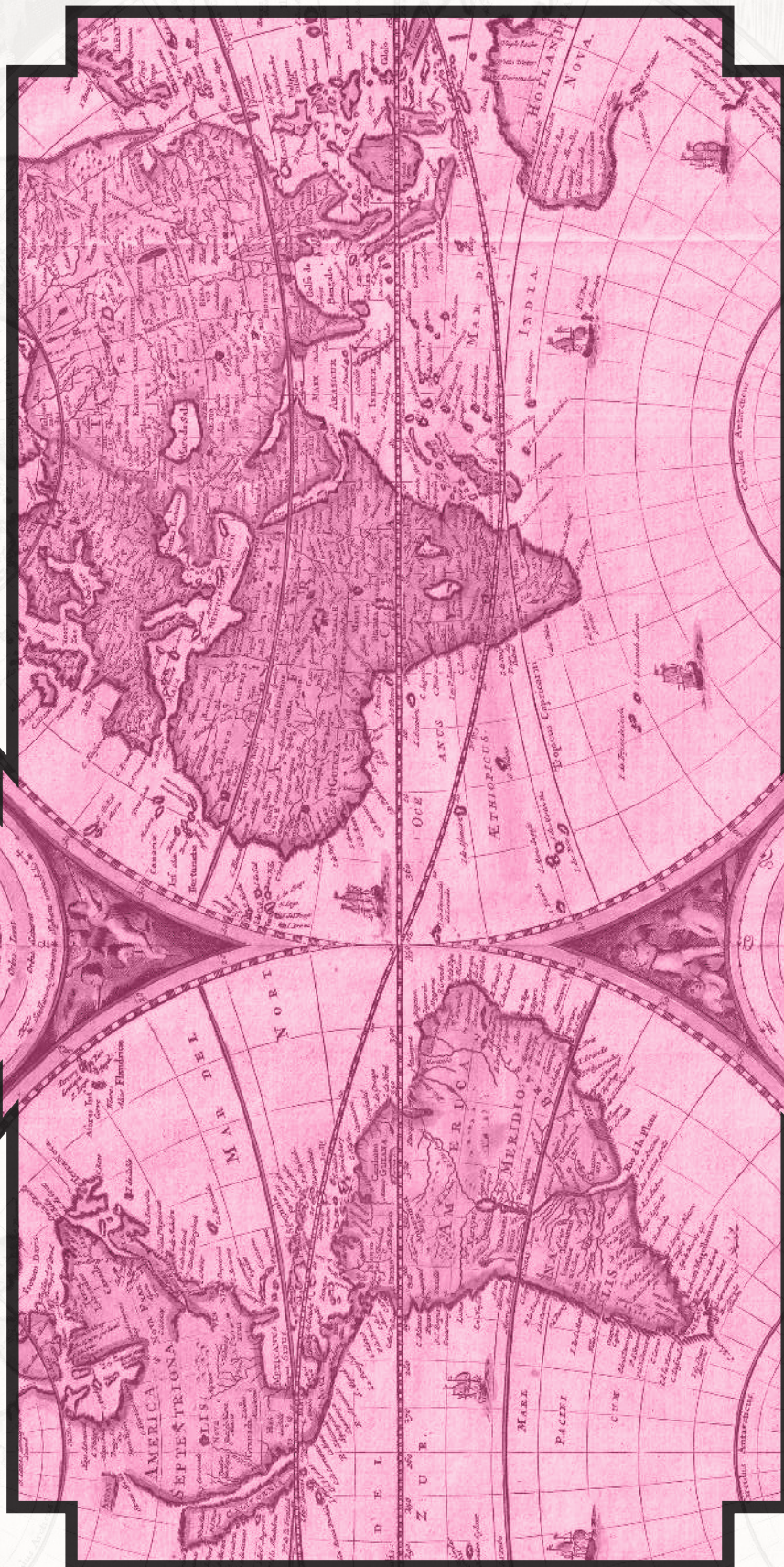


Ailsa
Boris
Chiho
Daniel
Kelsey
Liàngliàng
Mahmoud
Narudee
Silvia
Siyong
Thorranze
Xiao
Xin
Yannick

JOHNSON
LEE
NISHIWAKA
LESTER
SHANKLE
I.S. CHEN
ABBAS
INGAVAT
RAZAKOVA
WU
CHEUNG
YANG
LIU
BECKER

Carlo
Mike
Johnny

PIROZZI
WINDLE
GIBBS



Be Here Now



Be Here Now

A project with Masters Illustration/Graphic Design and Carlo Pirozzi

We often imagine that we belong to only one culture, but human experience is almost always, in some sense, transnational, with movement between cultures. How can such experiences be expressed in creative images? How and why do we move between countries, or within them? What images can reveal a sense of belonging (or not)? How can 'cultural translation' or living in a bilingual or multilingual environment be represented visually? What is gained or lost in terms of our personal and cultural identities?

Carlo Pirozzi

Research Fellow at the Italian Department of St. Andrews University, working on the AHRC-funded project, 'Transnationalising Modern Languages: Mobility, Identity and Translation in Modern Italian Cultures'.

In recent years there has been a significant increase in uptake of the Masters program in Illustration and Graphic Design at ECA. We have always had an international group, however the differences (and similarities) have been made more apparent by the rise in numbers. We think this is good, and interesting for student projects of course, in the way it foregrounds current socio-political situations, but can also give them an intense experience in dealing with such matters in a protective and productive environment.

This transnational identity project “Be Here Now” is a timely opportunity for students to develop their personal ideas in relation to the diverse flavour of the Masters group and also in response to international concerns.

Mike Windle

Lecturer, School of Design
Edinburgh College of Art
University of Edinburgh

Silvia Nicolaevna Razakova

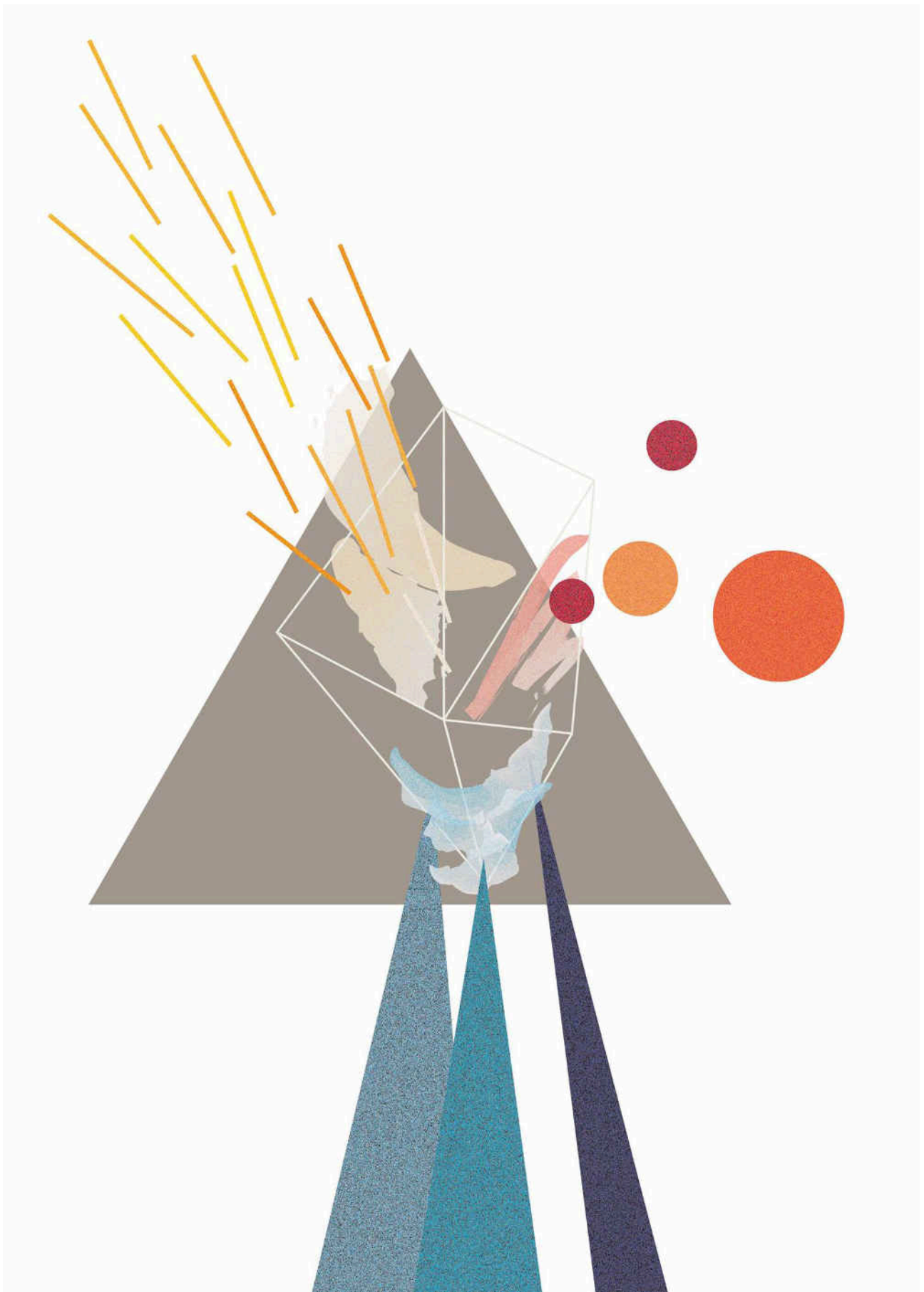
INTERSECTION

6

Most researchers agree that the concept of personality is the result of both genetic and environmental elements, combined. It is reasonable then to think that every place we visit, as much as those we are raised in, affect us in the deepest way.

I imagined how the countries could be symbolised by colours: we are born and educated following a certain colour that is, at first, fairly 'pure'. As time goes – we have the possibility to acknowledge the existence of different realities, and we are given the possibility to choose in what extent these realities will influence our lives. We leave, we go and see the world, and drops of different colours change us in a more or less perceivable way.

Some of us, whether or not aware of the loss of their identity, decide to move permanently, and mix in an irreversible way their existence. When two different colours merge, the result is a third, completely different colour, and there is no way back: the individual then somehow belongs to both countries, but in some other way becomes a stranger to both.

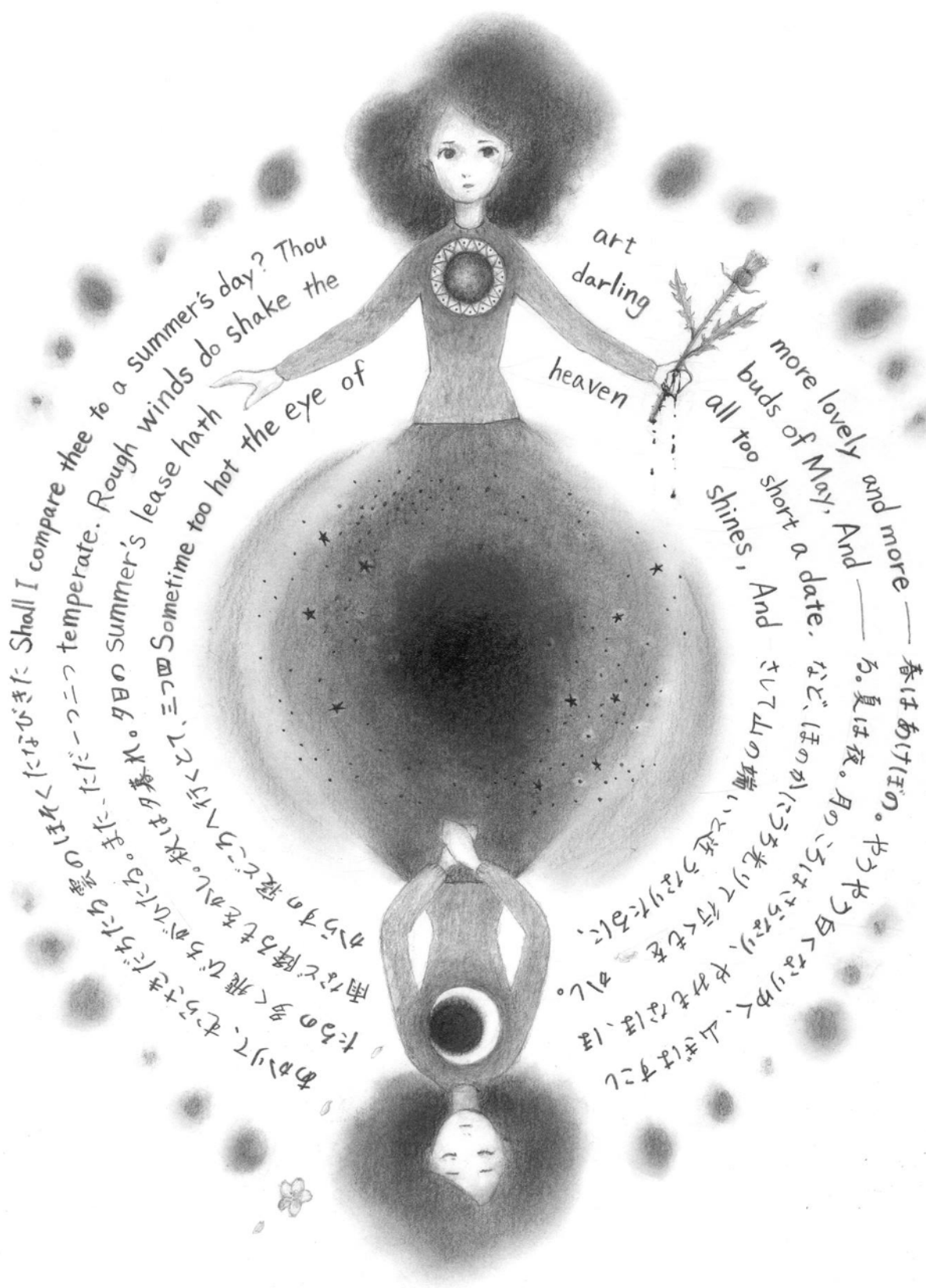


Chiho Nishiwaka

8

Cultural difference is much written about and discussions can often seem limited to stereotype and generalisation. It is much more than a description in words because it is a lived experience. Each of us is influenced by the environment in which we grow up. Language is one of the most influential differences because we develop our thoughts and describe our feelings in our native languages. To really appreciate a particular culture we need to communicate with people in their own language rather than a common language. This is because the native language has formed and developed through time, philosophy and art, making cultural difference both deep- rooted and unique.

I'm Japanese and my own language guides my thoughts in a profound way. I can never translate my Japanese thoughts into English; thoughts in each language require me to adopt totally different mindsets. However, using English in Britain allows me to see the world from a new point of view and I find my experience of British culture brings me both conflict and discovery.



Shall I compare thee to a summer's day? Thou
 art
 darling
 heaven
 more lovely and more —
 buds of May. And —
 all too short a date.
 shines, And
 all too hot the eye of

春はあけぼの。ゆうやう白くなりゆく。山ぎはすこし
 る。夏は夜。月のうきはさちなり。やめをなほほほ
 など、ほのかにうち光りて行くを
 さして山の端いと遠うなりたるに、

たの多く飛びあがりて。あかりて、たうたきだちたひ
 雨など降るもそめし。故はゆきぬ。ま
 いただ一つ二つ temperate. Rough winds do shake the
 夕日の暑れ。夕日の暑れ。夕日の暑れ。夕日の暑れ。

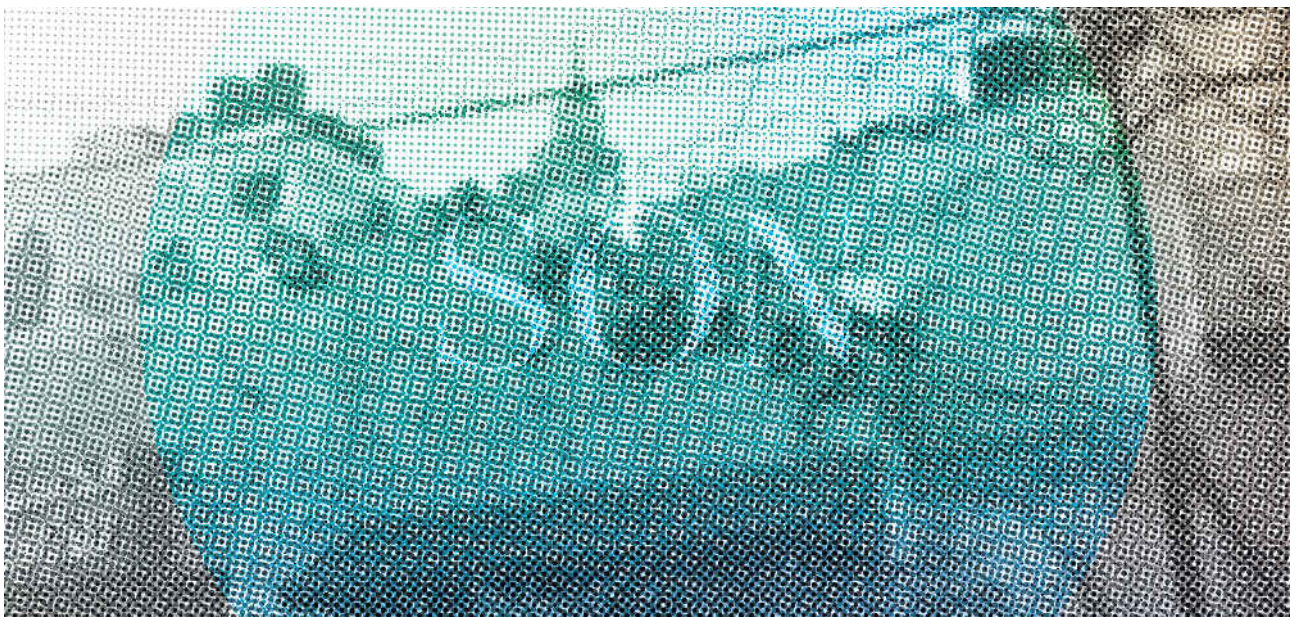
Mahmoud Abbas

محمود عباس

Labels & Layers: Palestine, Qatar & Scotland

10

My approach to this brief had me look at photographs from different places I call home. Palestine where I am from, Qatar my home and Scotland, where I live now. I am connected to varying degrees to all of these places. Many people are considered, citizens, residents and children of one place. I chose to focus on what I am considered to the nations, rather than what I consider them to me. In Scotland I am resident and have a card to prove it. In Qatar I am citizen and I have a passport to prove it. In Palestine I am son and I have nothing to prove.



Kelsey Shankle

"Home"

by: Kelsey Shankle



I'm from a small town.



Crestline, Ohio has about
4,500 residents

I graduated with just under 30 other students
most of whom I'd known my whole life



It had been a railroading town

We had one of the country's last remaining
train roundhouses. It stood abandoned for
years. With no money for a restoration,
it was eventually demolished.



A lot of train tracks criss-cross my town.
and these are its bones
its skeleton



In high-school I bought a 1991 Buick Park Avenue for \$200.

It was more rust than metal, and handled like a tank

But there was nothing like driving the country roads
around Crestline on a cool summer's night
Nothing like being alone, and on my way somewhere.

Ailsa Johnson

14

This is an old man. He is an old man, no matter where he might be. You have seen this old man before. He is sat in the café, the bar, the pub, the plaza. He might have a cigarette, a pipe, a cigar. He is drinking the drink of the place and the time. If he is eating it is probably a packet of crisps, or something similarly cheap and salty. Now, depending on the type of establishment in which he is currently located, you might find a small, wiry dog laid down at his heel; or an old hound laid by the fire nearby. He might have no dog at all, and instead perhaps a walking stick or umbrella, a waxy leather jacket. He laughs from his belly and it makes you flinch. His skin is a little oily, he smells of ancient cologne. He knows everyone and everything in his world. You might wonder if he were born in this place, made out of the same material as his surroundings; but no. He is just an old man.



Thorranze Cheung

Canton, China

16

Not until August 2015, I met the world. It is imperfect but as nice as I expected. But what I want to say is as its imperfection, it is vivid and believable. I came from a great country with 5000 years history and wonderful heritages yet I lived a confusion life into the game of politics and the politicians who binds themselves to my be loved country and said that is our only destiny. I'm proud to be a Chinese and I can confidently say I'm from China. Nevertheless I will never say I am part of the socialism since that's the identity everyone in China forced to recognise, not, as least, my true option. Under the domination, the truth is always the taboo and only the positivity can be revealed. It is, indeed, a Utopia. I haven't felt life as energetic and valuable as the one I have at the moment, I haven't got a genuine understanding of the importance of my own choice towards my own life since 7 months ago. I can talk about any thing I like and, importantly and finally, any thing I hate as well at the perfect present.

These two pieces of graphic design were inspired by the structure which was popular on poster design during the MAO Revolution when the real and beautiful China died out. Everyone had to follow one political idea and have only one idol. The socialists gradually formed China in the way they expected and the iconic political culture was cultivated at the same time and that ultimately become type of image of China ultimately. Red, all the time, the only colour of China ideologically and politically because of the authorities of socialism even in nowadays. However, politics and ideology are no longer dominated by the pride red in my present life since I am living in the real world which Honey Badger, the fighter of personality and freedom, is living in (lol), everything is into the colour it should be, the life is colourful to me. That's why you cannot see the pure red in the socialistic waving flags but a lovely beast on its catwalk show.

What also worth to mention is though the structure of the MAO revolution poster style can be found on the design, the slogan beneath the graphics were not written in Mandarin as usual but in Cantonese which is my mother tongue but is privately pushed aside and faded out by the authority with the reason of better understanding and the determination of unification of culture. Interestingly, there are a lot of different languages in China, e.g Cantonese, Hakka, Minnan etc., were evolved from ancient Chinese and the elegant poetic native language in China and they are all dying out because of the generalised education and using of Mandarin. The diversity of the wonderful Chinese culture is in its extinction, the root of 5000 years history is losing meanwhile. Why we cannot choose what language we speak? Why we have to place ignorance on the treasure created by our ancestors?



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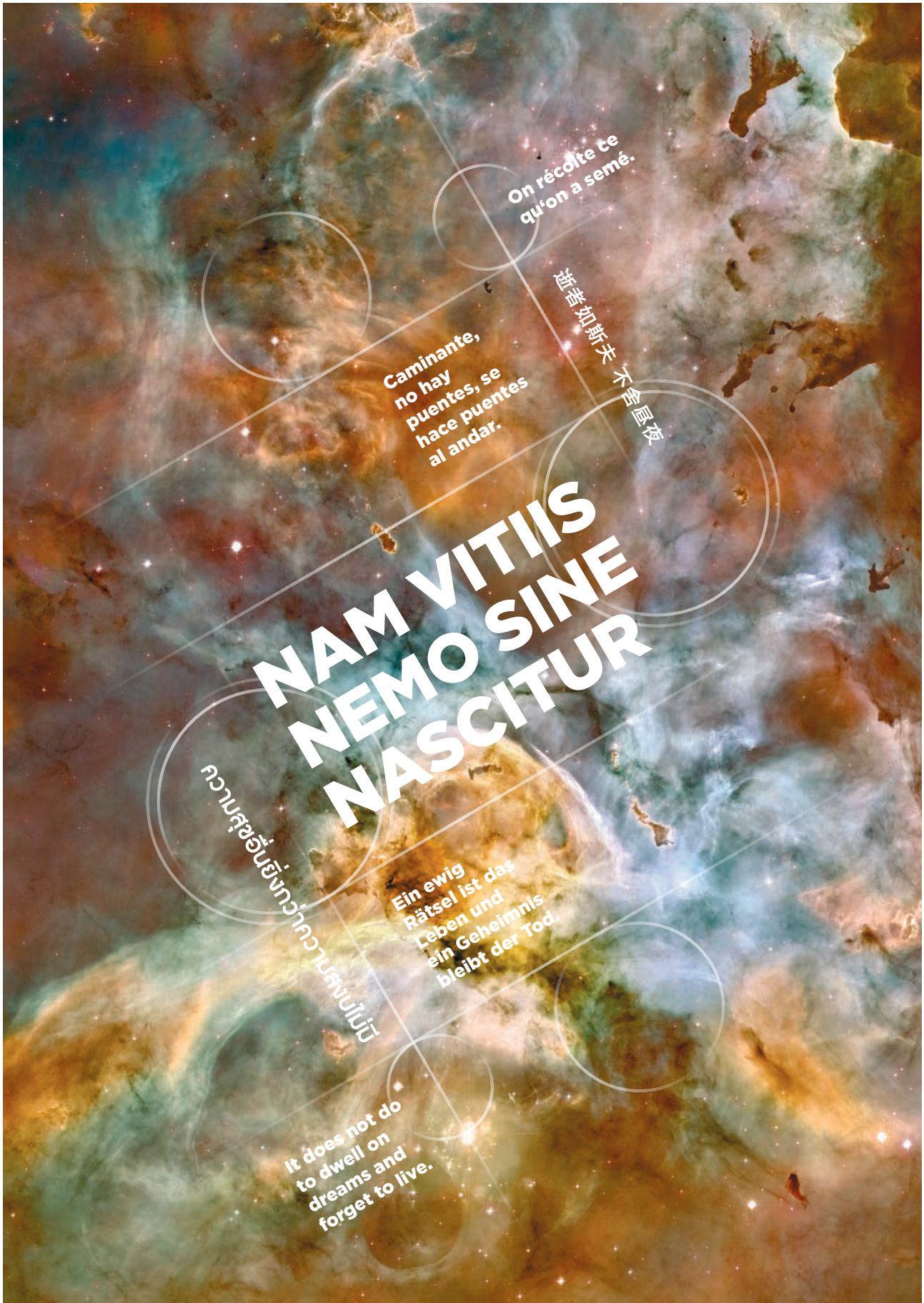


Yannick Becker

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My life is determined by constant change. Rarely spending more than three years in one place, I've been living in many countries and called many cities my home. I suppose, travelling and living in different countries is one of the most exciting, eye-opening and rewarding experiences we can make in our lives. I don't know if I am representative for a new, inter-cultural generation. I am the sum of all these cultures and philosophies, yet am I none of them either. The more I travel, the more cultures I connect to, the more alienate I become. I am not German, not European, not Asian or American. I am a bit of all. Does that make me neither of them? Or just more human after all? Who am I? Does it matter? I guess not. I am me. I take a bit of them all. Make it mine. Some influenced me more, other less, but they are all part of me. "Nam vitas memo sine nascitur", displays some philosophies, that shaped my personality. It urges to value the differences that define us, to evoke curiosity for difference and to remember, that we all face the stars in unity at night.

I am Nick. Who are you?



Narudee Ingavat

Food is a universal experience



Xin Liu

Shàng Huô “Suffering from excessive internal heat.”

22

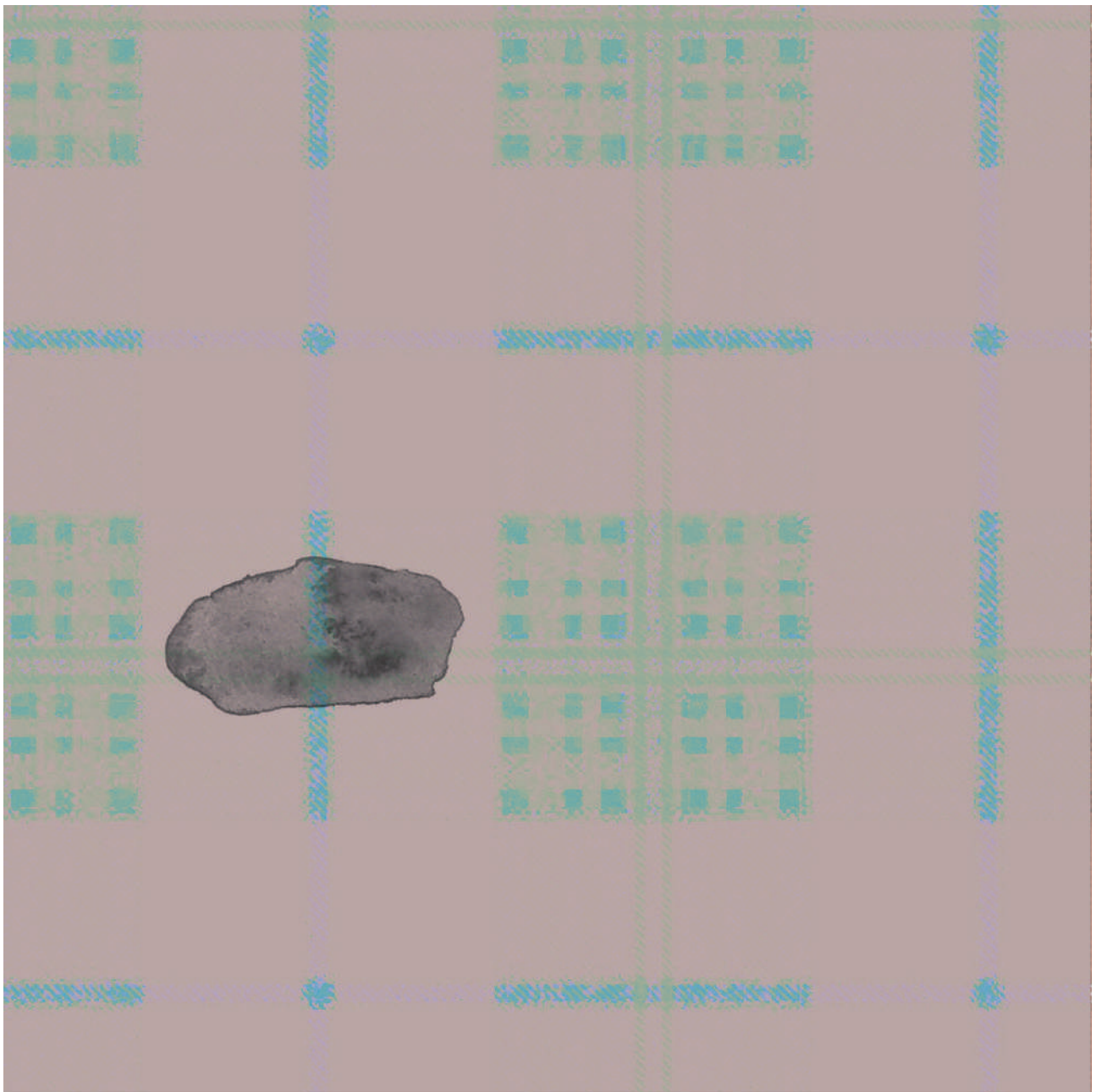
“Shang Huo” (excessive internal heat) is a term which originated from Chinese citizen and it belongs to Chinese medicine. Doctors of traditional Chinese medicine insist that there are two equal and opposite parts inside of a human body. One is Yin, and the other is Yang. If the balance of Yin and Yang were broken by some factors, then your body will suffer from excessive internal heat. Therefore what we called “internal heat” is to describe some thermal symptoms that are generated inside of human bodies. In this illustration, the girl in front is suffering from the internal heat. Those elements which around the girl represent several symptoms of internal heat, i.e. nosebleed, lots of acnes on face, get a cold sore, have high fever etc. When someone is suffering from these symptoms, Chinese doctors will suggest he/her take diet therapy to help his/her YinYang get balanced. Thus, as for Chinese, although your bodies are having some issues, “Shang Huo” is not a kind of disease.

On contrast, the concept of “Shang Huo” does not exist in the most of western countries. Although the term has been translated into English, the culture and background of “Shang Huo” can not simply be disseminated and represented by only a term. When I suffered from internal heat in Edinburgh, I cannot explain my situation to my western friends and doctors. Therefore, I would like to utilize an illustration to demonstrate more information of “Shang Huo” to everyone. To Let people notice that sometimes you are not ill, you just get “Shang Huo”.

shàng huǒ



Siying Wu



他山之石 Stones from other hills

There is an old saying in Chinese culture: “Stones from other hills may serve to polish the jade.” It was originally means by accepting one’s advice would overcome its own drawbacks. Nowadays, it also means we see a stone on the other hills, not matter how far away it seems to be, anyhow, they belongs together. I think we are just like those stones, with different shape and texture, scattering worldwide. We are different individuals, from different background with varies identities. We, as people, also have different histories, families and tastes. Our own cultural values of a country influence its psychology and identity. By acknowledging we are all different people with our own identities is the first things we need to make sure everyone understands is that it’s great that differences exist. The ideal society according to our traditional Chinese cultural values is “A world for all and a world of universal harmony.”

Xiao Yang

杨霄

WUXI 无锡

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The communication between one nation and another has been going more than 500 years. The most common and profound influence of this phenomenon is that everyone can see and use foreign goods without going abroad, especially the food.

I have never been to any other countries before coming to Edinburgh, but even in China, in one country, the differences among regions, nations and cities are quite obvious, such as customs, characters, cities identities and dietary habits. China covers a large territory and has many nationalities, hence a variety of Chinese food with different but fantastic and mouth-watering flavour. Since China's local dishes have their own typical characteristics, generally, Chinese food can be roughly divided into eight regional cuisines. When I travel from one city to another for study or tourism, I can enjoy its local delicious food and food from all over the country and even all over the world thanks for the movement of culture between regions.

What I illustrate are two streets near the places I live in both Edinburgh and Wuxi. The point I want to show is that even in one street of a city, you can taste food from all over the city, country and the world.

In my opinion, landmarks, characters, dietary habits, the skin colour, animals and so on, all of these things that are presented on images could be distinguished its nation.

Everything has two sides – transnational phenomenon gives chance to every one to have a look of the world and study from each other, but at the same time, cities identity is becoming inconspicuous, which is quite a pity for humanbeings.



Boris Lee

李晨豪

They are part of me, and I am part of them. Taiwan

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When I am experiencing the cultural differences, I feel I am a curious child, and the whole world becomes my playground.

I am from Taiwan, it is a very beautiful and interesting place. Growing up in Taiwan makes me accept and embrace all different cultures. If you visit there, you will see the combination of modern and traditional life. Also, you will see many different cultures in Taiwan, such as indigenous, Chinese, Japanese, Korean, American, etc.

Now I am in Edinburgh, I am so happy that I discover new things in this attractive city every day. I think I become a child again.



Liàngliàng I.S. Chen

Ilha Formosa! Taiwan

30

Taiwan, a beautiful island.

As to the endemic animal density, Taiwan is World No. 7!

Lets have a wide feast together with the Formosan black bear, Sika deer, Formosan blue magpie, Formosan clouded leopard, *Mustela sibirica*, and civet, in the field, in this colourful parade.

Ilha Formosa!



Daniel Lester

Do we ever truly leave home ?

Travellers abroad login to their iphones, overseas students regularly skype home, teenagers play games with friends online.

To explore the idea of living in a bilingual or multilingual environment in contemporary life, one must consider the ways in which technology offers methods of communication that act as alternative forms of communication, a reprieve from these different voices.

Through this page I aim to explore the ways in which technology and online communication can be both and comforting, and at the same time, isolating.

Millennials travelling today may experience the sense that they never truly leave home when they have access to the web, since the most integral part of the feeling of homeliness for young people today may revolve around the access to online communities and close social and familial ties on social media.

With this there comes a sense of ease in which people may retreat into spheres of their own language and culture. Those that might struggle to settle in amongst a multiplicity of voices can retreat to a comforting online world, a home which they never truly left. This may be at once hugely comforting, yet potentially isolating.



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Cover art by

Biblia, dat is De gantsche H. Schrufture, Pieter and Jacob Keur, 1730.