

HELLO,
BEFORE SCROLLING DOWN, PLEASE SCAN THE TWO
QR-CODES BELOW AND LISTEN TO THEM RESPECTIVELY
WHILST LOOKING AT THIS PROJECT.
THANK YOU :)



SUMMER CAME EARLY

By Helen Haeussermann



The sweetness of summer, a warm voice, gentle in it's delivery, whilst the melody emanates a sense of optimism is what I would describe the song 'Summer Came Early' by Exploded View. The song is about climate change and our obliviousness to what is stirring beneath as hotter days and unseasonal weather is becoming normal to us. This was my main message during the collaboration between Alexander McQueen and Manchester School of Art.

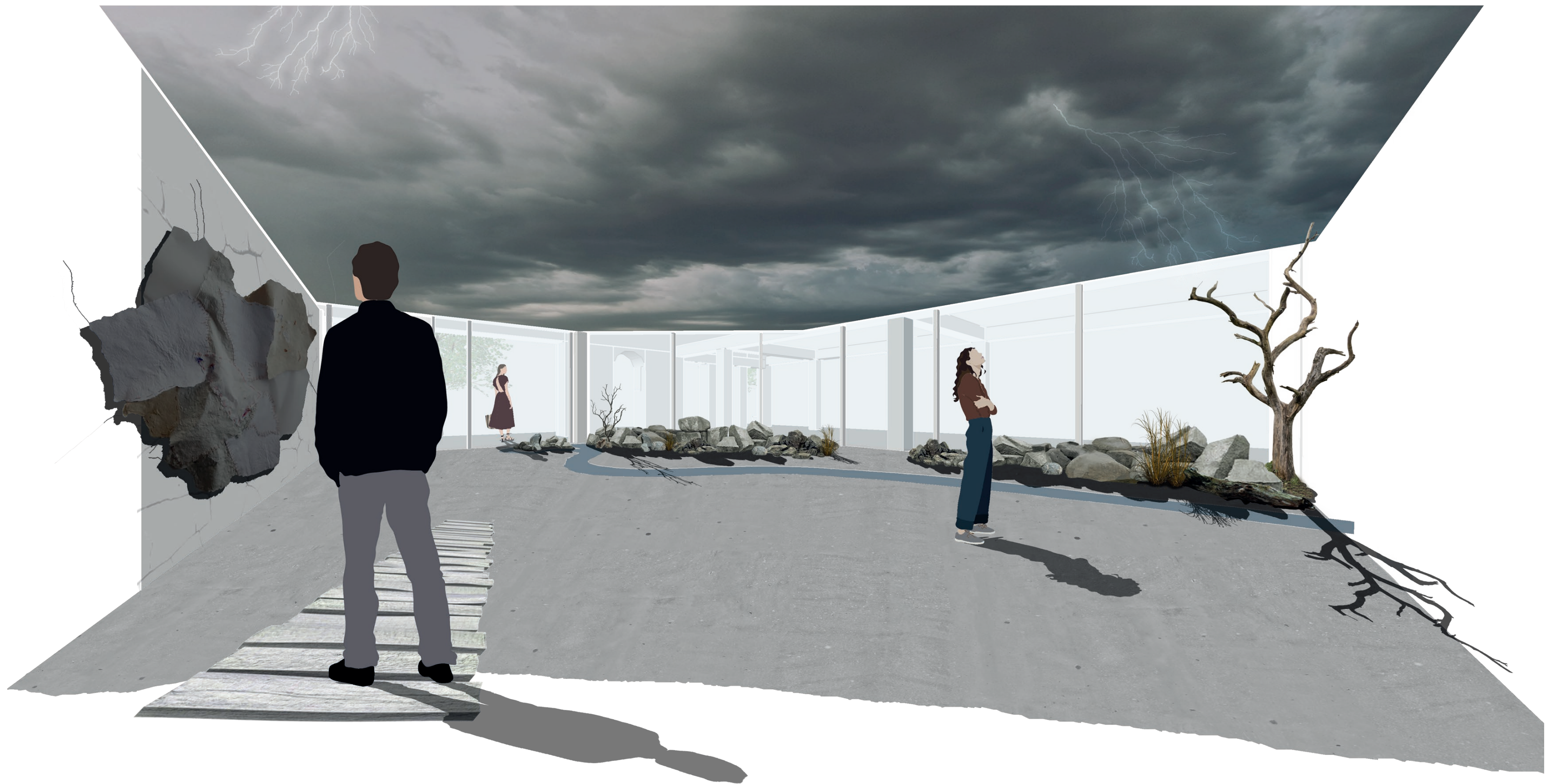
By designing an exhibition showcasing the beauty of nature, I was able to highlight the detrimental effects humans have on nature. The installation consists of two rooms which are quite the opposite; the first room invites visitors by offering a relaxed field of flowers and a running stream.



1:100

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Sound of birds chirping, wind rustling through the grass and the river murmuring.



Feeling the grass underneath the feet, the wild grass tingling your legs and the delicate flower petals.

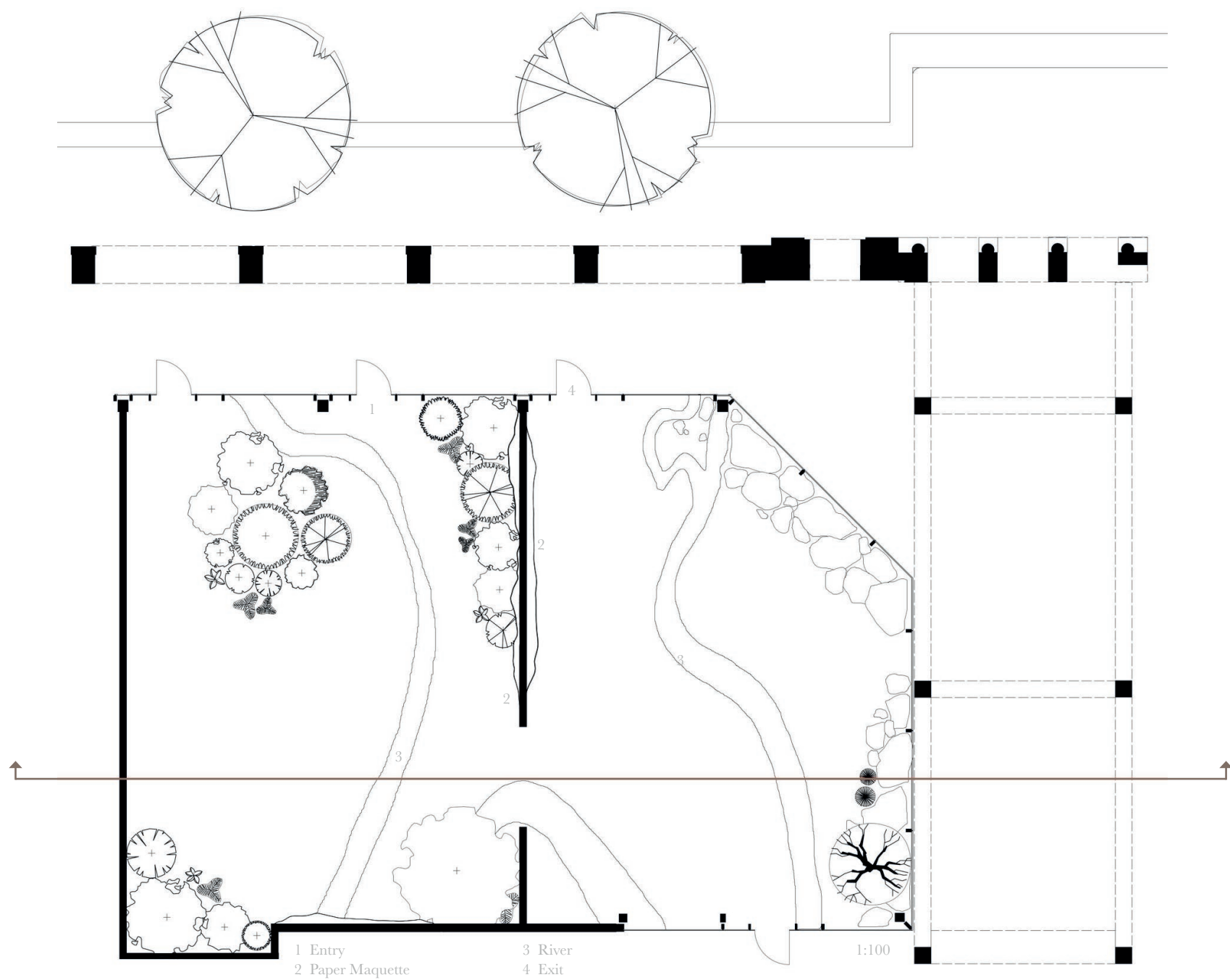


The smell of fresh cut grass after a rainy day and the flowers blooming on a sunny day.

The second room is cold and dark, sparse with only few rocks and driftwood lying around and a dried up river. The sculpture on the wall is black and the atmosphere of the room feels uncomfortable. You want to leave, the thunderstorm displayed on the ceiling screen is getting louder and unpleasant.

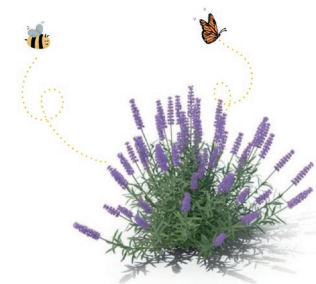
BACKGROUND

By Helen Haeussermann



Located at the London Fruit & Wool Exchange, the exhibition attracts visitors from the outside through the paper sculpture climbing along the walls of the building. Whether it's tourists visiting the city, office workers on lunch break or families looking for an interesting exhibition on the weekend, the installation attracts all kinds of people. In collaboration with Alexander McQueen, the two spaces are designed to be juxtaposing, dramatic and evoke feelings in visitors, leaving them to think about what they've just experienced.

Lavender is the No.1 plant to attract bees which is why it is part of the exhibition. Insects such as bees or butterflies can fly around in the room and are able to leave again through the open doors. There is a curtain net between the two rooms which prevents the animals to fly in the second room where there is no plants available to them.



MAQUETTE

By Helen Haeussermann



The paper maquette is inspired by Alexander McQueens incredible craftsmanship, a love to juxtapositions and a closeness to nature as well as Similijan Radics understanding of time and fragility and the song 'Summer Came Early' by Exploded View. The most important aspect of this project was sustainability which is why the maquette is made from recycled hand-made paper, scraps of tracing paper and dried flowers from old bouquets.



Recycled hand-made paper patch-worked together with tracing paper and dried flowers. Very simple stitching techniques used in contrast to McQueens neat and precise patchwork coat. The dried flowers were stitched on top of a flower print on tracing paper with pieces of hand-made paper. Everything was added together and folded along the path of the stitching to form a three-dimensional structure.

