Blurry

world

Chloé Beamud

Vorwort

We, the HfK+G have a project with the university of Pecs called Together Communication and Design for Intercultural Understanding, under which we made a workshop on the topic „Disruption or Way to the “New Normal” online. The idea for this project, was born during this workshop with the University of Pecs. During this week, we were supposed to share in our groups what our life with Corona is like. At the End, very individual and good works were created. However, the most important thing that we students could take away was the exchange between us. In my group there was another „glasses wearer“, we brainstormed about how to overpower and trick the mask and glasses so that they don‘t fog up. We laughed a lot because no matter what tips we gave each other, none of them really worked. Towards the end he said that he would see the world „blurry“. At first I couldn‘t immediately place it with the glasses, because I thought he was talking about the Pandemic Situation.

That‘s how my idea came about, the world is not only blurry for people who wear glasses, but for everyone, because no one knows exactly what the next day will look like. Blurry world is a representation of the current situation, living in a pandemic area - what does a „normal“ everyday life look like?

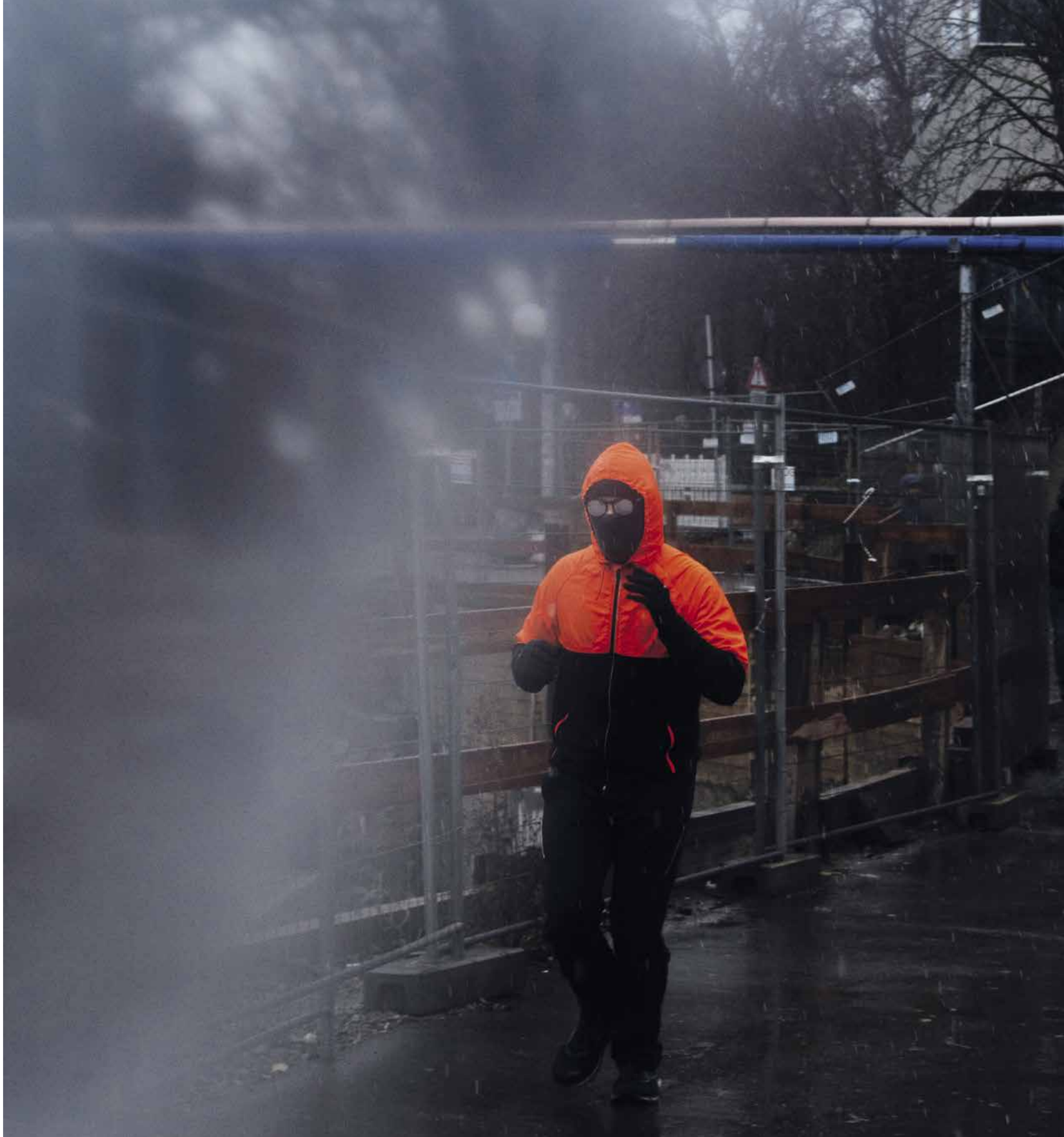
I would like to thank Prof. Michaela Köhler and Dr. Ádám Guld Ph.D. for making this possible. My thanks also go to the students of the University of Pecs.
Thank you!

Situation 1

In the City

Lieferando.de

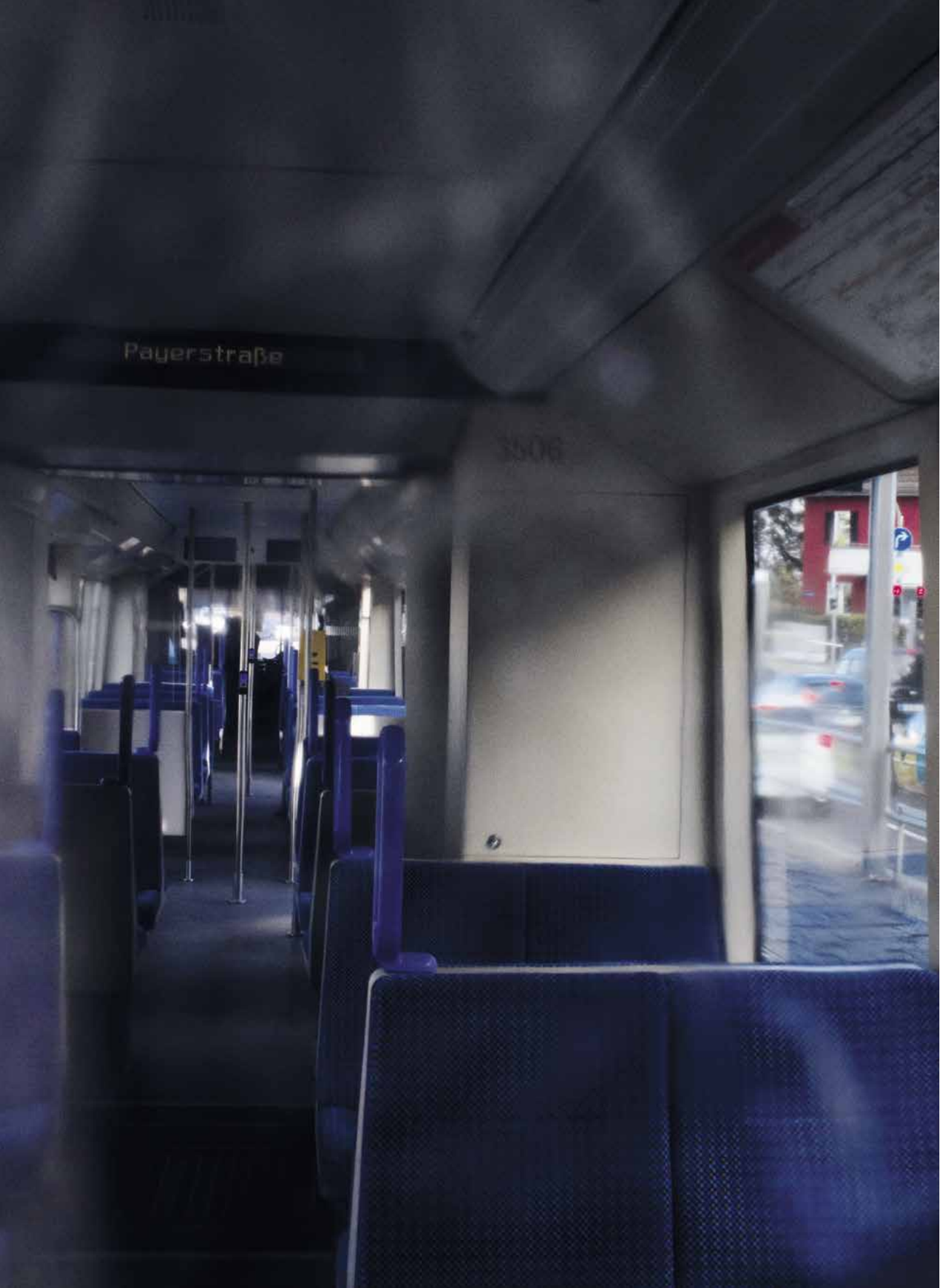
frei



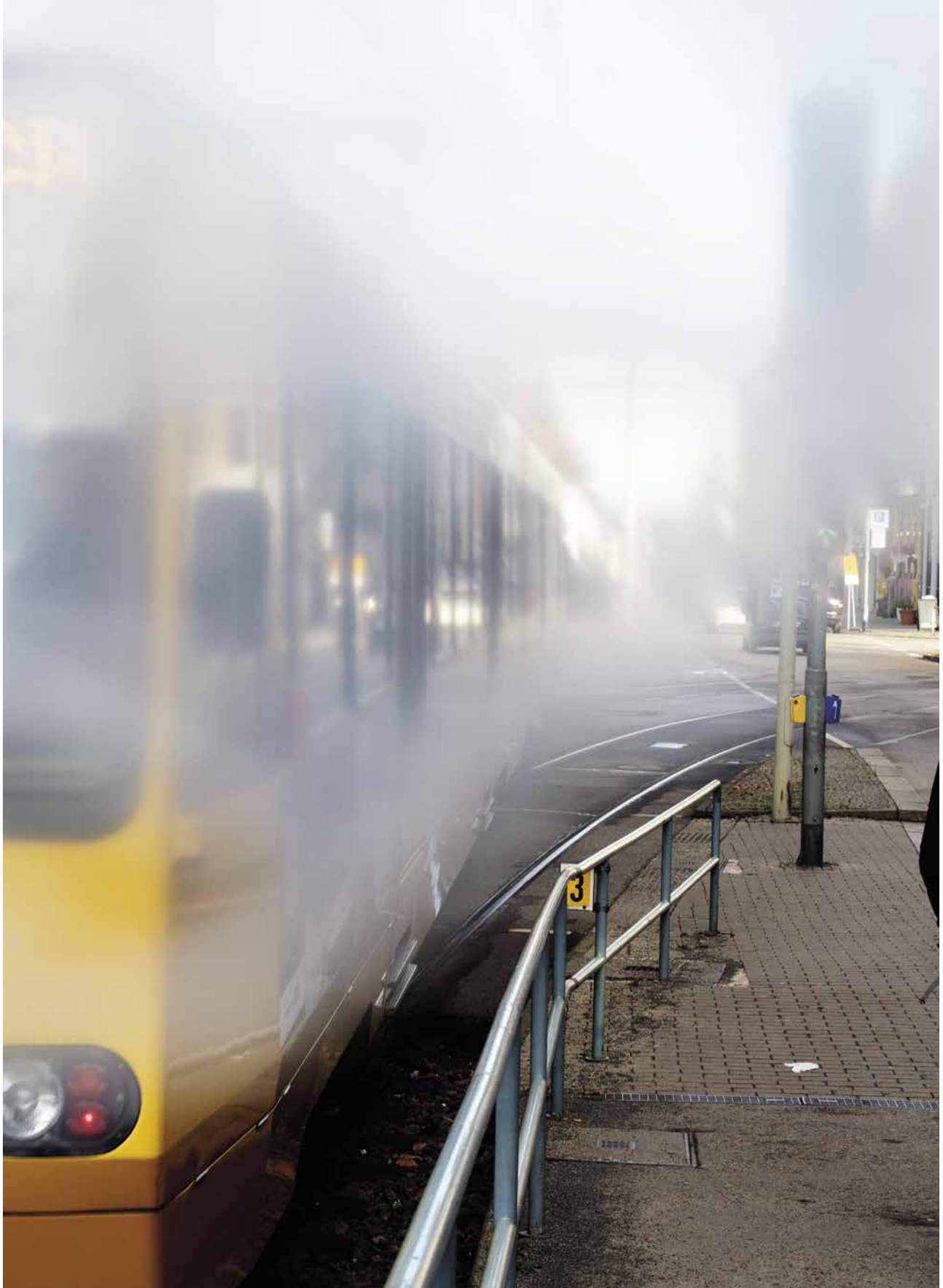
PORTRAIT

Situation 2

Taking the subway


Payerstraße
3506

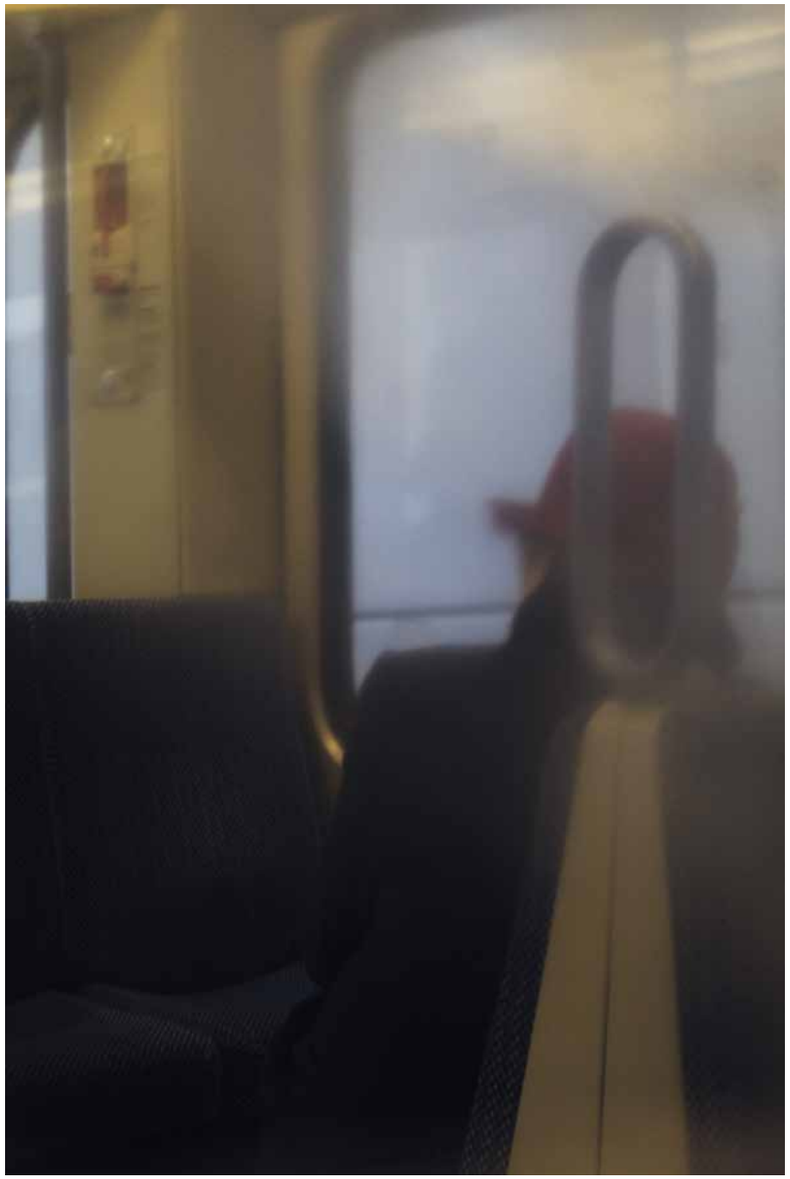
U12 Dürrlewang
Planie
Esslinger Str.

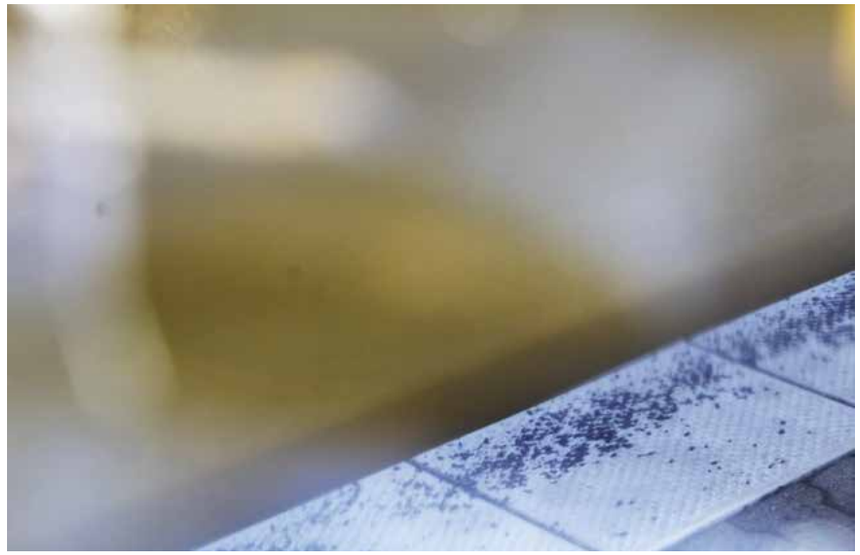


U7 Ostfildern
U12 Dürrlewang
U15 Rutbank
U6 Fasanenhof
3 Min
5 Min
7 Min
9 Min

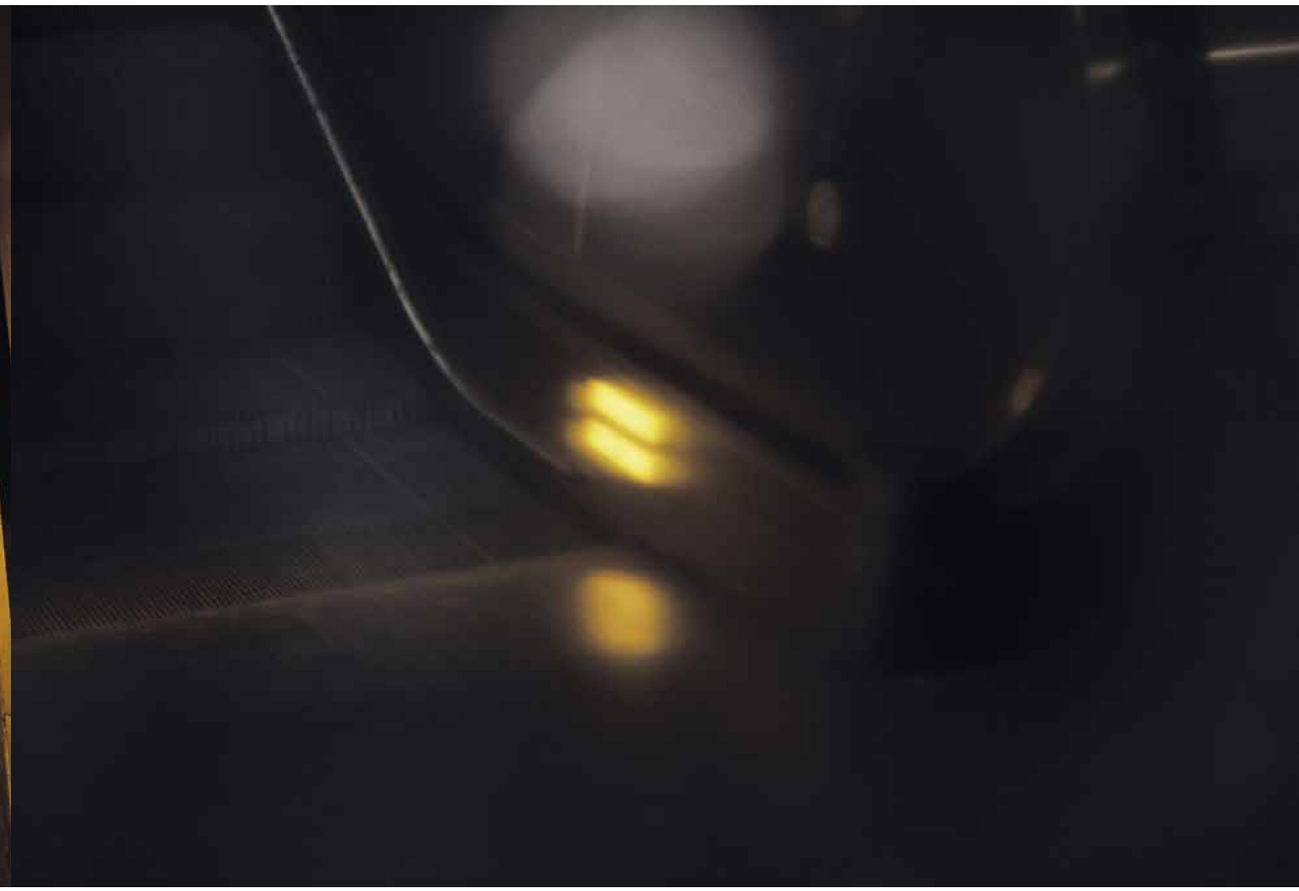
U7 Ostfildern

Mund-Nase-Bedeckung
auch an den Haltestellen!



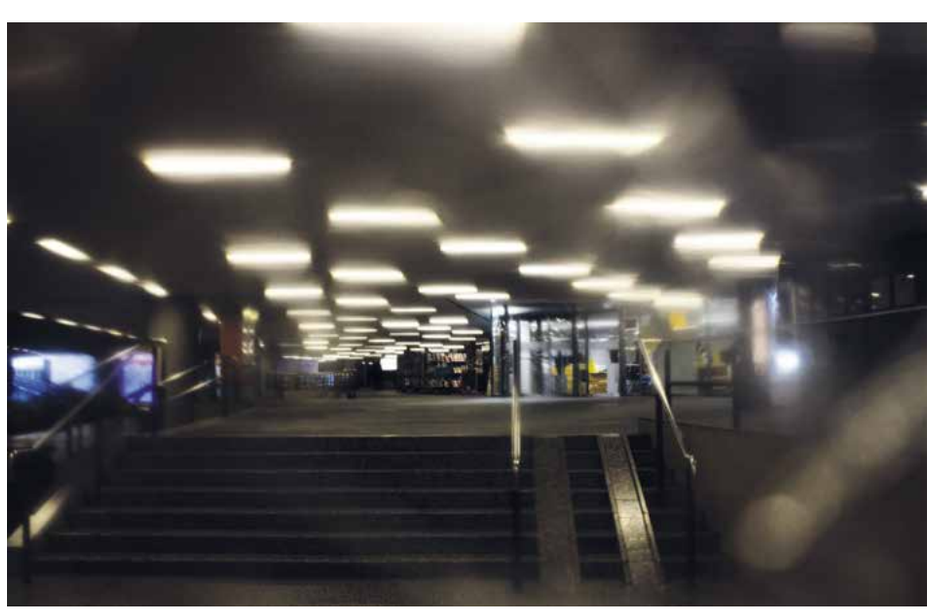


U15
U6



#MBclassic
U6 Fasanenhof
#MBmuseum
insteigen und zeitreisen

Mercedes-Benz Museum



Dürrlewang
Heumaden
Pragsattel
Westbahnhof
Erwin-Schoettle-Platz
Planie

Situation 3

Driving Home

16:53
IC 2058
Mannheim - Kaiserslautern Hbf
Saarbrücken Hbf
A B C D E
Folgezüge:
17:19 RE 10a Heilbronn Hbf
17:32 IC 186 von Zürich HB

Bitte Mund-Nase-
Bedeckung tragen. Danke.
Please cover your mouth
and nose. Thank you.

102

102

IC
DB

2

DB

Imprint

Design:
Chloé Beamud

Course of studies Communication Design
Winter semester 2020/21
Module
Communication Design II
Profile Crossmedial Advanced
Supervised by Prof. Michaela Köhler

HfK+G
Private University of Communication and Design
State-recognised university for applied sciences

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