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MA Illustration

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As appropriation is one of the basic elements of post-modern art and Hip Hop uses samples of, for instance, Soul or Funk, this similarity sparked my interest and was my initial inspiration for the Final Project, in which I use screen shots of YouTube videos as source for my screen prints.

'Images and signs are consumed precisely because they are images and signs, regardless of questions of utility and value. This is thought to be evident in popular culture itself, where surface and style, ... are said to be predominant at the expense of content, substance and meaning'. Strinati (1995, p. 207).

In my work I reflect this surface and style due to its strong influence on the consumer and in their identification and personality development. This is a not dissimilar approach to Warhol's reflection of the consumer society of the

1960s, but instead of newspapers and films, I am using the Internet and 'YouTube' as my source.

I produce editions of screen prints, which have, even if they are products that reflect the production run of the mass-production of goods in the industry, a hand-made character and a unique connection to my person as the creator of these artworks. Another aspect of my work is to create "products for consumption" for example posters, postcards and T-shirts, beside the major work, to offer a wide range of items, which are in a different price margin.

During my studies of Illustration at the Arts University College at Bournemouth on the Masters Course, I set up an environment that simulates a working atmosphere which I can reproduce in the future in my Bureau of Art and Design in Stuttgart, Germany.