

PIÑATEX × CHELSEA COLLEGE OF ART +
GRADUATE DIPLOMA IN
GRAPHIC DESIGN

RESEARCH & DEVELOPMENT
IN VISUALISING
PIÑATEX'S PRODUCT
LIFE CYCLE

JUNE 2021



HOW DO YOU VISUALISE ABSTRACT PROCESSES?

PARTICIPANTS

02

- SIRIWAN CHAMPORN (SIRI)

XIAO XIAO DI (TINA)

YIK HEI FAITH LEUNG (FAITH)

YIDAN LIANG (DANNIE)

CHRISTOPHER MARKHAM

THAIS RODRIGUES MOTA

PENGWAN LUO

JON HALFDAN REISTAD

ATTIA RASHID

HSI-FANG CHEN (HELEN)

YIN-HUI WANG (FLORISA)

SHUXUAN YU (DORIS)

YUE ZHUGE (AMY)

KATHRYN BEDFORD (KATE)

SHANGJIN YU (JIN)
- JI ZHOU (ZOE)

DHANSHREE KUMAR

JIAOYANG ZHANG

MINGXIN CHEN (CHRISTINA)

CHEN DI (CHRIS)

YAN FENG (OLIVIA)

SHUXIAN JIANG (IRIS)

JIE LI (JOY)

JIAYI LIU (JASMINE)

JIE LU (LUCAS)

YIYI MA

JINGZHUO REN (SUNNY)

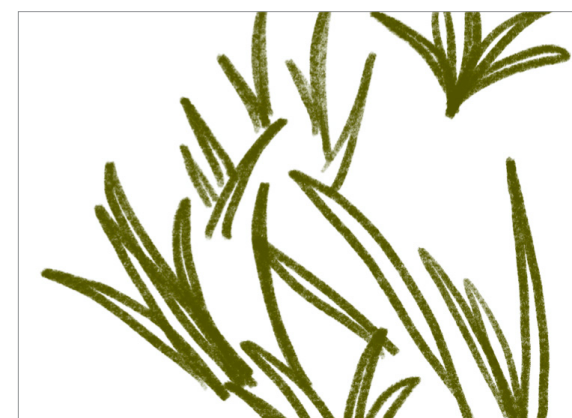
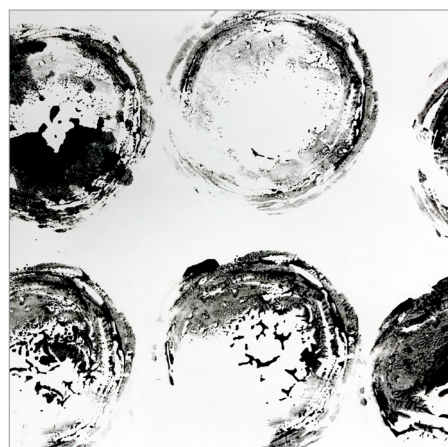
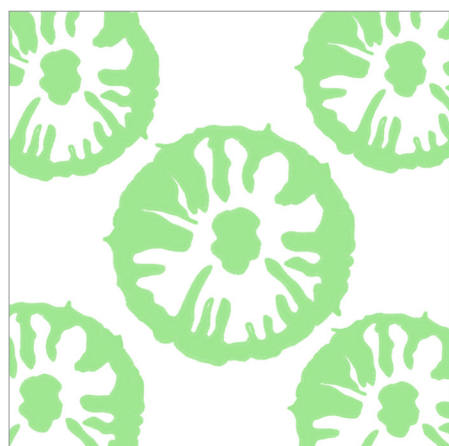
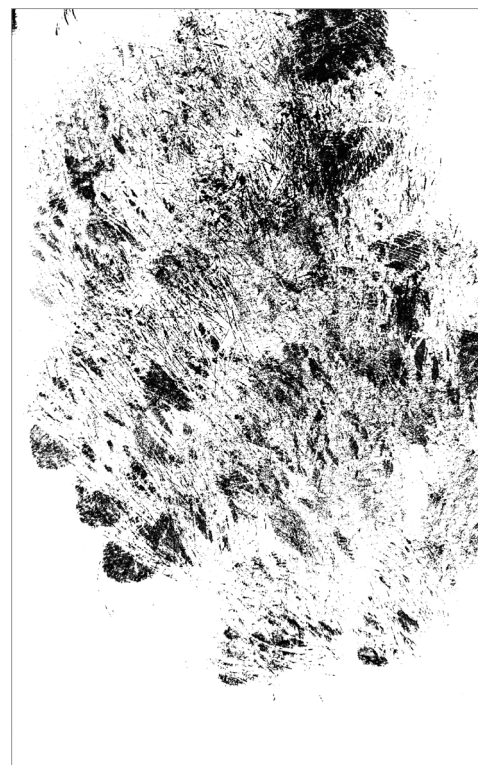
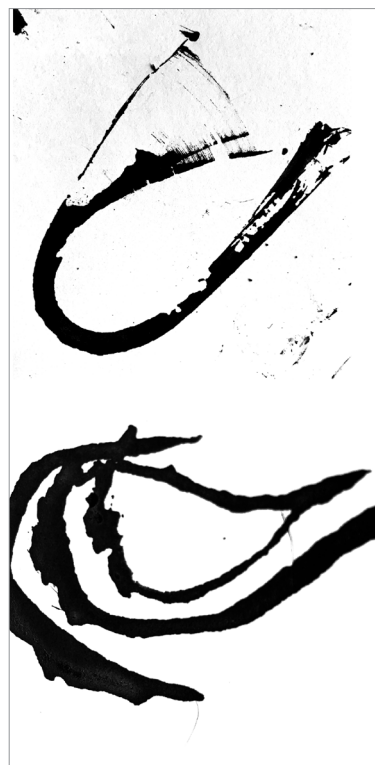
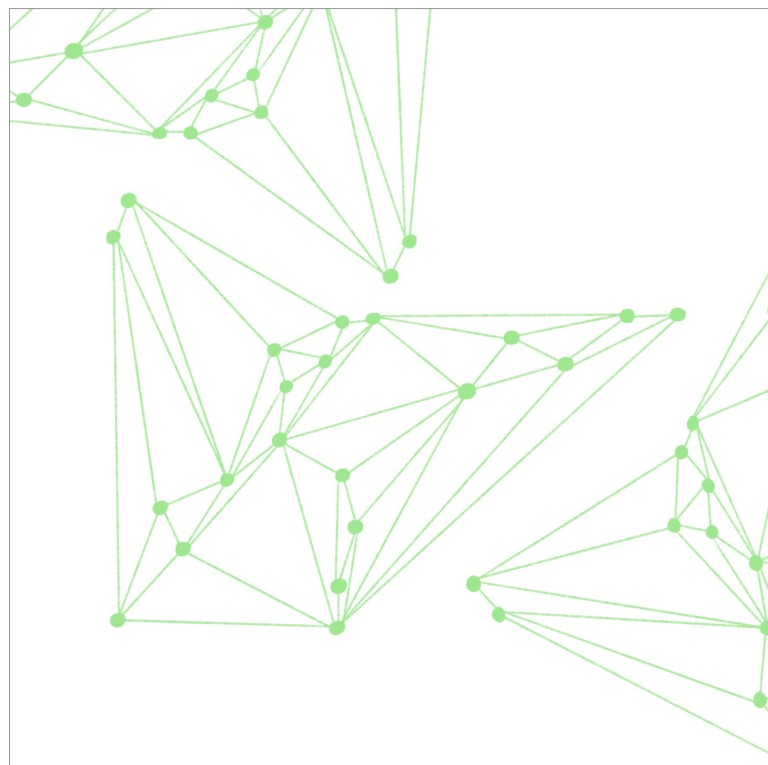
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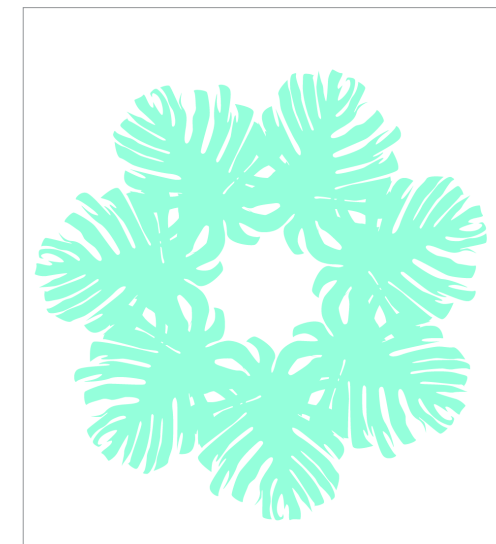
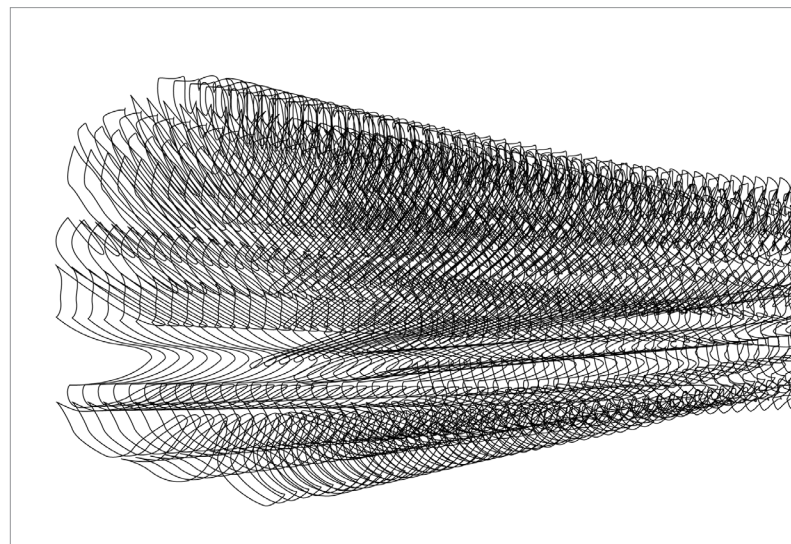
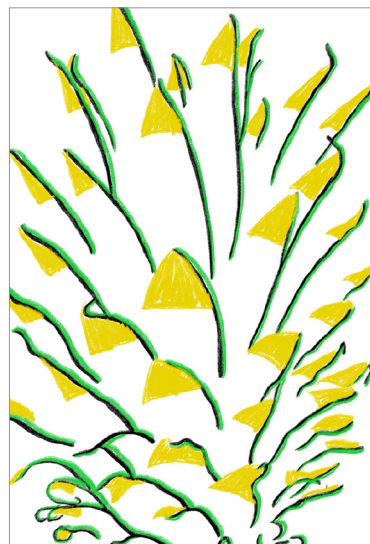
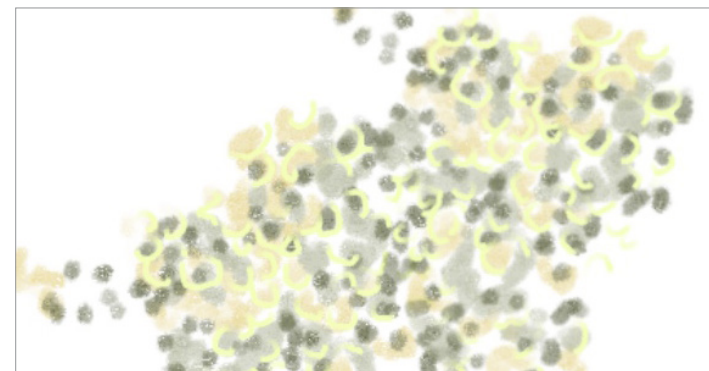
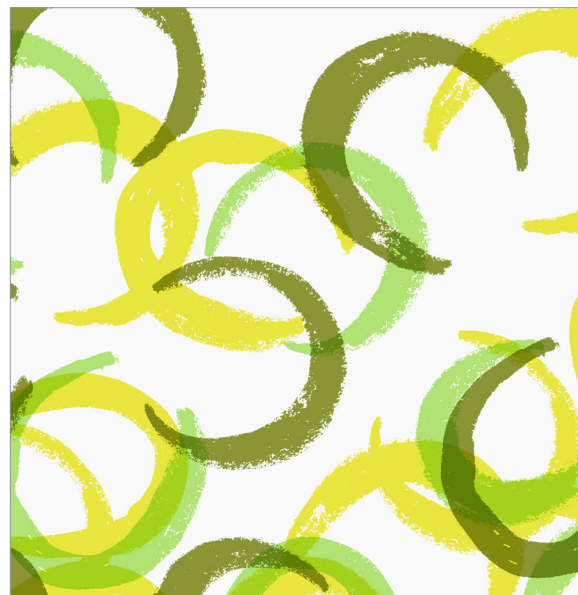
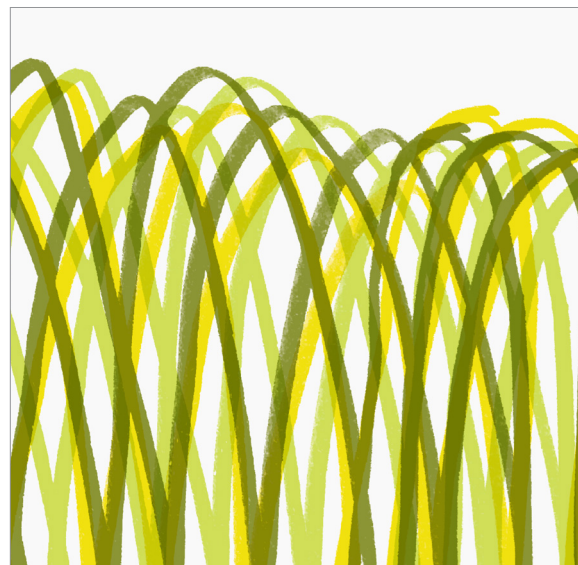
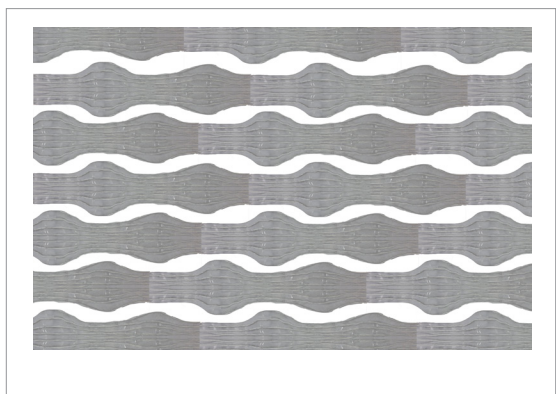
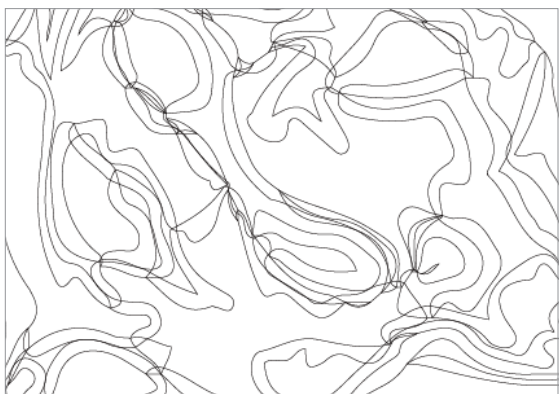
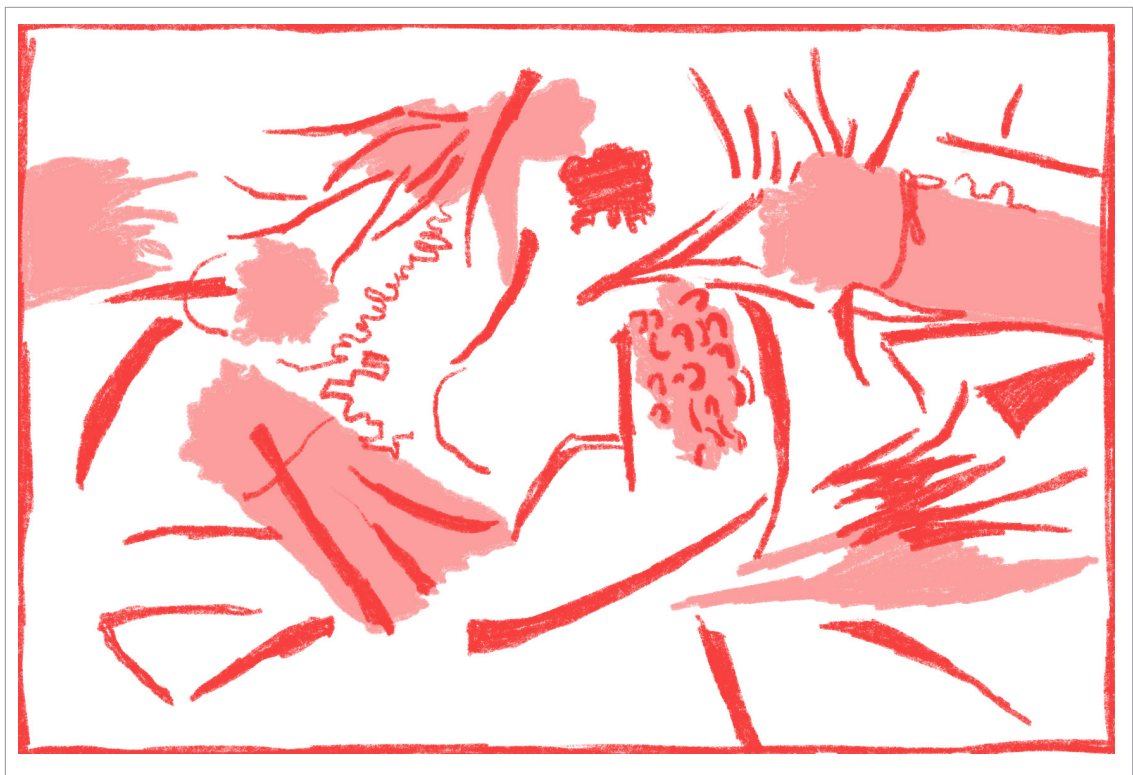
YUQIAO XIE (SHADOW)

HENG ZHAO (NERO)

- TUTORS:
- JAKE HOPWOOD
- ANTONIA HUBER
- ANSEL NECKLES
- LAURA KNIGHT
- LESLIE KWOK

For the initial stage of the project we used a visual research process called ‘distil.’ When you distil something, you boil it down to its essential elements. So we asked participants to use images of the Piñatex to distill shapes, lines and patterns from Piñatex brand imagery to inform design of icons, symbols and diagrams. The process was exploratory and allowed us to explore the different visual languages of the product and it’s original materials. The following pages document some of the experimentation from this process.

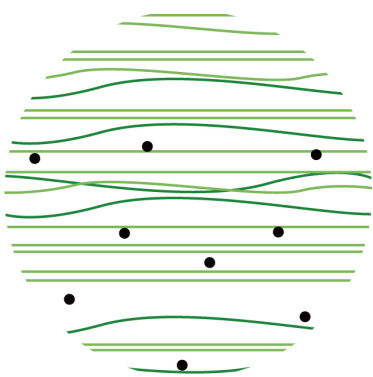




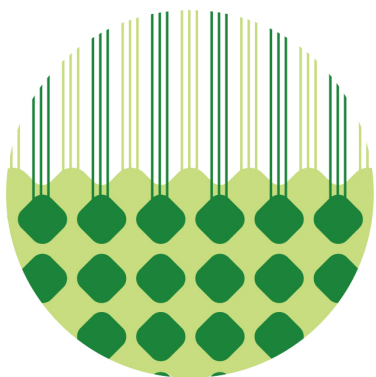
For the next stage, we explored iconic and symbolic visual languages. To do this we worked with a series of verbs taken directly from the different stages of the Piñatex cycle. The words were Extract, Purify, Mesh, Coat, Finish, Degrade, Shred, Recycle, Harvest. Iconic uses concrete representation; it looks like the thing it represents. Symbolic imagery uses abstract representation; shapes lines and textures. The participants could explore either of those options. What follows are sets of icons and symbols from each participant that are informed by their mark-making.



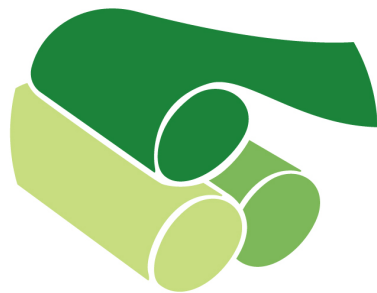
Extract



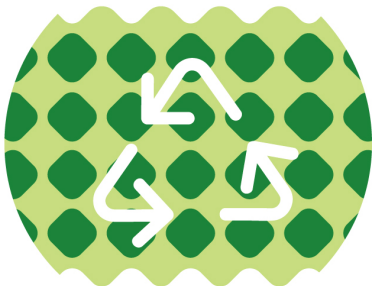
Purify



Mesh



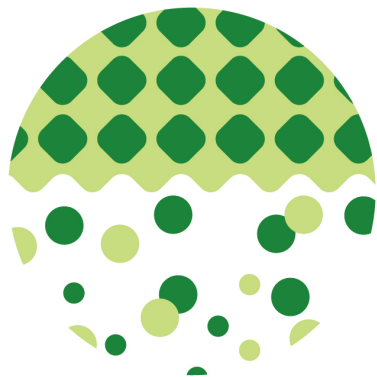
Finish



Recycle



Shred

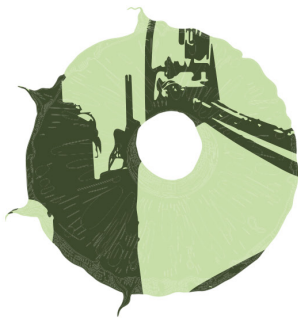


Degrade

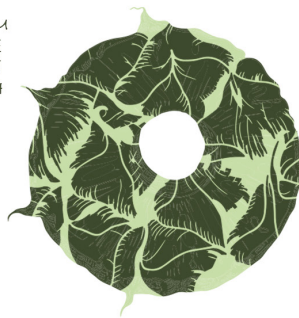
EXTRACT



PURIFY



MESH



COAT



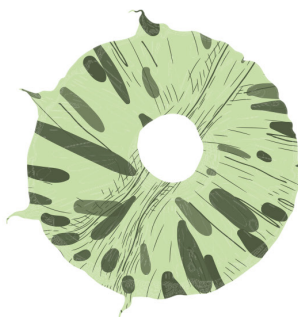
FINISH



DEGRADE



SHRED

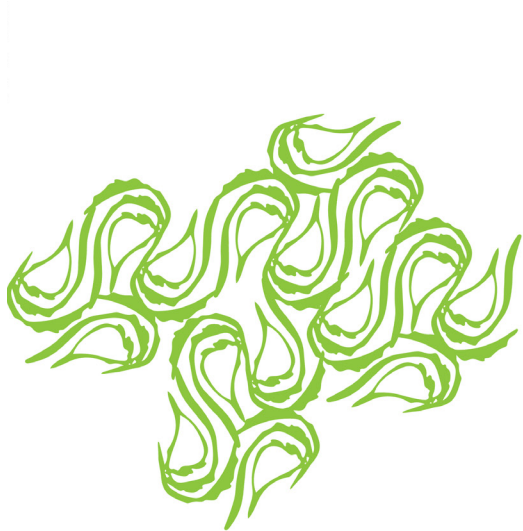


RECYCLE



HARVEST





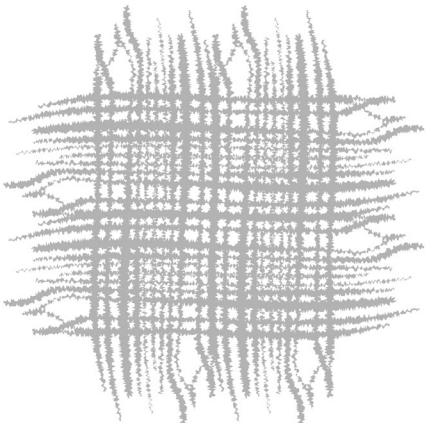
HARVEST



EXTRACT



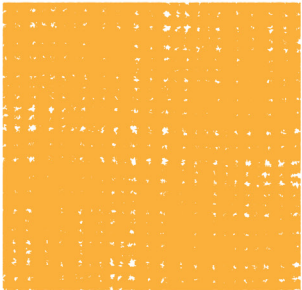
PURIFY



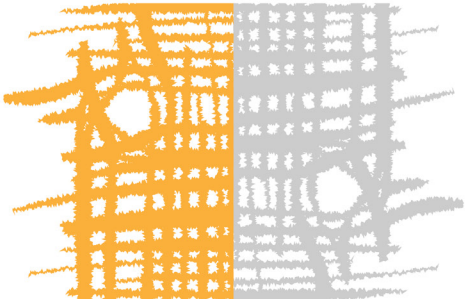
MESH



COAT



FINISHING



DEGRADE



SHREAD



RECYCLE

Harvest



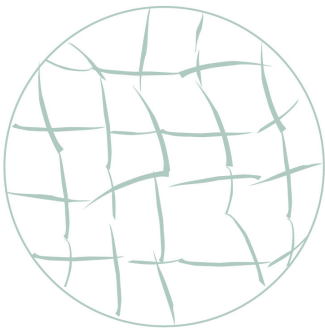
Extract



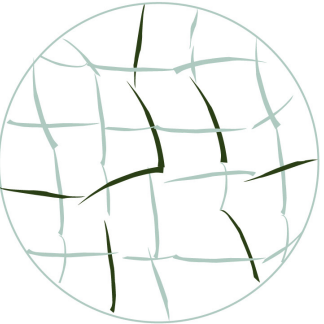
Purify



Mesh



Coat



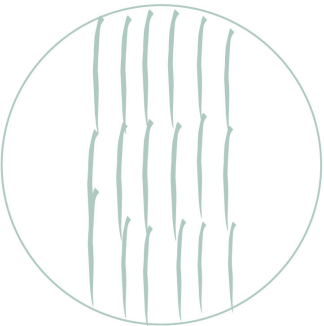
Finish



Degrade

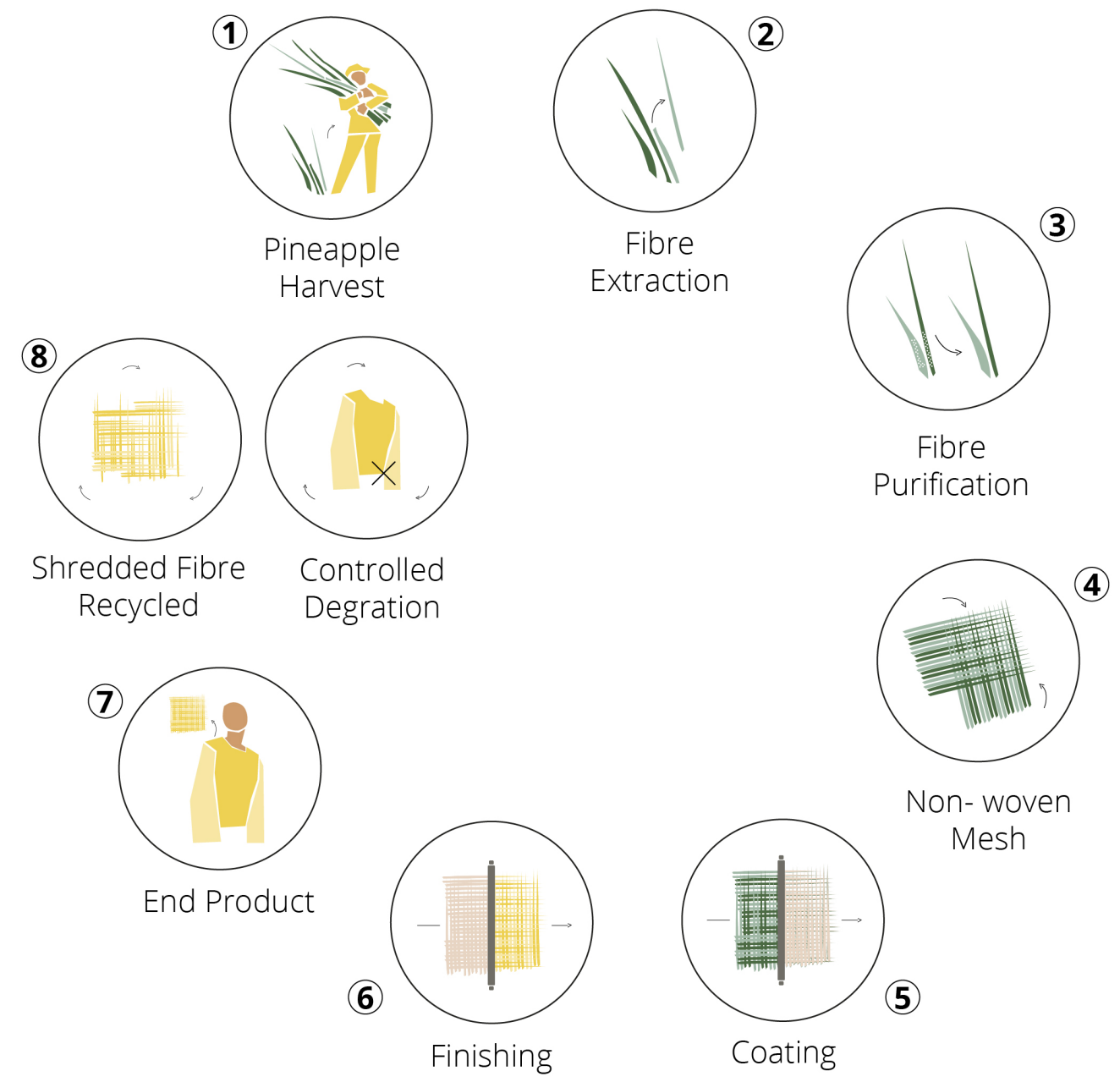


Shred



Recycle





HARVEST



EXTRACT



PURIFY



MESH



COAT



FINISH



DEGRADE



SHRED



RECYCLE



extract



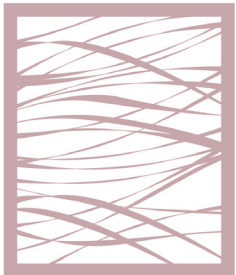
purify



mesh



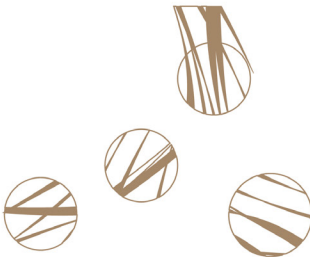
coat



finish



degrade



shred

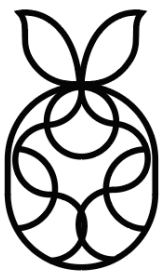


recyle

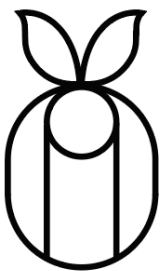


harvest

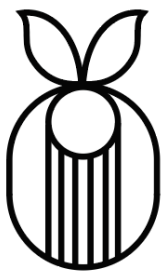




Extract



Purify



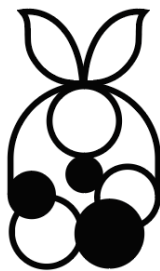
Mesh



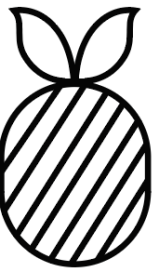
Coat



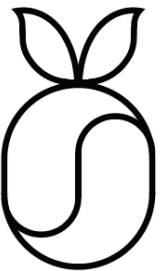
Finish



Degrade



Shred



Recycle



Harvest



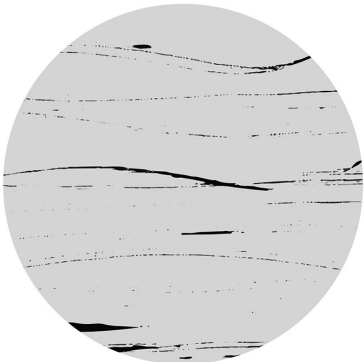
Harvest



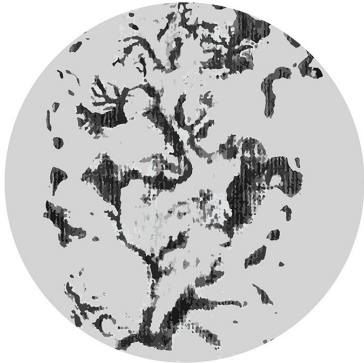
Shred



Purify



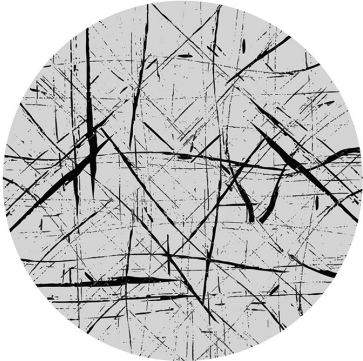
Extract



Degrade

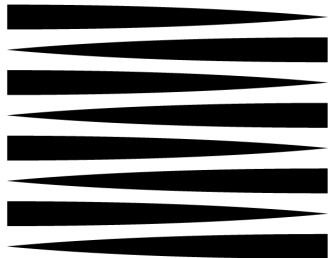


Coat

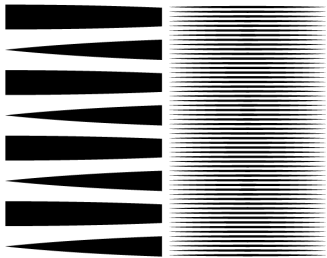


Mesh

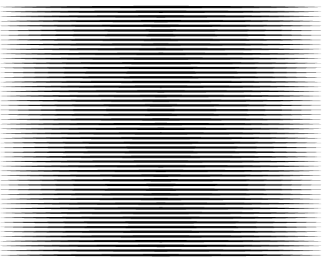
Harvest



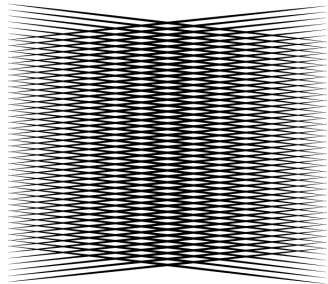
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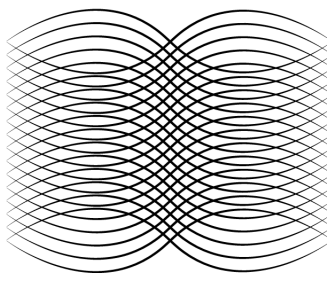
Purify



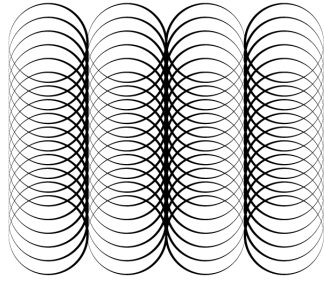
Mesh



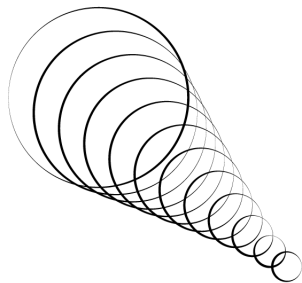
Coat



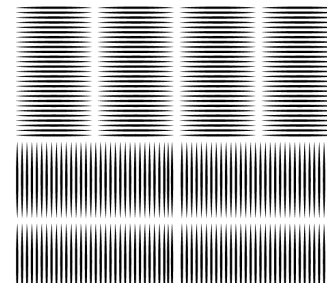
Finish



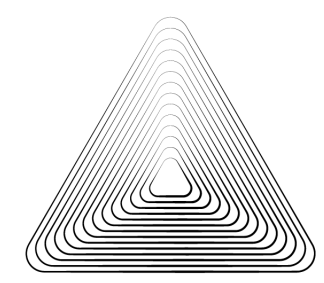
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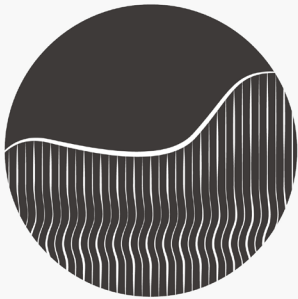


Shred



Recycle





Extract



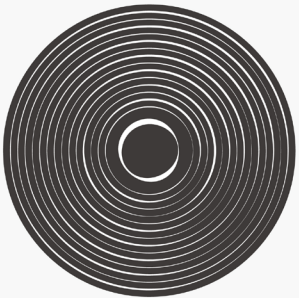
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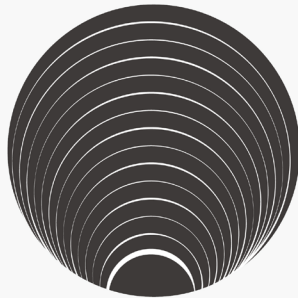
Mesh



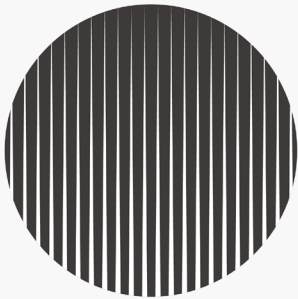
Coat



Finish



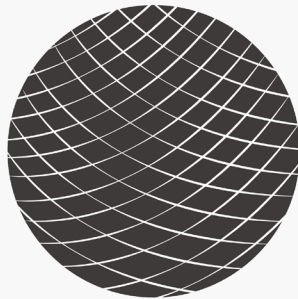
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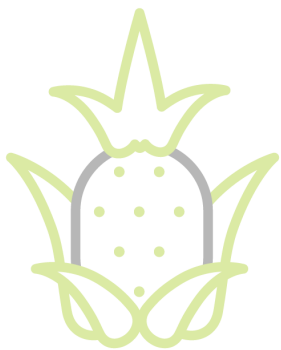
Shred



Recycle



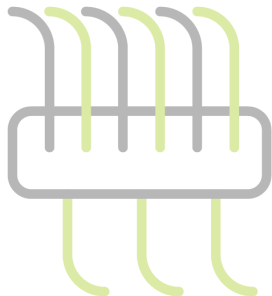
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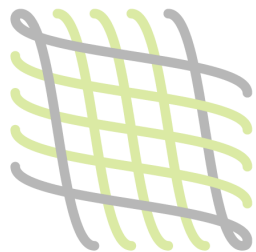
Harvest



Extract



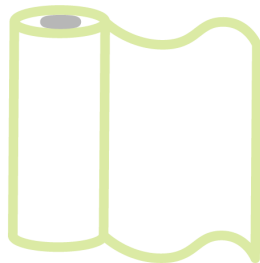
Purify



Mesh



Coat



Finish



Degrade



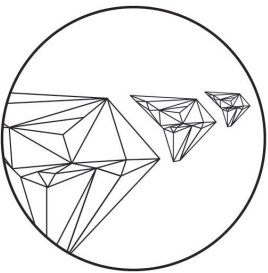
Shred



Recycle



Harvest



Extract



Purify



Mesh



Coat



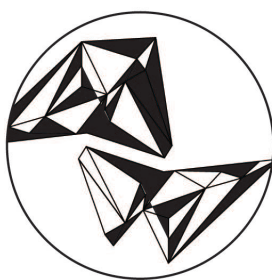
Finish



Degrade



Shred



Recycle

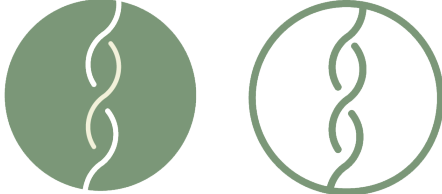
Harvest



Extraction



Purify



Mesh



Coat



Finish



Degrade

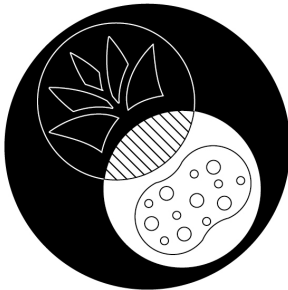


Shred

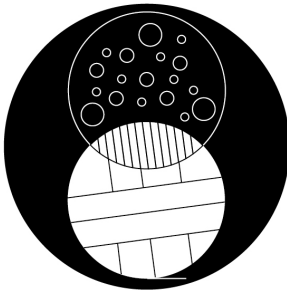


Recycle

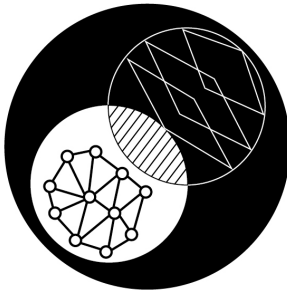




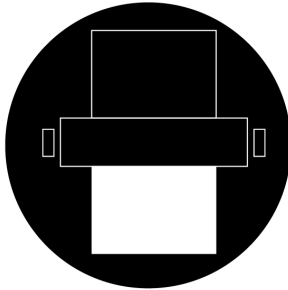
Extract



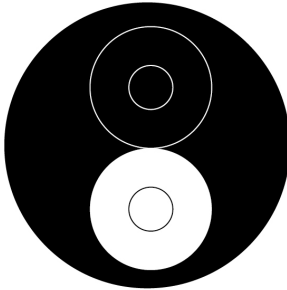
Purify



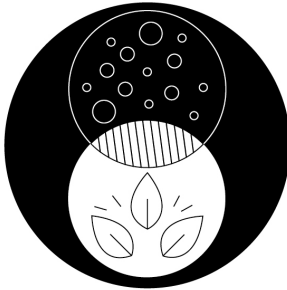
Mesh



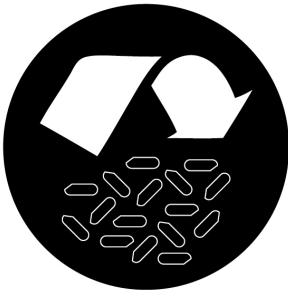
Coat



Finish



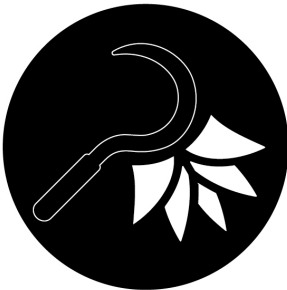
Degrade



Shred



Recycle



Harvest



Harvest



Extract



Purify



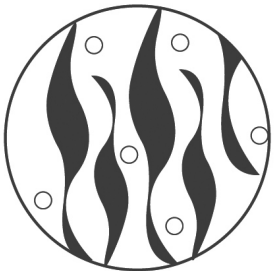
Mesh



Recycle



Purify



Mesh



Coat



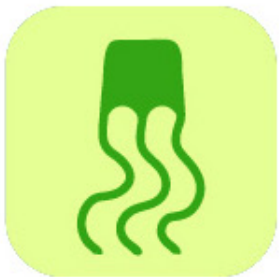
Finish



Shred



HARVEST



EXTRACTION



MESH



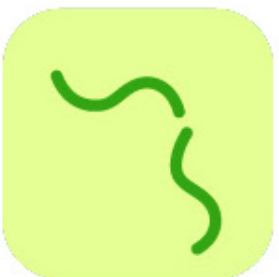
PURIFY



COAT



FINISH



DEGRADE



SHRED



RECYCLE



EXTRACT



PURIFY



MESH



COAT



FINISH



DEGRADE



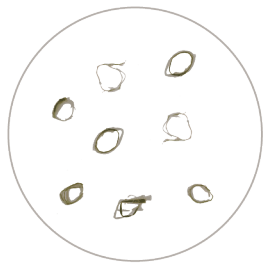
SHRED



RECYCLE



HARVEST



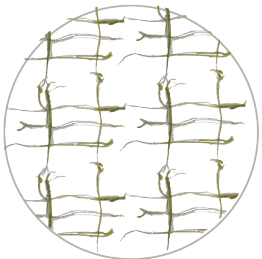
Purify



recycle



shred



finish



extract




harvest




degrade



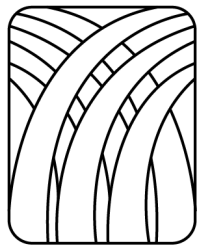
mesh



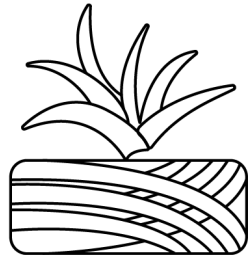
Extract



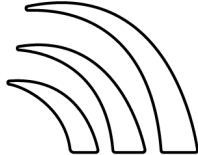
Purify



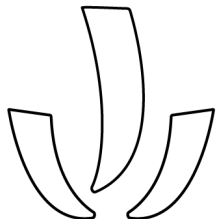
Mesh




Coat



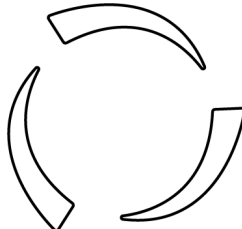
Finish



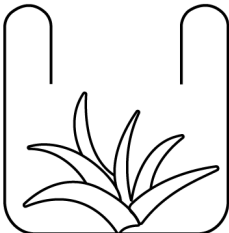
Degrade



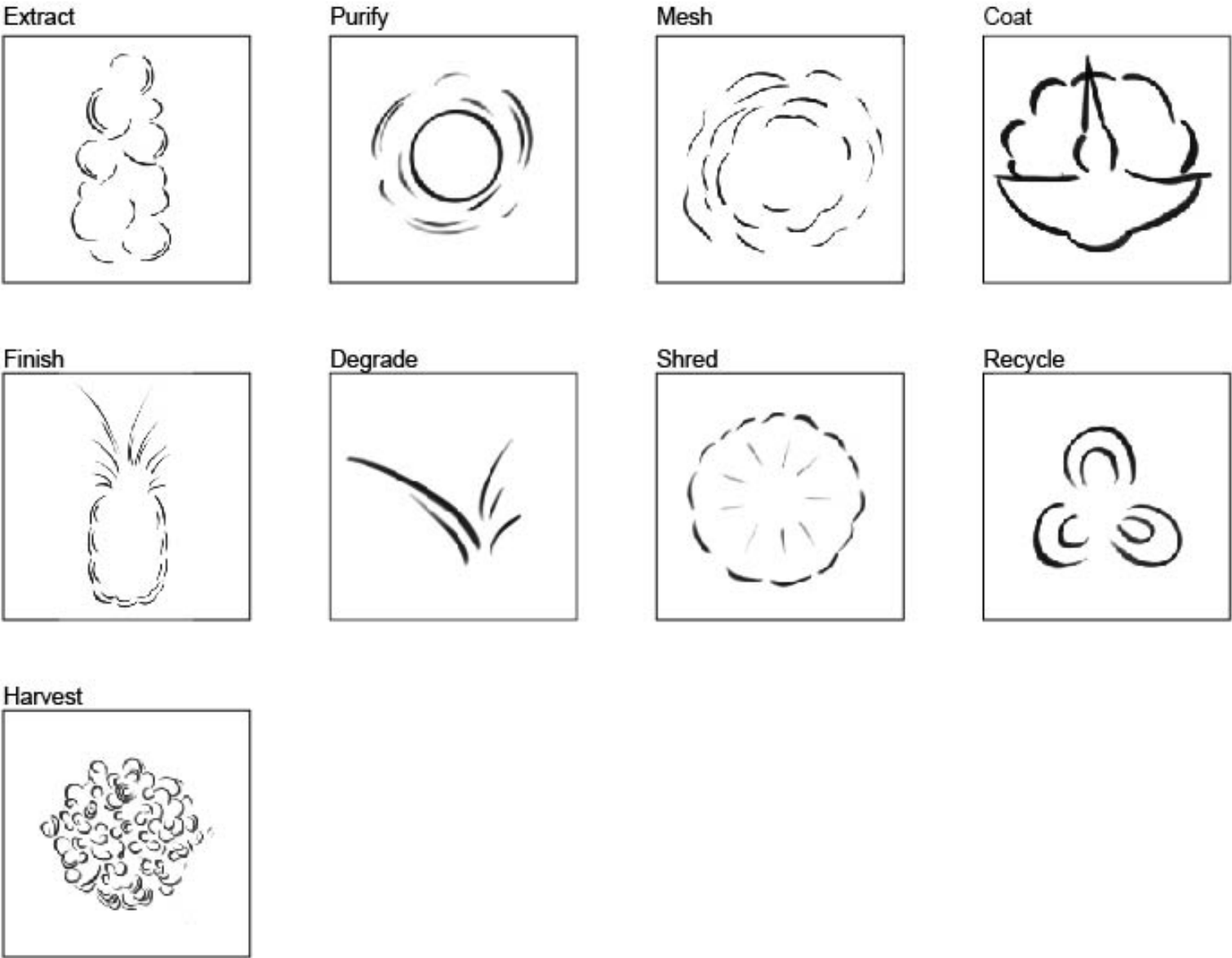
Shred



Recycle

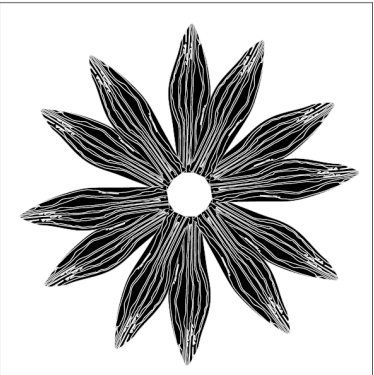


Harvest

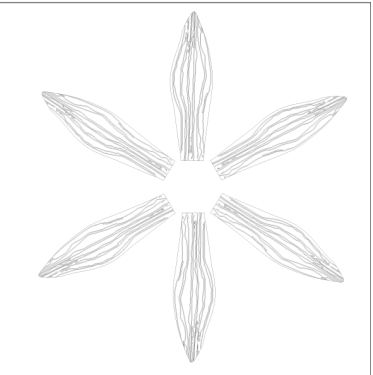




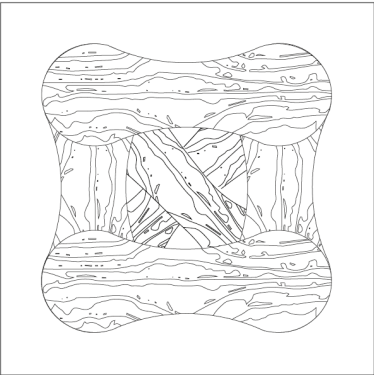
HARVEST



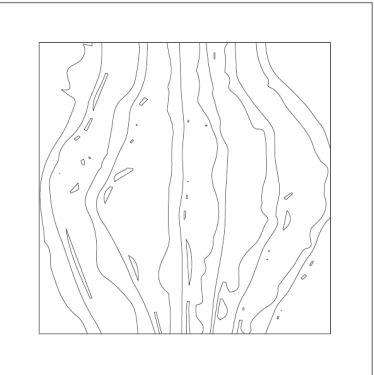
EXTRACT



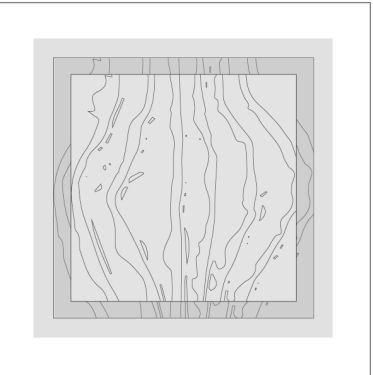
PURIFY



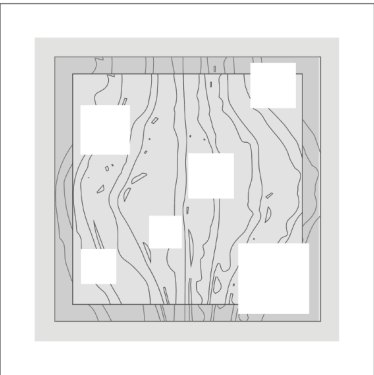
MESH



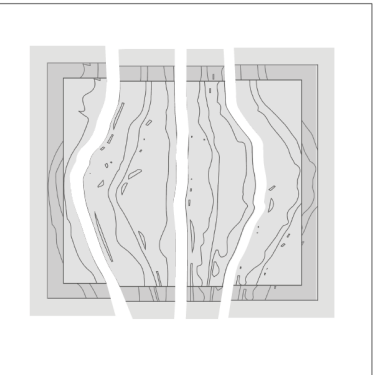
COAT



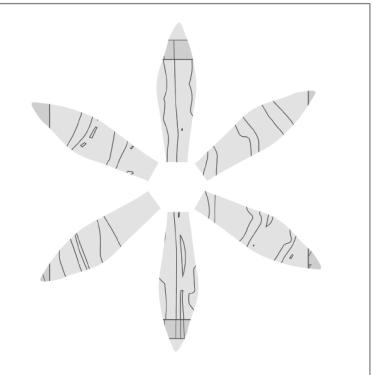
FINISH



DEGRADE

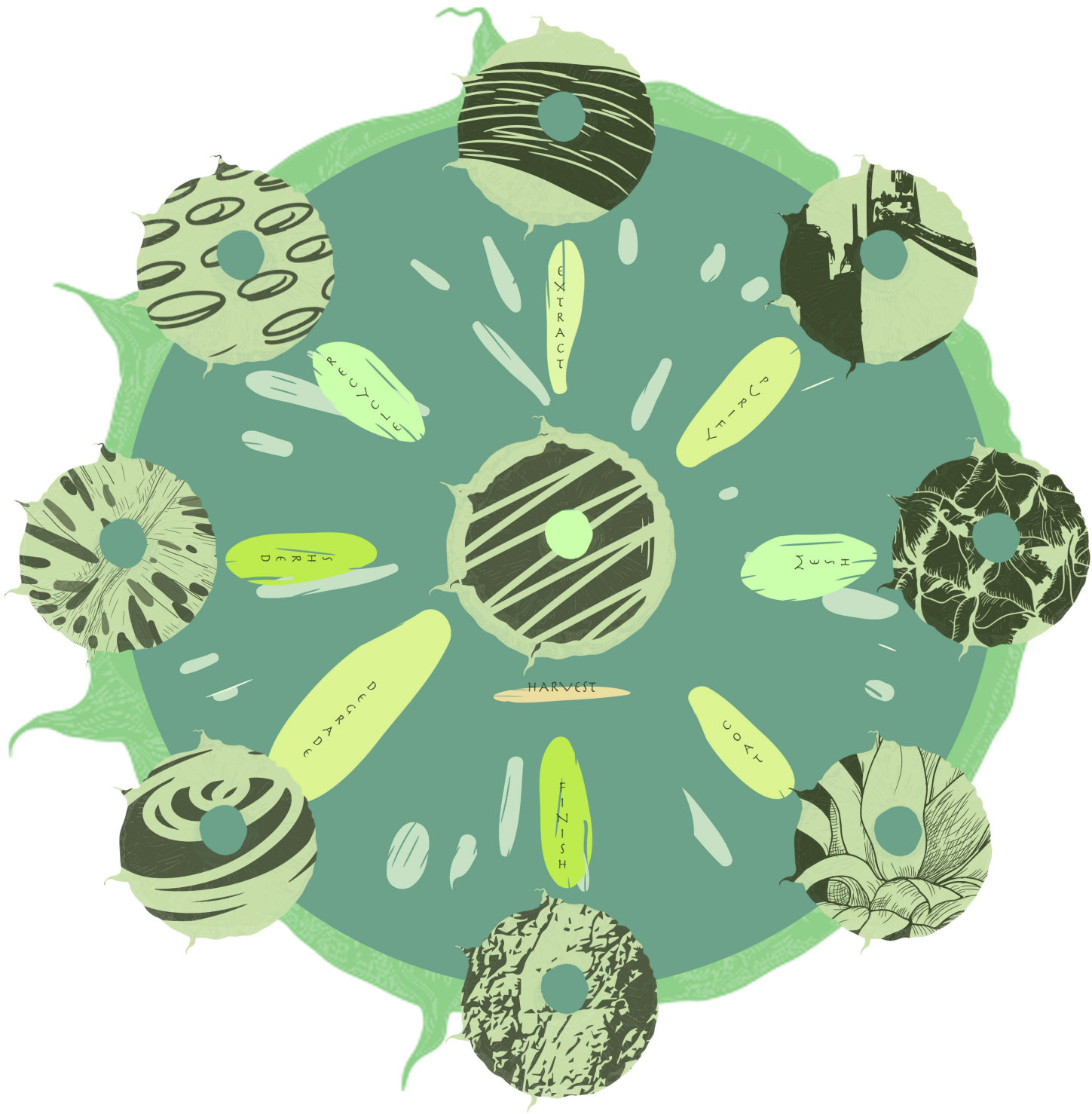


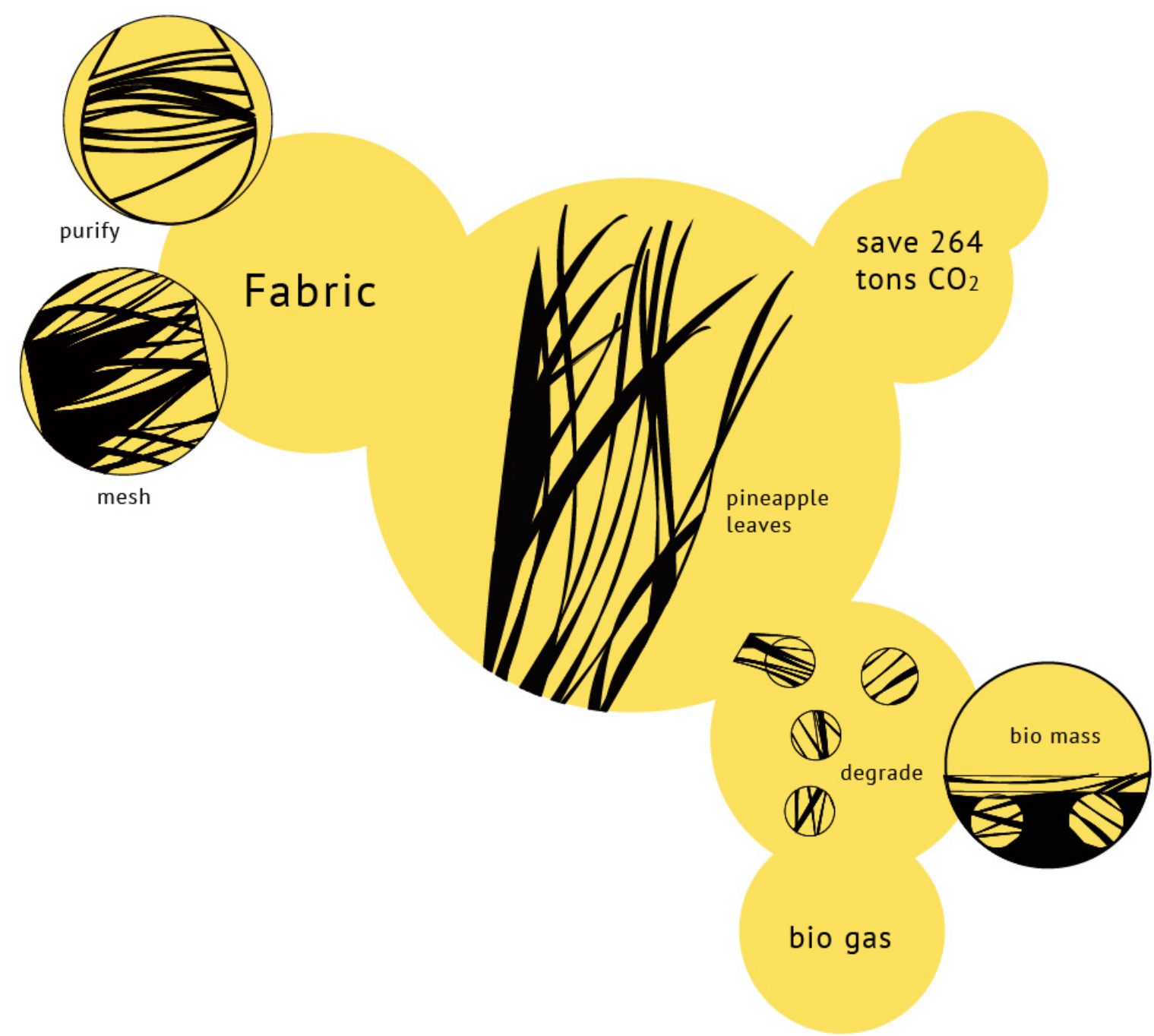
SHRED

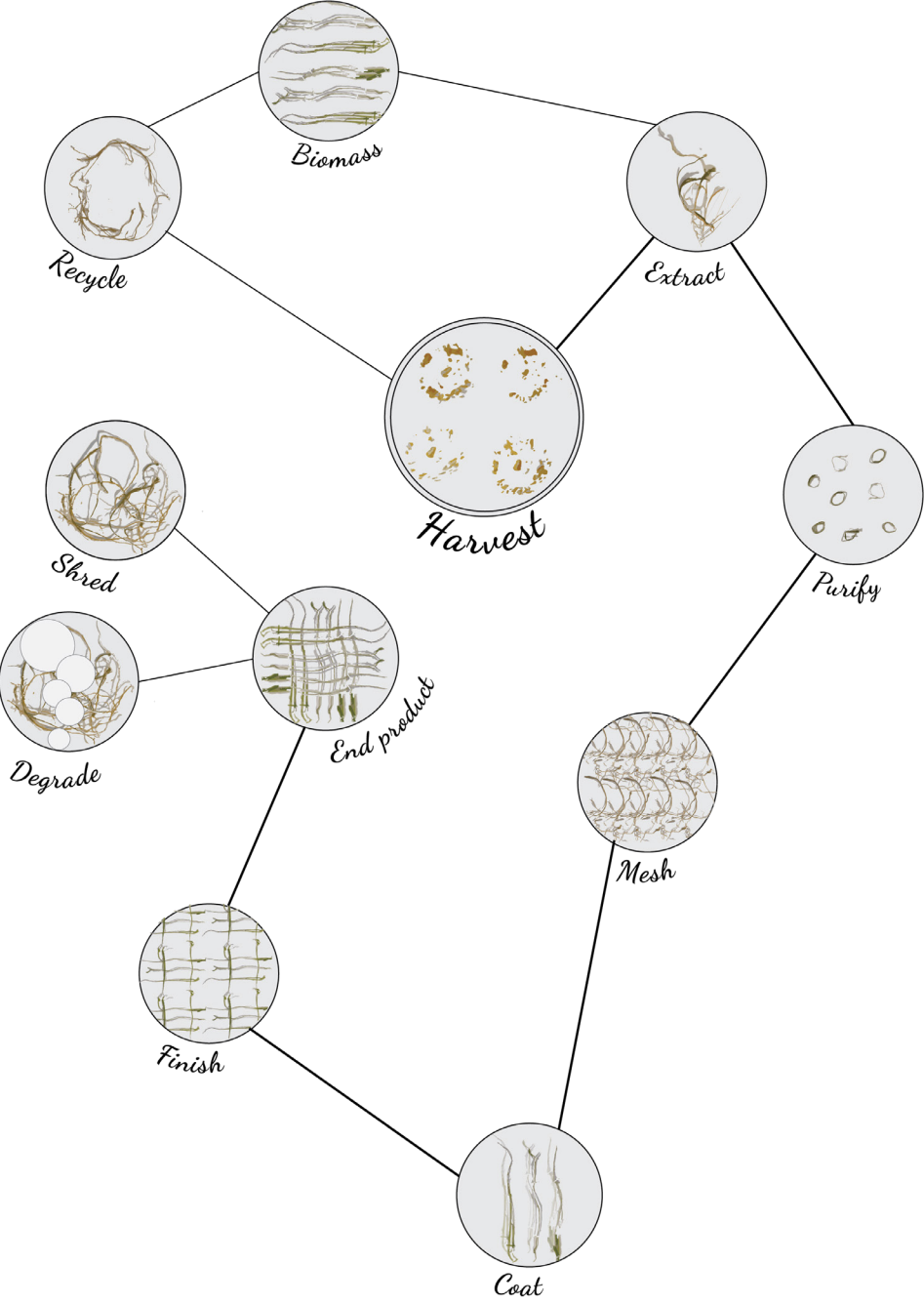
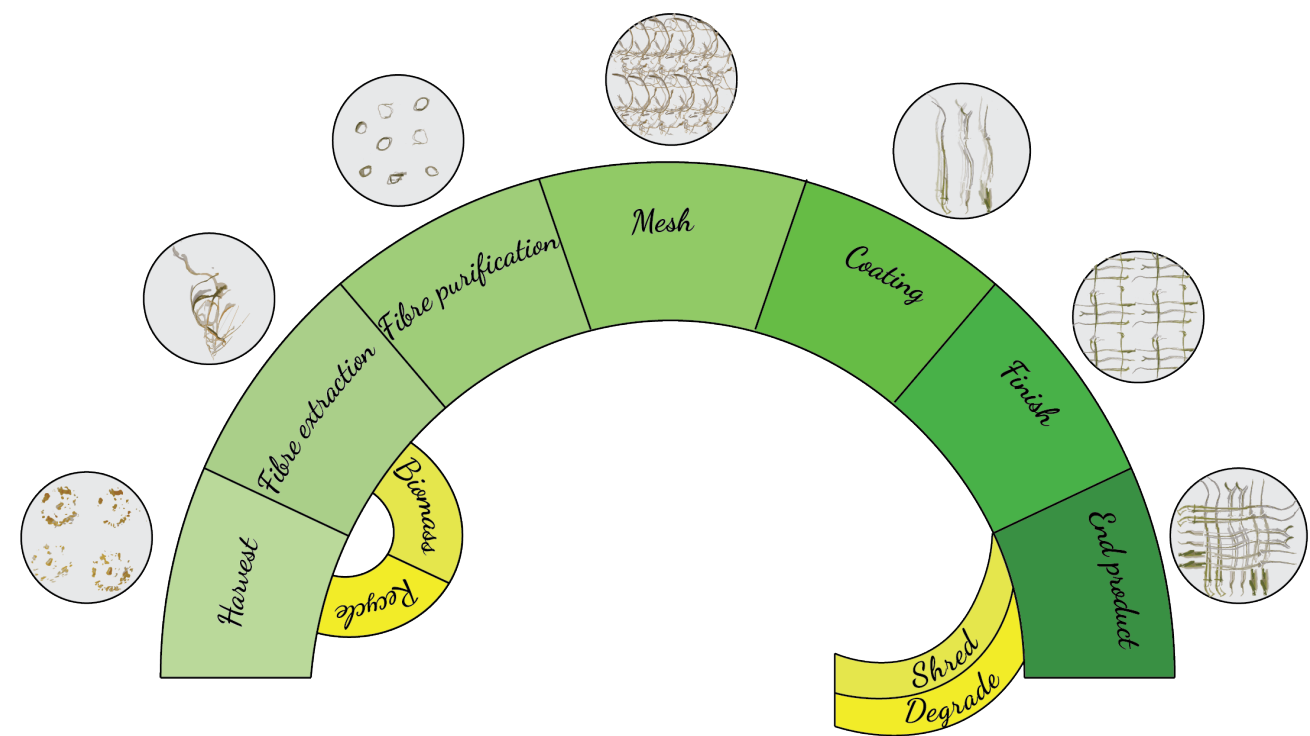


RECYCLE

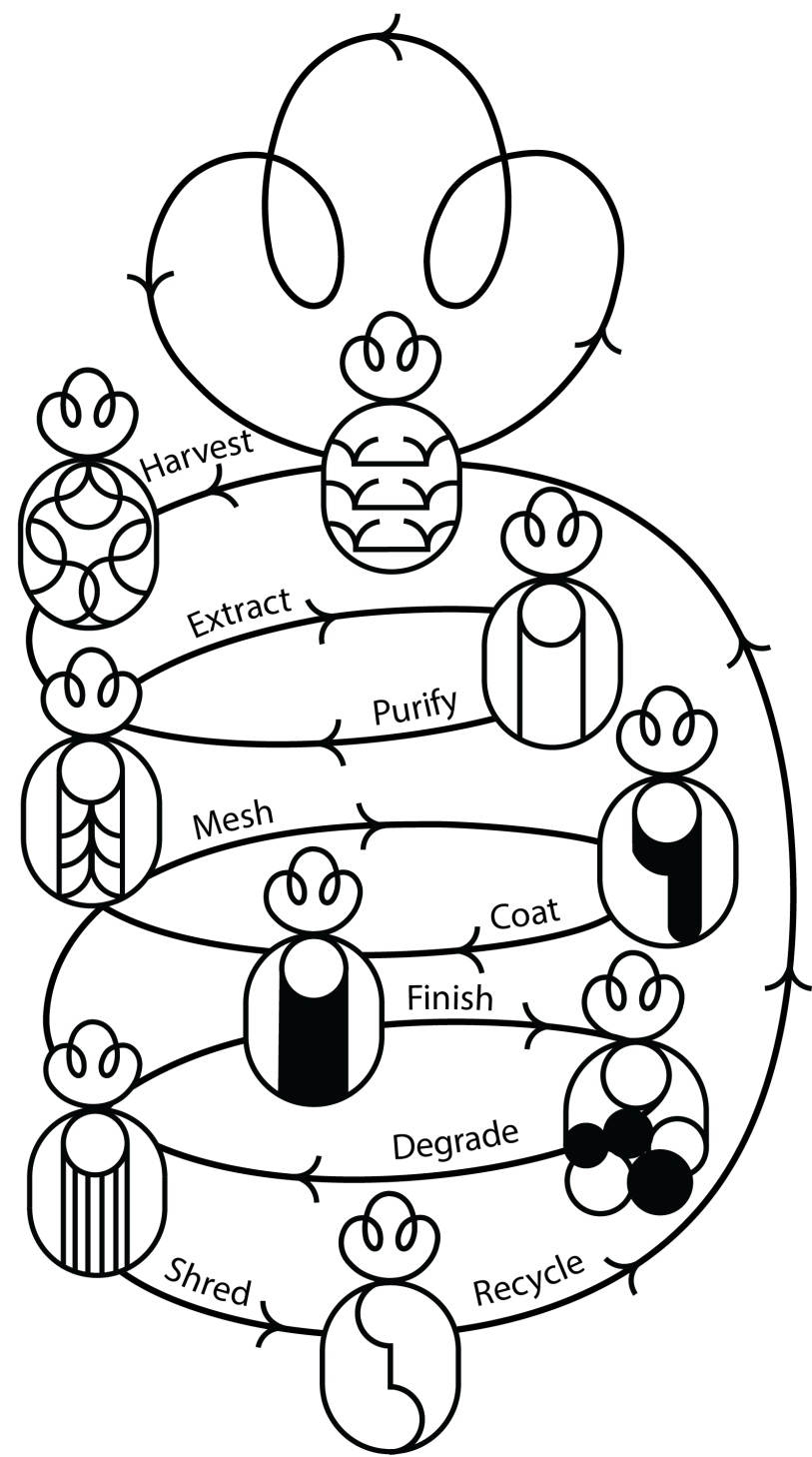
In the final stage of the process, we explored different ways to map and classify information focussing on materials and products as systems. We began by discussing the existing Pinatex diagram and other existing visual models. Participants were then asked to develop their own alternative version of the Piñatex material and product cycle, experimenting with different configurations and mappings of the stages. The following pages showcase some of the final diagrams and proposals produced on day three of the project.

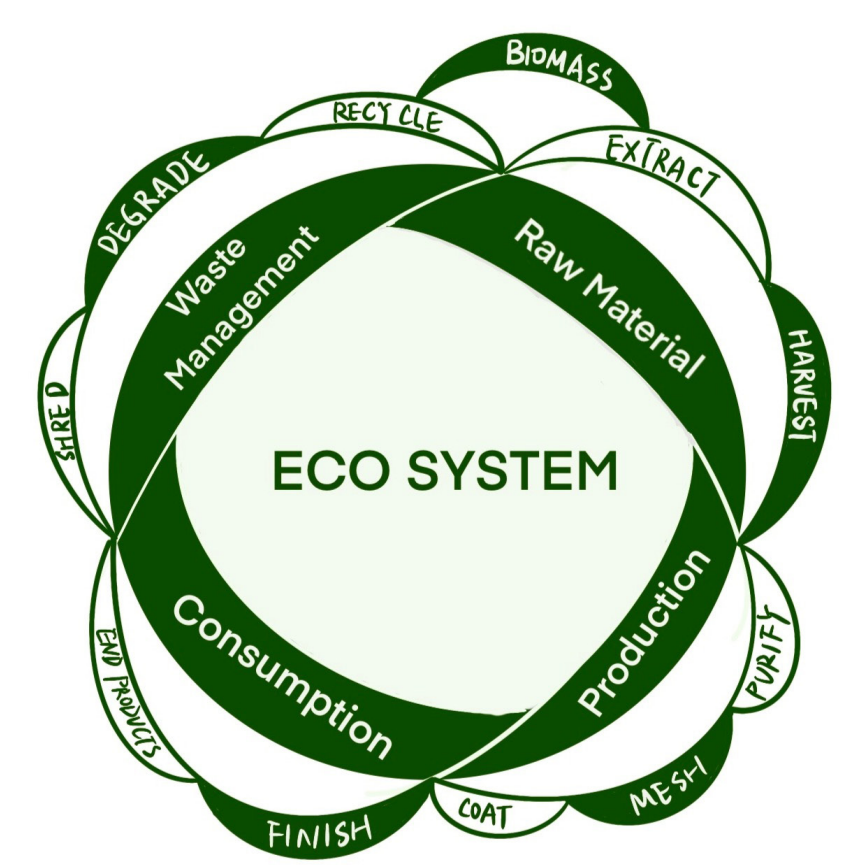
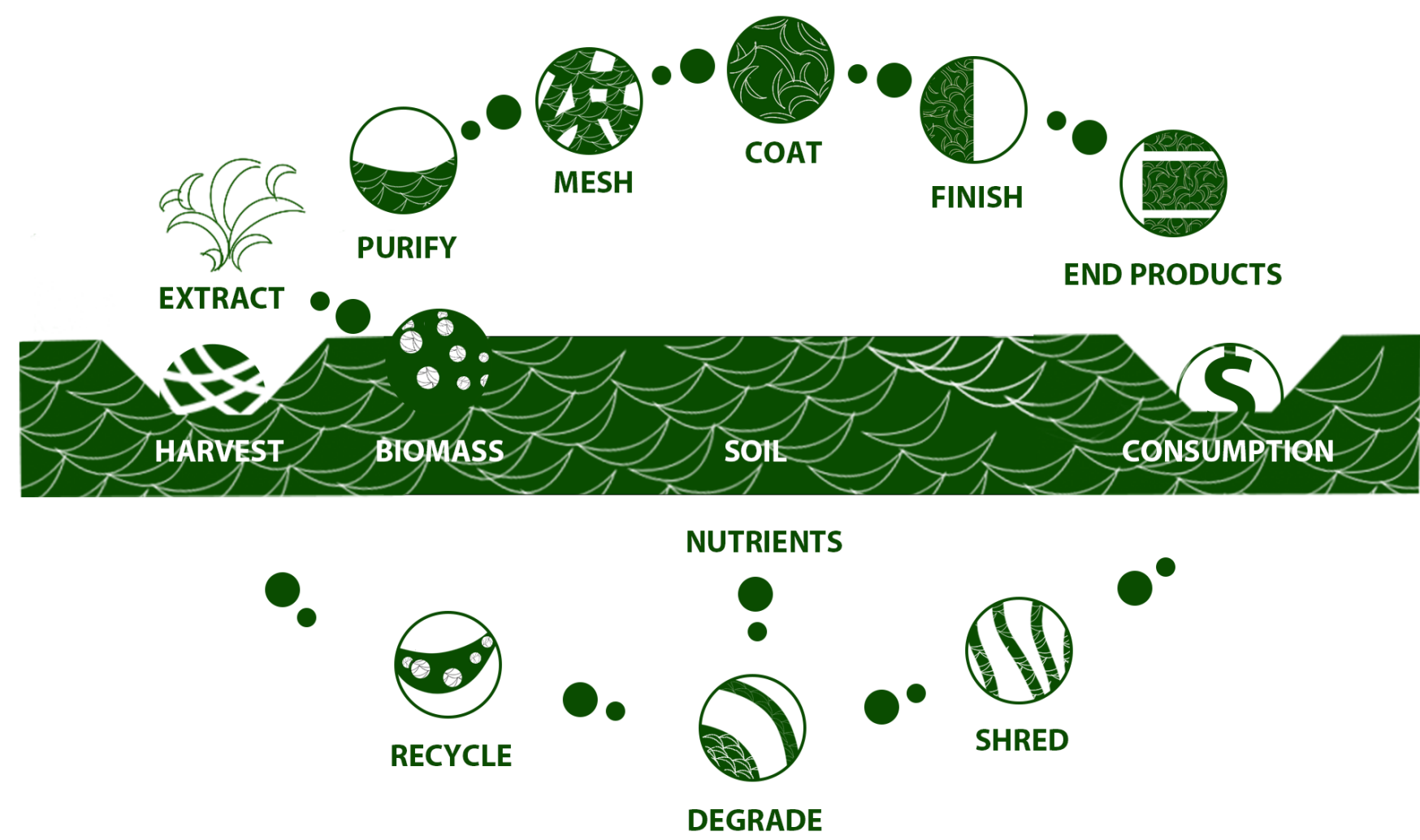


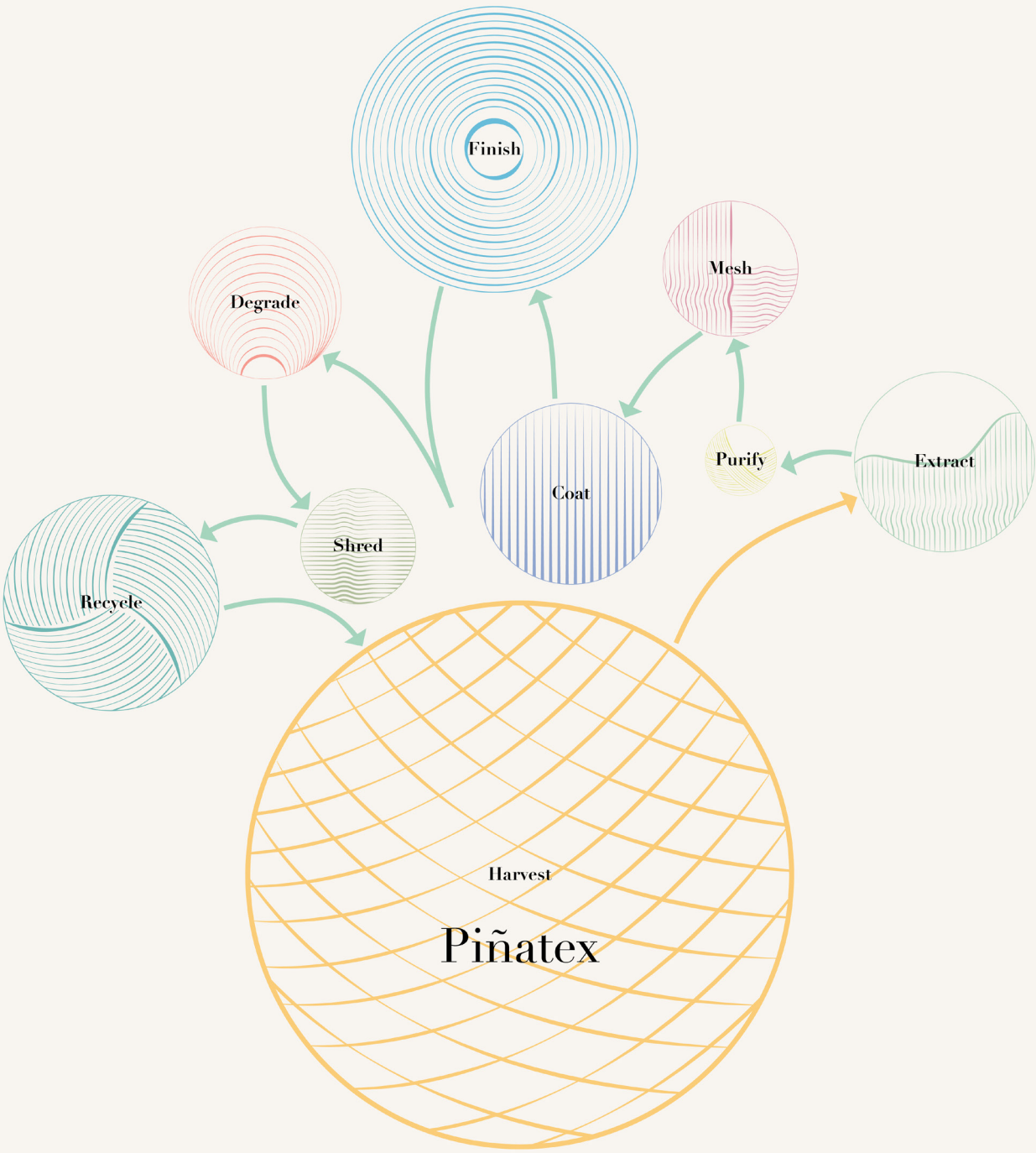
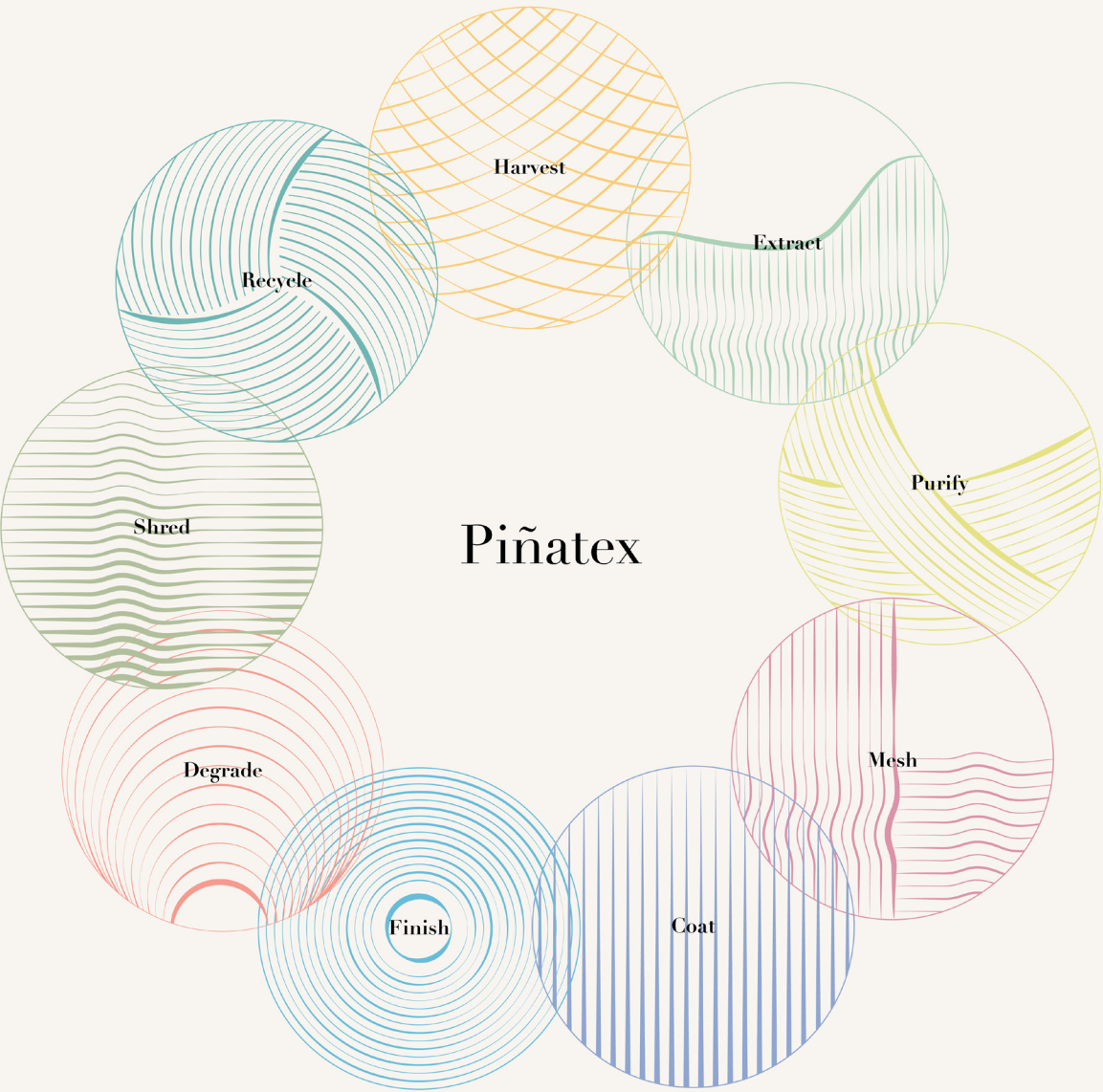


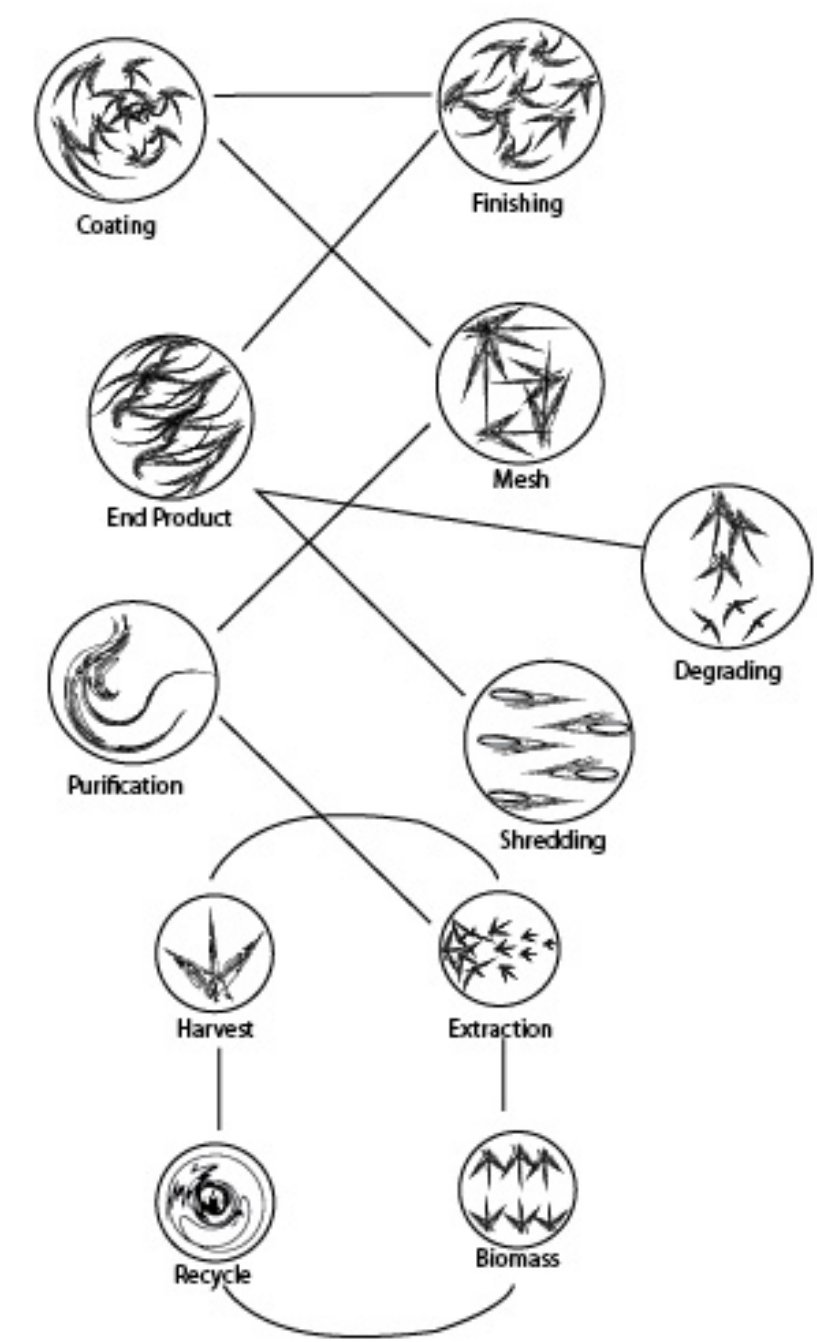
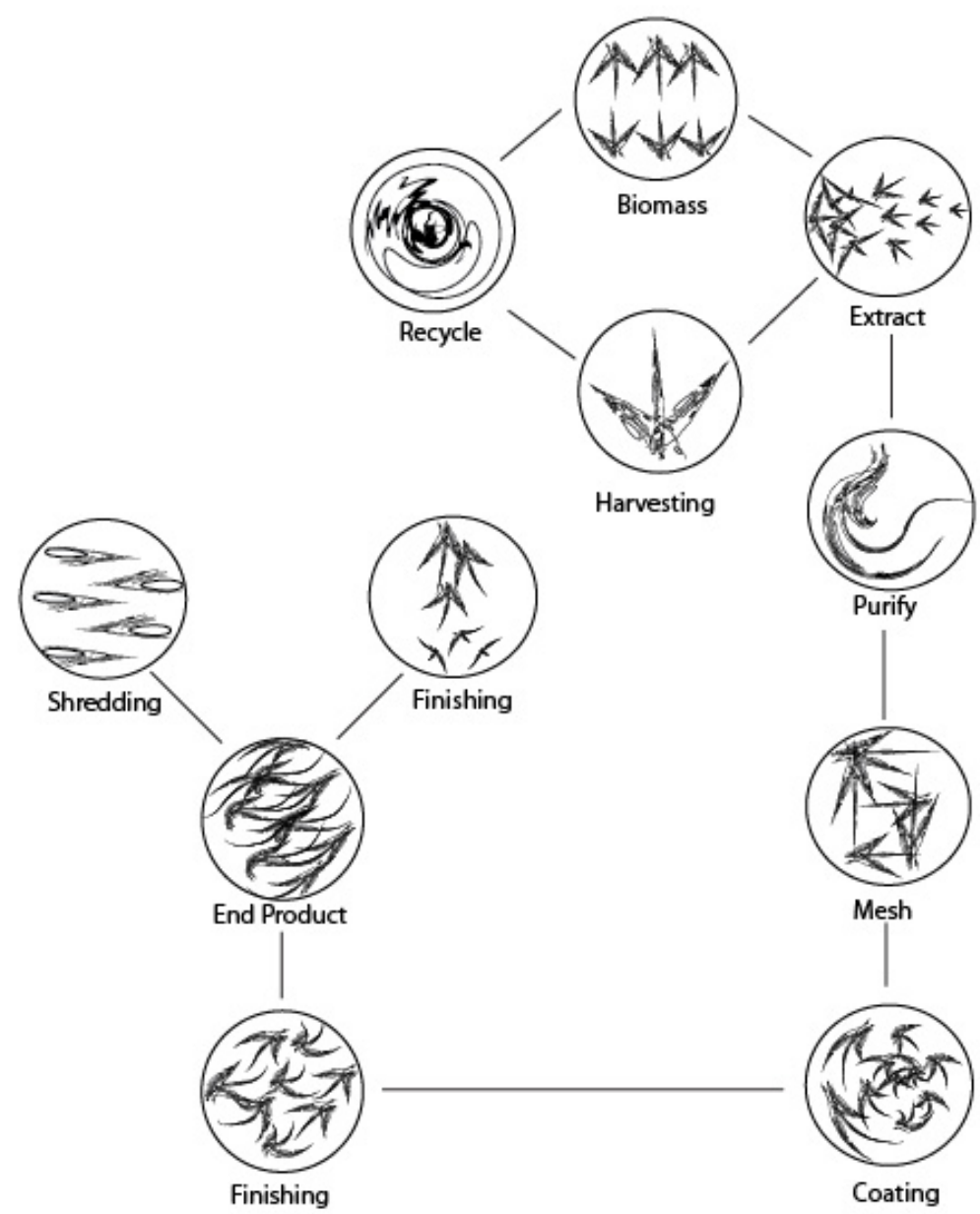


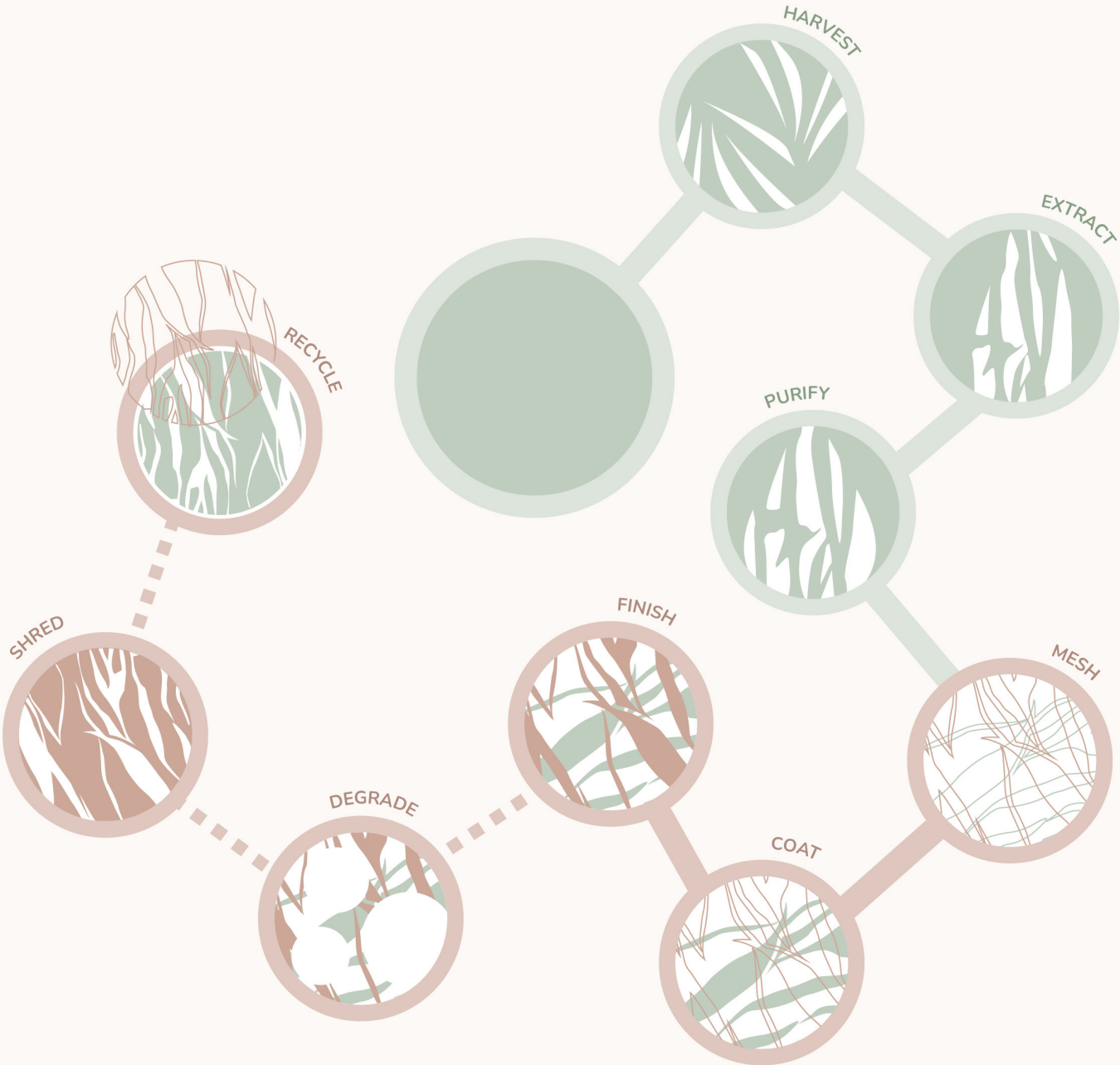


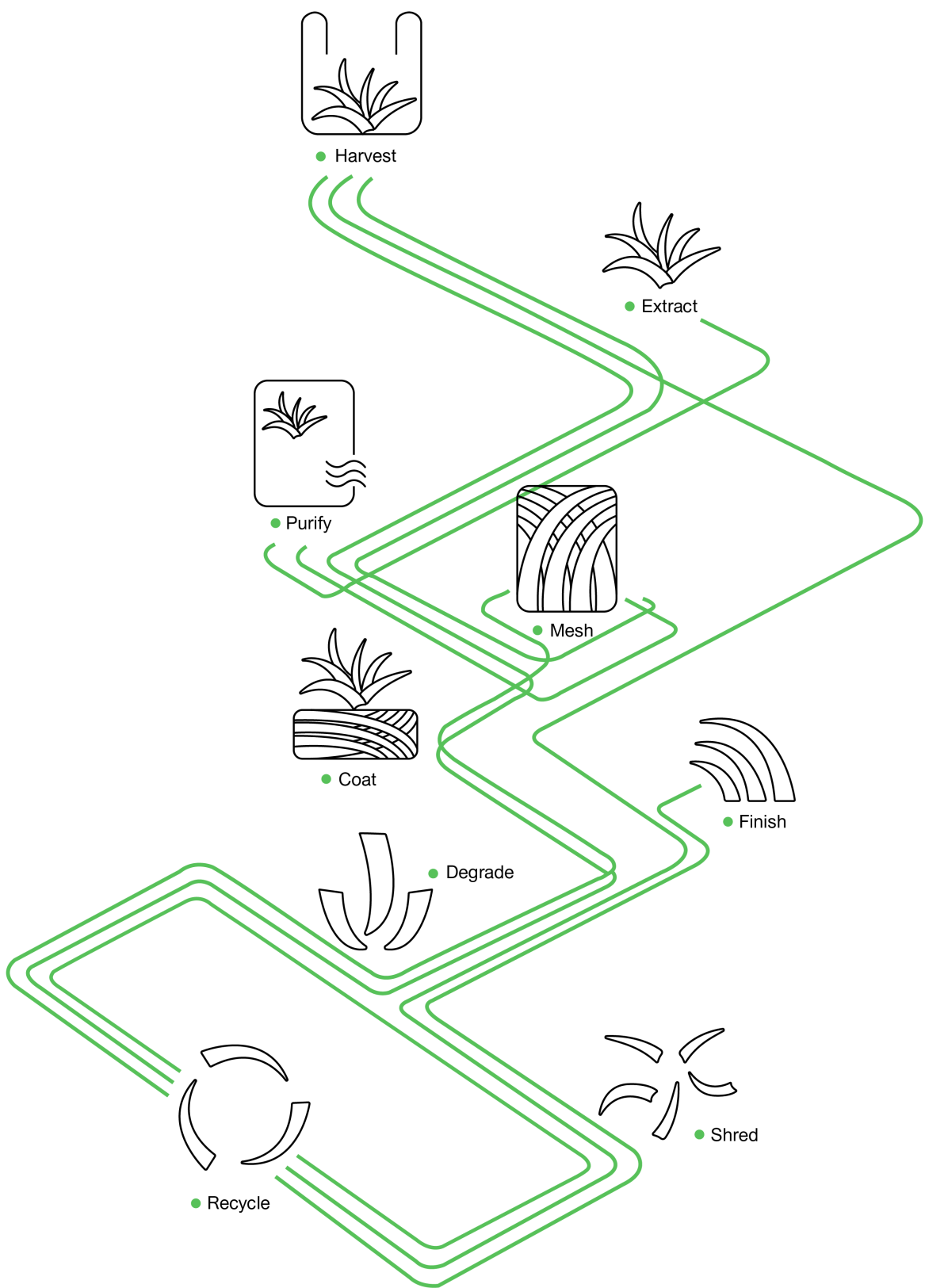


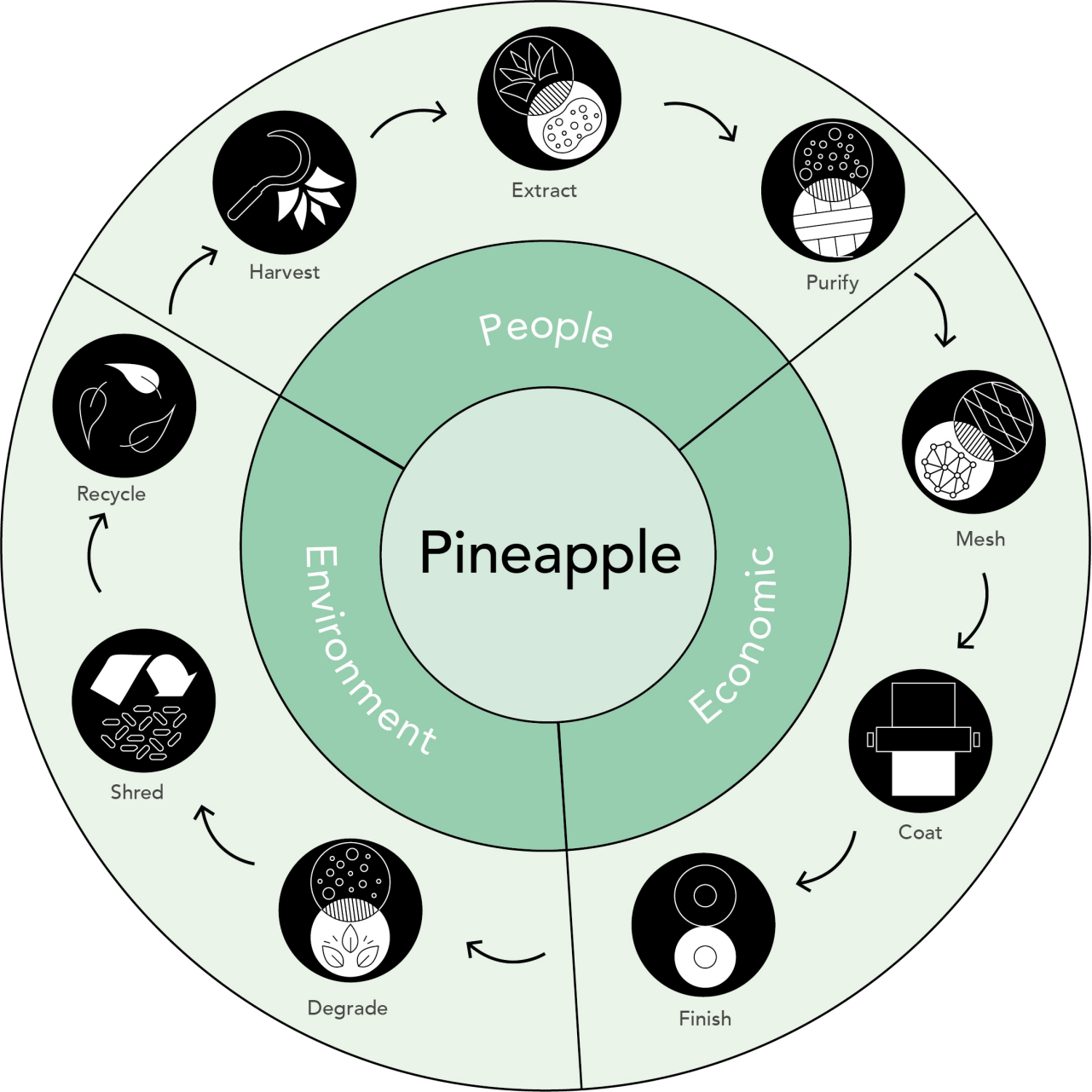


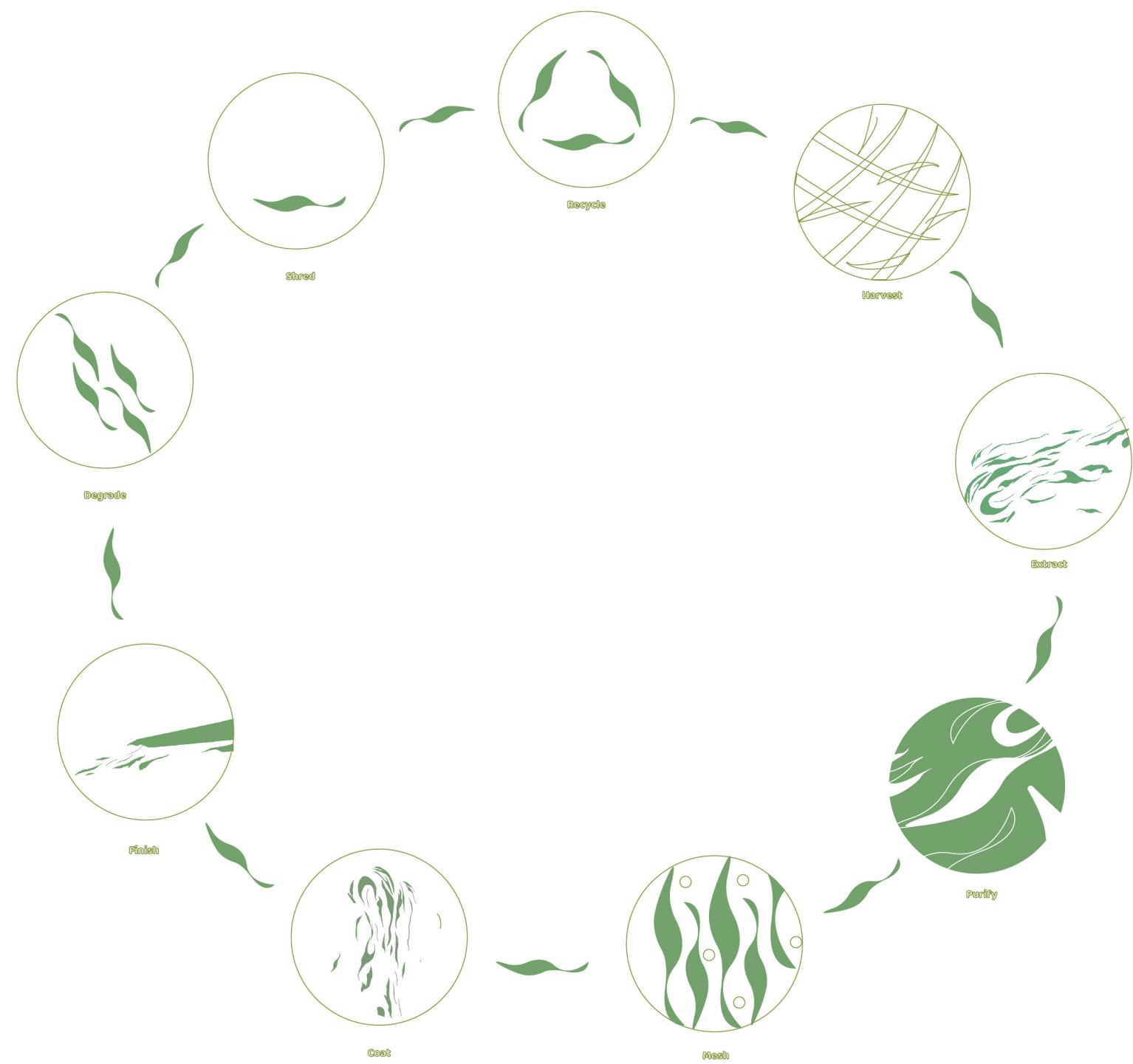


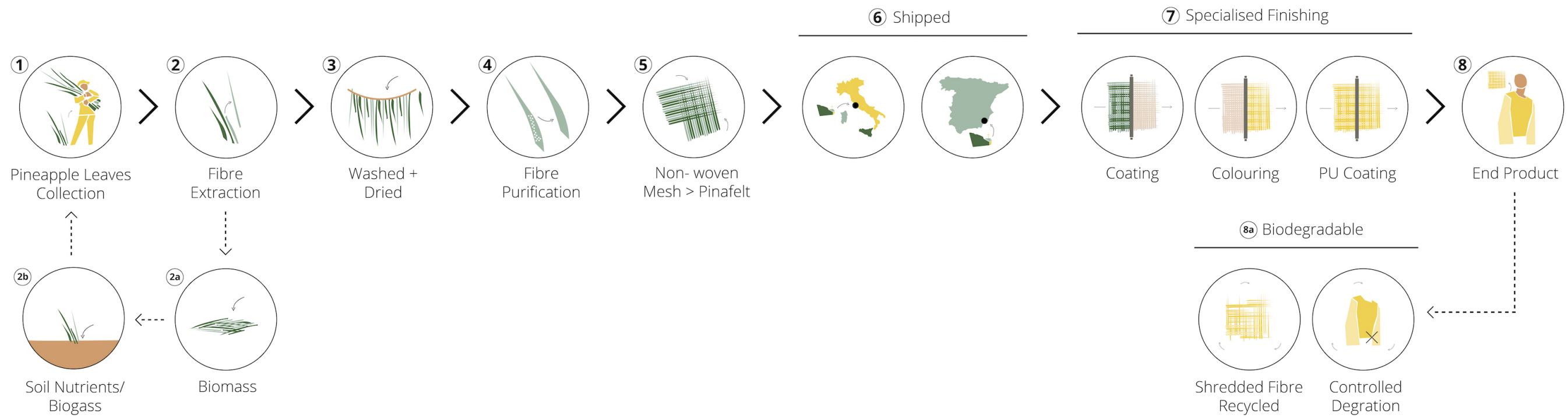


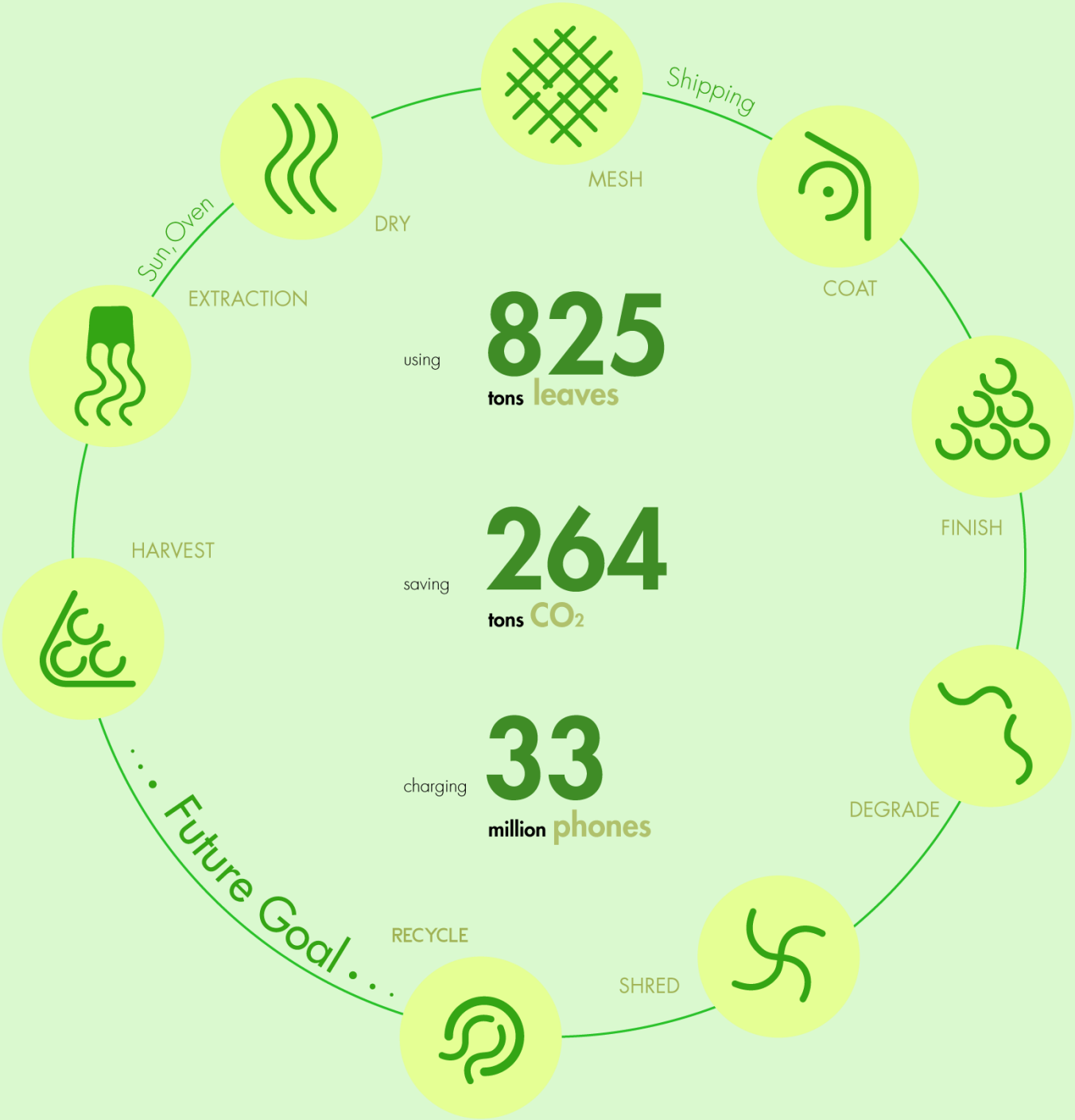


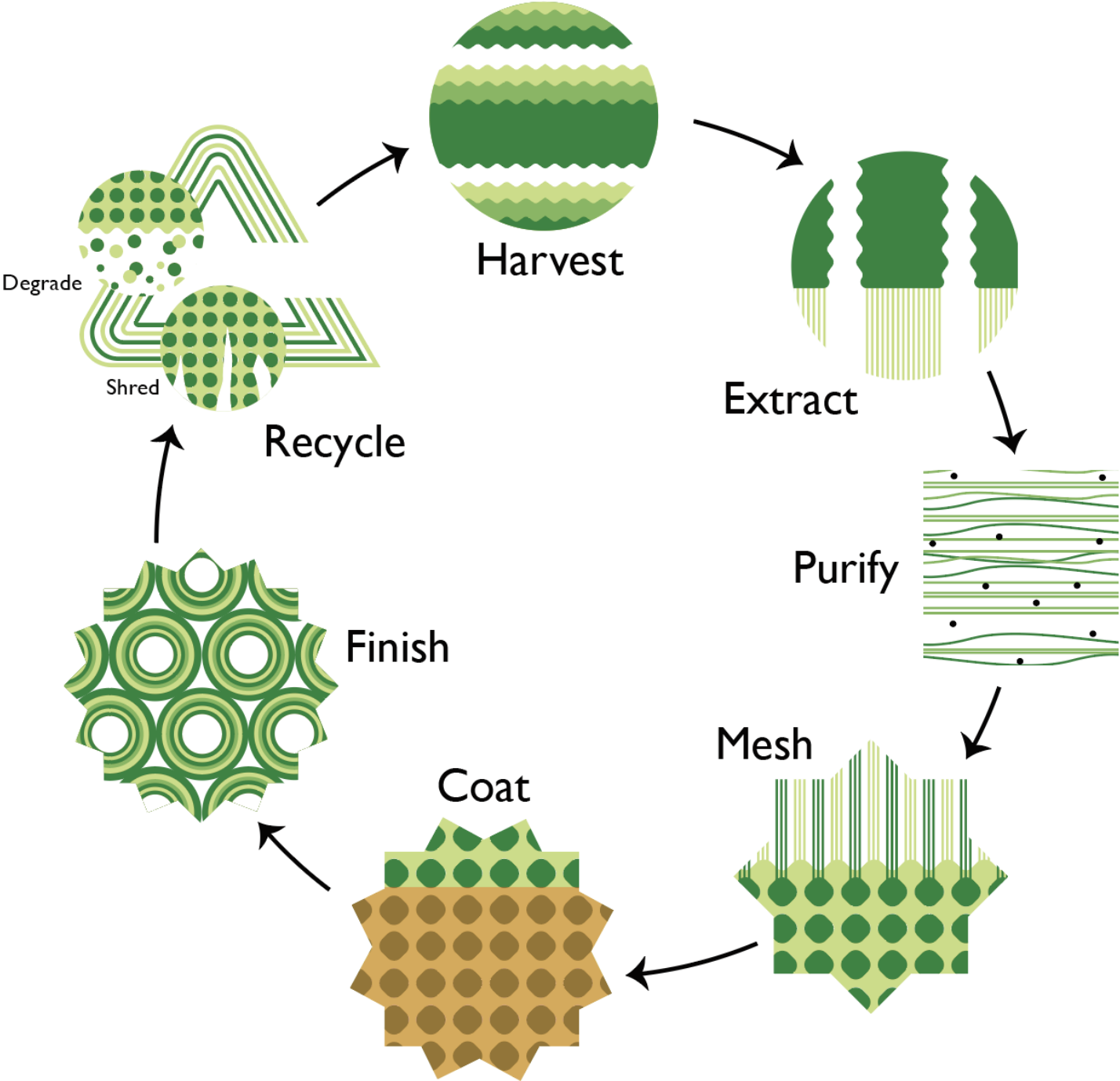




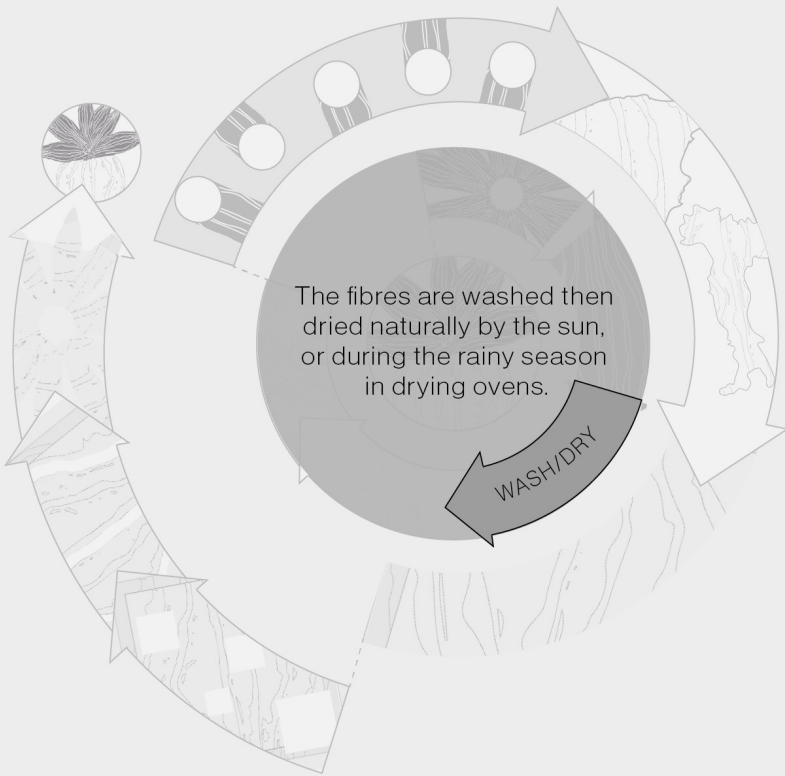
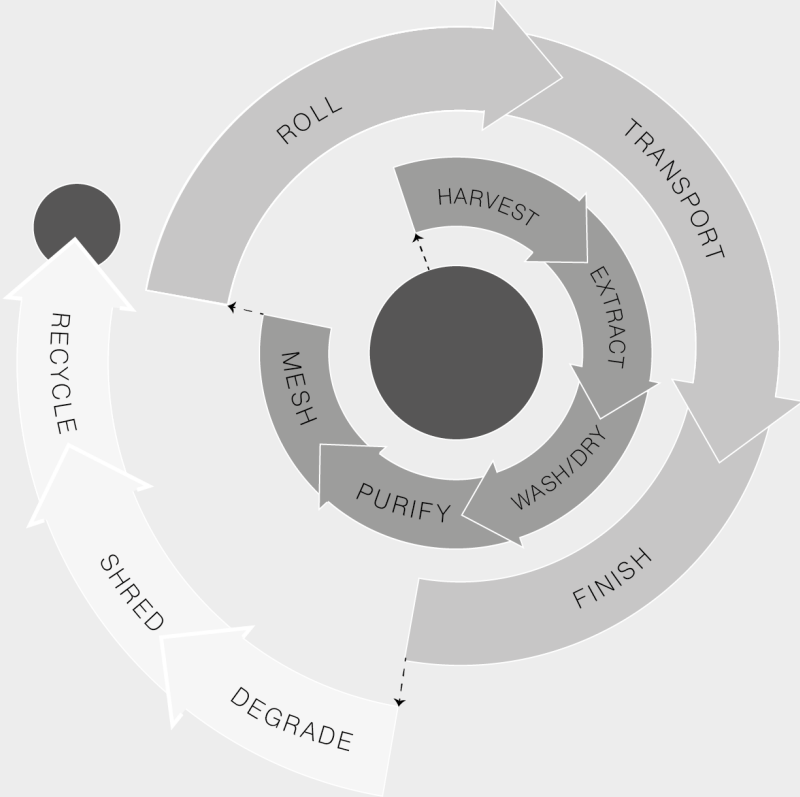


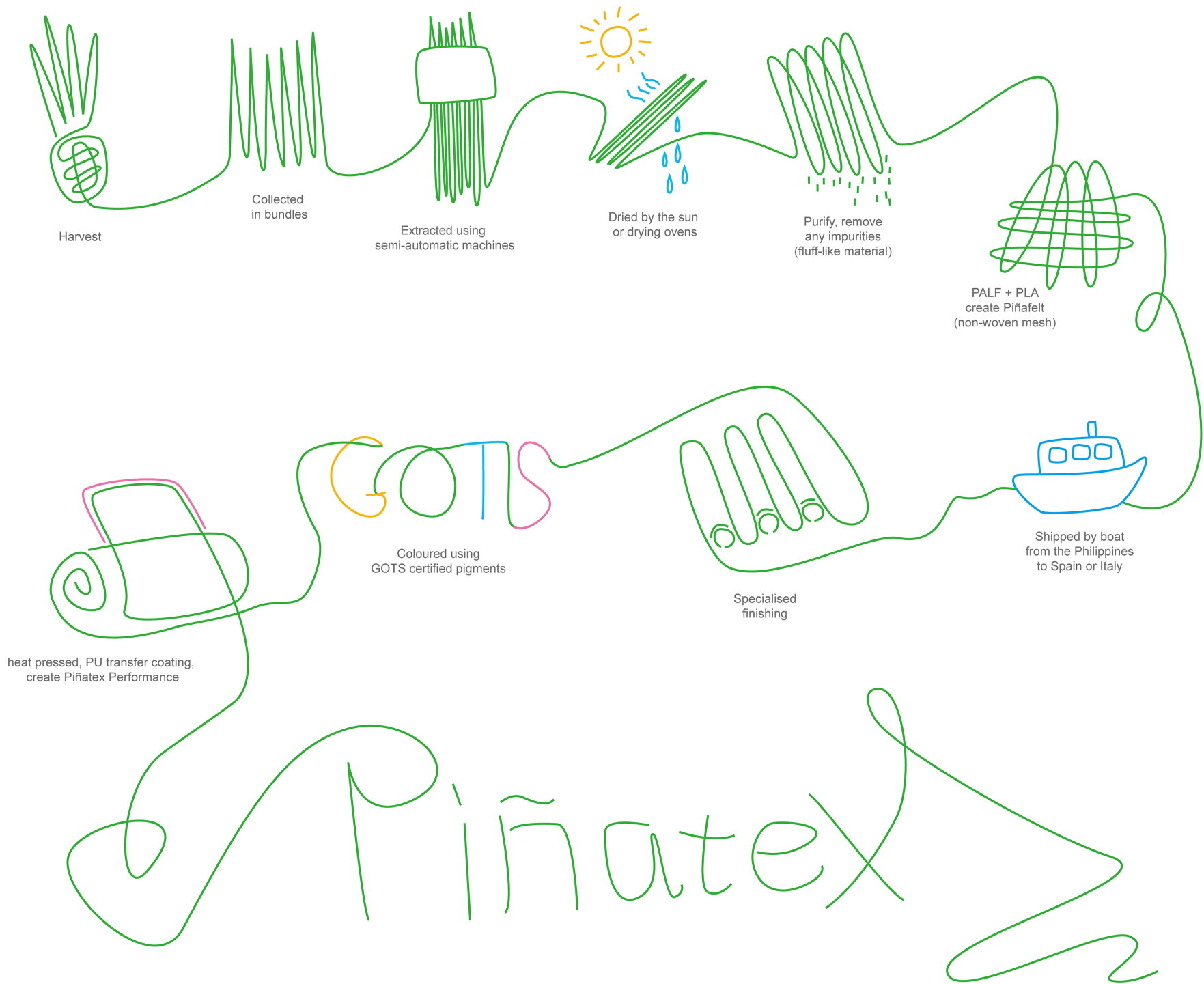


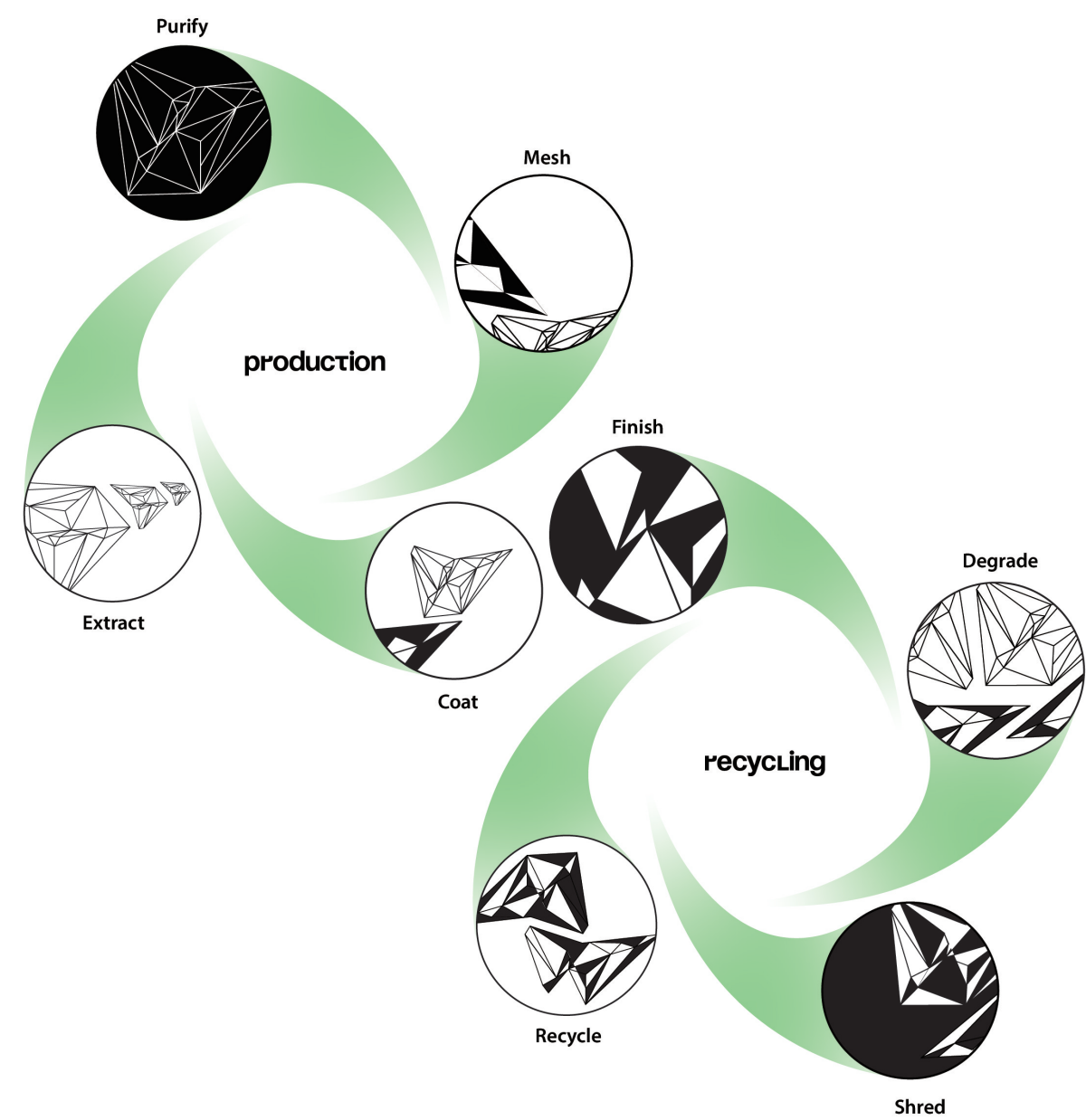


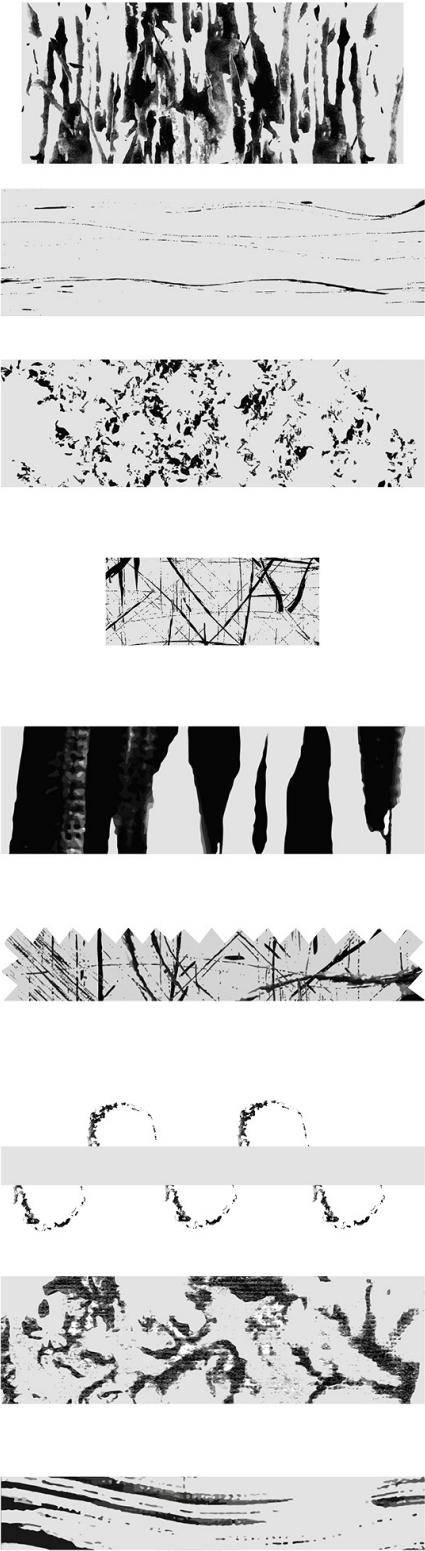
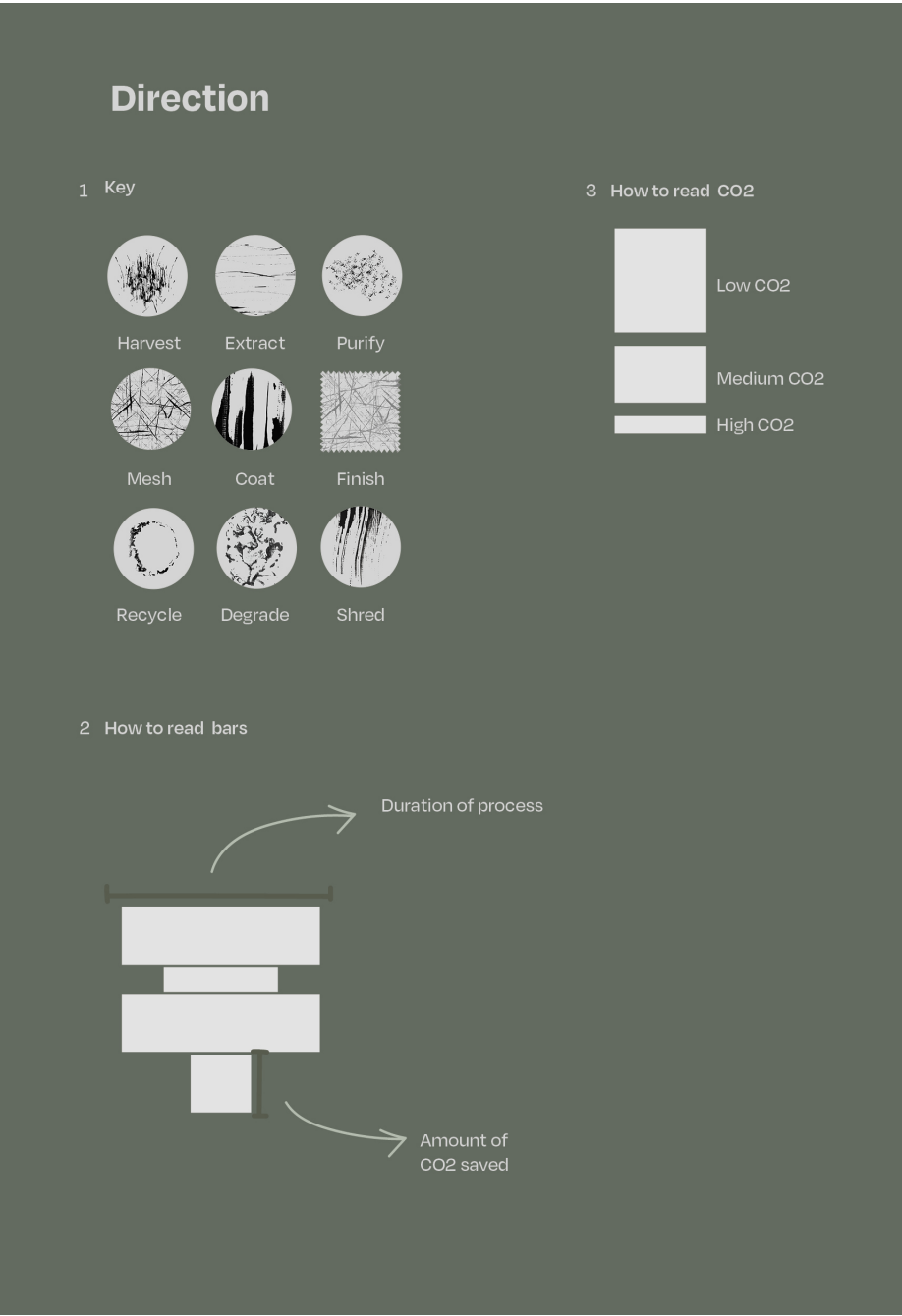












THANK YOU!

JUNE 2021

