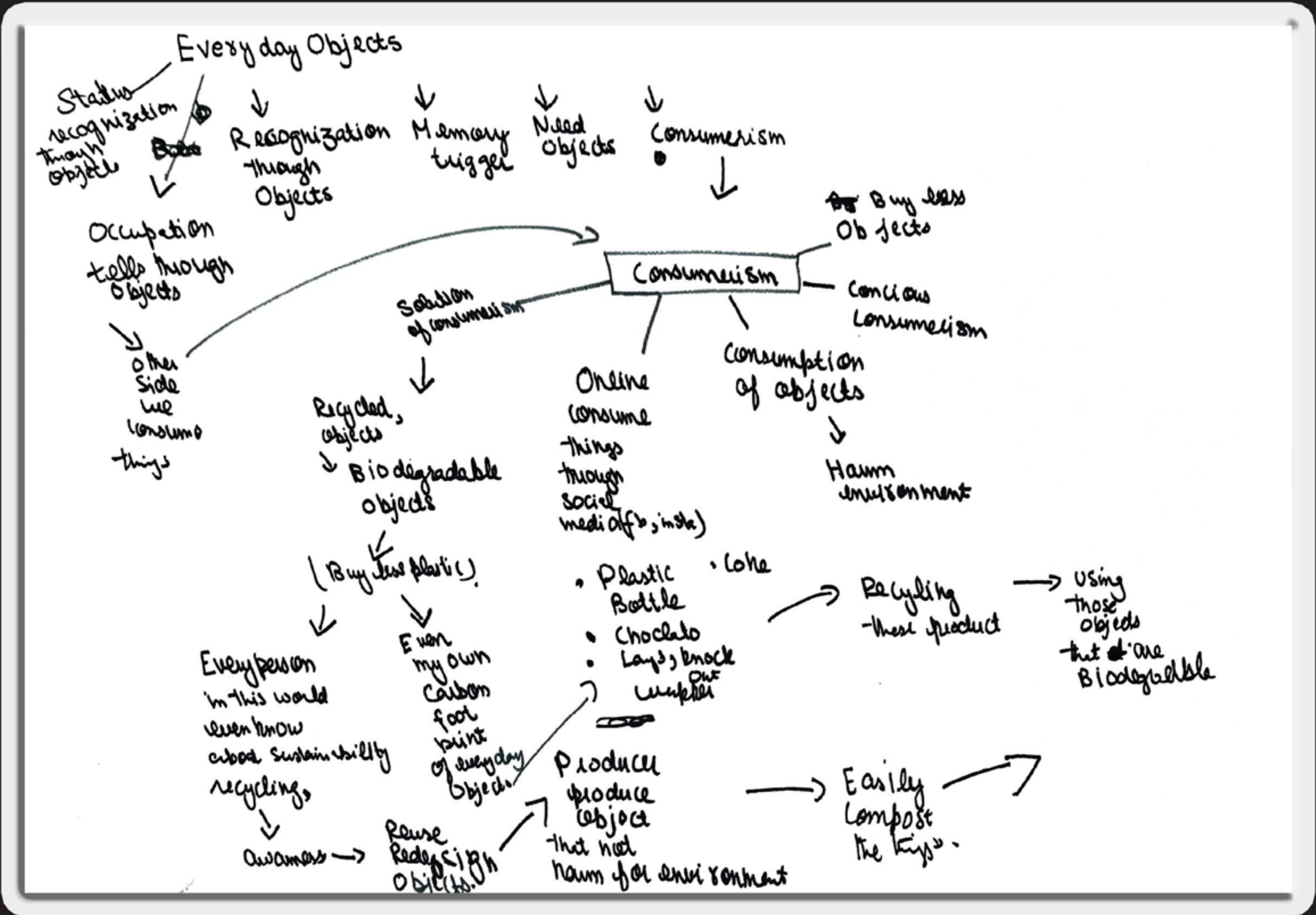
For this we've determined the basis of causes of the pollution.

My plan of analysis is to create folks privy to what things purchase on commonplace and the way those things impact the environment . Through my work I actually have tried and built folks acutely aware about concerning what things they purchase and the way those things contribute large role in environmental pollution eg: plastic baggage and every one plastic material/things are being consumed in {a very} society on a very massive scale and through my

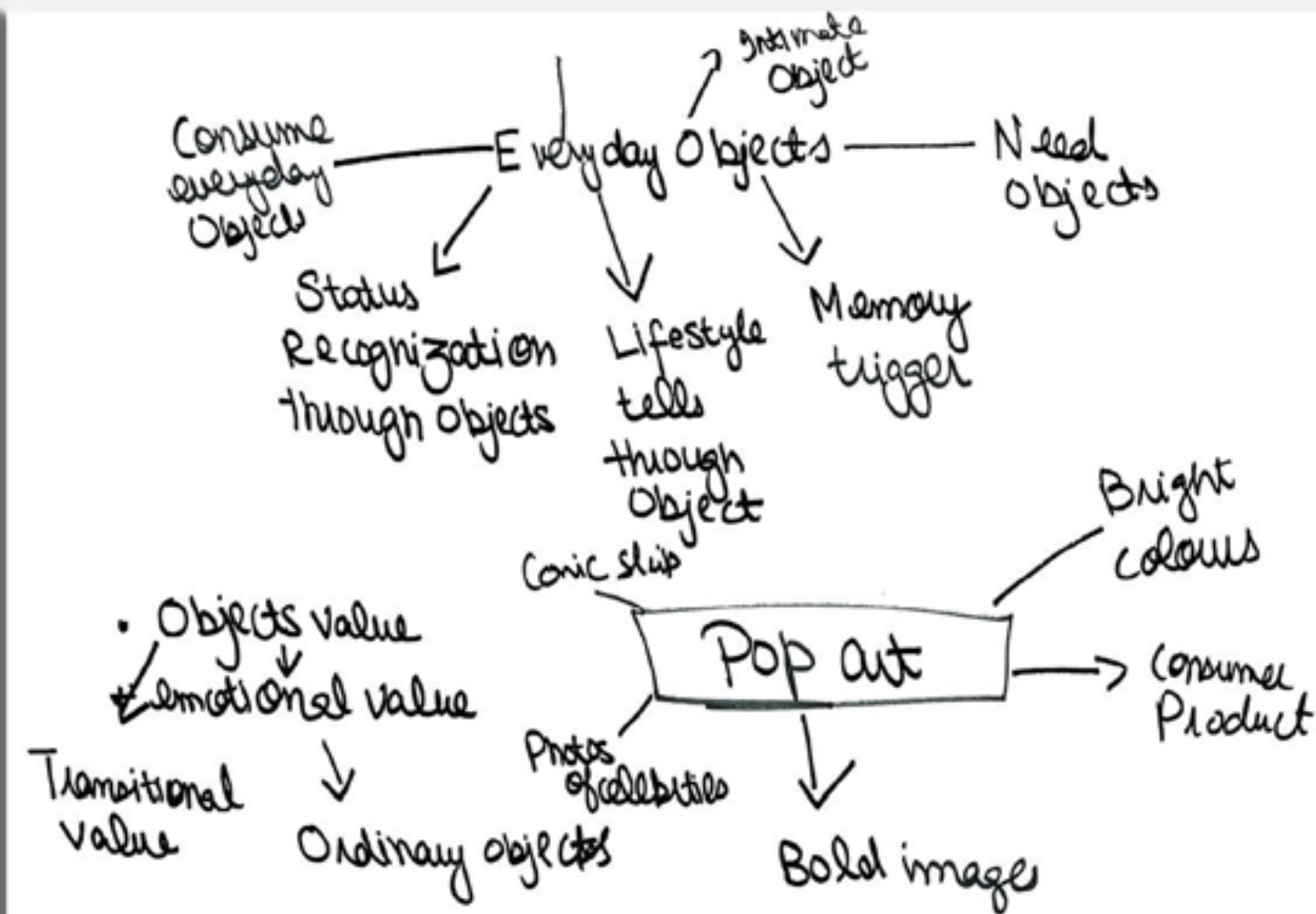
art . I actually have tried and built folks privy to this and have urged them to use object fabricated from recycled material. Equally through my art I actually have tried and conveyed my message in numerous ways that and lots of different designs to create folks switch from inorganic stuff to recycled and organic stuff.

So the environment become free from toxins and pollution. I think that I actually can feel satisfaction by sending my message through my art and if it's commercialized properly than it'll play an enormous role in creating our society to get free from pollution wherever everybody privy to what things are they must use and what things aren't sensible for the environment and must not be used .

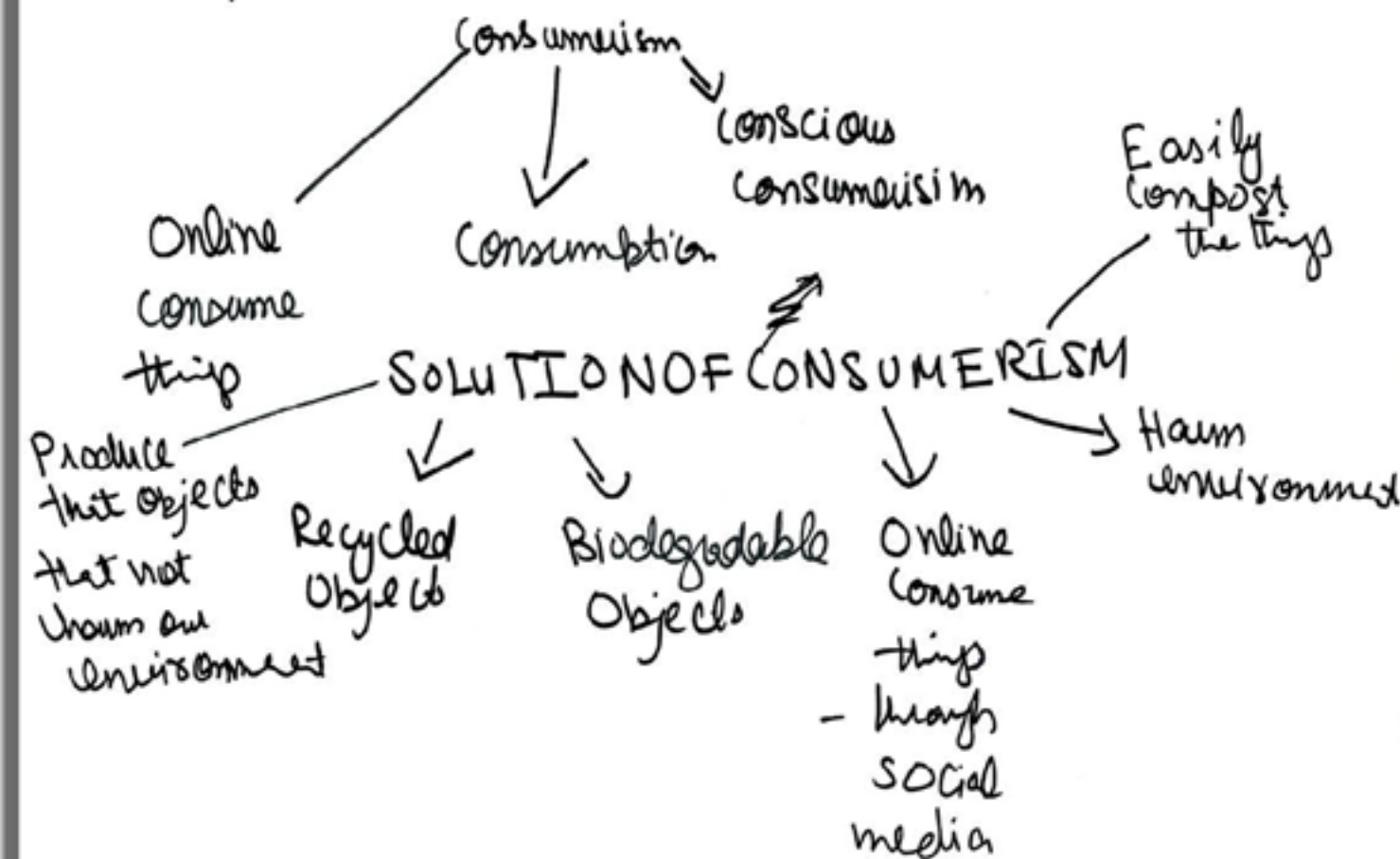
MIND MAP



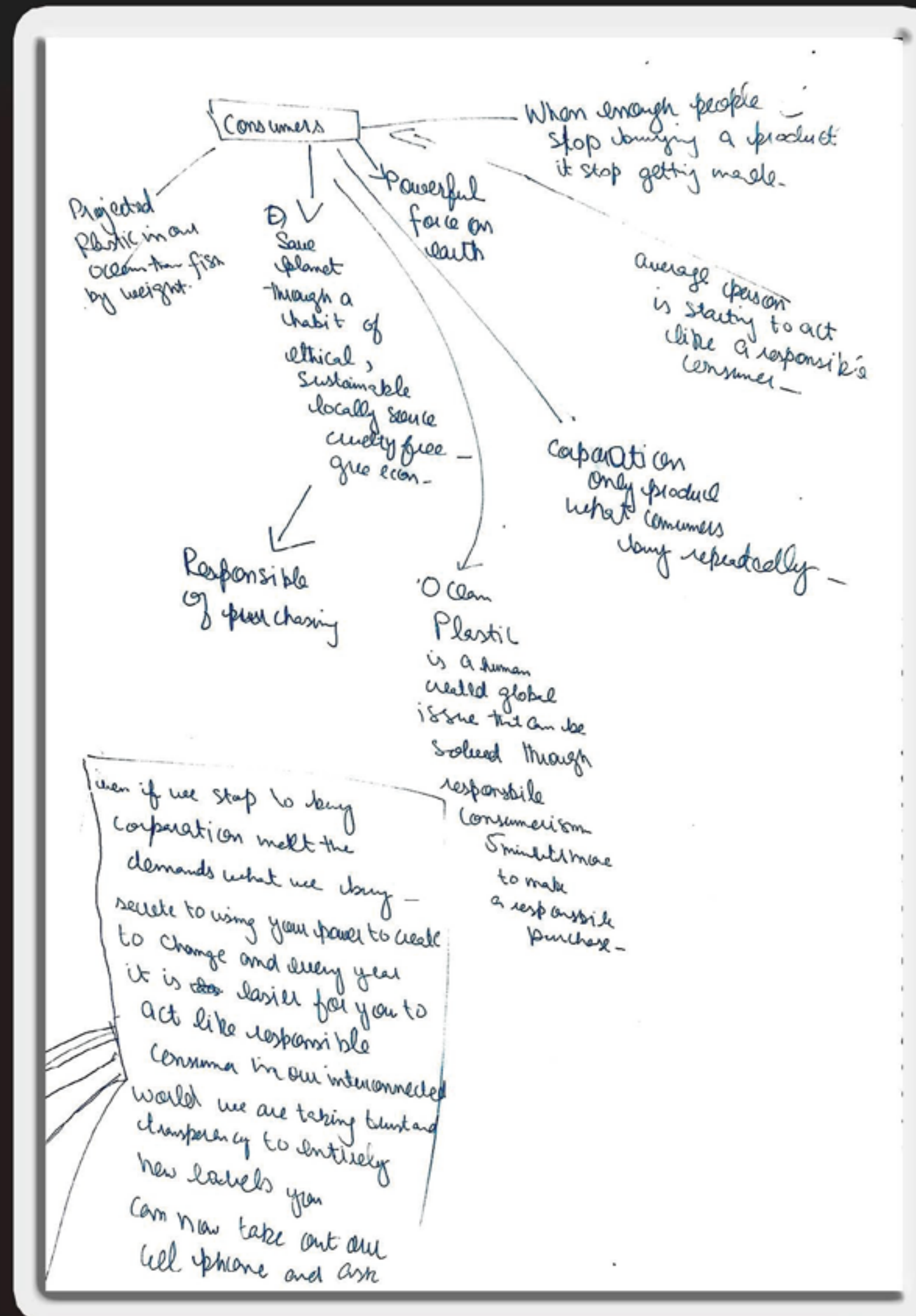
MIND MAP



My products are consumerism and popular product



MIND MAP



MIND MAP EXPLANATION

I start my research on everyday object that I used in my daily life the objects that I am using I think objects tell the story and personality of peoples what type of the persons and through objects we know the interest of people .So I always think the objects I am using in my daily life we used these object when we need some of the objects are need base objects like tooth paste ,tooth brush ,hair brush, shampoo ,spoon ,plate ,and some use for temporary need base things medicine,that are not regular based and some of them are luxury object's like perfume,makeup ,hair dryer ,bag ,amd food consuming objects that only junk that not good for health but for desire still consuming and show off to people to eat expensive Mc Donald. Some objects are people basic needs some of them are luxury item buy just for show off and for inner peace and we consume object's that we not need anymore but still we consume because we are blind consumerism who just have money and able to buy things but that person must not know about sustainability and must not know about biodegradable objects a person who buy a lot but definitely not know about the end of the object's so I interview a lot o people so mostly people use objects according their daily life needs and some show off the objects of brand they are using brand conscious people zara ,louis vuitton . So people are in my surroundings. I feel just always talk about new branded objects people are not aware about environmental problems so its impossible not to consume but consume ethically consume its about conscious consumerism not buying impulsive purchase. So that s why I want spread awareness in people. People should be aware what they buy what happened to the product the end life of product its ethically good product for environment or not .So than my main focus on consumers buying behaviour .People should change buying behaviour habits.. .

LITERATURE REVIEW

- I research different artists who work on consumerism . Andy Warhol , Christ Jordan, Edith Meusiner , Vivienne Westwood , Mara hoofman Eileen fisher ,
I read article “Saving environment from consumerism ” I Breton Lorwayl
- “How to save earth with 5 minutes a day of a responsible consumerism ” I Shaun Franksonl
- “The Power of consumerism :With great power comes great responsibility ” I Daniel Duboi
- “Why little changes matter” IMilena glimbovaskil
- Minimalism (netflix movie)

EXPLANATION OF ARTICLES

- Reference
- How to save earth with 5 minutes a day of responsible consumerism | Shaun Frankson|
- Notes
- In this article tell about purchasing behaviour of customer . Shaun frankson talk inform about
- how to be an educated and conscious consumerism. Leveraged a visible consumer driven demand to successful inspire global organization to change purchasing behaviour to increase their environmental and social impacts. His inspirational message teaches why consumers are the most powerful force on the earth and best positioned to save the planet . Through a habit of ethical sustainable cruelty free, locally sourced, eco and other various form can be change a change maker. Every purchase you make is a vote for how a product was made and for the company who made it. Corporations only produce what consumers buy repeatedly .When enough people stop buying a product it stops it getting made. When enough people stop buying it goes out of business .We are on the verge of a new era in which every person is starting to act like a responsible consumers.2050 plastic weight more than fish. Ocean plastic is poisoning our food chain. But ocean plastic is just one example of human created global issue
- Consumer culture notes:
- Think instead of reduce , sustainable consumption

EXPLANATION OF ARTICLES

- The Power of consumerism :With great power comes great responsibility |Daniel Dubois|
“saving environment from consumerism ”|Breton lorway|
- Zero waste “why little things matter” | Milena Glimbovskil
Notes
- Saving environment from consumerism notes
- Extraction ,Production Distribution, Consumption, Disposal. 1950s people consume more and brain washing people to buy new thing follow that trend your life is lacking if u don't buy theses things brain washing peoples through media . Clothing industry is worst to make environment polluted water waste and dyes used to polluted our environment ocean life too. Peoples buying materialistic things
- Ask yourself you really need clothes shoes , and buy things from vintage shop thrift shop and live simple life.
- Zero waste Why the little things matter notes
- Germany are so care about sustainability we needed we don't care about sustainabilty we care about our future.
- We our care about waste. Everywhere we go is plastic everything is in plastic cosmetic objects we cant avoid it .Plastic consists of fossil oil plastic is a drinkable water it needs a lot of energy to produce plastic then we use it quickly and end up in a trash. So just avoid it and recycled how much we do just do for environment if we care about small changes environment must be better and people in our surrounding also try to buy sustainable objects and avoid plastic.

EXPLANATION OF ARTICLES

- How to save earth in 5 minutes as a responsible consumerism | Shaun Frankson|
- Abstract
- In this article tell about purchasing behaviour of customer . Shaun frankson talk inform about
- how to be an educated and conscious consumerism. Leveraged a visible consumer driven demand to successful inspire global organization to change purchasing behaviour to increase their environmental and social impacts. His inspirational message teaches why consumers are the most powerful force on the earth and best positioned to save the planet . Through a habit of ethical sustainable cruelty free, locally sourced, eco and other various form can be change a change maker. Every purchase you make is a vote for how a product was made and for the company who made it. Corporations only produce what consumers buy repeatedly .When enough people stop buying a product it stops it getting made. When enough people stop buying it goes out of business .We are on the verge of a new era in which every person is starting to act like a responsible consumers.2050 plastic weight more than fish. Ocean plastic is poisoning our food chain. But ocean plastic is just one example of human created global issues.

EDITH MEUSINER

ARTISTS INSPIRATION



EDITH MEUSNIER

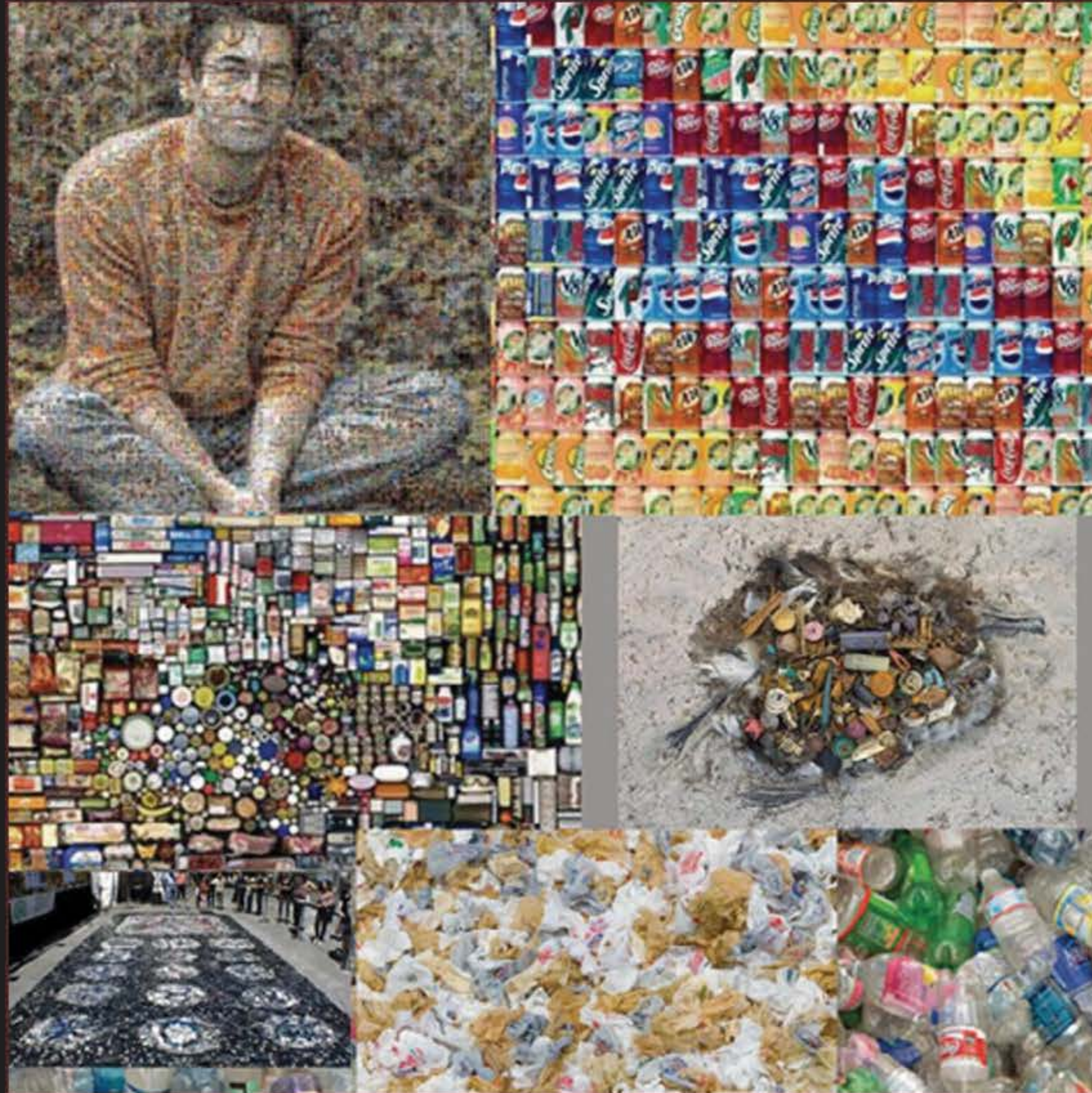
Biography

Edith Meusnier is a French textile and environmental artist. After participating in numerous international exhibitions of art and textile design, she left Paris in 1996 to live in a small village in the clearing of a Picardy forest. She turned to working exclusively outside, making her garden a real testing ground. Her work leaves the private sphere to register in the collective space and from that time, she is recognized for her "Paysages d'artifice".

Her works play on derision and seduction as her structures are introduced only for a season, in the parks of castles, in the cloisters of monasteries, and in the courtyards of museums. Her work can be fragile in the city, futile in prestigious settings or artificial in nature. Her installations, in confrontation with the environmental sites, make up a paradoxical and random environment that questions the notions of sustainability and vulnerability.

CHRIS JORDAN

ARTISTS INSPIRATION



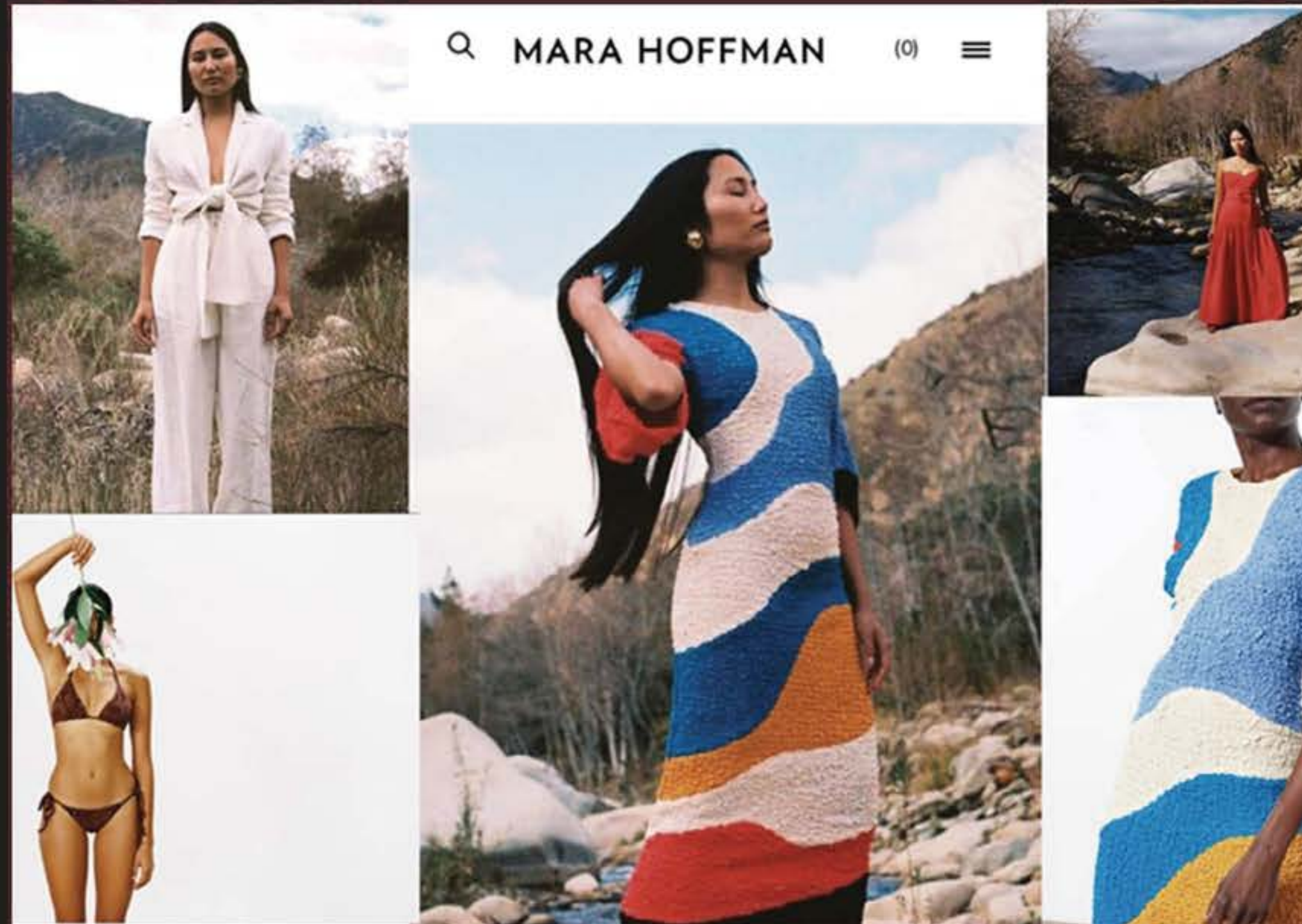
CHRIS JORDAN

Biography

Chris Jordan (born 1963) is an American artist, photographer and film producer based in Seattle, Washington.

Many of Jordan's works are created from photographs of garbage and mass consumption, a serendipitous technique which started when he visited an industrial yard to look at patterns of color and order. Jordan uses everyday commonalities such as a plastic cup and defines the blind unawareness involved in American consumerism. His work, while often unsettling, is a message about unconscious behaviors in our everyday lives, leaving it to the viewer to draw conclusions about the inevitable consequences which will arise from our habits.

MARA HOFFMAN



Biography

Mara Hoffman is a designer and made her own label, Mara Hoffman, which focuses on sustainability. Hoffman hopes to grow consumption habits that are aware of impact on the environment and encourage consumers to reevaluate their relationship with clothing.

ARTIST INSPIRATION

EILEEN FISHER



EILEEN FISHERS

Biography

Eileen Fisher (born June 6, 1950) is an American clothing designer and founder of the women's clothing brand Eileen Fisher, Inc. Fisher's designs are characterized by simplicity, and her company is known for using non-traditional models in its print advertisements, including its own employees.

More installation confronts visitors with the reality of society's discarded clothing, while demonstrating the inherent aesthetics. The Waste No of recuperated materials in contemporary design

ANDY WARHOL



Biography

Andy Warhol was a successful magazine and ad illustrator who became a leading artist of the 1960s Pop art movements. He ventured into a wide variety of art forms, including performance art, filmmaking, video installations and writing, and controversially blurred the lines between fine art and mainstream aesthetics.

EVERY DAY OBJECTS



I start my research which objects I am used in daily life. So I make research board objects that I used objects in daily life.

EVERY DAY OBJECTS



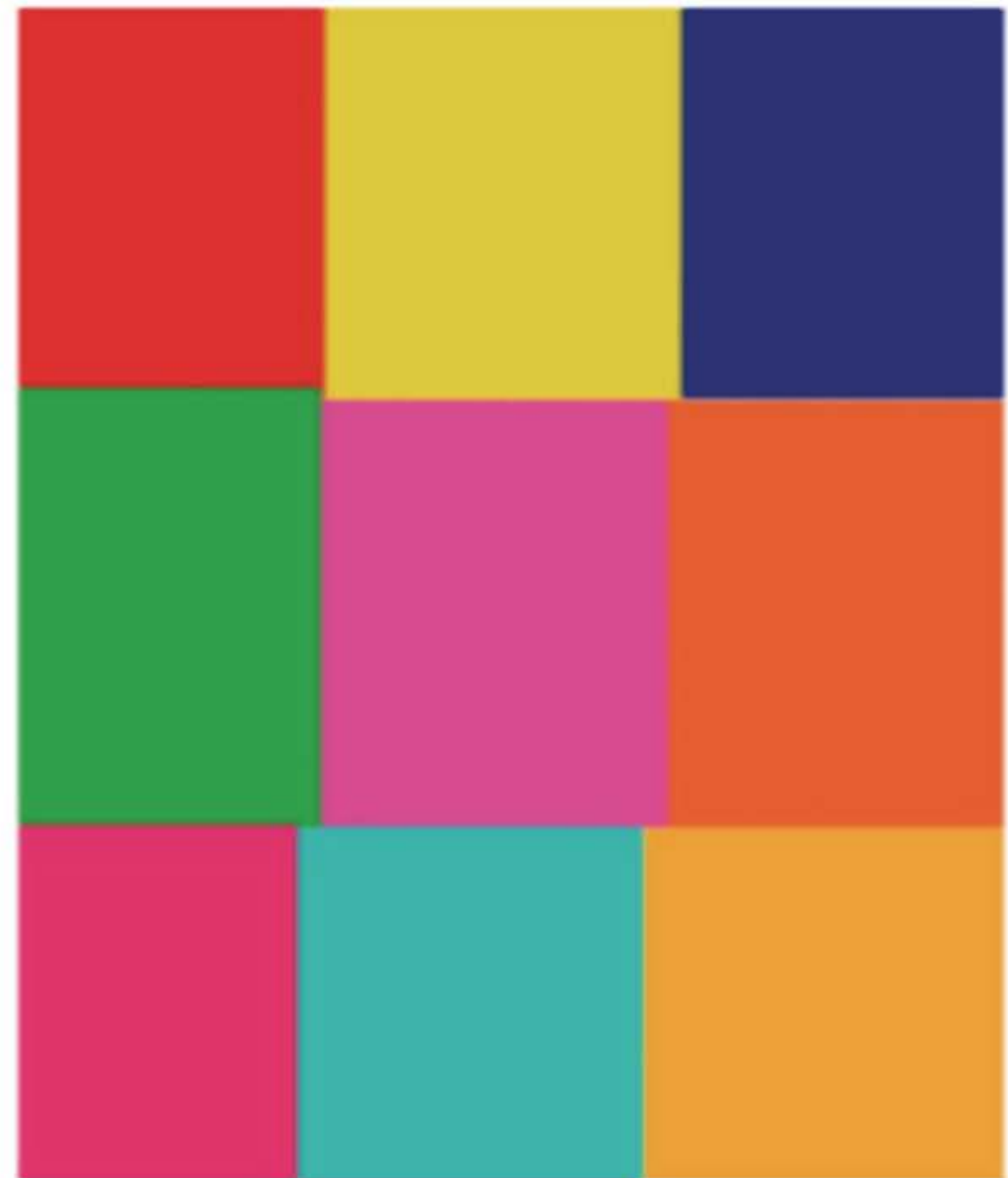
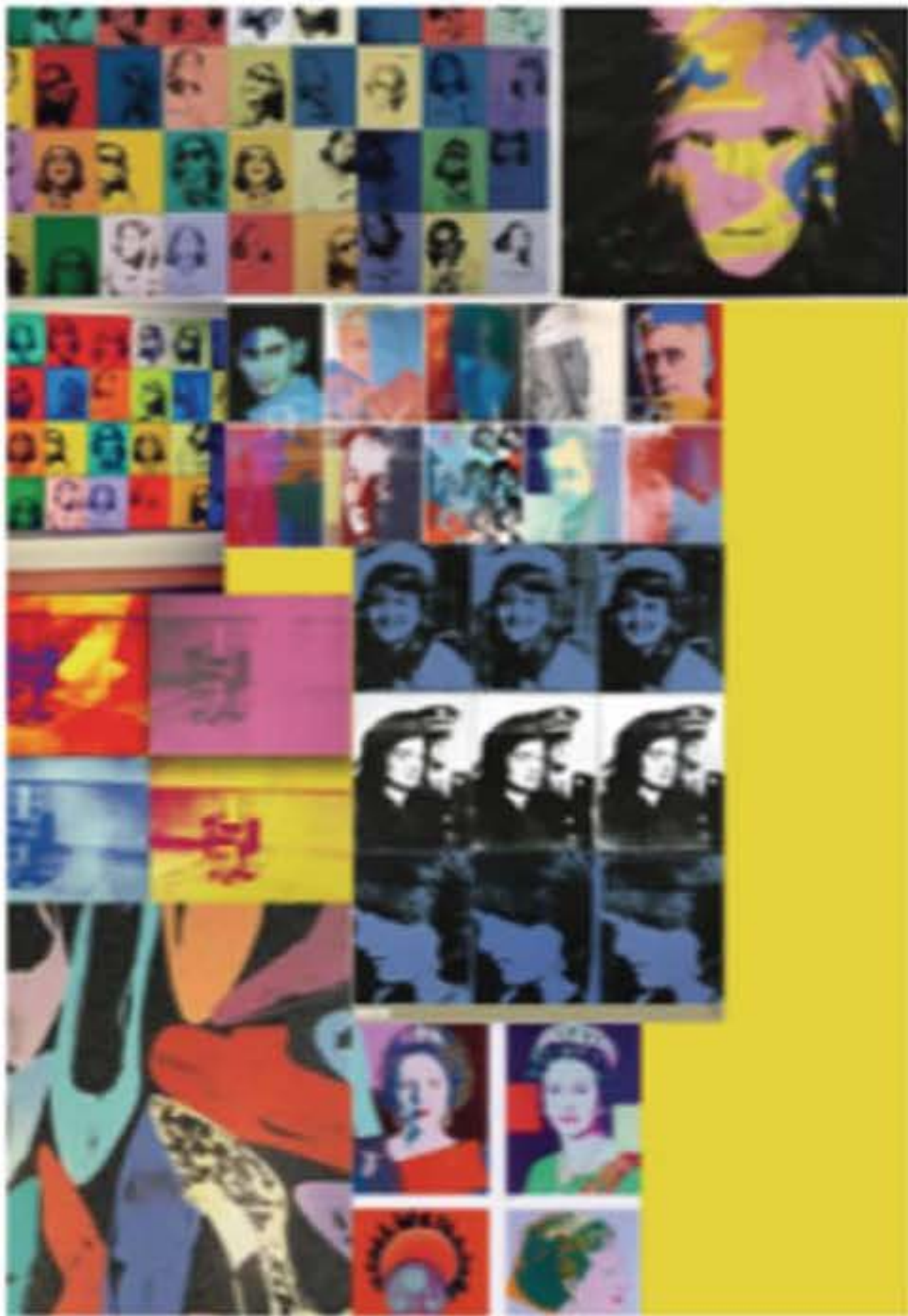
I draw everyday object and do water colour and pencil colour .

FABRICATION SAMPLE

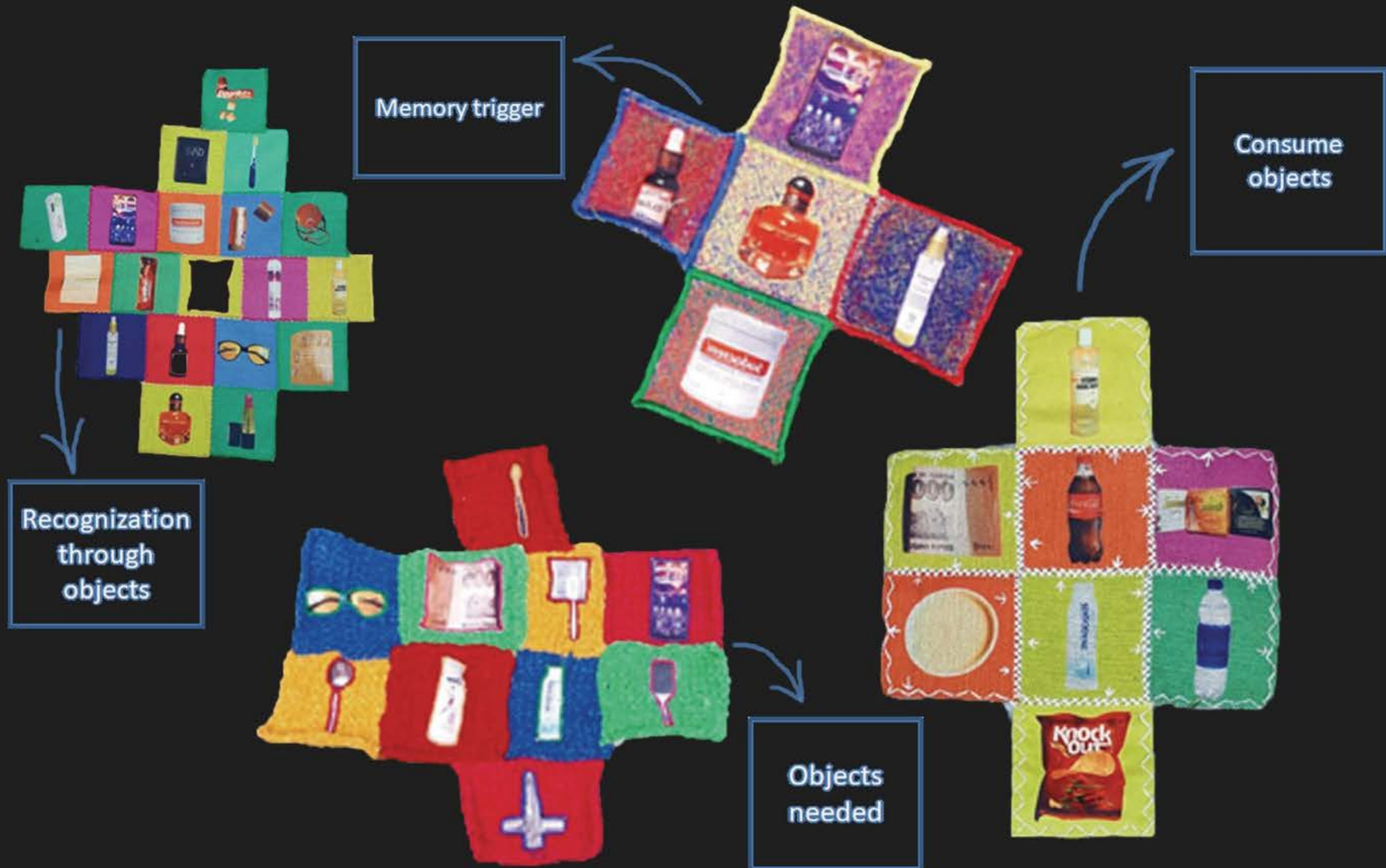
WATER COLOUR PAINTED IMAGES
USE AS A PRINT



COLOUR INSPIRATION BOARD



DIVIDED INTO 4 CATEGORIES



DIVIDED INTO 4 CATEGORIES

I divided everyday objects I am using in four categories. Recognition through objects, memory trigger through object, need of objects, consume objects in daily life. So I go further in consume objects. I interview different people what they consume in daily life. Everyone consumes different things according to their life style. But during interview I realize people are not aware of environmental problems.

CASE STUDY OF MY FAMILY MEMEBERS



When I am doing research I research on everyday objects that people used in their daily life so I interview my own family members what they used daily life objects so everyone used objects different according their life style . So yellow colour show simliraties and my family member also used thes objects daily life. .Pink colour for parents .Green colour brother objects Blue colour sister objects .Orange colour is mine objects.But no one aware of sustainability.

FABRICATION SAMPLE



Machine embroidery technique used . Every day objects used sample

FABRICATION QUILT SAMPLE

Using waste fabrics and rall technique applied. Everyday objects quilt sample. This quilt tell the story of a person used objects in daily life.



FABRICATION QUILT SAMPLE



Off loom technique used . I inspired by Andy Warhol work .

FABRICATION QUILT SAMPLE

I take inspiration from andy warhol artist



FABRICATION QUILT SAMPLE



I weaved these sample with waste bottle cap lids and wrappers

RECYCLE BAG



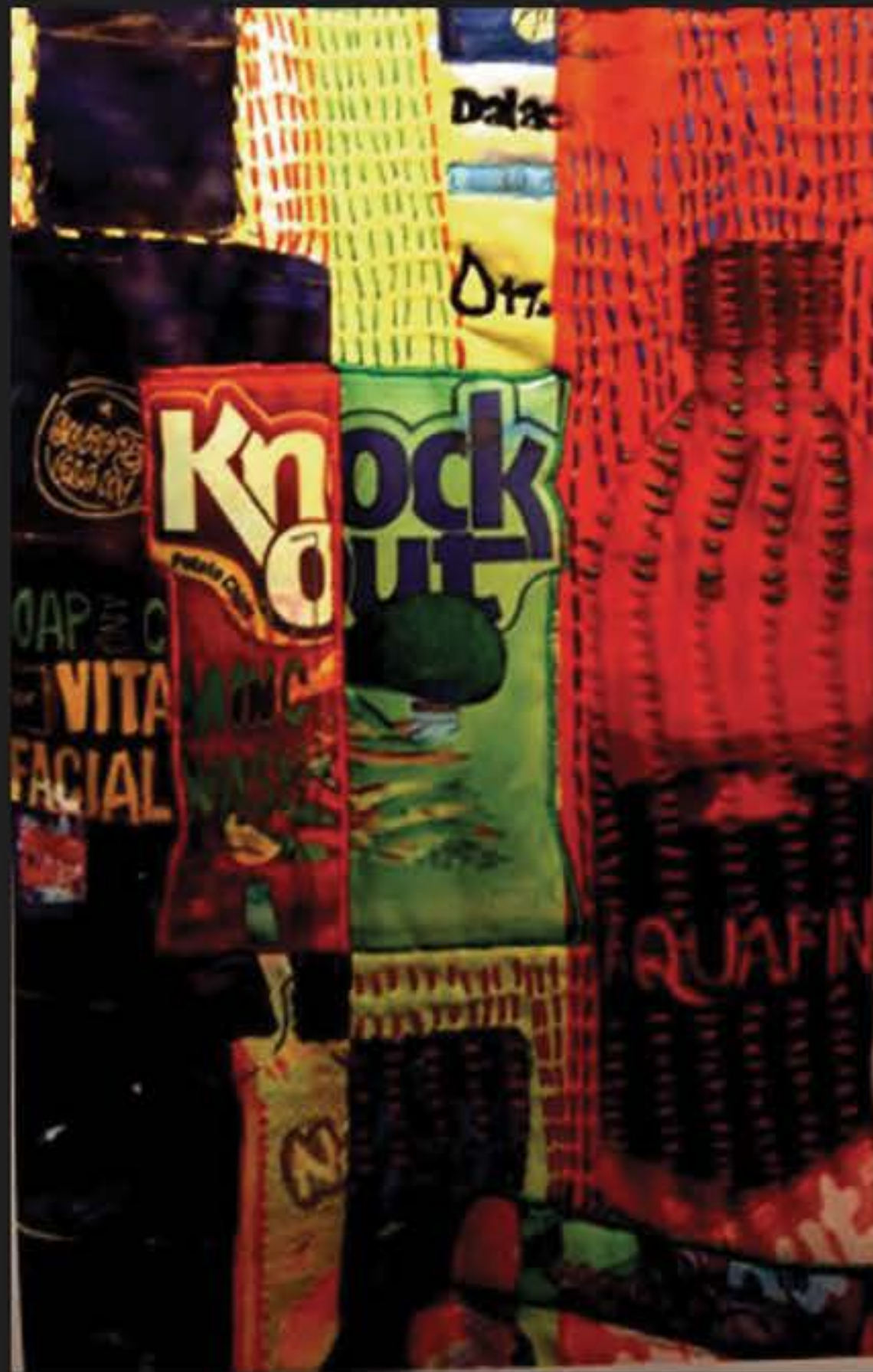
Waste wrappers used for recycling purpose .

FABRICATION SAMPLE



Hand embroidery on wrappers

FABRICATION SAMPLE



This print tells about there is no planet B. We are ordering new objects through advertising. Advertising play important role to buy things .

FABRICATION SAMPLE



In this panel I gave importance of the ordinary things that are going into waste after using so I use waste wrappers and do embroidery and gave them life of waste material .

QUILT SAMPLING



FABRICATION SAMPLE



FABRICATION SAMPLE EXPLANATION

I try all fabrications that are not harmful for environment . I made all fabrication with waste fabric ,waste threads, waste wrappers used as weaving and waste wrappers used as an embroidery.but in the end as a textile designer I go for quilts that I made with waste fabric . I recycled ,reuse fabric in the form of quilt.

EVERYDAY USE OBJECT QUILT

MATERIAL LIST:

COTTON THREAD:

Cotton thread is the perfect accompaniment to 100% cotton fabric and is therefore most commonly used in patchwork and quilting.

JUTE FABRIC :

Jute fabric is a type of coarse and strong material made using rough jute threads. These threads are spun from a strong, soft and lustrous vegetable fiber derived from a plant in the genus *Corchorus*, the scientific name given to plants that are also the raw materials for hemp or burlap cloth. It is made from the skin of the plant which is what gives it the rough, raw look it is known for. Natural jute fabric is one of the most useful materials in the world after cotton. There is an astonishing range of uses of jute fabric and it is widely utilized in the Indian sub-continent (where it is primarily produced) for a variety of functional and fashion purposes. It is also extremely affordable and is considered a very eco-friendly material.

RECYCLED POLYESTER:

Use waste material in quilt.

PROCESS EVERYDAY USE OBJECTS QUILT



[illegible]

TECHNIQUES USED IN EVERYDAY OBJECT QUILT

- Digital print on jute fabric. Pictures use in quilt that I taken from daily life of peoples use in daily life activity.
- Embroidery on the objects
- Using Ralli technique in 1st quilt . , Ralli is done in a way that the stitches used to join the two pieces of fabric .
- Everyday objects quilt patch work technique applied , patchwork is the process of sewing fabric pieces together to create a block (usually square) or a strip design.

EVERYDAY OBJECTS QUILT

Everyday Object quilt tells the story about the object we are using in daily life. And other person who see this quilt also relate her \ him with his\her daily life routine. So everyday object quilt show the beauty of the product when object in the use form. And we never think what its end ,we are just buying new things and using the object. So embroidery shows the beauty of the product.

BLIND CONSUMERISM QUILT

MATERIAL:

- Waste fabric
- Recycled polyester
- Cotton Threads

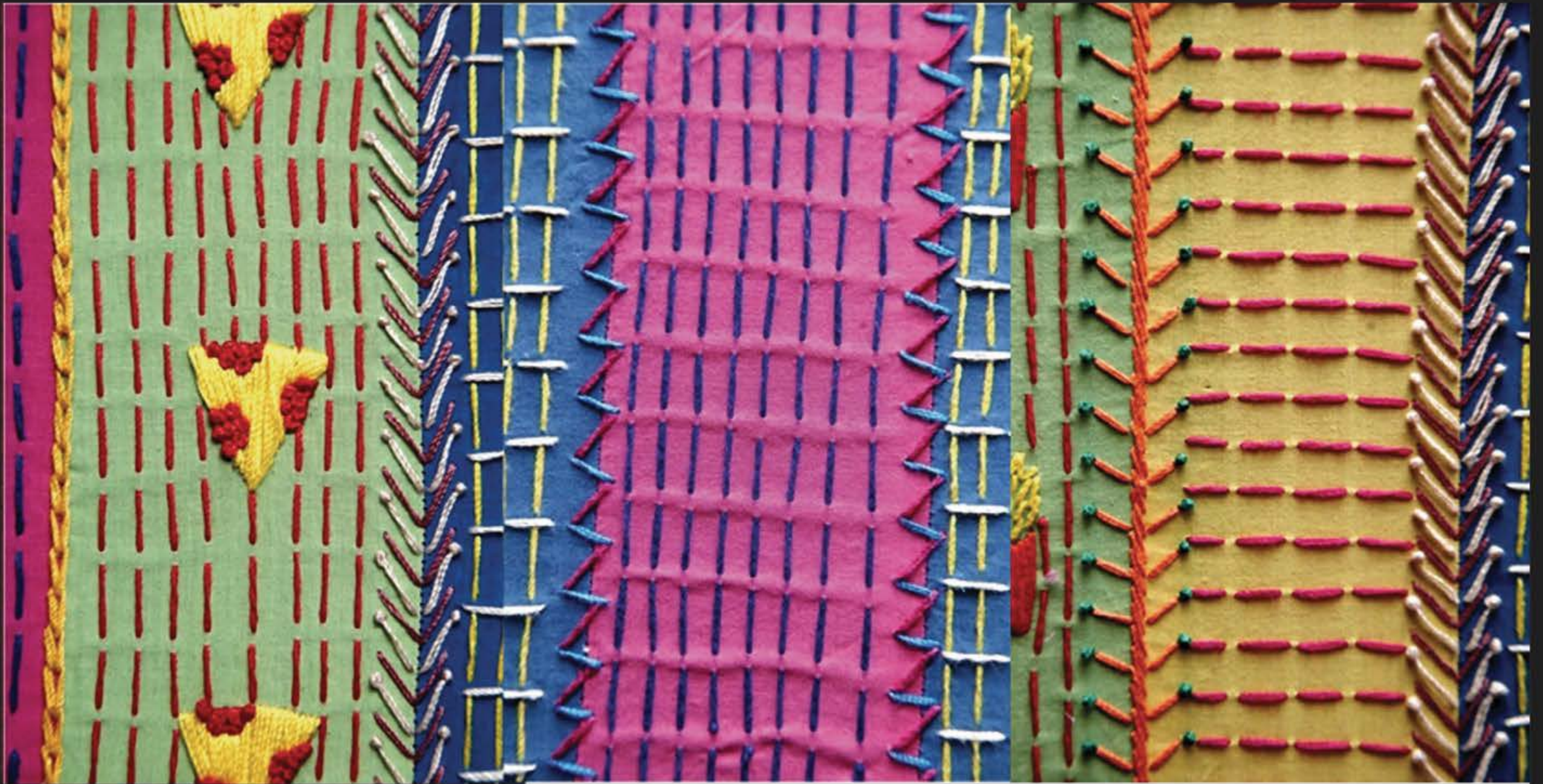
TECHNIQUES USED IN BLIND CONSUMERISM

- PATTERN STRIPES
- POLAK DOTS WASTE FABRIC (collected from industry waste)
- Embroidery on waste fabric.
- Chain stitch ,French knots ,running stitch, herringbone stitch, feather stitch

WASTE FABRIC



BLIND CONSUMERISM QUILT



BLIND CONSUMERISM

These prints and embroidery tells that we continuously buying objects as a blind consumer people who just buy blindly and food chain affected by waste material. So polka dots print fabric I found in the waste fabric and I used this fabric because polka dot are in cluster form and dot represent the object that end up in the land fills in the form of cluster. Single dot represents single person carbon foot print.

FINAL PRODUCT

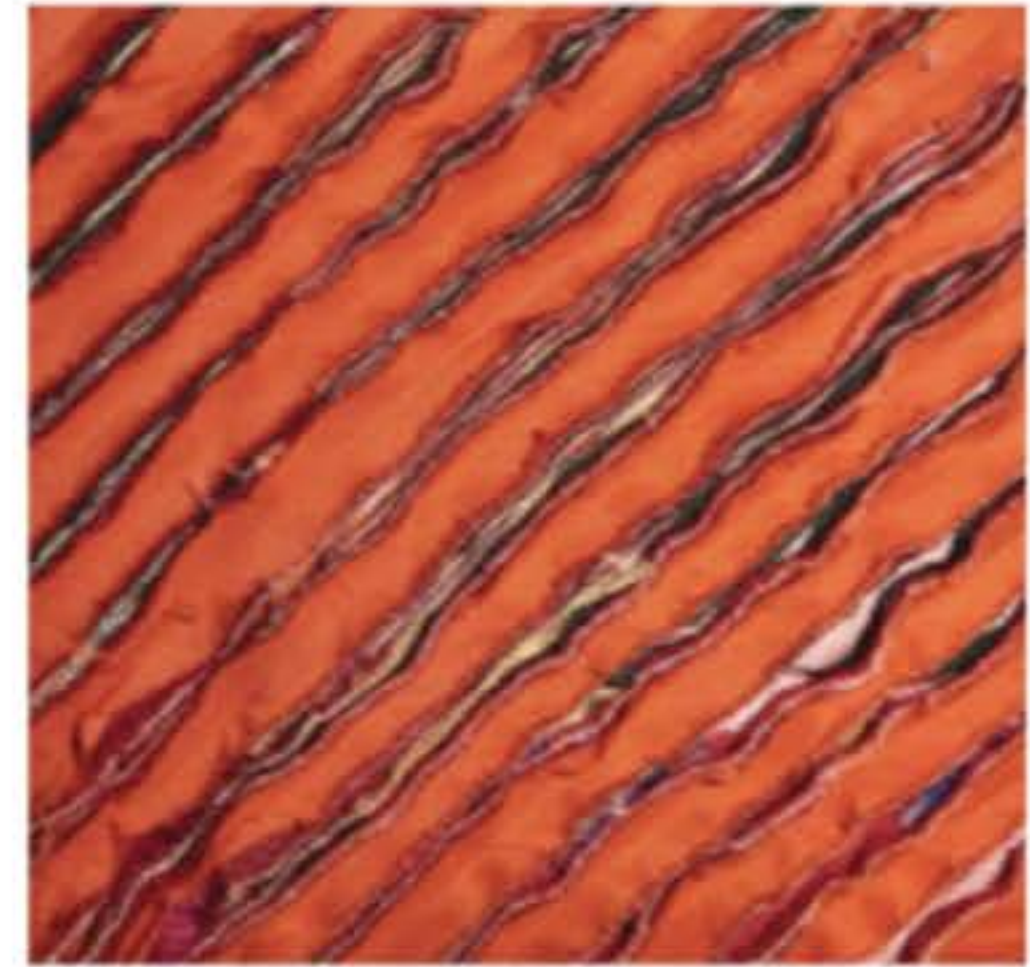


SUSTAINABILITY QUILT

Material Liist:

- Silk thread
- Cotton thread
- Waste fabric [patch work waste fabric]
- Linen fabric

PROCESS SUSTAINABILITY



[illegible]

TECHNIQUES USED IN SUSTAINABILITY QUILT

- Patch work technique used
- Machine embroidery
- Slashing technique

SUSTAINABILITY QUILT

This sustainability quilt tells us that we should recycled ,repurpose , repair reused objects in our daily . . So I recycle waste fabric and make quilt and patch work done with waste fabric on quilt. I gave them importance the ordinary and waste object through my quilt designing.



#2



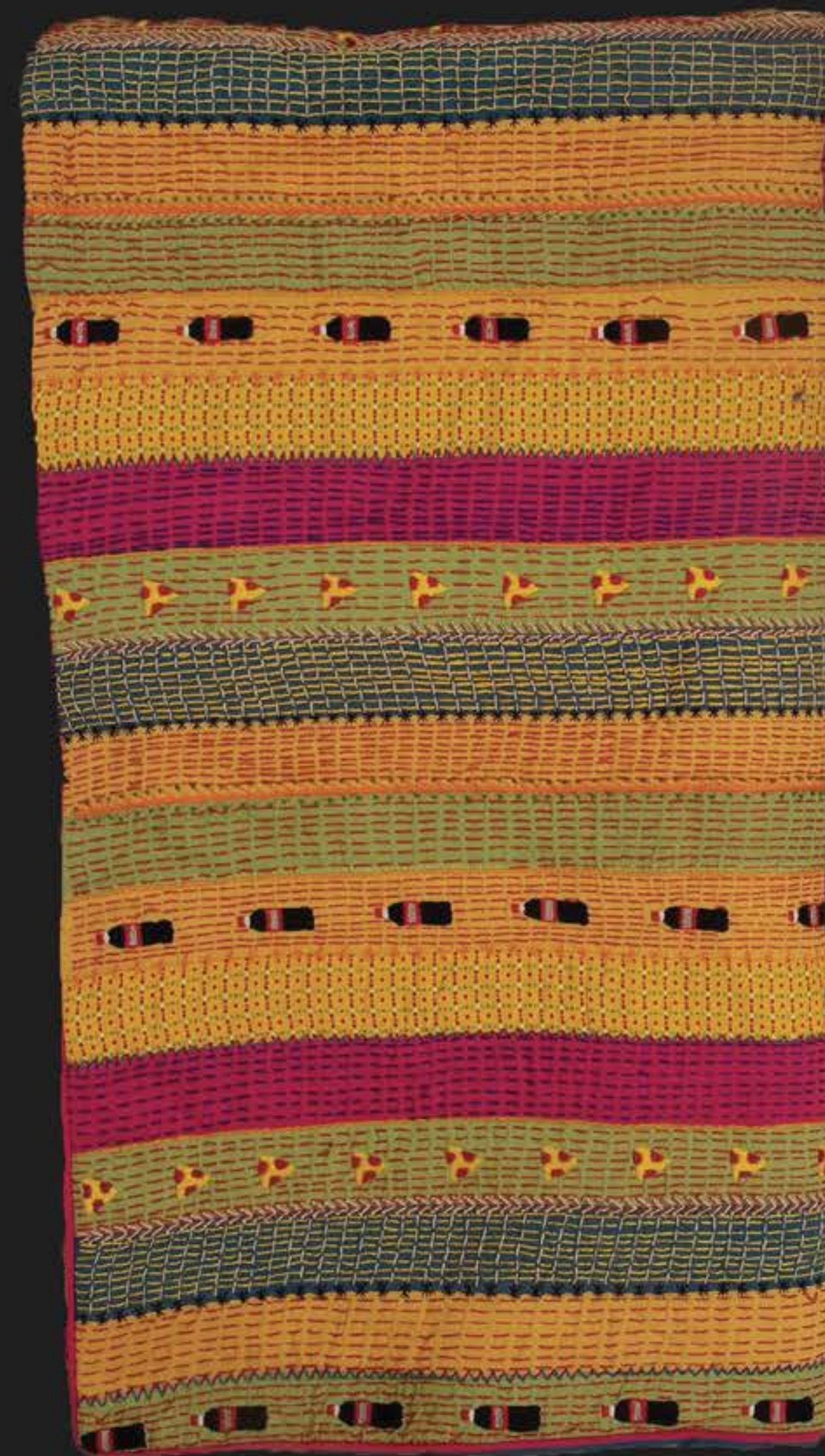
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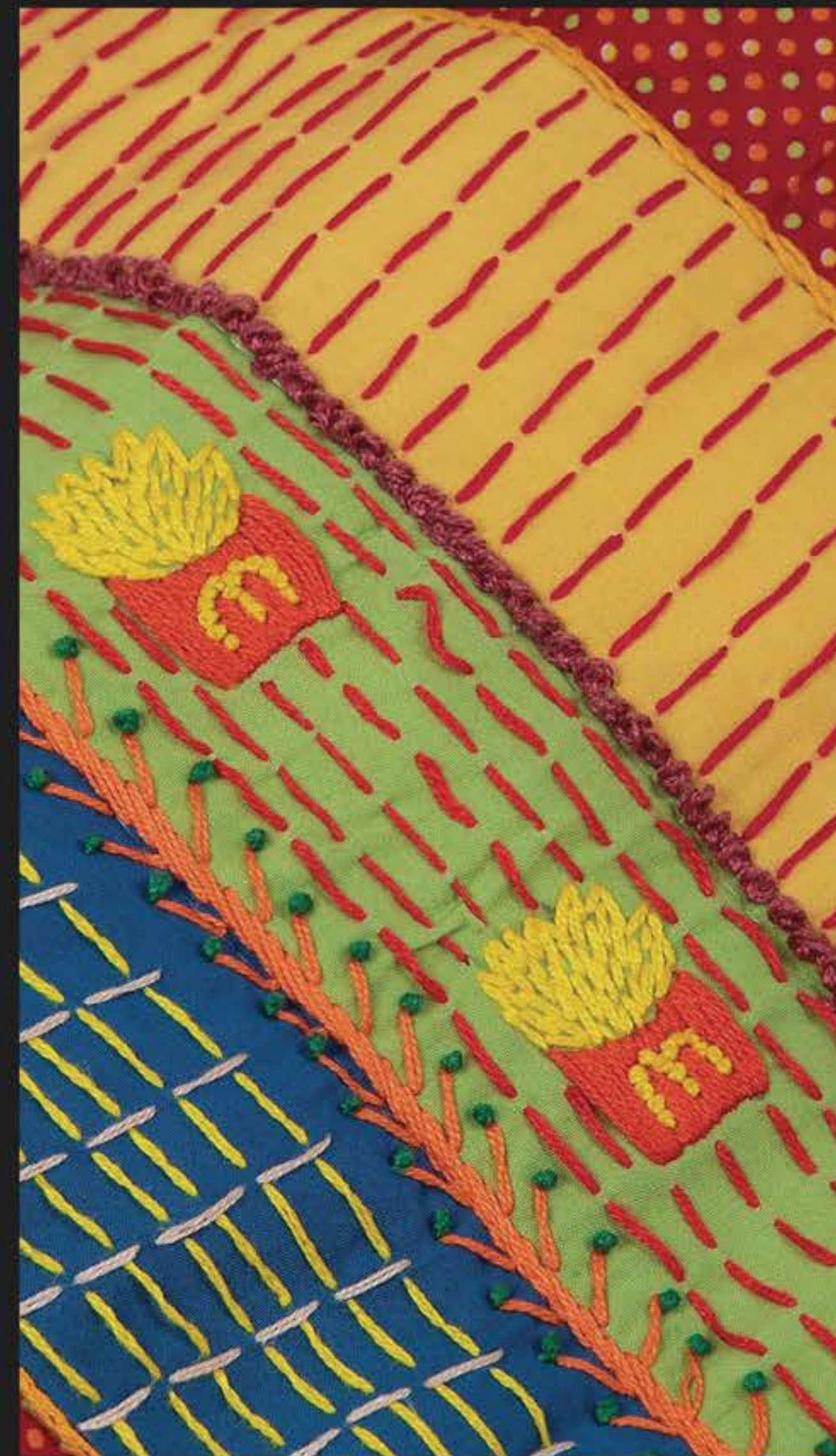
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#6





#7





#9



#10



#11





THANK YOU!

Sana Sarfraz