

## **UNIT 7 EXHIBITION LABEL & ADVICE**

This document – Is for you to submit your Exhibition label. It is also designed to help you write your exhibition label. The purpose of the label is to summarise and sum up your work in 75 words.

The function of the label - The summary has to work along side any of your unit 7 work, i.e. the final piece on its own or the supporting work on its own. For this reason, think about the main concepts and inspirations. Test your summary, would it still work if you could only see the final outcome and not the supporting work, or vice versa?

### **Things to think about and consider:**

- Audience - Think about the audience who will be looking at your work. Start with a pitch to someone who knows nothing about your work or art and design.
- Context - you are showing in a London based gallery in 2019, but your work may have been devised in or for a different context, place, time or culture. Taking this into consideration is there anything you need to make clear in regard to the context? For example, was your work part of a project or a series of projects? Does the work originate from somewhere or something else?
- Key words - Think about key words and themes. As this is an opportunity to show your work to the public make sure your summary is interesting and engaging.
- Think about what you have done and why. What were you hoping to achieve? How did you do this both practically and conceptually?

**Once you have considered the above points write your text in the box below. Once complete, delete out the **red prompts** leaving the relevant information. Remember to spell check the text and use Font - Ariel in size 12point. Upload to the Assignment area on Moodle by the 18<sup>th</sup> of April. Also upload this Document to your workflow along with your Proposal.**

Sophia Conroy-Iglesias

### **Hot Potato**

Hot potato: a controversial or difficult subject. For this project, I have explored how food is used to elicit a nostalgic emotion due to the intimacy we share with it. I have also looked at how food plays a large part in politics, society and culture; examining how it's used as a social aspect to our lives. I have placed an emphasis on its effect on our general health, through a series of purpose-led designs.