Louis Gianfrancesco JFFA 'La Dolce Vita'



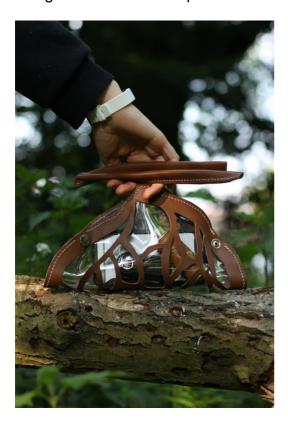
Evaluation; A Leafy Venture.

Venturing in Part 3 seem daunting at first. Investigating food that can be look at a means to heal a person is what attracted me to use this as the catalyst for my idea. I looked at more of a personal affair of food. Looking at my mother side of the family and their health conditions, I found that our hearts always gave out and that is what killed my great grandmother and is slowly killing my grandmother. Throughout the project, I found my focus move towards foods that are heart healthy and are known to help other parts of the body, that help the heart; such as arteries, veins and capillaries. From looking back and forth at my brief; this is what helped my focus stabilize back on track if I became disorientated in my goal.

Creating my ideas was something I found to be challenging. I'm quite a literal person, which isn't something I'm grateful for 100% of the time. Ergo, coming up with conceptual, whacky ideas was a challenge, so going over multiple research images and looking at practitioners that I found interesting was a big help in sketching out ideas. What I found gave me a break through was just watching videos proving why eating healthy and clean is the only way to go about living. The evidence of this from various health trails and studies is what pushed me to want to make something that encompasses my passion for trying to educate people on food.

I made this piece for my grandma I would say. She has been through a great deal in her older ages and she still fights on today. The piece is a design of how the arteries and capillaries work together to pump oxygen rich blood to the heart. It is a bag that is quite dainty, small and somewhat unusual. I made it using a pattern, which I cut this out of leather, stitching the handles and adding poppers to give the bag security. I think that the look and function of the bag is strong. It is definitely something you would see as perhaps a sample from a niche fashion house that doesn't release. It has a very personalized look to it. What I don't like about the bag is the size. I wish that I had more material to make it a bit longer/deeper. Aside from this, I'm happy with the outcome considering the circumstances of the world right now.

The one thing I have learnt from this assignment is not to get wrapped up in a research abyss. It's very easy and almost becomes a comfort zone. It's dangerous to dedicate all your time to one thing. I now know to be thorough and concise and to navigate focus into a niche part of an idea. The research I did eventually find to be of high value, was the involvement of how dark leafy greens play in the longevity and health of a person. How cheap and nutrient dense these plants are made me realize that they are the paramount of clean and inexpensive health. This was stemmed from my grandmother's health problem which I have been fighting with for the last 4 years. I am grateful for putting the effort that I have into this project, because it showed me how to generate a brief, move that to an idea and then execute. It has given a level of independence in my practice that I didn't possess previously.





This virus has been nothing but an evident burden. My project was massively affected by this because I was unable to go out and get materials, however more

importantly I wasn't able to see any of my friends and teachers to gain insight and advice about the navigation in which I could take my idea. The video calls I have had with my tutors alongside with other student in my class has massively and I mean massively helped with motivating me to continue to close this project. Even with limited materials, I have been able to make do with what I have. I have had to lessen my projects outcomes for something professional looking. I do give myself a hard time out the outcome, even though I know in the back of mind that I can't do anything about the current situation. I think this could be a massive problem for my practice and other makers because if this virus did get so bad as too destroy crops and infect animals, then the eco-systems that bring about raw materials for making would be jeopardized. Over the last 6 weeks, as each week has gone by, I have adapted and pretty much just ignored the situation and cracked on with investing in my craft through reading, watching videos and general making.

I will not, be stopped.