

Hive

Mentality

Scan the QR code to join the hive!



GREETINGS CITIZENS OF THE HIVE. YOU HAVE BEEN CHOSEN AS ONE OF THE GEARS THAT KEEPS SOCIETY TURNING. SO GO. SERVE THOSE ABOVE US AND REPAY FOR THE GREATNESS THEY HAVE BESTOWED UPON OUR LIVES. IN ORDER FOR THE HIVE TO THRIVE. YOU MUST...

- WORK AS ONE
- ACT AS ONE
- THINK AS ONE
- BECOME ONE

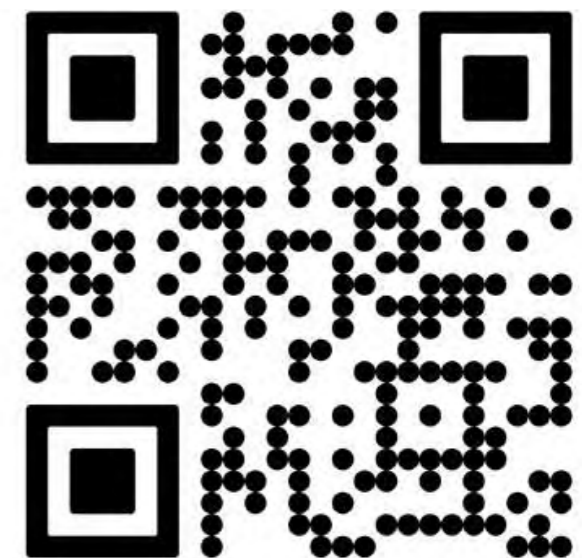
The project takes place within the year 2050, within Newark, with the setting of a hyperbolic reality of the very one we live in. Society has adopted new projects for production centres as a result of the decline in both primary and secondary industries of work. The societal model that "the hives" are based on are that of bees. This is done with the attempt show the audience the comparison between our society and that of bees. There is a clear hierarchy in a bee's hive, specific job roles and functions that the bees cannot live outside of this is similar to how society moulds individuals to fit into a certain, unescapable role. The whole reason as to why bees and humans' societies are compared is to show that however far we believe civilization has evolved, we are no more animalistic than common insects and that a governing body is no different than a predatory need to survive.

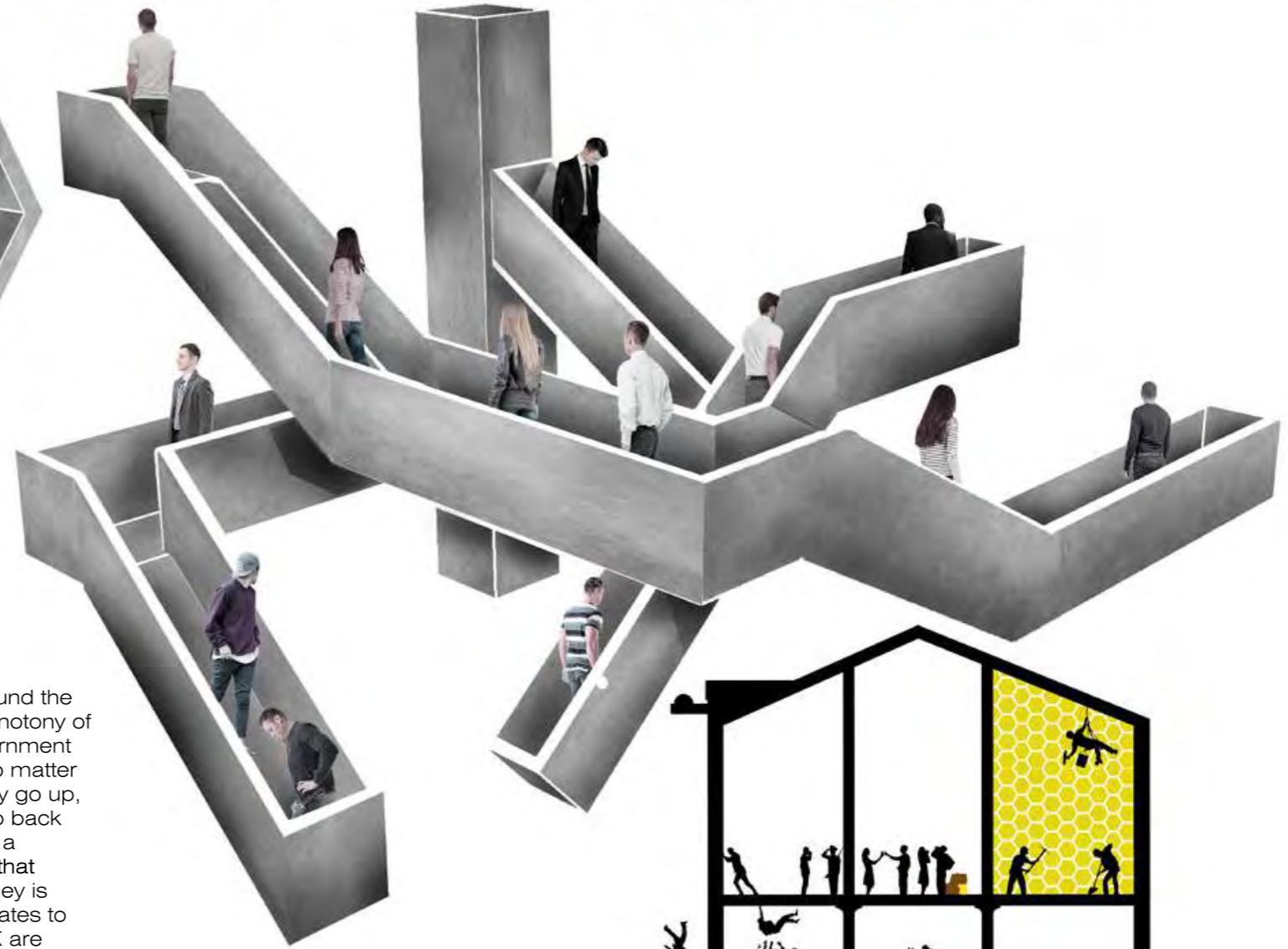
Hive mentality refers to group thinking. This is when a person has a tendency to fall in line with group decision making. Someone who suffers from hive mentality may only feel morally correct when conforming to a communal idea within a group. They fail to think for themselves and lack individuality. This is something that manifests within a controlled society, a community with no diversity or conflicting values. This is something that is arising in our current society; news, culture, and the information we digest is so heavily filtered by not only media but the government themselves that it filters individuals into groups and sort them into categories. Hive mentality, in my belief, is the process of turning an individual into a statistic.

Drone bees are entirely male, they have a single purpose of reproduction and nothing else, society could compare them to the working class, they are without purpose within the hive as they born without the opportunity to fulfil another purpose. This is similar to society limiting the opportunities of the working class.

A worker bee is comparable to NHS workers, hardworking, yet underpaid and goes without acknowledgement from the queen bee. The worker bees work relentlessly and are forced to cater multiple jobs at once.

The concept of a beehive can be translated to that of a human society by the divide of three roles, a queen, workers, and drones. The queen can be comparable to the government, a governing body that the rest of society willingly follow. They are the soul of the hive, despite this, the hive and overrule the queen and replace her, similar to a vote of no confidence.

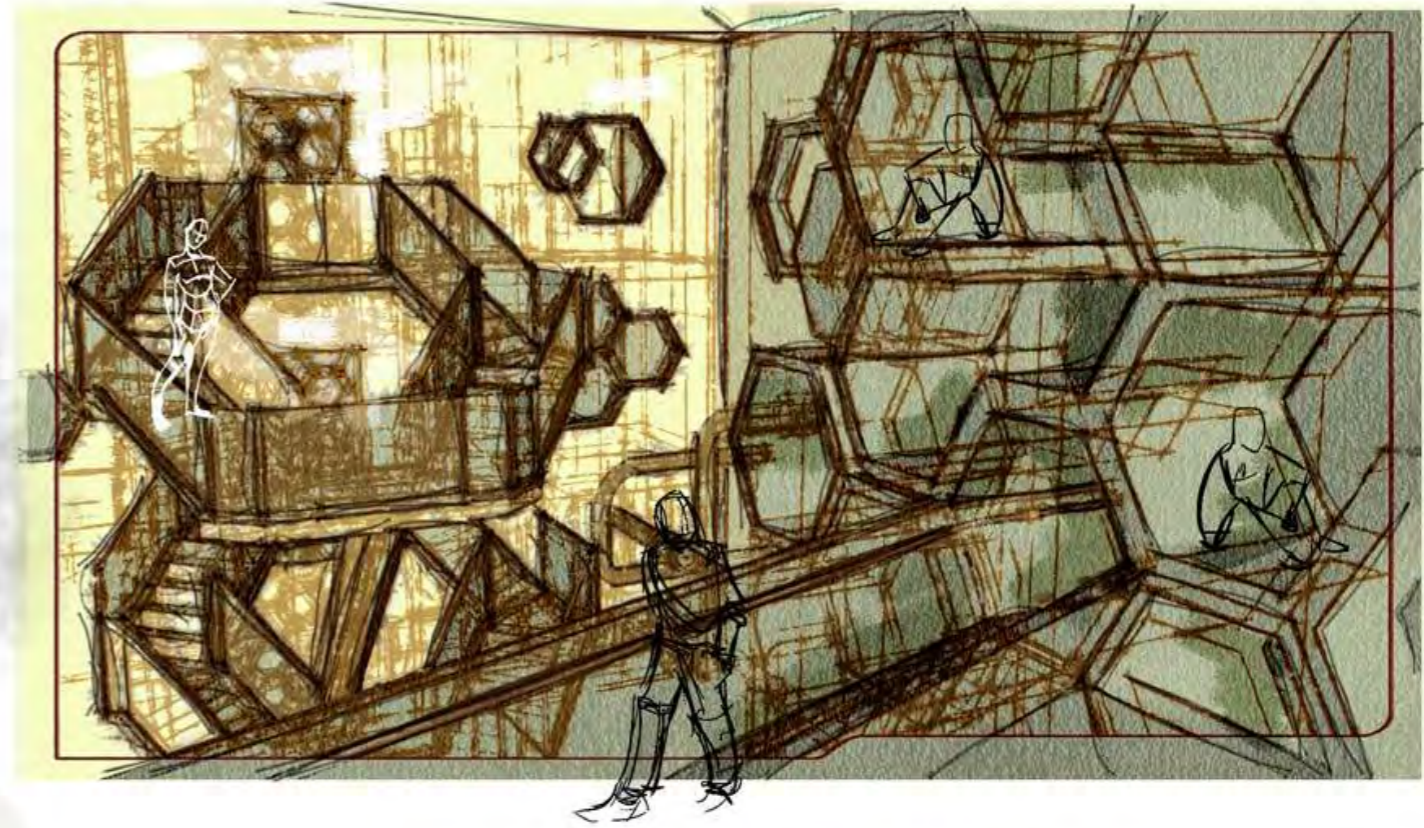
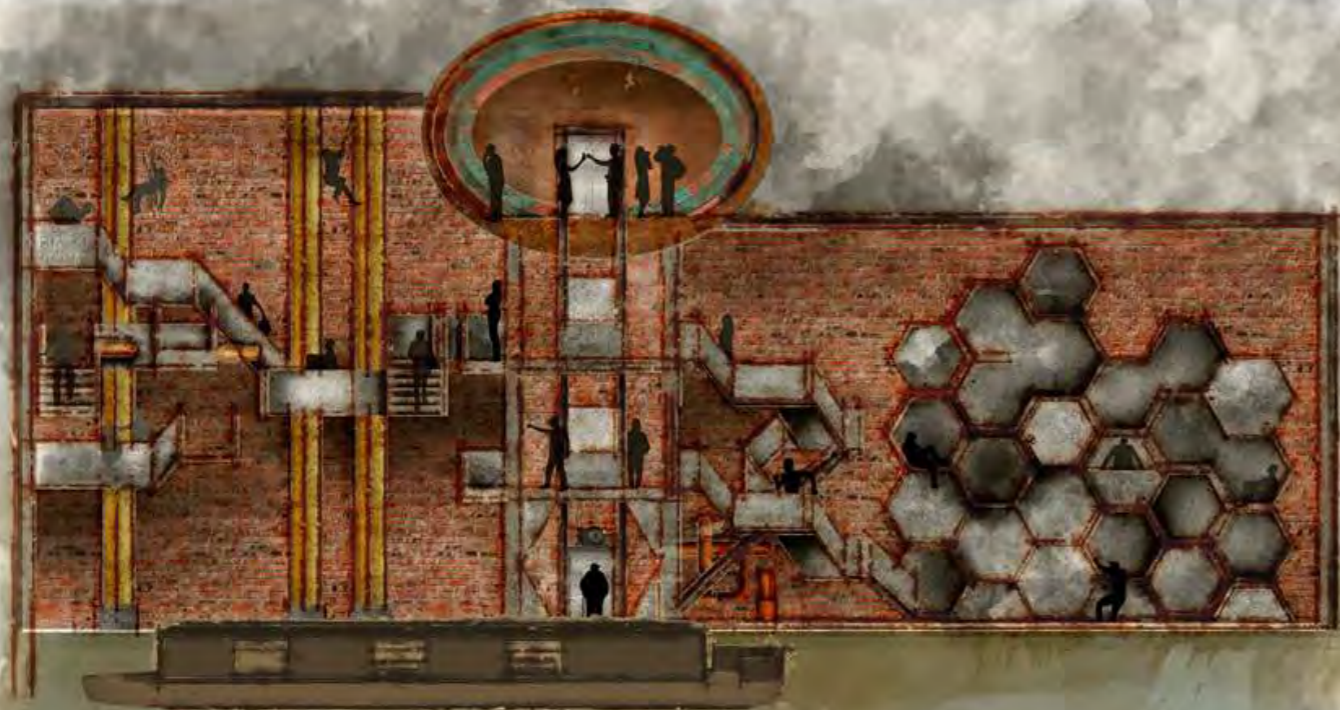




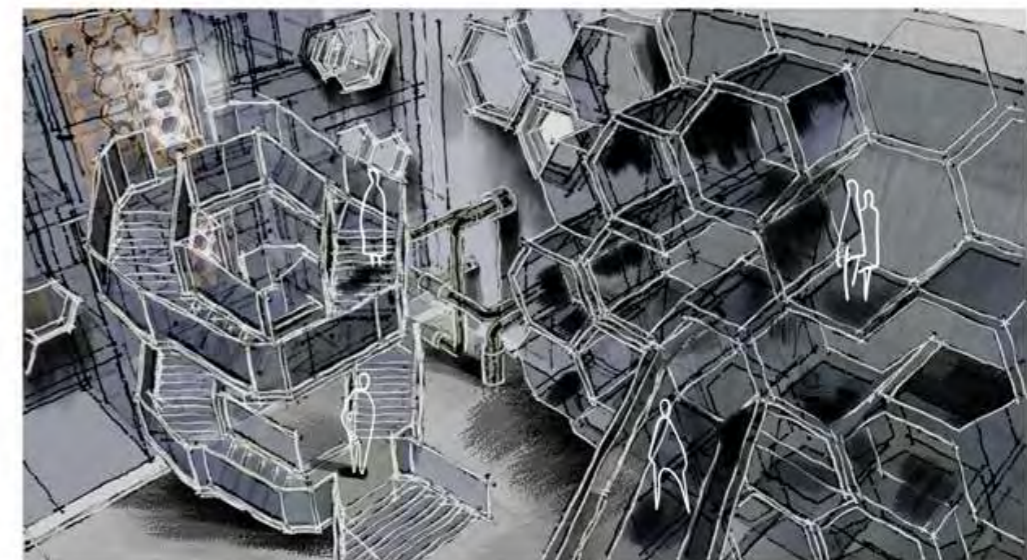
The continuing stairs that wrap around the pillars are representative of the monotony of life for workers in the UK. The government have set certain criteria's so that no matter the journey of their career, they may go up, they may go down, they will end up back where they started. With this being a production centre, the only benefit that comes from this monotonous journey is those that they work for. This correlates to the fact millions of people in the UK are constantly working day to day with no destination and the only outcome is the rich getting richer.

A diagram previously created inspired by a "vote of no confidence".

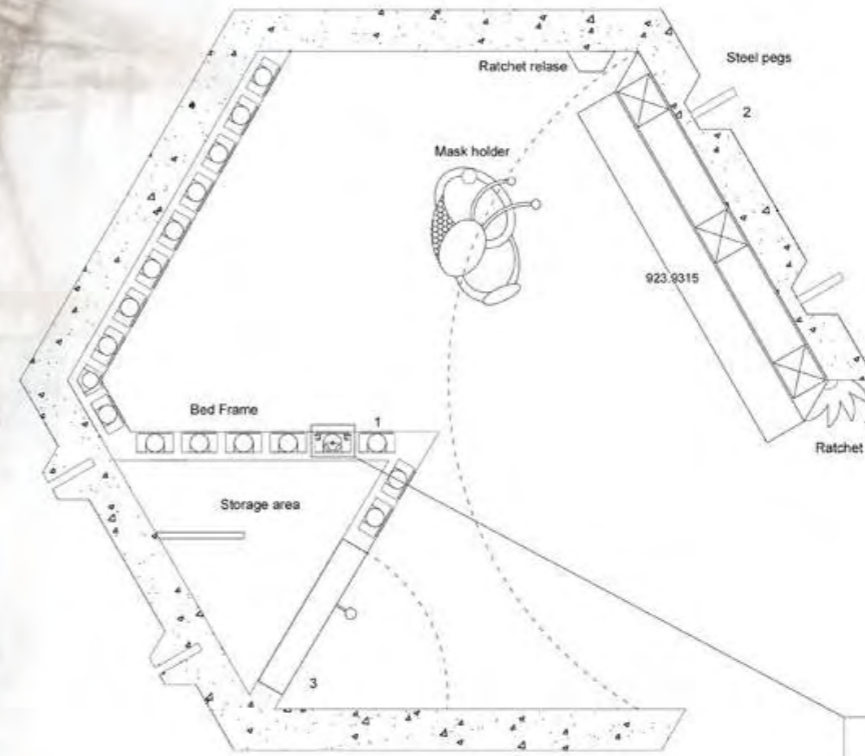
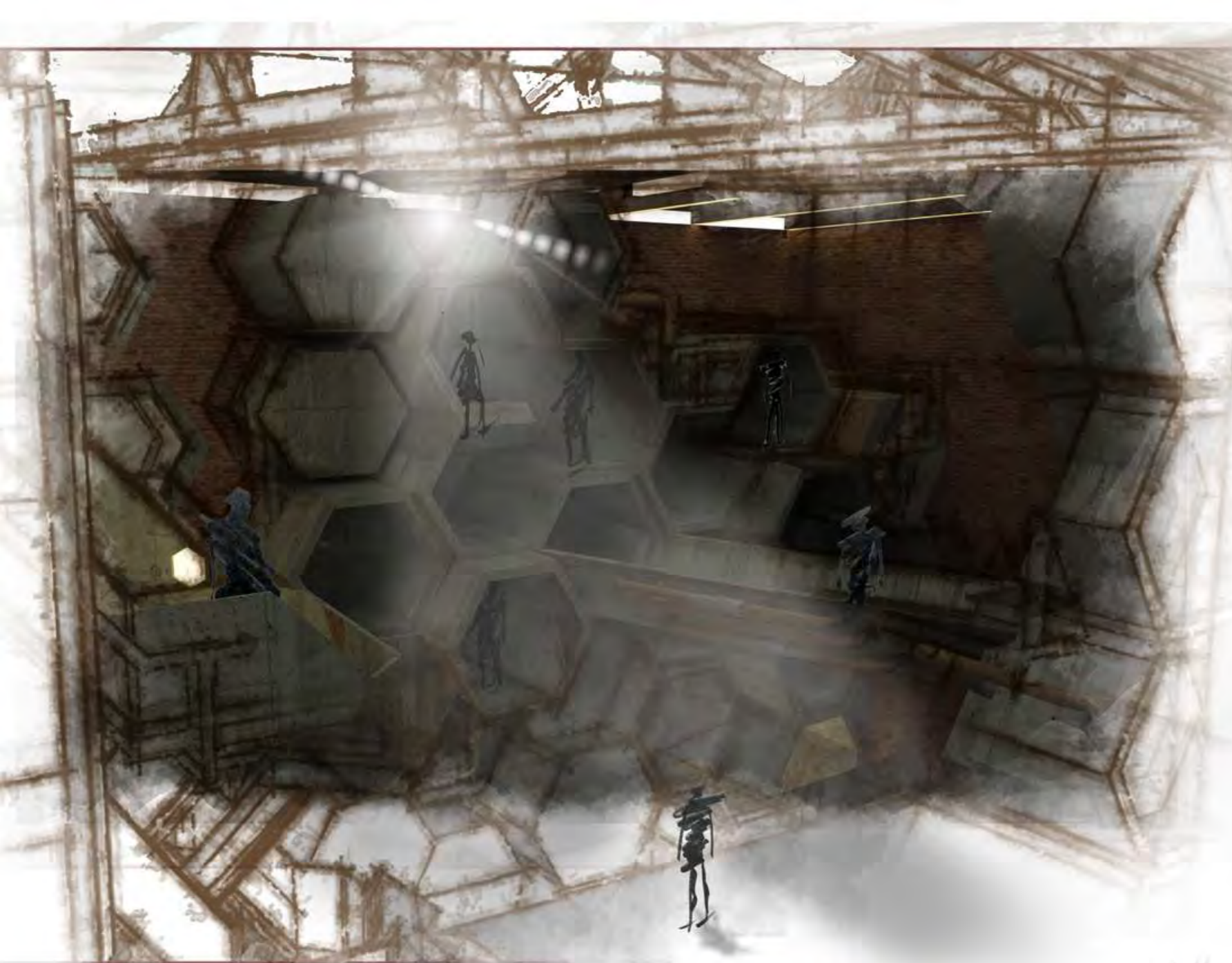




The mask is designed to conceal the personality and identity of the workers. They become more and more unrecognisable, becoming just another worker in an endless hive. The masks are personalised and cover the workers imperfections, creating a perfect society. The inspiration for this mask is from the Franz Kafka novel "Metamorphosis" in which an individual becomes an insect, becoming more and more grotesque when he offers less to society. Comparing those that are useless in society to worthless insects.

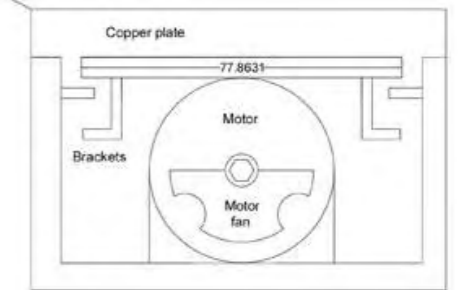


"The hive" is a project that reflects the gentrification of towns and cities within the UK, the hive is located in Newark but happens across the country, a governing body would build the project in an area, use all the local produce for production and then abandon the building. This is similar to the mass production of social homes within the UK, they're built up to accommodate the working class only for the accommodation to be neglected by local councils. This only accentuates the comparison between our society and a bee hive, once the land is sufficiently used, the hive is abandoned.



1. Each motor has a copper plate placed on top. This allows the vibrations to be spread across a wider surface area. The plates are spread out in a honeycomb pattern.
2. The steel pegs allow the concrete pods to be stacked on top of each other allowing for mass production.
3. The bed contains a door and hinge in which storage can be held.
4. The ratchet system allows for a side of the hexagon to be lowered to create an open space, this is done to allow private areas to become communal and help inspire a community to take place within the area.
5. The ratchet system will rotate a door that is constructed of a timber frame that is clad in copper, it will sit in place at top and can be lowered when the release mechanism is pushed in.
6. The ratchet system will be hidden within the concrete once it is attached to another pod.

1. The brackets hold the copper plate in place, they are angled so that the copper and move and vibrate however it will not fall off.
2. The copper plate is of a small surface area based on the fact that copper is a thin material, too big of a surface area will cause the metal to bend.
3. The motor's fan will be angled to replicate the wings of a bee, this will cause the structure to vibrate and sound like a hive in the waking times of the buildings.



The communal pods can be opened up through a copper clad panel, this is to create a sense of community. Despite this, the pods are filled with motors that act as alarms. Copper plates rest on the motors, they lowest pod begins to vibrate, and the copper reacts by sending vibrations through to the other pods, similar to that of a beehive. The pods are all different sizes representing inequalities in society. Each motor has a fan that is modelled after the aerodynamics of a bee's wing, therefore causing an ominous buzz throughout the open area. This is contradictory to the cold rigid structure of the concrete.

The winding copper pipes are representative of the workers emotions and personalities. They start off at the entrance room free however as they pass, they become ordered and single file. This is similar to the process of the worker's personalities being removed. The pipes are locked behind exposed rebar, this shows how not only are the personalities repressed but they are also part of the construction. This is because it is the repressed emotions and conformity that keeps society secure and structural. The workers are building blocks within themselves.



Overall, Hive Mentality is a piece of social commentary on our current governing body. It shows how when compared to an existing biological society that we are in fact very similar. Both live day to day lives with distinctive roles are sometimes inescapable. People blindly follow and allow those at the top to lead with the idea that it is our function. The dystopian tones of isolation in a shared value society is a hyperbolic scenario of what may derive if society keeps in the same spot and does not allow individuals to flourish and exist.

