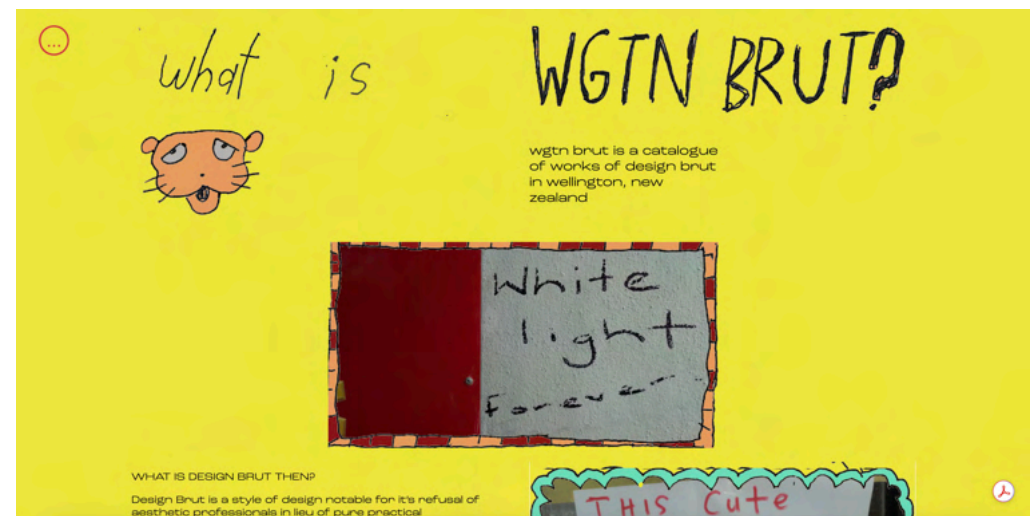


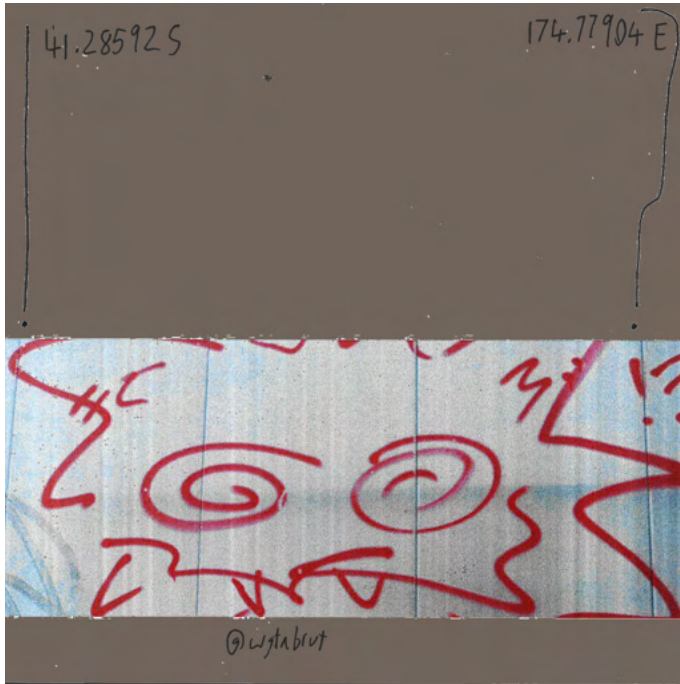
002.

WGTN BRUT

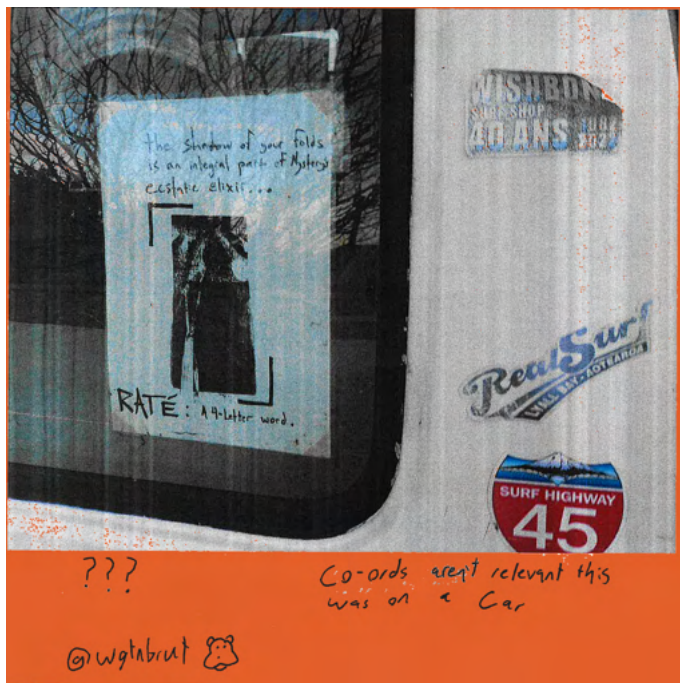
WGTN BRUT is a multimedia art project which I completed for my capstone project at Victoria University of Wellington. WGTN BRUT is derived from Jean Debuffet's conception of art brut, transferring the ideas ethos from the idea of unencumbered expression to unencumbered communication. Essentially what the project consisted of was the creation of a catalogue of 'unprofessional' works of design all throughout Wellington that were then compiled onto a website (wgtnbrut.com) and into a zine. The idea of this work was to create an alternative pantheon of beautiful design, one based on idiosyncrasy and personal imperfection, so we can begin to move the dominant design aesthetic away from the current (easily AI-generatable) look of polish, minimalism and perfectionism

Website



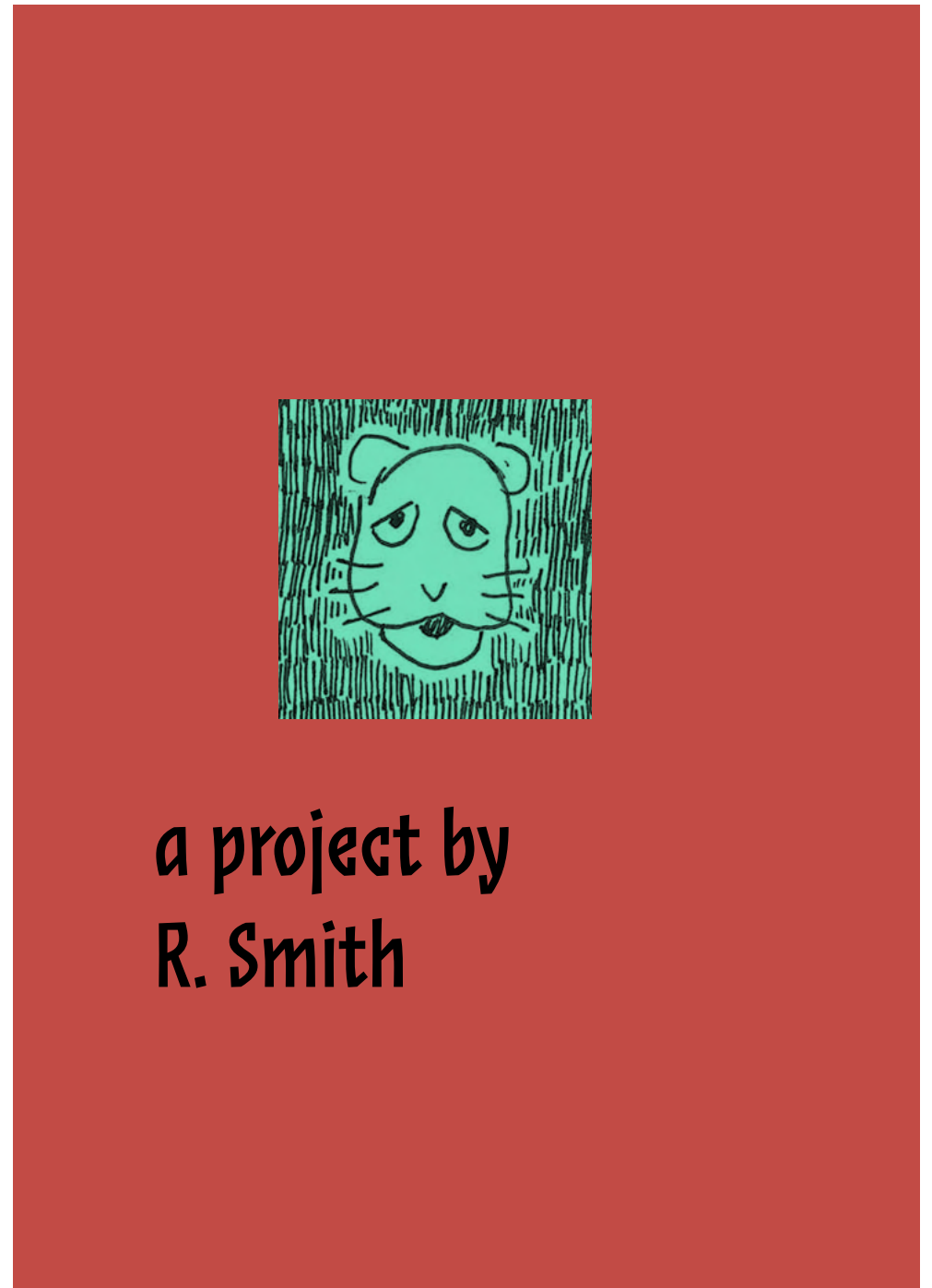


social media posts





zine front



zine back



What is

WGTN BRUT?

WGTN brut is a catalogue of works of design brut in Wellington, NZ

Okay that what is design brut?

design brut is a style of design notable for its refusal of aesthetic profession in lieu of pure practical communication. This style can be found on the windows of dairies advertising profitable deals, on doors explaining how to them or on fences telling the delivery man where to place your parcel. True Visual communication.

eg.1



eg.2




(unknown location)



(41.3181) S... 174.78128 E)



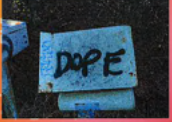
#WGTN BRUT



(41.31811 S, 174.78128 E)

White light?
#WGTNBRUT

White light
Forever








#WGTNBRUT