

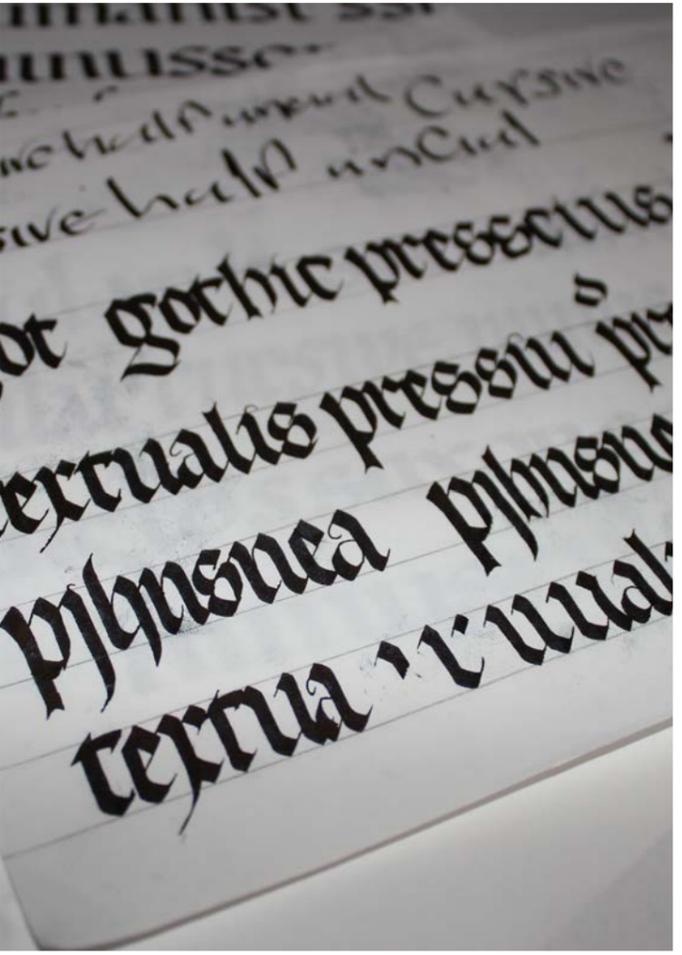
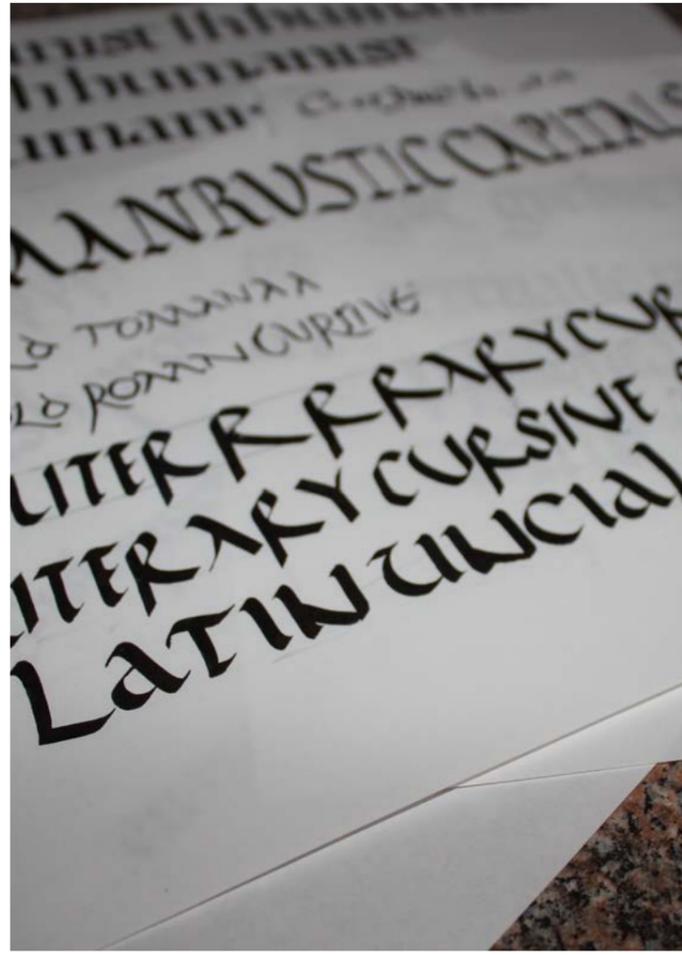


PJH

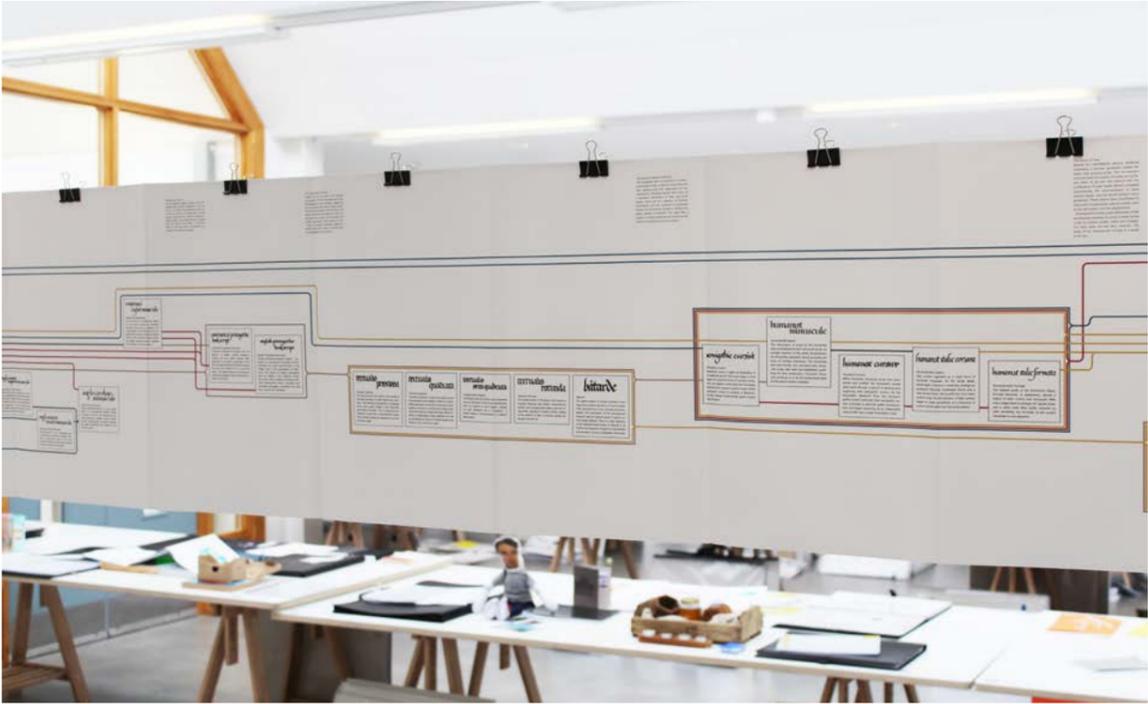
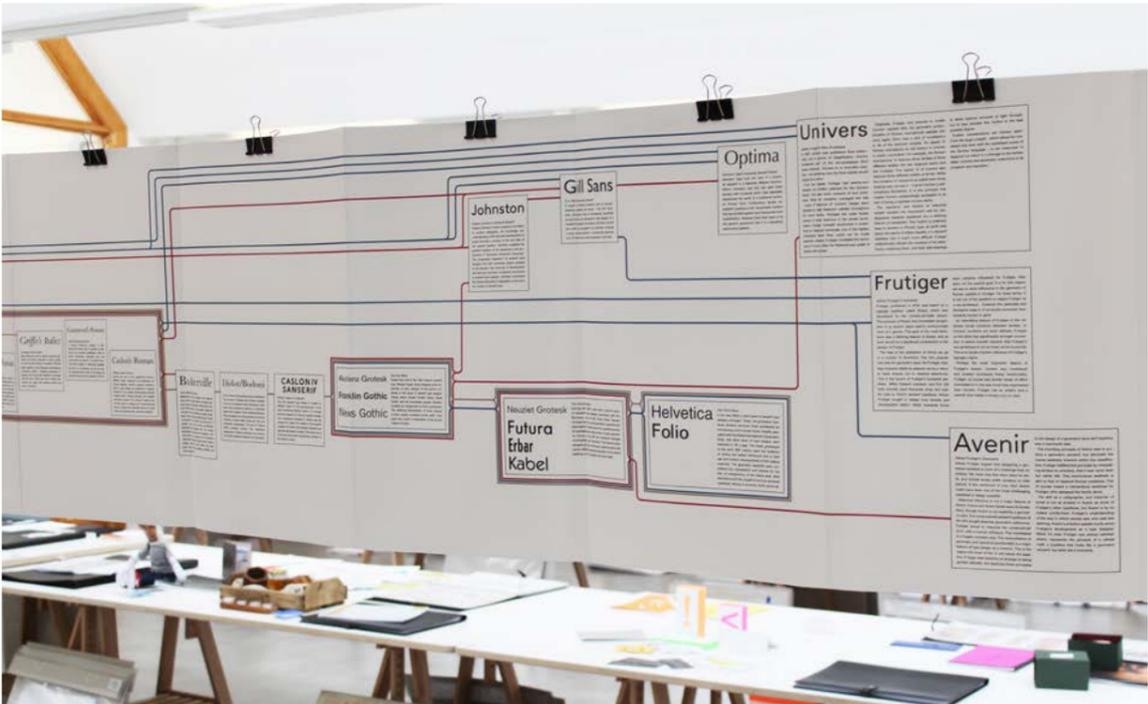
P. J. Hanson Eastland
Portfolio 2016



a life's work:
a study of Adrian Frutiger



Culminating with his major sanserif typefaces: the timeline illustrates Frutiger's historical knowledge and masterful practice of letter design.



The seven-metre poster, for practical reasons, is folded into a book. The dust jacket is also second poster.





go vote:

engaging young people in politics

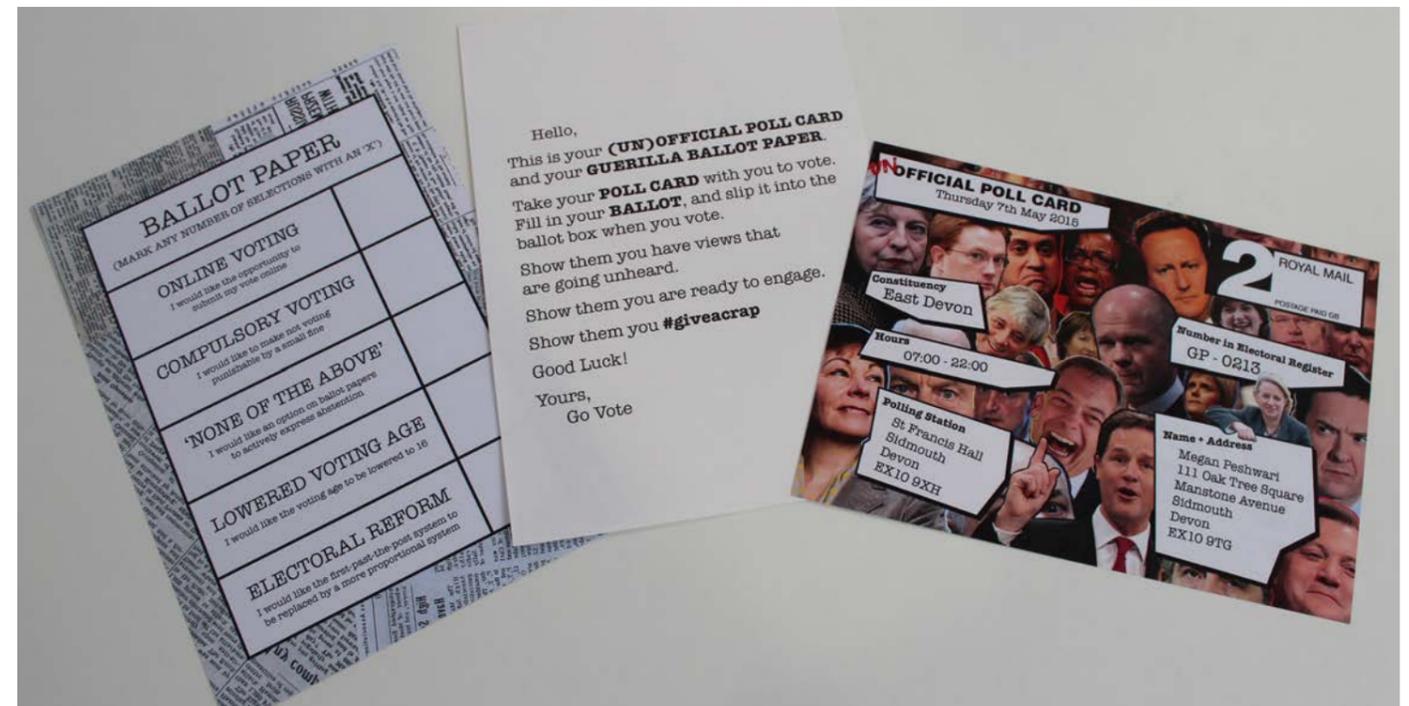
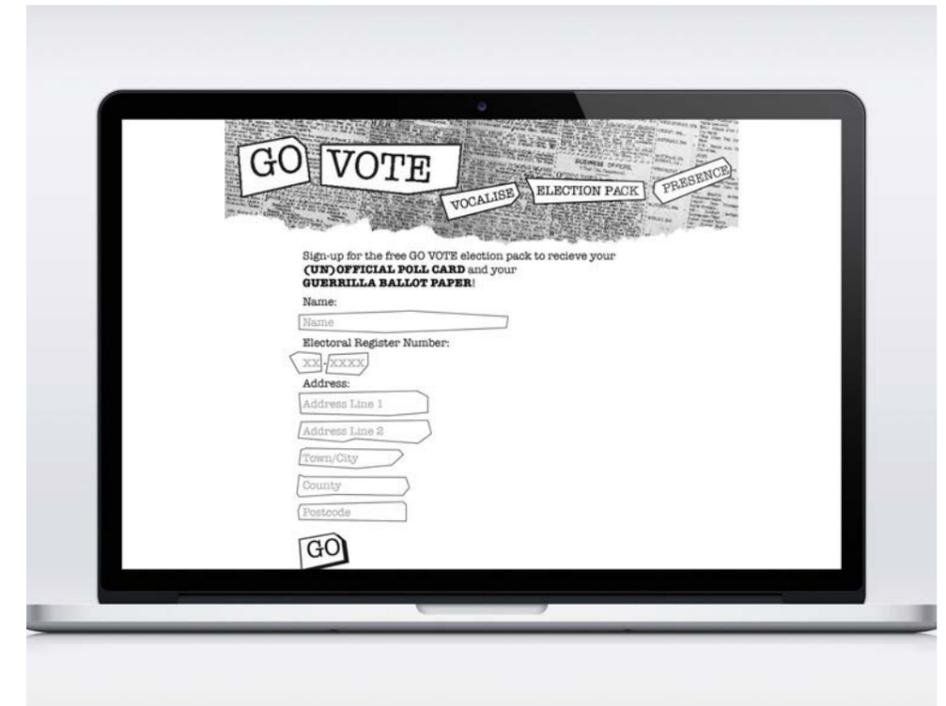
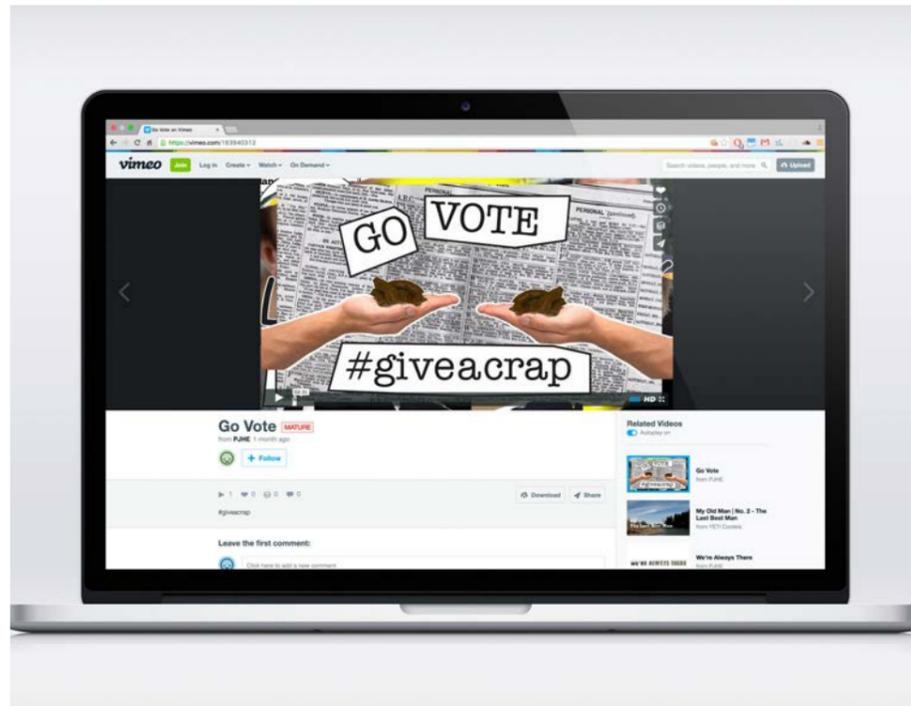


GO

VOTE

#giveacrap

Informative videos, a website, and printed materials offer young people a tailored opportunity to engage beyond a just single vote.

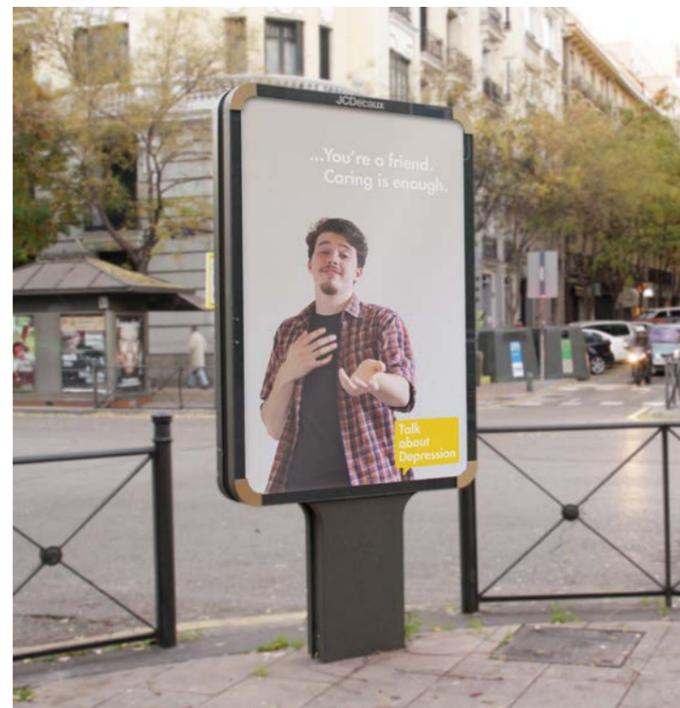
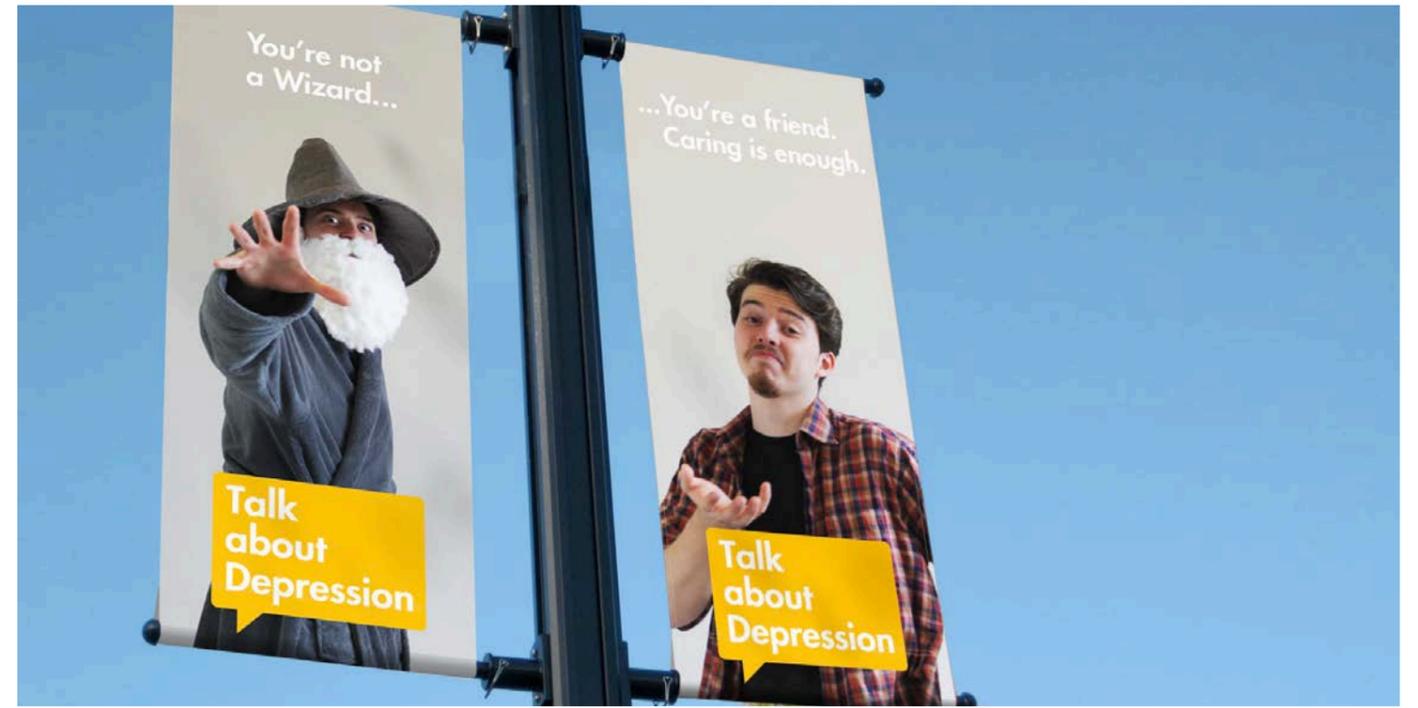




talk about depression:
discussing the problem of mental health



Humanity and humour is used to empower friends and family with a hopeful, optimistic attitude of mental health issues.





gender equality:
questioning the beauty industry

Taught from their infancy
is woman's sceptre, the
itself to the body, and,
round its gilt cage, only
adorn its prison. Men
employments and pursue
engage their attention

Aging in women is
women grow more
and since the links between
of women must always
broken: Older women
young

Aging in women is "unbeautiful"
women grow more powerful with
and since the links between genera
women must always be newly
en: Older women fear young
women fear old, and it
threatens for

Make-up is used to change eloquent and meaningful quotes into digestible, sexist and sinister statements.

Taught from their infancy, that beauty is woman's sceptre, the mind shapes itself to the body, and, roaming round its gilt cage, only seeks to adorn its prison. Men love various employments and pursuits which engage their attention, and give a character to the opening mind; but women, confined to one, and having their thoughts constantly directed to the most insignificant part of themselves, seldom extend their views beyond the triumph of the hour.

—Mary Wollstonecraft,
The Vindication of the Rights of Woman

DOES THE BEAUTY INDUSTRY TRIVIALISE FEMININITY?

The BBC debates ideas of beauty
International Women's Day
March 8th · 7pm



Aging in women is "unbeautiful" since women grow more powerful with time, and since the links between generations of women must always be newly broken: Older women fear young ones, young women fear old, and the beauty myth truncates for all the female life span. Most urgently, women's identity must be premised upon our "beauty" so that we will remain vulnerable to outside approval, carrying the vital sensitive organ of self-esteem exposed to the air.

—Naomi Wolf,
The Beauty Myth

DOES THE BEAUTY INDUSTRY TRIVIALISE FEMININITY?

The BBC debates ideas of beauty
International Women's Day
March 8th · 7pm



As long as they are young and personable, women may cherish the dream that she may leap up the social ladder and dim the sheen of luxury by sheer natural loveliness; the few examples of such a feat are kept before the eye of the public. Fired with hope, optimism and ambition, young women study the latest forms of the stereotype, set out in Vogue, Nova, Queen and other glossies, where the mannequins stare from among the advertisements for fabulous real estate, furs and jewels.

—Germaine Greer,
The Female Eunuch

DOES THE BEAUTY INDUSTRY TRIVIALISE FEMININITY?

The BBC debates ideas of beauty
International Women's Day
March 8th · 7pm





we're always there:

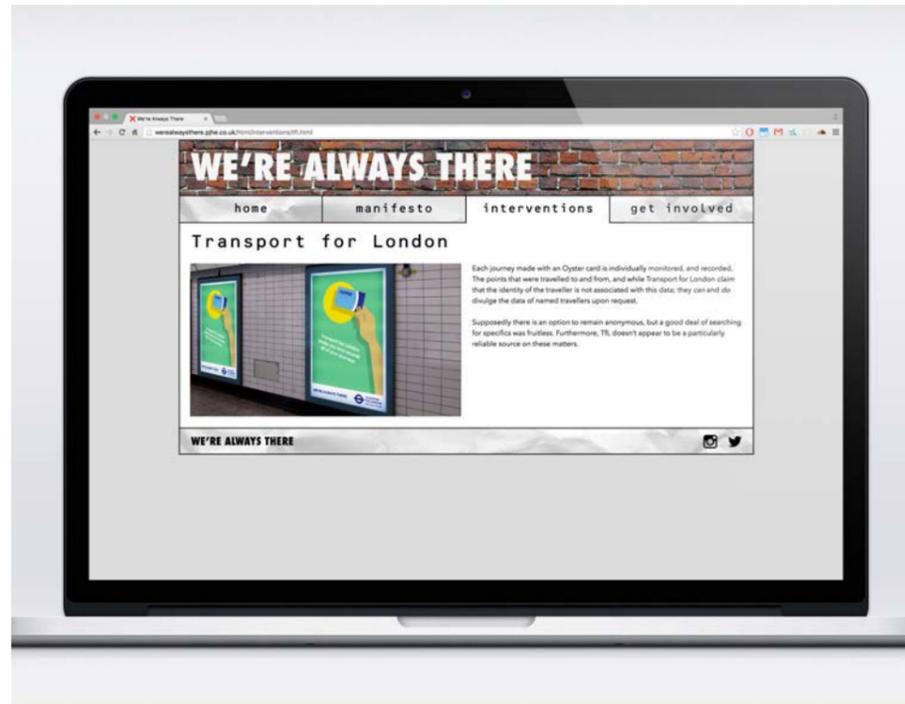
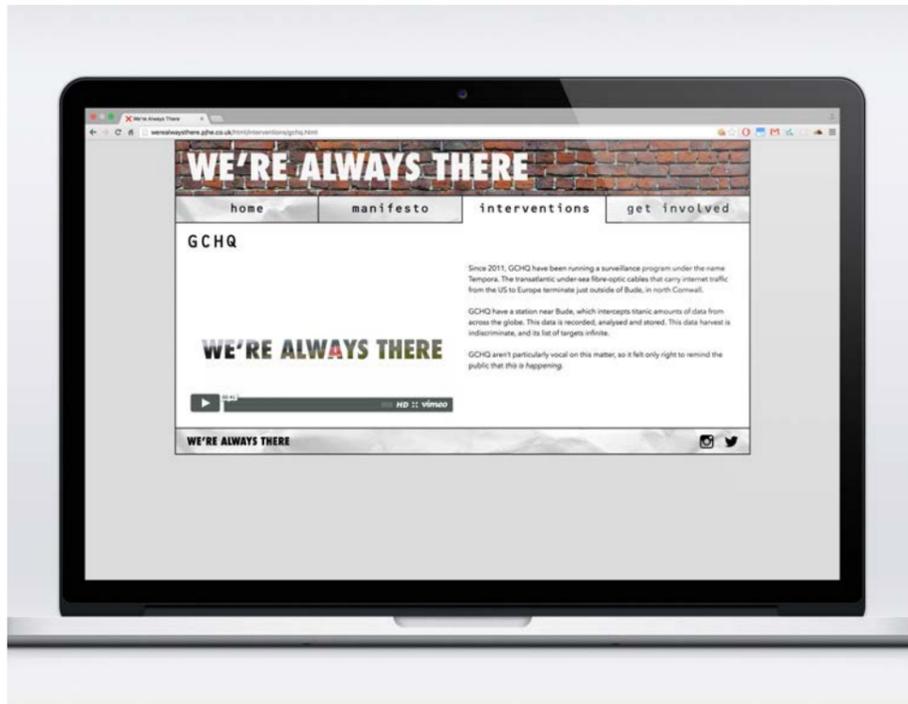
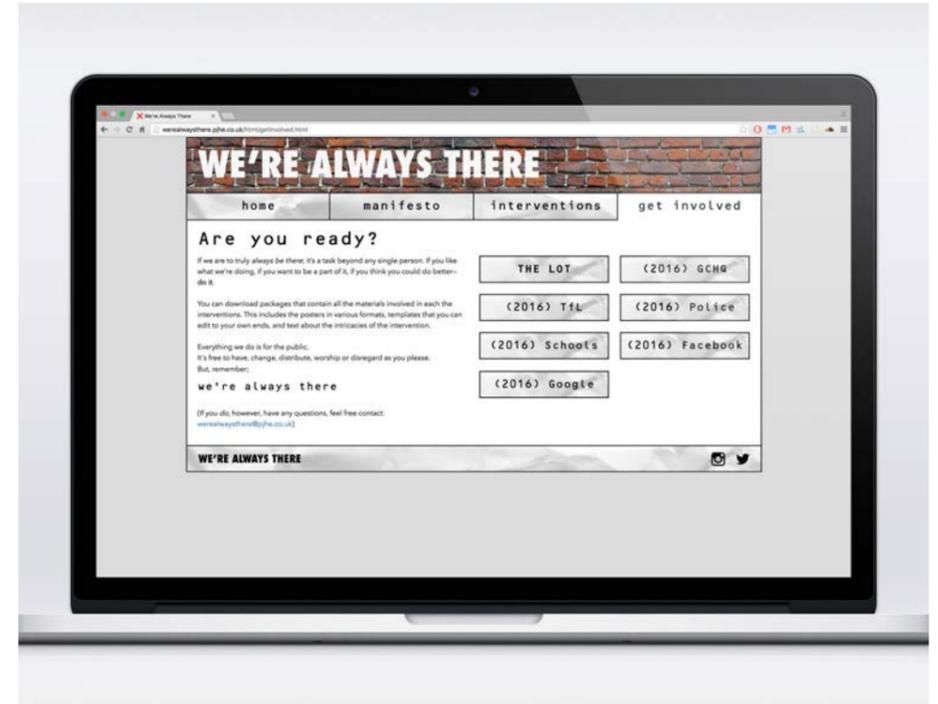
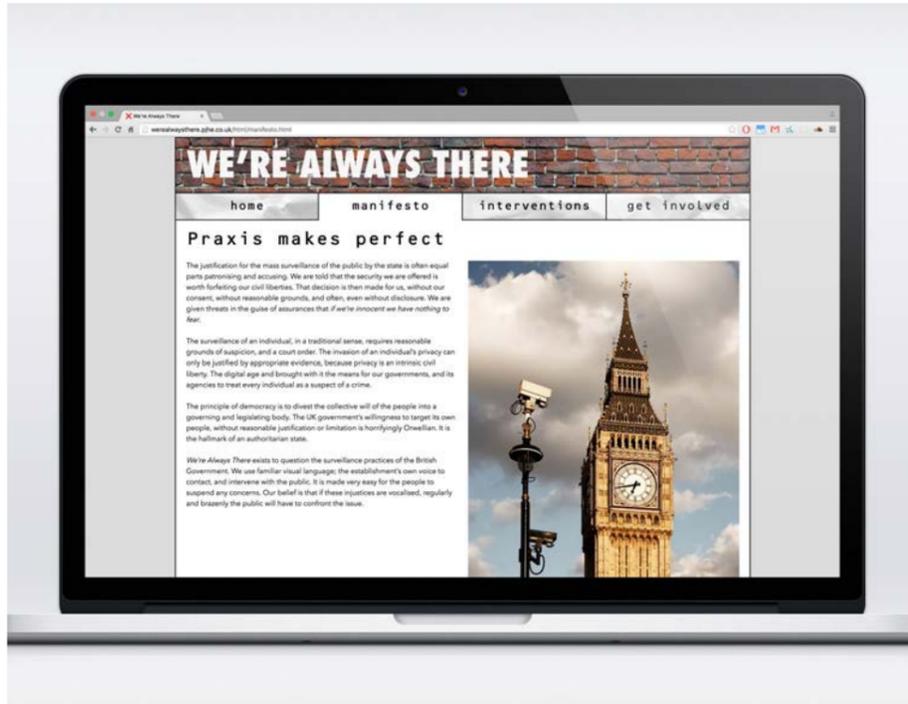
subverting in protest of mass surveillance

WE'RE ALWAYS THERE

Familiar visual language is appropriated to deliver a subversive message.



The website is used as a hub to display interventions, outline intentions, and offer the public the means and incentive to get involved.



Interventions are recorded and are then summarised and explained in a short video.



WE'RE ALWAYS THERE