

New WAYS OF Seeing Erotic Imagery

POSITIONS

THROUGH

ESSAYING



WRITTEN RESPONSE

What do you see?

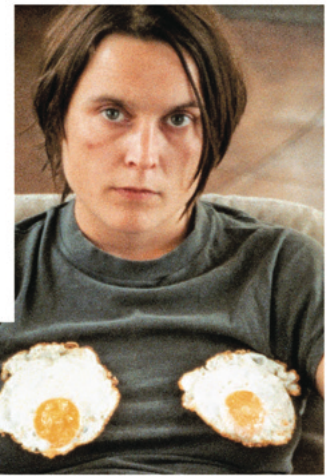


As we observe and interpret everything around us, we become both spectators and active participants. As John Berger's once stated in *Ways of Seeing*,

WE NEVER LOOK
AT JUST ONE THING; WE ARE
ALWAYS LOOKING AT THE
RELATION BETWEEN
THINGS AND OURSELVES,
OUR LIFE.

— John Berger

But what is life exactly? Through the lens of Sarah Lucas, the answer would be a sexual cycle



IT BEGINS WITH SEX. YOUR
LIFE IS ACTUALLY A SEXUAL
CYCLE. EVERYTHING HAS IT.
THE PLANT HAS IT. THE
BIRD HAS IT, THAT'S IT

— Sarah Lucas

As Lucas said, it begins with sex, and so does the context of erotic imagery.

Erotic imagery often refers to visual representations that are intended to elicit sexual arousal or desire. It typically focuses on nudity, sexual acts, or suggestive poses and can vary in explicitness.

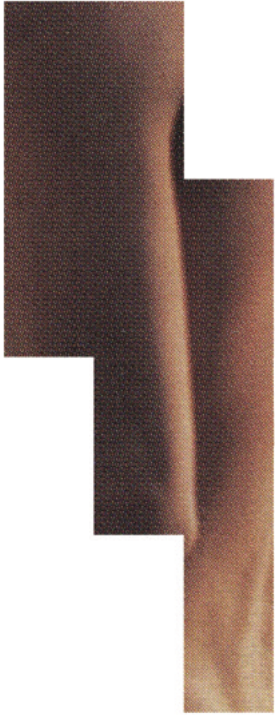
HOW EXPLICIT IT HAS TO BE?

This question led me to explore the possibility within this erotic image. Manipulated, rearranged, deconstructed and resized prompted us to see how we would perceive this erotic image differently.



Just by seeing a glimpse of the image, we immediately know what it is, what it represents. It can even make us feel something.

According to John Berger, it is because



"THE WAY WE
SEE THINGS
IS AFFECTED
BY WHAT WE
KNOW, OR
WE BELIEVE."

And the reason we
feel that way is
because it is highly
related to ourselves,
our body.

HOW DOES AN INDIVIDUAL
EXPERIENCE INFLUENCE
AND PROPOSE NEW WAYS
OF UNDERSTANDING
EROTIC IMAGERY?

By cropping and
highlighting
only some parts
of the image,
I begin asking
people what do
they see?



A: a stack of dishes

If erotic imagery can be seen as an
object, then can an object be seen
as erotic imagery as well?

Like Sarah Lucas did with her exhibition, Au Naturel utilises it as a platform to expose and critique how the female body has been reduced to an object of male desire. Using a random of found objects and giving them a suggestive and humorous arrangement intended to resemble body parts in a way that allows us to rethink how we view them.

Sarah Lucas

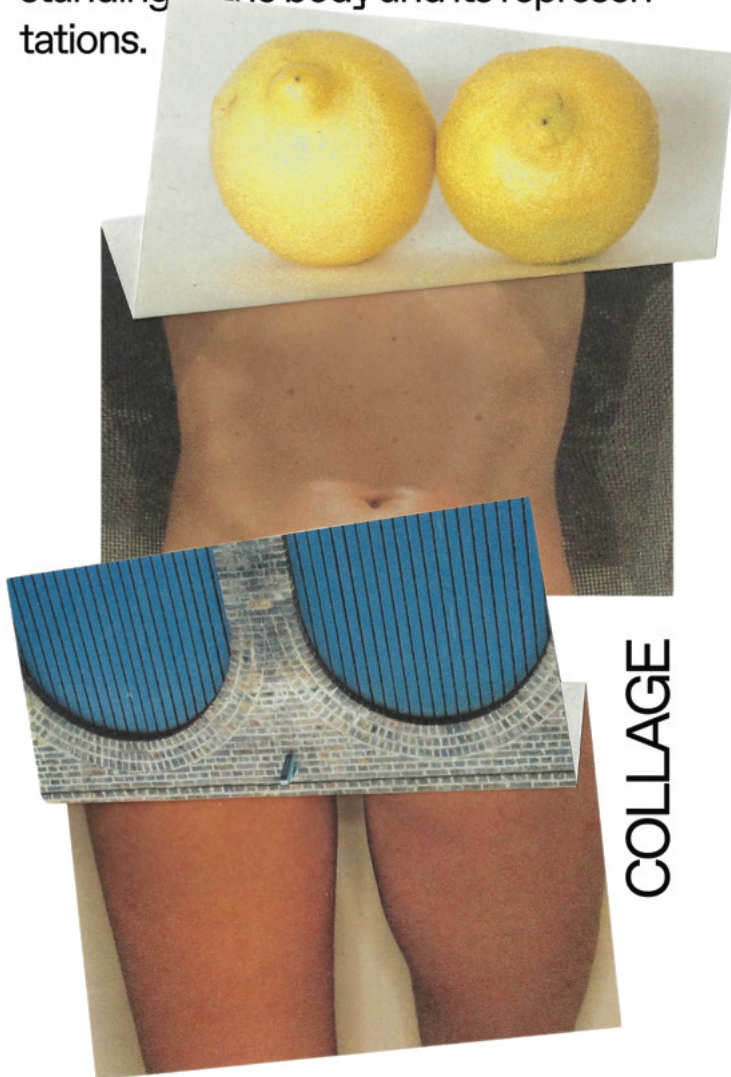
AU NATUREL



To position myself in this context, as a woman where our bodies have been objectified in this patriarchal society and, more importantly, as a designer, I begin to ask.

HOW CAN THE TOOLS OF
GRAPHIC COMMUNICATION
DESIGN BE USED TO
CREATE OR HELP PEOPLE
CONSTRUCT EROTIC
IMAGES OR INTERPRETA-
TIONS??

Through the use of cropping, collaging, rearranging, and AI generating. Constructing a new way of seeing from 2D to 3D images. This approach encourages an open and playful exploration of sexuality, dismantling rigid categories and inviting viewers to engage in a more nuanced understanding of the body and its representations.



COLLAGE

With the image of the objects taken by me from the things I encountered in my daily life being added as an element of randomness, disrupting traditional artistic conventions and injecting a sense of immediacy and spontaneity to break the usual norm and challenge viewer's way of seeing based on their individual subjectivity and their situated knowledge.

INTRODUCING NEW WAYS OF SEEING AND UNDERSTANDING EROTIC IMAGERY

Berger, J. (1972). *Ways of Seeing*. 1st edn. London: Penguin Books.
Sarah, L. (2019). *Au Naturel* [Exhibition or Online exhibition]. The New Museum, New York. 9 June–1 September 2019. Available at: <https://hammer.ucla.edu/exhibitions/2019/sarah-lucas-au-naturel> (Accessed: 7 May 2023).

