

Lee House

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Graphic Design department
Anticipated Graduation: 2014

Sustainability Microgrant Proposal

As the leader and founder of the MassArt Outdoor Adventure Club, my practice has been focused on considering our role in the environment as users of the outdoors. In involving myself with outdoor leadership, I am constantly facing the dichotomy between outdoor recreation – to sustain an active, healthy, and sane lifestyle – and the inherent environmental impact that goes hand in hand with this use of land.

This past summer, I spent my weeks as an 'Adventure Counselor' traveling in the outdoors with 12 to 14 year olds through a Mass Audubon summer program. What has consistently been true in my experience both as an Adventure Counselor and leading the MassArt Outdoor Adventure Club is that one of the most important lessons in using the outdoors is one of the least engaging. That is, explaining Leave No Trace (LNT) ethics. For my Mass Audubon summer program, I adjusted my curriculum to teach LNT through skit rehearsal, performance, and group discussion, but as I continue to spread the ideas of LNT to those that I work with, it occurs to me the vast amount of people that recreate in the outdoors still remain ignorant to the practice of LNT.

The intent of my project is to investigate a better solution and more engaging way to discuss environmental impacts and LNT ethics. I aim to employ design as a teaching tool that facilitates experiential learning. The goal will be to create a better entry point for the discussion of recreational land use and conservation, specifically creating a more accessible dialogue about the principles of LNT.

To execute this plan, I want to create various interactive touch points. The location will be in the White Mountain National Forest of New Hampshire working with video documentation and site-specific installations. The goal will be to document the effects of human recreational land use and produce a short video using time lapse imagery, interviews, and documentation of the following sculptural component. The sculptural component will employ the use of bronze *touch* sculptures* that will be mounted at approved hut and trail signage locations within the National Forest. These site-specific installations will be a first hand interaction with users of the outdoors. As interesting areas on the sculptures become more touched, the patina will wear away exposing a brighter more worn area. It will be a working metaphor for the exponential impact of human land use. The mounted sculptures will be a learning experience housed immediately in the great outdoors. Accompanying them will be designed signage, project description, and a link to find out more online, follow progress, and view the video.

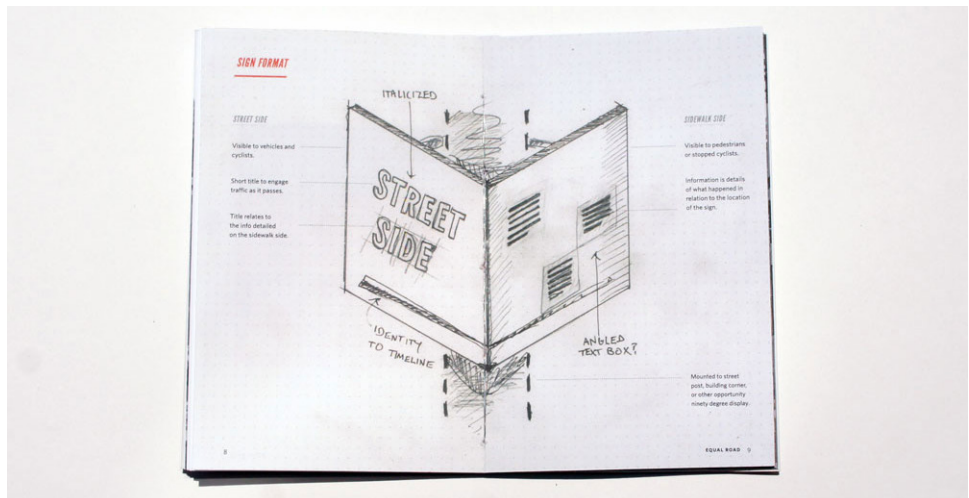
The project will have long-term rewards with documentation over long periods of time, but to abide by timelines of both the Sustainability Microgrant and the graphic design degree project presentations, content and deliverables will also be available within the spring semester. In addition to presenting this work for my semester long degree project study, I would also like to present it to the MassArt community through a talk and video screening hosted by the MassArt Outdoor Adventure club.

** What is a bronze touch sculpture?*

It is something that has been employed by museums to demonstrate the effect of multiple people touching museum artwork over time. The sculptures will be molds of crumpled papers that have been crumpled over and over by members of the MassArt community exhibiting deterioration and entropy of land. The final crumpled pieces will reference landscapes, maps, and most importantly National Park bronze relief sculptures that show 3D reliefs of the land.

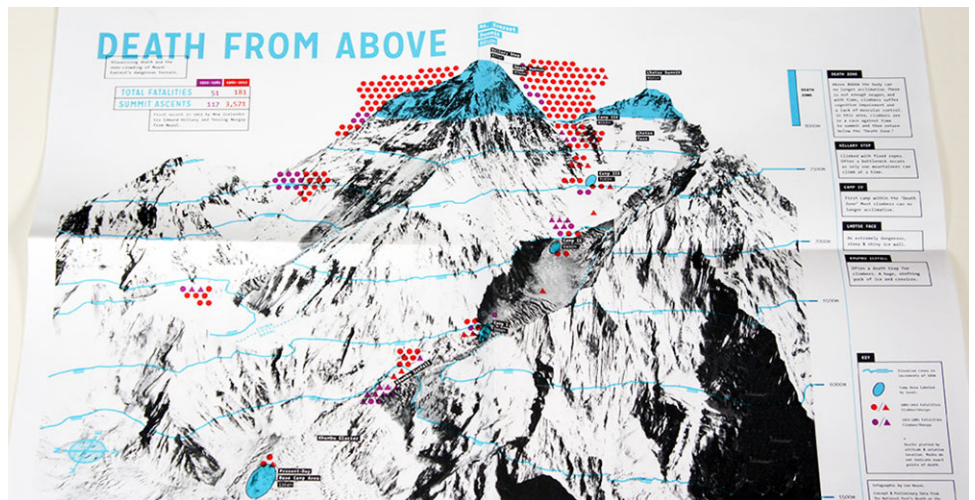
Past Work

Equal Road | A guide book to a hypothetical timeline installed throughout Boston, MA. Meant to create a more aware commuter, the timeline memorializes cyclist fatalities as well as celebrates cycling progress. The square pages reference the signage while a sticker cover wrap allows for further interaction.



Past Work

Rove Magazine | Editorial design accompanied by an infographic of the deadly overload of Mt. Everest summit attempts.



Past Work

Question For All | Made from a downed log from Haystack, this is a hand sawn, hand planed, and hand carved typographic question for all.



** Please inquire for photos of crumpled paper sculptures as they are recent developments and will be available as of Friday, Dec 6.*

BUDGET PROPOSAL

Expense	Price	Description
Travel & Stay	\$150.00	This expense will be a stipend to alleviate travel costs and food costs while completing micro-backpacking trips in the White Mountains.
Bronze Expense	\$50.00	Affording the bronze that will be used during a bronze pour to create a burnout sculpture of my landscape form.
Mounting Hardware	\$20.00	The hardware that will be necessary in creating a professional wall mount that will withstand over time and be unobtrusive on an Appalachian Mountain Club hut or trail signage kiosk.
GoPro Camera	\$250.00	To properly document the human recreational use of land over time, I will need a camera (affordable, compact, lightweight durable, and acceptable quality) that can be set up over longer periods of time while I accompany it in capturing essential footage and photographic documentation.
Memory Card	\$25.00	This card will have a large memory space and alleviate the pressures it will place on my current storage space.
Sketching & Notes	\$5.00	Not to forget the importance of sketching and note taking, this will go towards a sketchbook and writing utensils.
	Total	
	\$500.00	

PROPOSED TIMELINE

GOAL	Amount of Time	Deadline
Crumple Paper Studies at MassArt	1 Week	January 2014
Research and Permission from White Mtn National Forest	~1.5 Months	February 2014
Bronze Pour Burnouts	~1 Day	Pending Dates of Pour Schedule
Finalize Bronze Sculptures and Signage	~4 Days	Pending Dates of Pour Schedule
Trip # 1 Scouting Locations for Installations and video and begin video documentation.	2 Days	Weekend in February
Trip # 2 Ideally be bringing first of sculptures to their destination continue video and photo documentation.	2 Days	Weekend in March
Trip # 3 Finish sculpture installs and continue documentation of all aspects.	2-3 Days	Weekend in March
Trip# 4 Tentative trip squeezed by April 1 deadline for more documentation	2 Days	Weekend in March
Blog posts, image submission, presentation prep and documentation	1 Week	April 1
Presentation hosted by MassArt Outdoor Adventure Club	1 Day	~April 1
Trip# 5 More documentation	2 Days	Weekend in April
Degree Project Presentation	Semester Long	Pending Departmental Schedule
Ongoing documentation and installation	Undetermined	Pending White Mtn permit

* This project is intended to be executed over a longer period of time than the grant requirement allows, however, this is the proposed timeline that seeks to make an agreeable compromise.