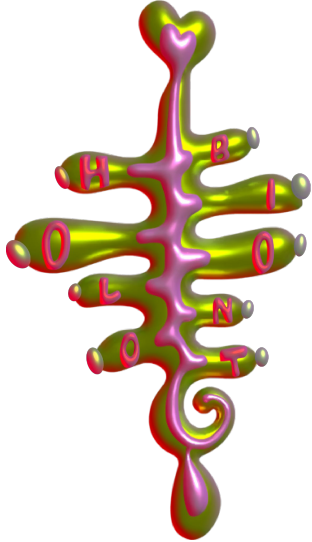


Laura Misch & holobiont



holobiont is a creative organism.
we exist to shift culture towards
social and ecological balance.

www.holobiont.lol

[@holobiont.lol](https://twitter.com/holobiont.lol)

Collaboration with Laura Misch

1. Album Listening Map

A map that locates each song on Sample the Sky in the SE London ecosystem that inspired it. An invitation for listeners to experience the album in a new way - either in-situ, or in a place in their own ecosystem that connects to the song symbolically.

2. Listening Walk

An activation of parts of the listening map in South East London. Featuring live performance and exploring location in new ways with the listening map.

3. Album Launch Event

Sample the Sky launch event at Brockwell Park Community Garden. Featuring live performance, themed floral installation and catering.

Album Listening Maps

Printed Map

- Vinyl insert
- Merchandise
- Activations for sound walks

Digital Map and Cards

- Track reveal assets
- Social media assets

Participatory Digital Map

- Fan interaction through Google Earth or Maps

Design Concept

Emotional mapping

Situated/place-based knowledge

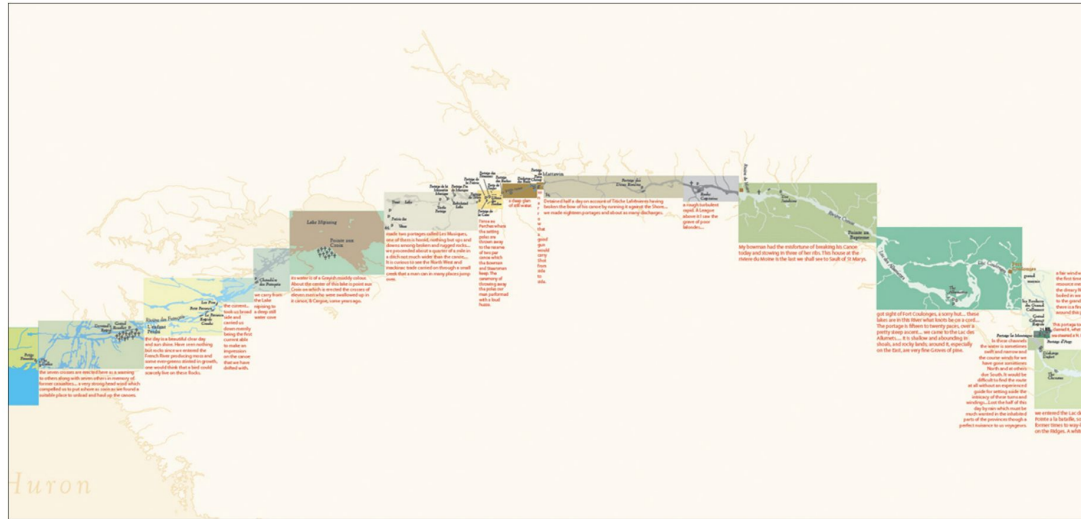
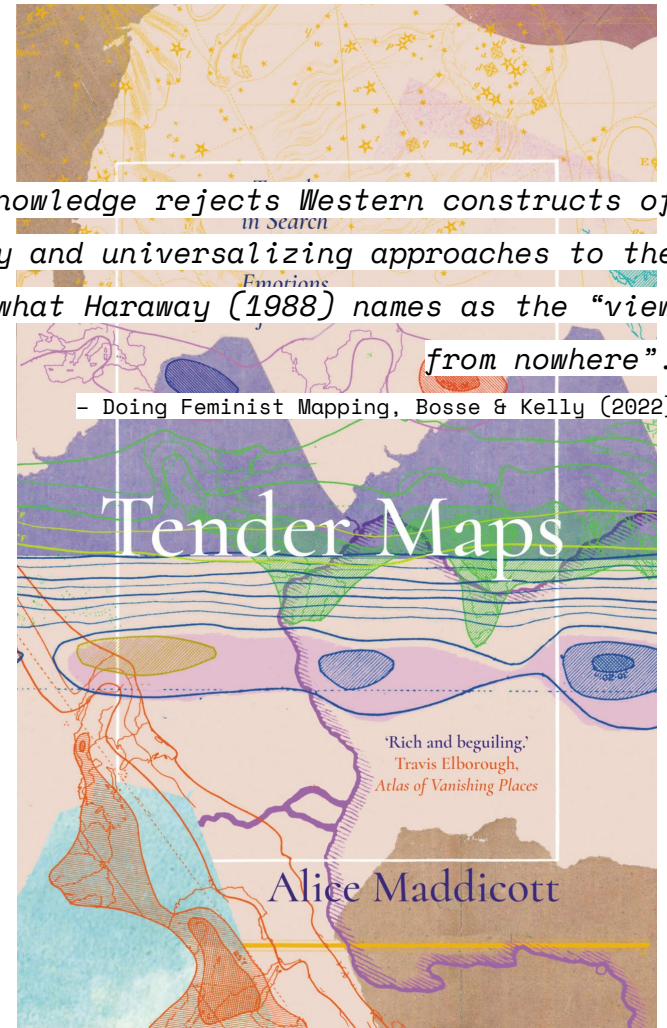


Figure 8. An accumulation of places creates a journey. Map by the author.

Situated knowledge rejects Western constructs of objectivity and universalizing approaches to the world, or what Haraway (1988) names as the “view from nowhere”.

– Doing Feminist Mapping, Bosse & Kelly (2022)



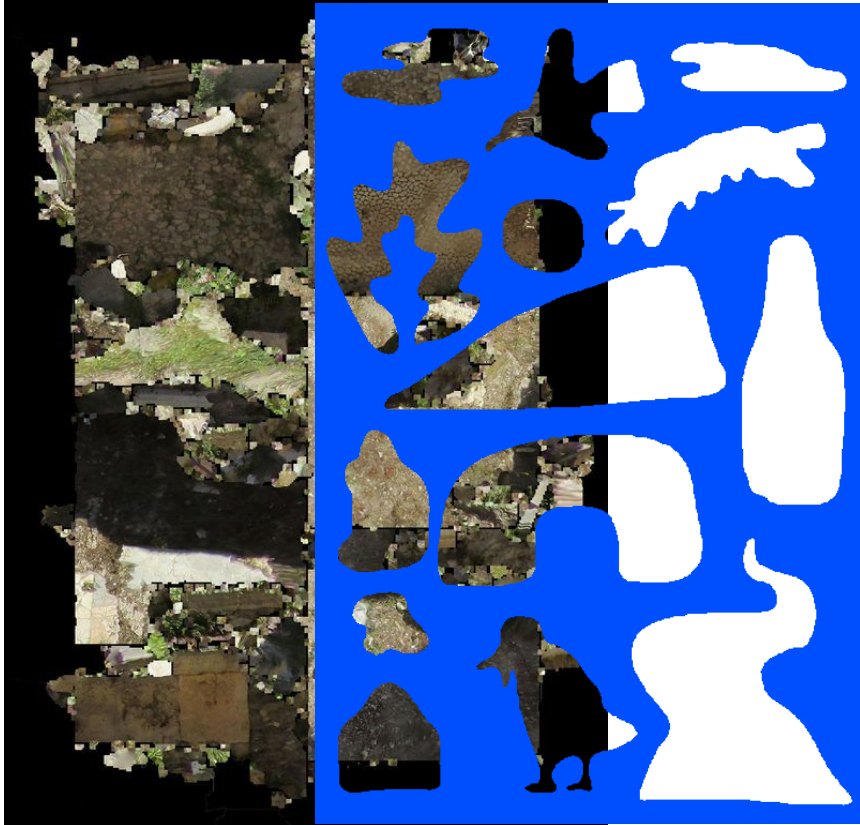
Design Concept

We will create and document 'Earthworks' made of South East London elements & matter; each a symbol representing one of the songs on the map.



Reference: Ana Mendieta

Design Direction - Map



Rough mock-up.

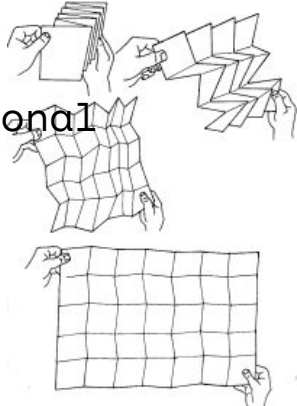
These symbols will be used as cutouts, overlaid over a geographical patchwork of South East London locations to create an emotional topography. This visual language will inform all the designed outputs.

Printed Map

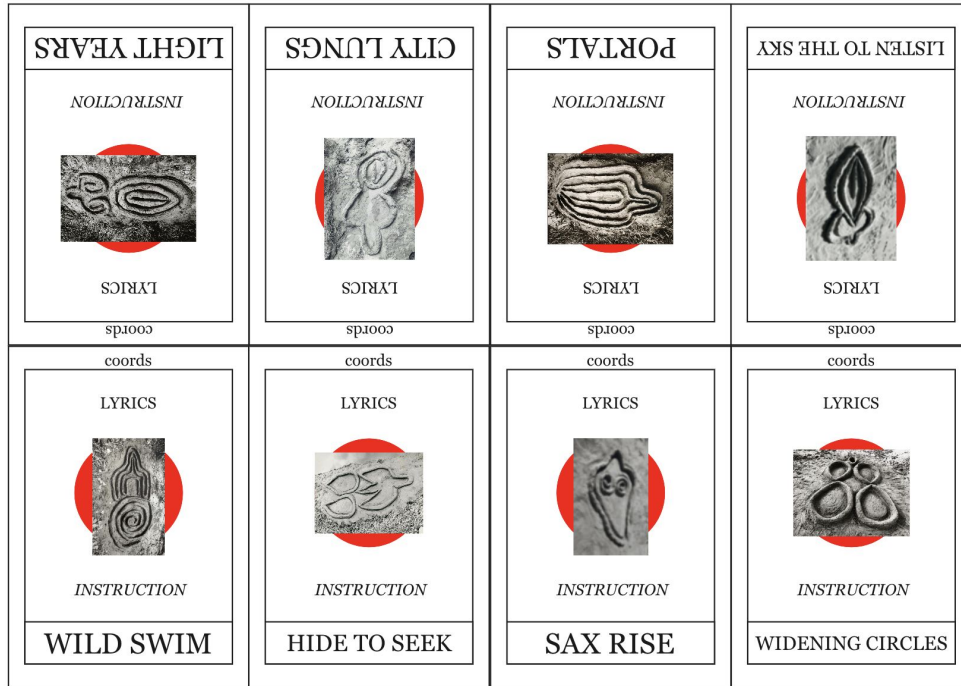


Rough mock-up of the front.

An abstracted map featuring symbol cut-outs that allow the viewer to peek into SE London locations. The fold-out aesthetic and other design features like a legend will be clear references to traditional map design.



Printed Map

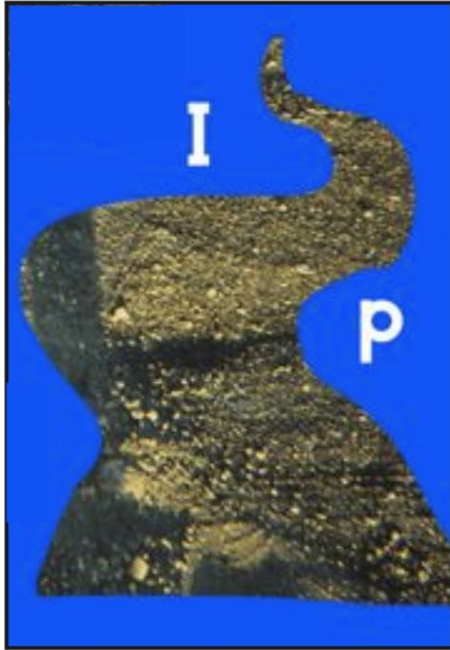


The corresponding flip-side of the map will feature a card for each song that includes key lyrics, an invitation, such as a deep listening exercise, a recipe or similar. The seams will be perforated to encourage sharing and passing the cards along.

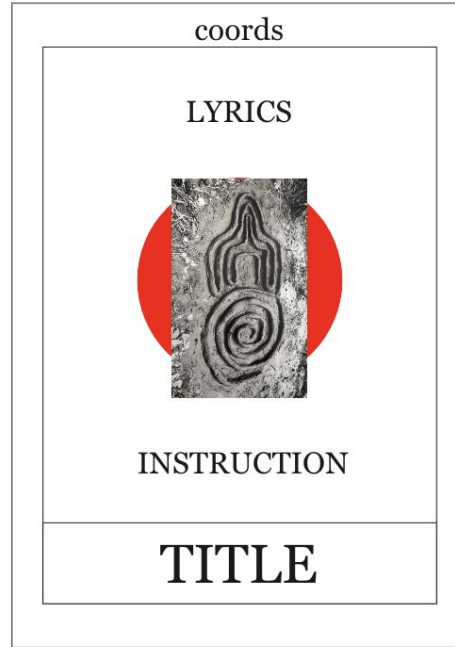
Mock-up of the back, inspired by tarot card design.

All reference images by Ana Mendieta.

Printed Map



FRONT



BACK

A close-up mock-up of what an individual card might look like.

Digital Assets

Header Image & Individual Song Cards for the Track Reveal. Can also be used across socials.

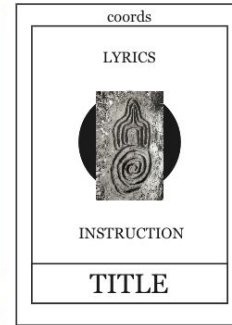
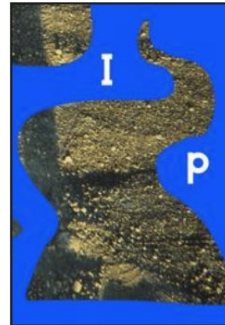
one set
per
song

9
songs

MUSIC MAG



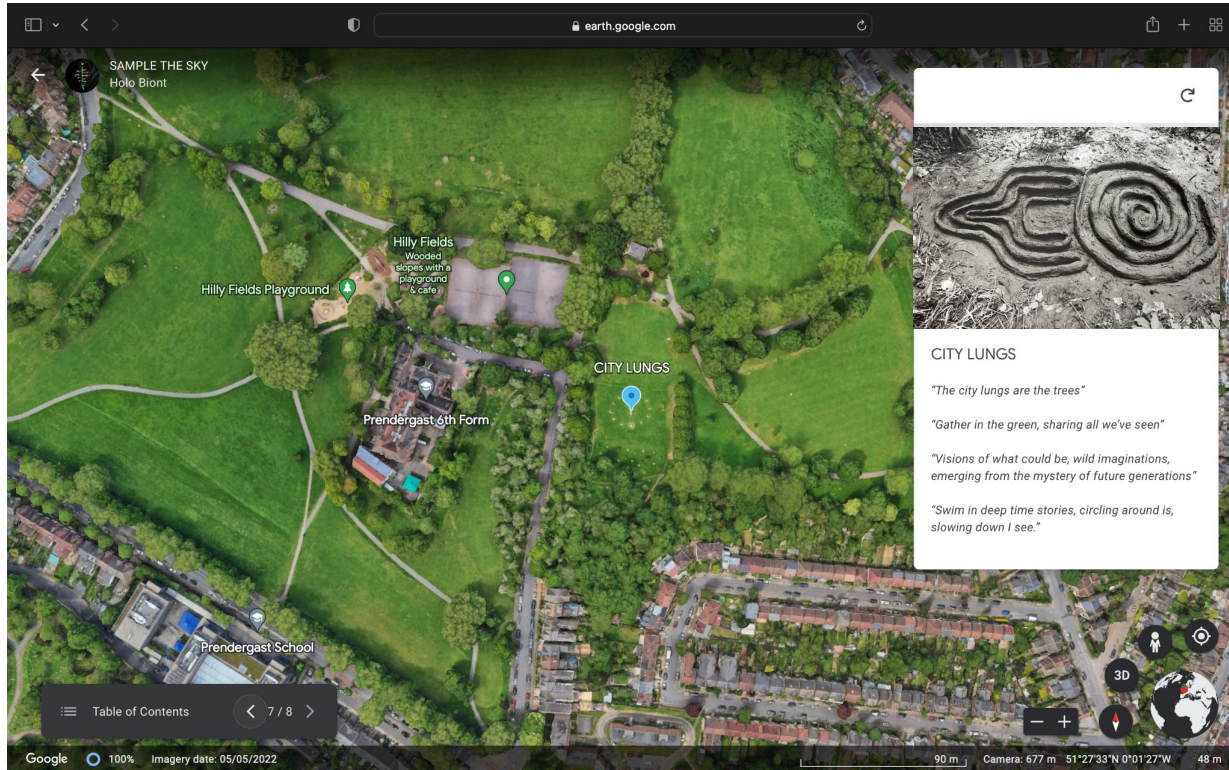
SAMPLE THE SKY TRACKS



blablablabla
blablablabla
blablablabla
blablablabla
blablablabla
blablablabla
blablablabla
blablablabla
blablablabla
blablablabla

Track Reveal Mock-Up.

Participatory Map



Geo-located songs;
an invitation for
listeners to add
their own
locations/
artworks/ thoughts.

Google Earth Participatory Map Mock-Up.

Merch



Upcycled tees w/
song symbols

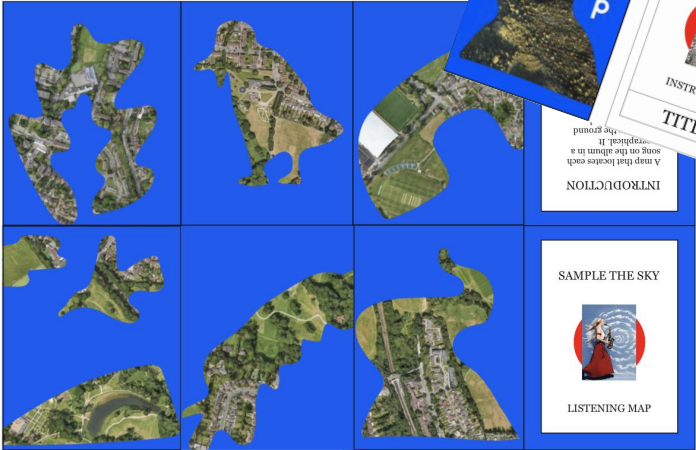


Printed maps

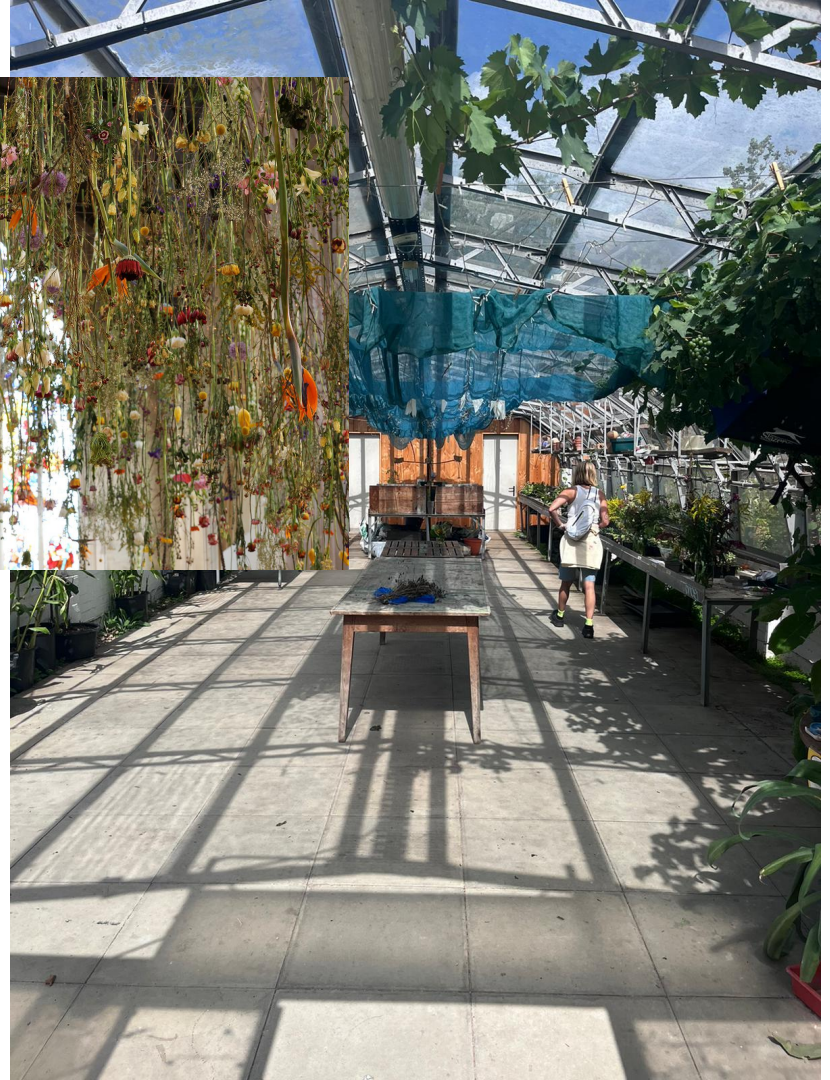
- For events
- Indie bookshops
- Record stores
- Special record sleeves

SE London Sound Walk

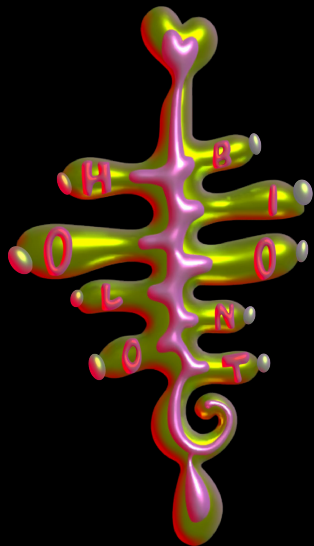
The first walk is planned in Sydenham Wood. It will invite participants into the world of the album through live performance and ecological exploration.



Launch Event



The Sample the Sky launch event at Brockwell Park Community Garden will create the atmosphere of the album through live performance, floral installations and creative catering.



thank you :)

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