

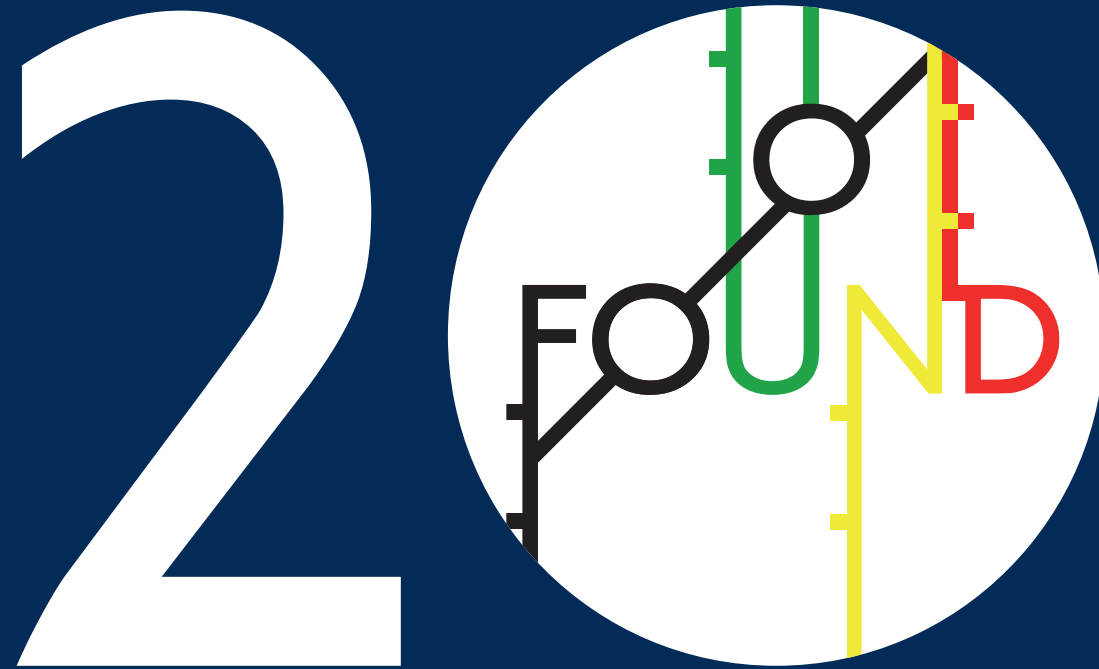
# THE TWENTIES ISSUE

*Can we learn lessons  
from the past -  
the Roaring Twenties!*

*University in the  
Twenties... or in your  
twenties!*

*'That 20's look' in  
fashion, photography  
and Interior Design*

**PLUS:** an amazing selection of work by **Foundation Students** from the **London School of Film, Media & Design** at **University of West London**



Hello and welcome to the 4th edition of **Found** magazine. **Found** magazine celebrates the work of the students on the media and design Foundation course at University of West London.

This year, the 2020 edition has had to be produced in the lockdown response to the COVID-19 outbreak. As students have adjusted to the online delivery of teaching, in the Major Project module, they have also quickly adapted to working remotely and far more independently than previously.

The magazine that has come together is the result of all their efforts, and is therefore, as much a recognition of our student's resilience and focus, as it is a reflection on the quality of the work that they produce and the skills that they acquire. The teaching team on this module (**myself, Daniel Brennan** and **Mischa Welsh**) are incredibly proud of our students and the work that they have managed to produce in such difficult circumstances, but this magazine is about them not us, so I hand you over to our Editor **Coleen Cocles**.

**Jo Henderson**, Editor in Chief

#### Found Magazine Issue 4 2019-2020

Editor in Chief **Jo Henderson**

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**Edward Ruggiero**

**Cloe Russell**

Staff Writers

**Amal Hubsey**

**Khadijah Junaid**

**Stephanie Mckinney**

## Editor's Letter



Hello! It is with great pleasure and satisfaction that we present to you, the 4th edition of **Found**. It is our great hope that you are reading this in printed format, if not, we hope that you will soon have a copy in hand.

Our course consists of four pathways who have all contributed to the magazine. It is thanks to their hard work and perseverance that we are able to show you this magazine today. We would all like to thank the teaching team of the foundation year, as it would not have been possible without them.

Finally, we recognise the hardship that we all faced during this pandemic and the ways it affected us personally and the work we could produce. A lot of projects had to be modified as we adapted to working remotely, or changed completely to comply with social distancing. So, to all of you, foundation year students, congratulations - we did it!

**Coleen Cocles**, Editor.

# Found 2020

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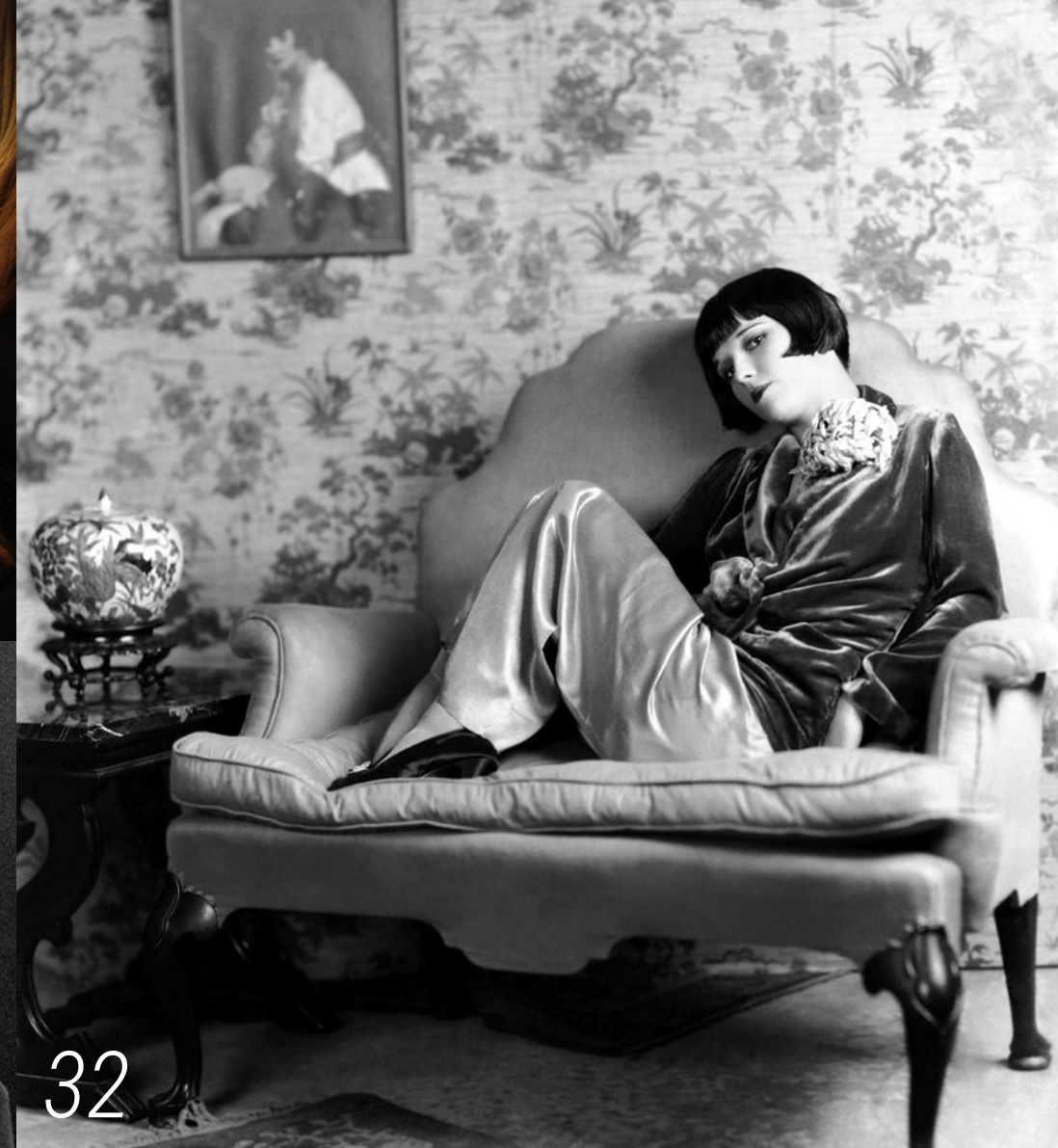
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# THE TWENTIES ISSUE

This year's *Found Magazine* is brought to you by

## Fashion

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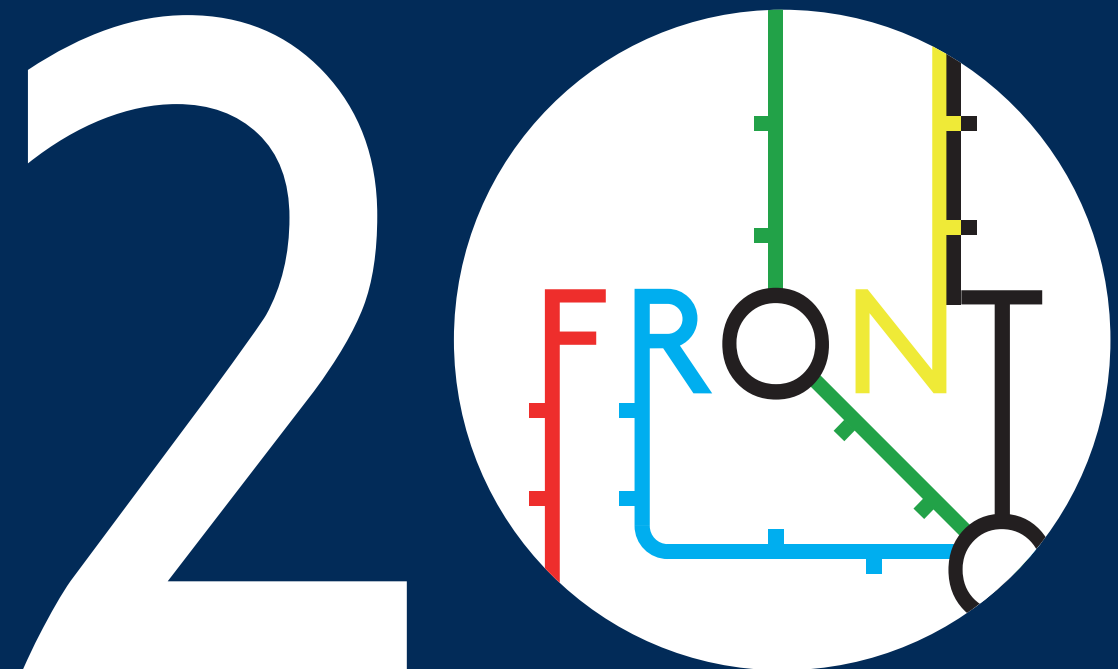
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Clue Russell



*This year's issue of Found kicks off in fine style, with some words of wisdom from our former Foundation students.*

Coleen Cocles

# A WORD FROM EX-FOUNDATION STUDENTS

The LSFMD Foundation course for Media and Design subjects, has now been running for 4 years, with the first cohort graduating this year.

We asked two of them, Louise and Puja, to reflect on their experience of the course.



**Louise Monk (BA Advertising and PR)**

When I first got accepted into university, I had recently achieved a diploma in Graphic Design, but I wasn't completely sure whether it was still what I wanted to do. I knew that much of my interest in graphic design was in its use in advertising, so I applied for the Advertising and PR course with Foundation year.

LSFMD Foundation allowed me to collaborate with students from other courses such as Graphic Design, Fashion, Film, Photography, in the production of the first edition of **Found**. It also allowed me a head start on what would be expected of me across the 3-year degree programme. It taught me how to structure and prioritise my

work, to gain confidence in my skills and most importantly how to interact with other courses to work collaboratively.

The friendships I made in foundation are still the strongest from my whole university experience.

Academically, I don't think I would be getting such high grades if it wasn't for my foundation year.

Foundation is a true advantage, as you develop your academic skills, and gain confidence in your abilities. It reassures you about the journey you have begun.

I look back at my foundation year and realise I couldn't have had a better start to my university experience.



The LSFMD Foundation course is a hands-on course developing your skills in research, essay writing, time-management, presentation preparation, as well as group work and communication. It helped me prepare for my degree course (BA Photography). The production of the magazine was exciting and challenging for all of us and it enabled me to understand more aspects of Media & Design and gave me a clearer picture on what I wanted to major in eventually.

Working on **Found** magazine was exciting and challenging for all of us. I was part of the small photography group which was a lot of work! Team work was a 100% essential as we created all the photographs for the magazine – from fashion shoots and studio portraits, to campus shots and the local area. I pictured myself in a real life situation as though I was actually working for a magazine company where the director had instructed us to prepare and shoot for the magazine.

My advice to LSFMD Foundation students is

**Be open-minded**

**Be creative**

**Take this as a challenge**

and prepare yourself for an exciting ride into your BA !!

**Puja Bhatia (BA Photography)**

# London School of Film, Media and Design **FOUNDATION**

## **Schools out... forever.**

If you are fresh out of Sixth form, returning to education, or unsure where you want to go next, Foundation at LSFMD is for you. Our one-year course is laser focused on providing you with the core academic, research and presentation skills required to undertake a BA in one of the 17 degrees we offer as a school.

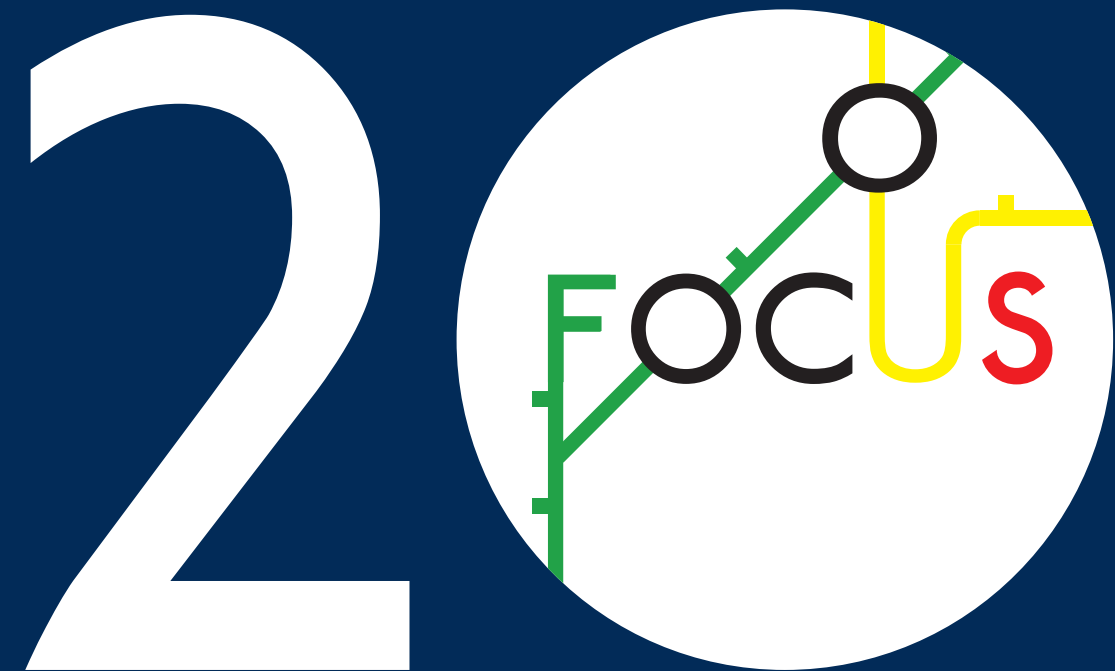
You will be coached and prepared to take a deep dive into University life, fully aware of the concerns of particular fields and able to understand the connectedness of areas of media and design.

Learn the techniques that help you to manage your time, and gain the academic, research and presentation skills that you will continue to use and develop throughout your time at UWL.

Each and every one of our BA degrees is underpinned by our reputation as 'the career university', so you will be supported by an extensive employability service, and opportunities for real work experience.

All of our courses have tutors or guest speakers from industry, some provide networking opportunities and many of our courses include modules with work placements.

If you want a route that gets you from here and now to a career in Film, Fashion, Media or Design, you have come to the right place.



*The theme of this year's issue is 'Twenties'. Focus throws a light on everything 20 related; from Flapper Girls to Student hacks via Interior Design and beyond...*

# Alex Gutierrez De Lario

## 2020

Adolescence is a period in which many young people discover their identity through activities they carry out in their free time. In recent years, their leisure activities have increased to almost forty hours a week. However, not all of them dedicate their free time to totally beneficial endeavours, as these depend on social, cultural and psychological factors.

Approximately, **78% of juveniles** take advantage of going out at night in their free time. These generate family conflicts with their parental authority due to arguments that result from the schedule of these outings, and many of them identify twenty-four hours a day as free time for having nothing to do. Although, it is not healthy to satiate all your free time in extracurricular activities, spending hours and hours watching television is not recommended either.

An approximate **88% of youngsters under 25** dedicate a substantial amount of their free time to electronic devices such as smartphones, tablets or laptops, including video games and profiles on social networks, that represented about 8 hours a day in 2018, while **76% of them** have substitute activities such as reading (counting e-books) and sports activities.

Hence, and especially for undergraduates, it is important to get a balance between the time spent studying, the internet, practising sports and other convenience activities. To this extent, they don't always identify leisure time by having nothing to do or being engaged with electronic devices. To avoid a connection between this form of amusement and the free time available, it is crucial to not saturate themselves in a circle that may generate more stress and lack of resting time that may affect their academic performance.

We can see how young people's free time has increased over the past years, but also how they spend more and more time on activities that are more damaging in the long term. What experts do worry about is that the arrival of the electronic devices make youth have a greater tendency to spend time alone. An approximate **46%** of the time spent using this type of devices they do it alone compared to **29%** of the rest of the free time.

And now that we're all in quarantine due to the emergency the world is facing with Covid-19; could this get worse?

Most students who didn't fly away to their homeland with their families, are at home, working hard on their assignments... But at the same time, they're trying to figure out what's going to happen to their grades. Are there going to be online tests? Assessment delays perhaps? Enough time and resources to terminate projects on time?

It may sound crazy, but this is the reality **Covid-19** has put them in. Youngsters at this point will be doing four essential things: Sleep (as much as they can), eat (as much as the people who bought all toilet paper permits them), do their homework, and be with their families (because there are no other people to interact with).

So, the quarantine might be what youngsters need to socialize and bond even more with their families (if they're not doing it yet), or, on the contrary, they will see this as an extended holiday to enjoy Netflix and chill... Only time will tell...



Stephanie Mckinney

# TOP TWENTY STUDENT HACKS

# 20

Being student can sometimes feel like you have a permanent hole in your wallet, it's common knowledge amongst students that summer savings doesn't go far once freshers ends. Some will blow their loans on take outs and taxis, others luxury washing powder and gym memberships. But student finance isn't always so generous. It's no surprise that transitioning from a weekly wage or for some the bank of mom and dad to the reduced section of Tesco can be a struggle.

But for some the bank is not a concern, instead getting back into the books and keeping organized is a challenge. University is not the 24/7 party shown in films, although it may feel that way for the first few weeks and for some even months. This article will share with you 20 tips and tricks that can keep not only your bank balance healthy but your mind and body so you can get on with enjoying university as much as possible in 2020!

## 1 - Half of it is showing up

Although this seems pretty obvious many students become more familiar with the snooze button than their tutors. But showing up with earphones in and a half-eaten sandwich has as much benefit to you as staying in bed and skipping the lecture. Make sure when you are at uni you are fully present; you will notice that the day seems to go quicker, and assignments become a lot easier to do with less work. Apply this not only to studying but all of university life. Go to that debate, go to that careers fair go to the society meeting. You have nothing to gain by not going!

## 2 - Forget the gym!

The best way to make money go far as a student is to downgrade our favorite luxuries to a more affordable option. If you're a keen gym goer many universities actually offer a student gym membership at half the price! Or if you really want to cut back switch to YouTube videos and a yoga matt, works just as well and you don't even have to leave your dorm!

## 3 - How much is too much?

During fresher's week many students feel pressured to drink more and sleep less and push their body past it's limits. Although you may think this will ease your nerves and help you settle in, be sure to take it slow and at your own pace as doing things you really don't want to never ends well!

## 4 - Keep it simple

During the moving process from home to university it's tempting to stuff as much as your little world at home into the back of your mom's car. YouTube videos with décor tips for your room make it appear as though your storage options are endless. This is actually quite the opposite! Dorm rooms are usually quite modest in size. They are a place to relax and destress, but hordes of clothes and clutter in your room will only make you feel more overwhelmed, keep it simple and pack less!

## 5 - You don't need everything

Similar to the last point, in your preparation for moving into uni you may feel like you need to own all types of kitchen appliances and stationery! Do not bother as 3 weeks in and you'll soon realize that there was no need for an organa juice squeezer and half your cutlery now belongs to your neighbor, buy as you go and be realistic about what you actually need!

## 6 - Discounts are divine

Spending like a student is a lot easier when you take advantage of the student discounts hundreds of chain stores and restaurants offer, so be sure to carry round your student card as much you can.

Some discounts could even bag you a whopping 50 percent off the original price.

## 7 - Weekly shops are out the window.

The weekly shop seems so practical. You think it would allow you to budget and save you the stress of meal planning, however life as a student is unpredictable and a lot of that fresh veg you bought for a homemade dinner will go bad, or you will over buy and find yourself short of other things during the rest of the week!

## 8 - It's not a race

Sometimes during your first year of uni you may feel like you have not made many friends yet, gone out as much as you hoped or study as much as you hoped. The more you stress about this the less you'll actually do. You are here for 3 or 4 years; it's not a race so just enjoy the ride!

## 9 - Balance

Adapting to living independently as a student can be super hard. During the first year, many students invest heavily into one of the following elements of uni life than the other: studying and socialising.

Doing more of one than the other makes uni seem a lot tougher. Take breaks and establish schedules but don't go too hard on yourself if you choose chatting with new friends over extra prereading during those first couple of weeks. Just strike a balance and you'll be fine!

## 10 - Youtube is your friend

We already knew that but let us remind you. You can find dozens of very interesting hacks for literally anything, quick and healthy recipes with almost nothing—because you know...uni students—, good workout routines and videos that can inspire you to do things!

# 20

## 11 - You really don't need all of these streaming services.

We know, we know, between Netflix, Disney +, Prime Video, Hulu and whatnot, it's very easy to be swayed isn't it? But you honestly don't need all of them, choose carefully which one suits more your tastes and ditch the rest. Or you know...you know \*wink\*.

## 12 - Yeah...back at it again with the cooking

Cook for days! No need to panic and cook everyday, make a meal that will last 2 days instead. That way you save time and effort. Also, if you're a fan of smoothies check out internet for simple, 3 ingredients-max smoothies: A banana, a frozen bag of fruit, whatever milk you wish to use—or a yoghurt—and voila!

## 13 - Relax boo, relax

Ok we get it. Uni goes HARD and fast. But seriously boo, no need to panic, take a day and just breath. You need it.

## 14 - Get yourself a playlist...

...for literally anything. Set them by mood or by activities. Cleaning or cooking? Put on some upbeat music, the frantic rhythms will help you get things done efficiently, you won't even see the time pass. Studying? Get something calmer, white noises sometimes help more than actual music with lyrics. Showering/ Exercising/Doing a hobby of yours? Play something soothing. Jazz, soul and blues do wonders.

## 15 - Studygroups are great...but do the actual studying

Everything is in the title. Seriously guys, concentrate.

## 16 - Gradechasing is a mistake

Focus on your learning and the grades will take care of themselves.

## 17 - You really don't need that outfit.

We see you and your wallets out, ready to buy that pretty outfit at Topshop. We see you. Put it down, we all know you have nice clothes in your closet that are easy to style differently. Get creative! (Ok, you can have one thing. Choose wisely.)

## 18 - Zip-log bag are space savers

No space in your super small freezer? Put everything in a zip-log bag. Separate your meat, fruits, vegetables in smaller, easy to cook portions and save space.

## 19 - 5 minutes of free writing

Get your mind in the game. Sometimes it's nice to just unload everything that's in your head and just write it down. Put a timer on and do this every week. It doesn't matter if it doesn't make sense, it's random keyboard smashes, the alphabet in different fonts, or long lines of "AAAAAAAAAAAH". Everything is valid. Everything!

## 20 - Do not give up

Hey, Uni is hard. Between the stress, the all-nighters, the high expectation...it's really hard, but you will get there. You will find our way and you will succeed. Of course, it's a long way so don't give up and give yourself a pat on the back every once in awhile. You're doing your best and yes, your best is enough.



*Coleen Cocles*

# LES ANNÉES FOLLES

Actress, activist, singer and dancer, An American-born, French entertainer innovates and dominates the globe in a new decade.

Designed by Sandile Nyandoro

20





## The year 1920 marked the beginning of a new decade...

A century has since passed so to celebrate the beginning of 2020, I've decided to delve into the iconic era of the 1920's.

Two years after the First World War, the world wanted nothing more than to move forward and forget the terror of the war, the pain and losses.

France is slowly reconstructing itself steps-by-steps and the economy of the country is slowly growing. Paris soon becomes a center for youth, culture and wealth, and partying, freedom and euphoria are the three words marking "Les Années Folles" – the crazy years.

### A worldwide phenomenon

France wasn't the only country who wanted to forget the terror of the war and buried by burying itself in a decade of parties, euphoria and new things. Les Années Folles" in France, was the "Roaring Twenties" in England, and "Goldene Zwanziger" (the Golden Years) in Germany. The phenomenon of drastic social, political and economic changes took over several countries and transformed their ways of life. The apparatus of radio changed the way information was shared and exposure to media is was reinforced.

The idea of Mass Culture started emerging and slowly installed itself in people's life on every levels. New products such as electrical home appliances or automobiles became necessities for a great number of households and fundamentally changed people's way of life.

### Paris, cultural and creative epicenter

In French culture, Paris has always been the heart of the party. In the 1920s, new important names and stars in the entertainment industry arise and new cultural and artistic movements emerged. One of these famous artistic movement was the Surrealism.

Surrealism rose in the early twenties, taking its roots from the movement Dadaism. Andre Breton, pioneer of the movement, described it as a "pure psychic automatism, by which one proposes to express, either verbally, in writing, or by any other manner, the real functioning of thought." in his Surrealism Manifesto (1924). International meetings of artists and expositions of artworks were organised in cafes or halls in Paris. The cinematographic industry also rose with silent movies in black and white.

### Sex, Dance and Jazz: Paris' new image

Sex, Dance and Jazz are the perfect words to describe Paris during "Les Années Folles". The feeling of liberty could be seen everywhere in Paris. Pictures of naked women, dancers dressed in next to nothing illustrated this era. Exotic dancers, such as the infamous Josephine Baker, and cabarets were well known and frequented by men and women alike, and the idea of sexual liberty was severely anchored in Parisians' minds.

Jazz and Charleston became the music of the decade, brought by African Americans fleeing their oppressive country and the rise of the KKK, who advocated white supremacy and committed a lot of hate crimes toward African Americans. By bringing those energetic and lively rhythms and dances, they gave something that was needed after the war, a little bit of life. The emergence of exoticism in France made Jazz and Charleston very popular to the French audience. Their taste for 'the exotic and the different' opened doors for people, in a manner that we would have seen as racist today. 'La Revue Nègre' is one of the best examples. If it did mark Josephine Baker's career as a performer, their posters for their shows were less than flattering, representing derisory caricatures of black people with exaggerated figures.

The music brought new interests in the youth. Dance halls were full with people dancing Charleston, women wearing fluid dresses, hair in a bob and an hair band, often seen holding a cigarette holder and moving to the frenzied rhythm of Jazz.

## The Parisian woman and the 20s

A new image of the Parisian woman appeared, more fitting to their state of mind. The idea of women independence—an idea that started during WWI— was starting to be more included in people's mind. Fashion changed, women wore shorter skirts, boy-ish hairstyles, more comfortable but also fancier outfits. One of the model for such fashion was Mademoiselle Coco Chanel. Mrs. Chanel is still relevant today as an style icon. In 1920 her business was thriving, the iconic perfume Chanel No. 5—still well known today— was launched and it was quickly followed by the little black dress and the Chanel suit. Women said goodbye to their tight corsets and hello to new, chic and more comfortable clothes. The Parisian woman image changed from the sophisticated and covered silhouette from “La Belle Époque” to “La garçonnette” of the 1920s.

Paris also met an increasing number of lesbians and bisexual women, an occurrence that used to be very rare before that time. A lot were Americans who fled their oppressive country for Paris. Gay restaurants and bars were very frequent and a great number of them were owned by lesbians. It was not uncommon to see pictures of

masculine women accompanied by more feminine women, sitting together at a bar, as a couple. Pigalle and Montmartre were the heart of the party but the Left Bank was not neglected, as private salons were scattered all around.

Among these lesbian and bisexual women you can count quite a few big names in the artistic world.

For example, Gertrude Stein, one of the infamous writers of the ‘Lost Generation’ (an expression used to describe the artists of the post WWI era) was well known for her book ‘The autobiography of Alice. B. Toklas’, a book about her long-life partner.

There was also Claude Cahun, a french surrealist photograph whose work were unconventional and gender queer based. They embraced the idea of

gender-fluidity and gender neutrality. Their pictures of themselves bald headed, with neither masculine nor feminine clothes and staring straight at the lens of their camera, are one of their most famous, as well as their autobiography, ‘Aveux non Avenus’. Most of their works were done alongside their partner, Marcel Moor

Josephine Baker, icon of ‘Les Années Folles’ was a bisexual woman and was involved with famous artist Frida Khalo.

*“To realise our dreams we must decide to wake up...”*



## The Icon: Josephine Baker

Whenever you talk about the 20s in France, there's a name you're surely going to hear. Josephine Baker, symbol of Paris' sexual and sensual liberty, was a famous dancer, singer and actress. Born in America, she traveled to Paris to perform in ‘La Revue Nègre’ as a dancer.

Her fame followed her until her death. She was known as a great performer during 20s and the 30s, but also for taking part in the French Resistance during WWII and also for her activism against racism. She was the first woman to receive military honours for her funeral.

France's obsession with exoticism and Jazz gave her a wide audience. She was sensual and passionate, her body was appreciated by all. Her famous ‘Danse Sauvage’ was met with a lot of appreciation. She danced almost naked, with only a feather skirt or her infamous banana skirt, enthralling her audience and gathering more and more fame. She quickly became a top performer during the decade.

She was unconventional, made a difference, not only on stage but with her personal life as well. She had multiple relationship with other women, as stated in her biography written by her adoptive son, Jean-Claude Baker. Her most famous relationship had to be with Frida Khalo, a Mexican painter well known for her portraits. She also adopted twelve children of different backgrounds, who were dubbed the “Rainbow Tribe”.

### 1929: The end of an era.

If “Les Années Folles” began with a major economic growth, it was an economic crisis that ended this iconic era.

The term “Black Thursday”, used to indicate the famous day of the Wall Street Crash, showing the failure of the 20s capitalist system.

Soon enough, the economy collapsed completely and expanded worldwide.

The years of recklessness and fun were officially over, making way for the most critical financial and economic worldwide crisis: The Great Depression of the 30s. As of today, the stock market crash of 1929 is still the most destructive one in history.

Stephanie Mckinney

# MY 20 YEARS IN BIRMINGHAM

Designed by Rhys Auty



Birmingham. More culturally diverse than London and England's second biggest city at the very heart of the country, recognized by locals for its physical and cultural landscape carved by immigrants from Ireland to India, with working class culture in its veins and kindness on every street corner. This is how I know Birmingham.

Although my hometown was often attacked by the UK media for its supposed 'unearthing violence' and unbearable accents; As result the city become known by other Brits mainly for its rowdy football fans, pub fights and polluted canals. But even in my lifetime of just 20 years, I have seen huge social, economic and cultural changes take place in my city, which intern have

*"£3 billion over the last 25 years" has been invested into the Creative sectors alone in Birmingham.*

reformed the Brummies' once negative public image and has made it's mark as the countries second capital.

The once industrial city has now become well-recognized for it's unique ethnically diverse communities, culture and trades on both a national and international scale. And not just because of 'the Peaky Blinders'. However, it wasn't always so bright in Brum, perhaps it was the dark cloud which once hung over the bullring that eventually bought about it's rainbow. Either that or simply luck.

It pains me to admit, But Politicians might actually have something to do with it all. It is estimated "£3 billion over the last 25 years" has been invested into the creative sectors alone in Birmingham.

Huge national investments have also been made into the city's infrastructure and communities over the past two decades, From the new library; a strange looking building with some fantastic views of the city, to an Olympic swimming pool, tram system, renovation of the Bullring and the new Grand Central train station. These new developments have led to the formation of both national and local businesses, somewhat decentralizing London as Britain's business hub.

*"Many fear talks of HS2, a high speed national railway, will 'Londonfy' the city."*

**However, Birmingham's new buzz may come at a price. A huge number of locals are concerned that the city will lose it's culture as property developers lick their lips at the new found business hive.**

Many fear talks of HS2, a high speed national railway, will 'Londonfy' the city which prides itself on it's laid back atmosphere, central communities and relatively cheap cost of living.

**A lot of these areas under threat of development surround the city Centre and therefore are rich in local history.**

But it is clear the council and locals are pushing for a balance between economic investments and cultural conservation through all of Birmingham's continuous changes.

## A City Redeveloped

20

Redevelopment scares many brummies' as particular areas of Birmingham arguably define the city's creative voice and are central to the community. The multiculturalism and cohesion of different social groups in the city is what makes Birmingham's creative sector so unique, there is a pocket of every corner in the world in one city, producing over the years the perfect conditions for creative communities to thrive.

**One of these areas can be found at the foot of the bullring, there is a long sprawl of industrial buildings, some are active rave venues and others art studios however a lot of these warehouses lay unoccupied and hence, are the next target for redevelopment.**

**This area is known as Digbeth, by younger brummies' and flocks of students it is known as Brum's creative playground, every corner is wallpapered in street art, small cozy pubs are scattered almost everywhere, and a wealth of unique independent shops deck its streets.**

*"Digbeth is known as Brum's creative playground' by younger brummies and flocks of students."*



If you have ever visited Digbeth you'll notice a lot of these pubs are Irish. Every year on the weekend following St. Patrick's Day, the streets surrounding the city Centre are closed off and Digbeth turns into the mini Emerald isle and for the famous parade.

Birmingham has a large Irish community, most worked in the factories in Digbeth or in construction, many came and settled in the 50's and 60's and built some of the city's most well-known structures such as the Spaghetti Junction.

The pubs in areas such as Digbeth, small heath and other areas surrounding the city Centre acted as a glue between community members and as an escapism from the smoggy

*"Isn't it crazy how many of Birmingham's second and third generation Irish now make music in the same streets their grandparents did."*

streets surrounding them. Isn't it crazy how many of Birmingham's second and third generation Irish now make music in the same streets their grandparents did, although I'm not sure if a drum and bass mix of the Dubliners would go down too well.

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Isn't it crazy how many of Birmingham's second and third generation Irish now make music in the same streets their grandparents did, although I'm not sure if a drum and bass mix of the Dubliners would go down too well.

# Cultural & Creative Communities In Birmingham



South Asian culture is also a big part of the city's cultural identity. Three years ago, Birmingham City Council declared 2017 as the Year of South Asian Culture to celebrate the impact of communities from the region.

*"Indian and Pakistani immigration brought colour and life to communities in Birmingham and has had a huge influence on the city's cultural identity."*

The Brummie prides themselves on living in the Balti capital. But the cities favorite dish has a much a richer history behind it. Following the Second World War and the breakup of the British Empire, many South Asian immigrants came to Britain in the hope of finding better opportunities and for the promise of work in either construction or textiles.



*"South Asian immigrants came to Britain in the hope of finding better opportunities."*

Areas such as Balsall heath and Small Heath were advertised to Asian and Irish immigrants upon arrival leading to the development of ethnically diverse

communities around the city centre which still exist today.

It is undeniable that Indian and Pakistani immigration brought colour and life to communities in Birmingham and has had a huge influence on the city's cultural identity. Bhangra is an icon of Punjabi culture in the UK.

Birmingham is home to International Bhangra champions such as Nachda Sansaar, who opened the G8 summit and the Eurovision Song contest.

The national stage Birmingham provides for Punjabi music fans and bhangra dance stars highlights the unique creative industry Birmingham has constructed from the cities rich history of immigration and cultural exchange.

# Caribbean Influences. How they helped shape the city.

Just a few miles from Balsall heath, you don't have to walk far to find some plantain and a pub with a reggae night. Although beware you might be dragged up to dance to UB40 by some wine moms. British Afro-Caribbean culture too is part of the Midlands' genes. Birmingham is associated with some of the biggest names in the UK reggae scene such as Steel Pulse, Beshra and Musical youth who reached number 1 in the charts with their hit, 'Pass The Dutchie'.

*"Beware you might be dragged up to dance to UB40 by some wine moms."*

The influence the Windrush generation had on communities in areas such as Aston and Handsworth was immense. From the 1970's onwards this small

music scene would later birth Ska and with the aid of punk music, revolutionize Britain through lyrics which addressed the realities of police brutality and racial discrimination at the time.

The city is also a big fan of Caribbean food, you'll find queues out the door for some restaurants based in and around the city Centre, Handsworth is home to some of the oldest family run businesses which have served ethnic communities a small plate of home throughout the years and broadened the Brummies' palate.

My personal favorite restraint is "Talk of the town", a colorful little cafe where the fried dumplings are bigger than your head and the heartiest brown chicken

stew would give even your Nan's best grub a run for it's money.

*"Where the fried dumplings are bigger than your head and the heartiest brown chicken stew would give even your Nan's best grub a run for it's money."*

With more canals than Venice and more greenery than any other city in the UK. The landscape of Birmingham in 2020 is truly as unique as

its people.

A cultural exchange between ethnic communities over the years has built the foundations of what we now recognise as modern Birmingham, the city known for its diversity, tolerance and unity.

Defined by its past present and future, continuous changes occurring in the countries heart are bringing about diverse businesses, artists and areas which are worth the explore.



*Riddhi Patel*

# LONDON: SOHO NIGHT

Designed by Stefania Rincon Toro

Riddhi took these photographs of Soho before the lockdown.

She wanted to capture the nightlife, the fashion and the raw creativity whilst showing the vibrant colours of Central London.









*Lara-Sophie Schneider*

# WOMANHOOD GONE DREADFULLY WRONG?

Designed by Khalem Nelson

The 1920s was a decade during which most of the world was recovering from the effects of the Great War (1914 - 1918) and enjoying the effects of the subsequent consumer boom prior to the The Great Depression caused by the Wall Street Crash of 1929.

In the early years of the 20th century, women all over the world had been fighting for their rights for decades. Some young women felt empowered after the war because they had worked in factories while men were on the battlefield. Having escaped the role of the housewife for the first time, they did not intend on giving it up when the war was over. Additionally, women in the USA gained their suffrage in 1920; in Britain some women had been

granted the right to vote two years earlier. Unfortunately, it did not have an immediate impact on how women were viewed in society as only around 1/3 of women entitled to vote actually did.

However, one small group of wealthy young women from East Coast society in America became the centre of attention and later, one of the most iconic symbols of the 1920s. The Flapper girls were young, apolitical women who smoked, flirted bluntly, drove cars and drank alcohol (in prohibition in America).

These behaviours had previously only been associated with men, not upper-class women.



American film actress, flapper sex-symbol and dancer **Louise Brooks** circa 1926

## *But how was it possible for this comparably small group of American women to influence British society in such ways?*

After the Great War, America was able to get on the road of recovery as capitalism promoted mass production, and consumerism increased drastically.

One result was the rise of Hollywood cinema, which had an immense influence in Britain, and portrayals of lives very different to the lived reality of young working-class women in this country. Women in films were depicted as glamorous and emancipated and since cinema was one of the few public spaces available to women to visit at that time, film stars became role models for many, creating a hyper-reality in which the imaginary seen on the screen was accepted as reality. Perhaps the earliest representation was **The Flapper** (Crosland, 1920) starring Olive Thomas, but the 'flapper phenomenon' was very much present in the literary work of F. Scott Fitzgerald, which spread the idea of white, middle-class flapper girls who rejected notions of traditional femininity and behaviours across the Atlantic.

In rejecting the prevailing conventions, young women adopted the heavy make-up (bright lipstick, dark eyeshadow and rouge) that actresses used under the bright lighting of filming, so they could still be properly seen. This 'look' and the accompanying fashions became a way for the flappers to distinguish

themselves from older generations. Attire for a flapper girl consisted of straight-cut, tube-like dresses covered in beads and glitter, which emphasised a flat-chested, hip-less silhouette, breaking free from the constraints of a corset, so all the usual distinguishing features of their sex were less visible.

Furthermore, flapper girls dared to raise the hemline of the skirt to just below the knee revealing a small part of their bare legs. One of the advantages was the freedom of dancing the Charleston, where the woman broke free of the man's lead and danced on her own. Accessories such as bracelets, necklaces and earrings, that had been used sparingly before, decorated the flapper girl. In addition, she wore a cloche hat above her shockingly short bob haircut, breaking the conventions that long hair signifies femininity. The less feminine looking a girl was or behaved, the less she was considered to be marriage material. However, the flapper girl had no intention in getting married just yet; on the contrary, she flirted relentlessly and enjoyed her sexual freedom with men and occasionally other women. Men bought drinks for women and in return they flirted or even gave sexual favours, although flapper girls saw themselves as respectable and differentiated themselves from prostitutes because

money didn't change hands. Above all, flapper girls had the desire to shape their own life in a way that marriage and/or monogamy would have only suppressed. These behaviours were considered shocking in America, but in modest Britain simply outrageous, and flapper girls struck fear into the establishment by ignoring traditional morals and manners, as well as adopting male traits.

Consequently, anxiety about women's roles as mothers and wives arose and societal tension between seeing the flappers as emancipated women and "womanhood gone dreadfully wrong" ('The Shock of the New', 2018, 37:10).

To sum up, for a short period of time, the extension of the vote to women, the impact of Hollywood, and the availability of cheap man-made fibres and some mass production, which 'democratised' fashion, made it possible for young women to envisage themselves outside of traditional patriarchal constructs and awoke a desire for a different life in young British women. The hedonism represented by the flapper girls was being experienced and expressed in different cultures prior to the Wall Street Crash in 1929 after which the worldwide economic collapse of the Great Depression saw hopes for a better future abandoned.



# Interior Design 1920 vs 2020

Designed by Adriana Andonova



The design aesthetic of the 1920s was unique.

After the 1st World War it was about sophistication, elegance, opulence, bold colours and new shapes.

In *The Principles of Interior Design*, (1922) **Bernard Jackway** says: "One who sets out to furnish a given house for the occupancy of a given family faces a three-fold problem. He must select and arrange in the house such things as suit the age, sex and temperament of the individual members, meet their needs, express their tastes and aspirations, and fit their purse. He must, moreover, see that the things so selected and arranged suit the house itself, in scale, colouring and style. Finally, he must see to it that these things are not only suitable but intrinsically good-looking, and that they combine to form a harmonious and beautiful whole."

*Some of the ways that these concerns were addressed was in the two furniture styles that dominated the 1920's*



*Interior Design Pathway  
Final Major Project*

*Chair Concepts*

## Art Deco Style

The Art Deco derives from the 'Exposition Internationale des Arts Décoratifs Industriels et Moderne' that took place in Paris in 1925. It was the most fashionable international design movement from 1920 until the 1940s. It was a dramatic style, inspired by the Cubist artists of the day, Duchamp and Picasso. The characteristics of the Art Deco are the use of geometric shapes, exotic materials and linear decoration. Frequently used materials were stainless steel, mirrors, chrome, glass, laquers and exotic animal skins like shark and zebra. These new shapes and finishes were used with lots of colour contrasts, with intense and deep colours alongside silver and black, all emphasising the reflective potential of the new materials such as chromes.

## The Arts and Crafts movement

The Arts & Craft movement was created in England, by the poet and artist William Morris who had been inspired by Pre-Raphaelite artists, and whose vision was admired by and the art critic John Ruskin. The style emerged around 1880 and 1910, it was very popular between 1910 and 1925. The Arts & Craft movement included fine arts, architecture, design and decorative arts like ceramics and furniture. The design of furniture was focused on creating functional, durable and well-designed elements, in a minimal style of natural material, usually wood.

## 2020 in Interior design and furniture.

100 years on the goal is to give the house a comfortable look and inspired by nature.

In terms of materials, wood is the main material. The woods used most frequently are pine, oak and mahogany or other hard woods – often from non-sustainable sources. Other options are imitation or composite wood which are used in internal structures, such as floors and ceilings, doors and window frames, and different skirtings and fittings.

Another important natural and organic material used in contemporary

interior design is marble, although sadly not sustainable, see Elisa's article on this theme. Metals are also used in fixtures and fittings, door and cupboard handles often focused on an industrial aesthetic such as steel with oxidised or brushed finishes. Metals are also incorporated into the decoration through the lamps and frames and other small decorative pieces, as well as in the legs of some furniture such as coffee tables. Other themes include textural details, from the organic – such as natural fabrics and canvas, and boiled or treated woods, to the industrial – with metal grills, exposed pipe work, shattered glass, and bricks. The colours are light and natural with white and cream being offset with shades of stone, bamboo and oat – suggesting a relationship with nature that few city dwellers have.

# Amal Hubsey

# CHANGES

## Cultural and societal changes over the past 20 years



### Music

Music has always been part of cultures and societies around world, it is seen as the expression of culture as it can reflect history and has been a way of expressing ideas and feelings but also storytelling. However, over the past 20 years that has changed. It became more common and normalised for celebs to make music about women, money drugs and overall, just flaunting their success. Bragging rather than storytelling, now I myself am not complaining as I would be a hypocrite since my favourite artist also do the same and I also enjoy listening to their music. However, with this trend of talking about your lifestyle there has also been a rise in misogyny in music, misogynistic lyrics have become normalised and somehow idealised and seen as comical by male fanbases.

Gender stereotypes are prolific in music especially rap, with the endorsement of male supremacy over women, not only have they been normalised, but people have also idealised rappers who constantly do this and have made it their brand and image. An example of this is Future, a rapper and has recently gained his title for being misogynistic claiming the title of 'King of misogyny'. Music has also influenced cultures and societies all over the world, K-pop is a good example of this, K-pop (Korean pop) is a genre solely based and produced in South Korea, it has western influences fused into it and has recently gained worldwide recognition and become popular in western societies. The western world accepting music which is not English shows how much the world has changed over the last 20

years, it has become more diverse and accepting of differences, rather than declining them, and being disrespectful towards it.

Rap and Hip hop were first introduced in the 70's in New York, it gained more popularity in the 80's ad 90's. The 90's was a very influential and powerful time for rap and hip-hop artists with artist like Tupac and Biggie taking over the rap scene and becoming legends worldwide. Rap and hip hop also had a huge influence/impact on culture and society, at first it was seen as aggressive and thought to be violent whereas over the years it has influenced generations way of speech, clothing trends and the way they carry themselves.

Overall music plays a big part in society and culture and will always be able to withhold that power it has always had.



Biggie Smalls

*Over the past two decades the world has gone through drastic changes. Norms, values, society and culture have all been affected in many ways. Society constantly evolves, as the people within the society grow and their mindset changes.*

*Over time things that people would not have been fond of or would not have accepted are now becoming accepted and welcomed, also things that were common and normal to us were deemed unacceptable or offensive. Culture is a way of life of a society, its passed through socialisation, society is affected by culture, culture includes language, values, customs and beliefs all these aspects of culture can change depending on the people which carry the culture and live within the society.*

*This article will mainly focus on topics such as technology, music, and politics.*

### Politics

Politics has been the deciding factor for many historical events and is what caused many problems but also solved many problems in countries around the world. Over the past 20 years politics have had a cultural and societal impact, it has affected the way we think and function. Politics has always played a part in cultural and societal advances over the years, it can be the main factor which affects the advancements in society - this can be seen in north Korea, north Korea is somewhat isolated from the rest of the world as they have an ongoing feud with many western and eastern countries, their political regime has stopped them from advancing socially and culturally with many people whom have visited the country describing it as 'going back to the 50's'.

Social media has been involved in the dissemination of fake news several times. social media users are quick to believe information they find online, these fake news sources have affected electoral processes several times causing the general public to sometimes base their vote choices of what they have read or heard without considering it to be fake.

Homosexuality is a great example of politics changes affecting society and cultures, although it was decriminalised in most countries by the 60's and 70's, it was not socially accepted by large groups of the public. For example, as it was not accepted in Christianity which was more prominent in western countries. However, the past 20 years homosexuality has been accepted and normalised within cultures and society around the world. Previously people from the LGBTQ community were banned from places like the military in the UK, but by the year 2000 it was normalised and accepted within the military, allowing people to separate their private life and work life without being discriminated against and being able to serve their country without facing any discrimination.

### Technology

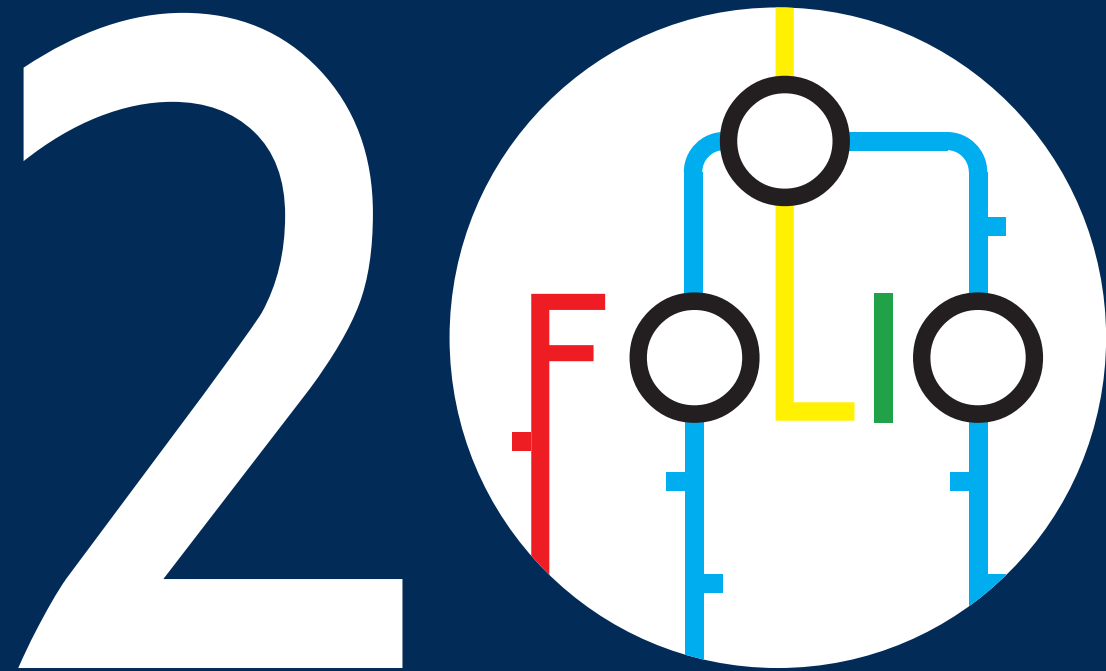
Technology is a huge part in humanity we use technology everyday whether it is for our personal leisure, work, or science its everywhere all over the world. Without technology the world would not be where it is today. The last two decades we have seen an advancement in technology with the internet being introduced in the early 2000's and phones being adapted and upgraded year by year introducing features such as fingerprint and face ID. We have come a long way in the past 20 years, technology has made life easier for some people by allowing them to work from home and use the internet when needed rather than going through books, however it has also caused many problem such as younger people comparing themselves to others causing a low self-esteem and has also put many people in danger by bullying and talking to strangers. With the rise of social media, it has caused people to share their views on topics such as politics, and music and more through computers and phones rather than real life. This lack of real-life communications has affected relationships, using social media too much can cause anxiety and depression, this leads to strains on

relationships with friends and family and problems within themselves. However, although technology had become more common it also become less accessible as its expensive many people cannot afford most of it these days as its very pricey.

Technology has been advancing constantly as time goes on, an example of this is the internet. It introduced the world wide web in 1991, Web 1 was the first one made it was an information portal, a type of one way use users were not able to share comments, feedback or post reviews it wasn't interactive at all. Web 2 was then introduced allowing more services such as interaction whilst also sharing information, this was a huge step for the growth of the internet and allowed it to be how it is now. Now people can make orders online, transfer money and much more.

**Overall culture will always affect society and society will always affect culture, it brings about changes and growth in societies its something that has been happening for centuries and will carry on happening.**





*A selection of work from across the foundation pathways*

- 43 **Film**
- 47 **Fashion**
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- 60 **Interior Design**
- 66 **Photography**

# A Mockumentary Series **THE MAGAZINE**

Designed by Kitana Dias

**“Oh my god! Ok! It’s happening!  
Everybody stay calm! STAY CALM!”**

– Michael Scott, *The Office US*

You’ve heard of **Parks and Recreation**, **Modern Family** and definitely **The Office**, well let me introduce you to something new. The Magazine is a mockumentary prepared by a group of our talented film students. Heavily inspired by *The Office*, the short film give us an humorous view of working on the UWL magazine. Unfortunately, due to the Covid-19 pandemic and the nationwide lockdown that followed,

they were unable to film as planned. Fortunately, we were able to have a deep understanding of the plot.

The main character, played by **Jack Harvie**, is an awkward, try-hard young man who wants to be seen by his group as a good asset with great ideas. He is never taken seriously, underestimated by all. Thorough the short film, we see that he isn’t as comfortable as he seemed at the beginning and often looked down upon by his work group.

The interview like headshots are a signature move in Mockumentaries and they made sure to include two of them. The long, insufferable, awkward pauses and stares at the cameras are also included in every scenes.

The group made a long study of their subject to give the audience quality work. The end note gives the viewer a sense of hope and pride. The moral of the story? Everyone can bring a something to the team, don’t underestimate your teammates, they may surprise you.

–**Coleen Cocles.**

Synopsis: An awkward but humorous style mockumentary based on the ‘behind the scenes’ of the production of the University of West London’s foundation year’s 2020 magazine edition.

“Our understanding of a mockumentary is that it’s a television program or film which mimics the ideals of a documentary in a comedic fashion in order to satirise its subject. Our plotline follows an insecure protagonist who wants the world to know he has much more to offer in life. He’s engrossed in a team producing a magazine for the University of West London. We see his short journey of redemption through the eyes of a documentary, from being a liability to being a contributor. At first, we (as an audience) simply see him as being annoying and awkward. But as the story progresses, we begin to empathise with his personality, understand who he is, and create a report with him.” – **Mockumentary group.**

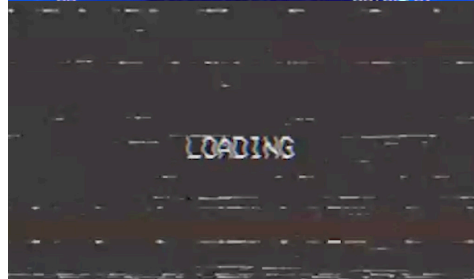
Credits:

- Director **Jack Harvie/Jake Cockram**
- Producer **Klaudia Czekanska**
- Editor **Alix Reynolds**
- Lightning **Mia Herbert**
- Cast **Jake Cockram, Jack Harvie, Alix Herbert, Claudia**
- Script **Jack Harvie**
- Filming **Mia Herbert**

Coleen Cocles

# COUNTRY TO RUNWAY

From a Village boy to a Runway Model.



***"You'll wake up the next morning feeling more insecure than the day you did before... but with courage you will dare to take risks, have the strength to be compassionate and the wisdom to be humble."***  
- Jack Harvie

From the fields of East Tytherley to London's fashion runway, this short film presents the fashion industry under a new light. Jack Harvie, one of our film students, tells his story.

The five minutes movie is filmed in a very unique way, like a VHS camera film and separated in three different tapes.

Take One: East Tytherley tells the story of a young Jack, living a mundane life in his village. He explains the loneliness and isolation he experienced growing up, but also the gratitude he has for the things it brought him.

Tape Two: Milan is all about how he ended up in the fashion industry as a model. He talks about his friend who encouraged him to become a model. However, he also mentions how hard it was and how many doors closed on him, and how that felt, experiencing rejection after rejection.

Until the last day of London Fashion Week Autumn-Winter 2018.

Tape Three: Marni is the most lighthearted of the three, a mix of candid clips of Jack's life with fellow models on a job for the brand Marni. The images shown in this third part were taken during the Milan Autumn-Winter fashion week 2020, two years after his first. It shows happiness and amusement, nerves and excitement, and Jack in the company of others, something lacking in the previous tapes. These spontaneous clips are full of emotion which pours out of the images, the effect increased because of the lack of narration, and gives hope for people who wishes to follow Jack's path.

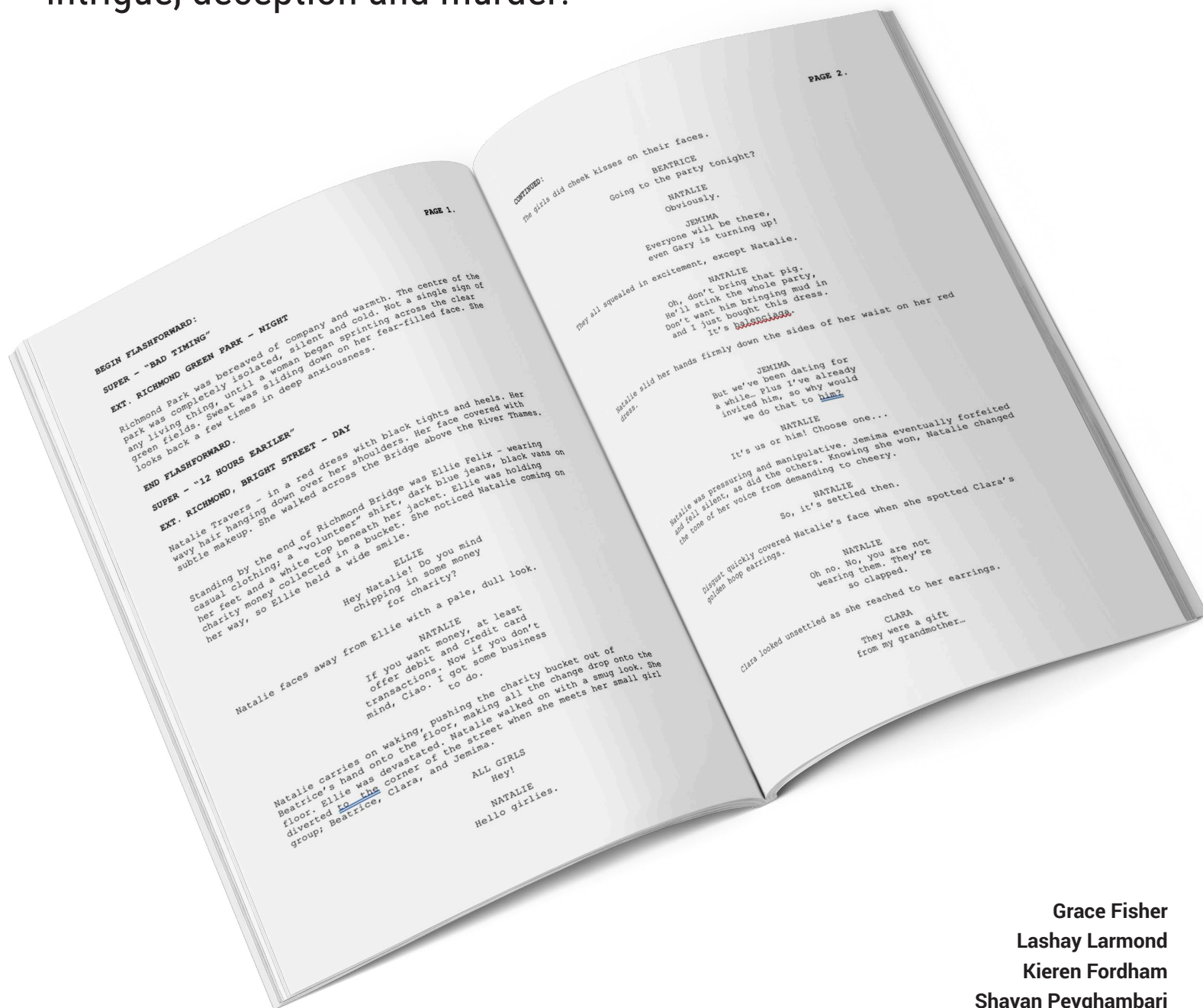
Jack Harvie gives us a back-stage view of the fashion industry through the eyes of a model and reminds us that it is thanks to courage, strength and humbleness—that we can battle the issues and insecurities that we will face.

Written, Directed and Edited : **Jack Harvie**



# MIS-TAKEN

A short thriller that didn't get made due to the Lockdown... Mis-taken tells a story of intrigue, deception and murder!



Grace Fisher  
Lashay Larmond  
Kieren Fordham  
Shayan Peyghambari  
Daniel Lawton

to read the full script  
and for more information visit  
[www.21399230.wixsite.com/babybaftas](http://www.21399230.wixsite.com/babybaftas)

# Stephanie Mckinney ESENSE

Designed by Sandile Nyandoro

The fashion Students have been Working on a Clothing brand called **esense**. The brand ethos truly does embody the **esense** of fashion in 2020. With a focus on sustainability through sustainable and ethical practice the brand combines what is traditionally considered casual and formal wear to create timeless pieces which can be adapted to different occasions. During the Fashion teams photoshoot I got a chance to talk about the brand in detail with the team about their inspiration and personal thoughts on sustainability in the fashion industry.



**Trine Pedersen: Fashion designer**

**As a designer what does sustainability mean to you?**

"I think the sustainability is all about adaptability and working with what you have available to you. Working with what resources you have available to you ensures some kind of transparency when it comes to where materials and dyes are sourced from. But it's important to recognize that sustainability is not just about the environment, it's about maintaining safe working conditions for all workers in the supply chain from textile workers to stylists."

**In what ways do you think the next generation of designers will differ from previous generations?**

Sustainability matters more than ever and being conscious of the issues that already exist within the fashion industry and trying to fix them rather than ignore them.

I definitely think that young designers today are striving to push boundaries in design and the expectations which exist in the fashion industry."

**What is Your long-term goal as a designer and in what ways do you think this project has allowed you to progress?**

"I have learnt way more about sustainability and it's importance in the industry. Working with the resources I have readily available to me and having to make sure my design was cohesive with the brand and it's aesthetics meant I had to be adaptable and creative in my approach and this will definitely help me

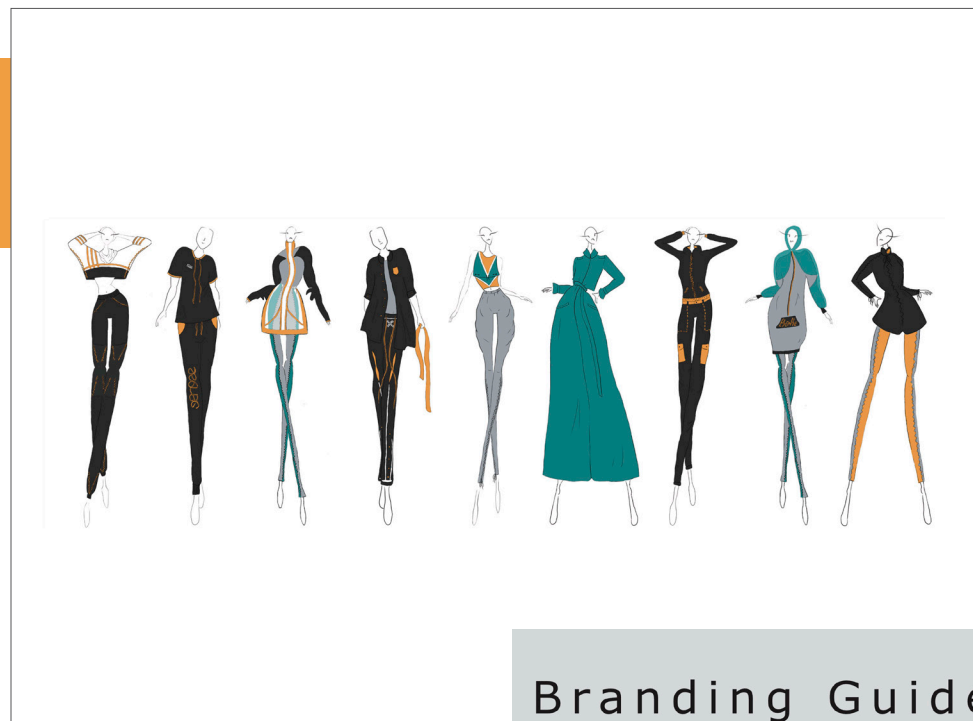


“The students were asked to work together in departments replicating a fashion brand (design and manufacturing, branding, promotion and management), focusing on sustainability as a core value. They then sought to explore what this meant to them as individuals, and how they might bring these ideas together in one collection.” - Daniel Brennan, Fashion Pathway Leader

Magda Ziomek



Trine Pederson



Branding Guideline

Main Logo

Alternative Logos

Colours

Cyan #009999	Orange #F95A00	White FFFFFF	Grey #999999	Black #000000

Typeface

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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Verdana Regular is a trademark of Microsoft Corporation, designed by Matthew Carter, released in 1996.

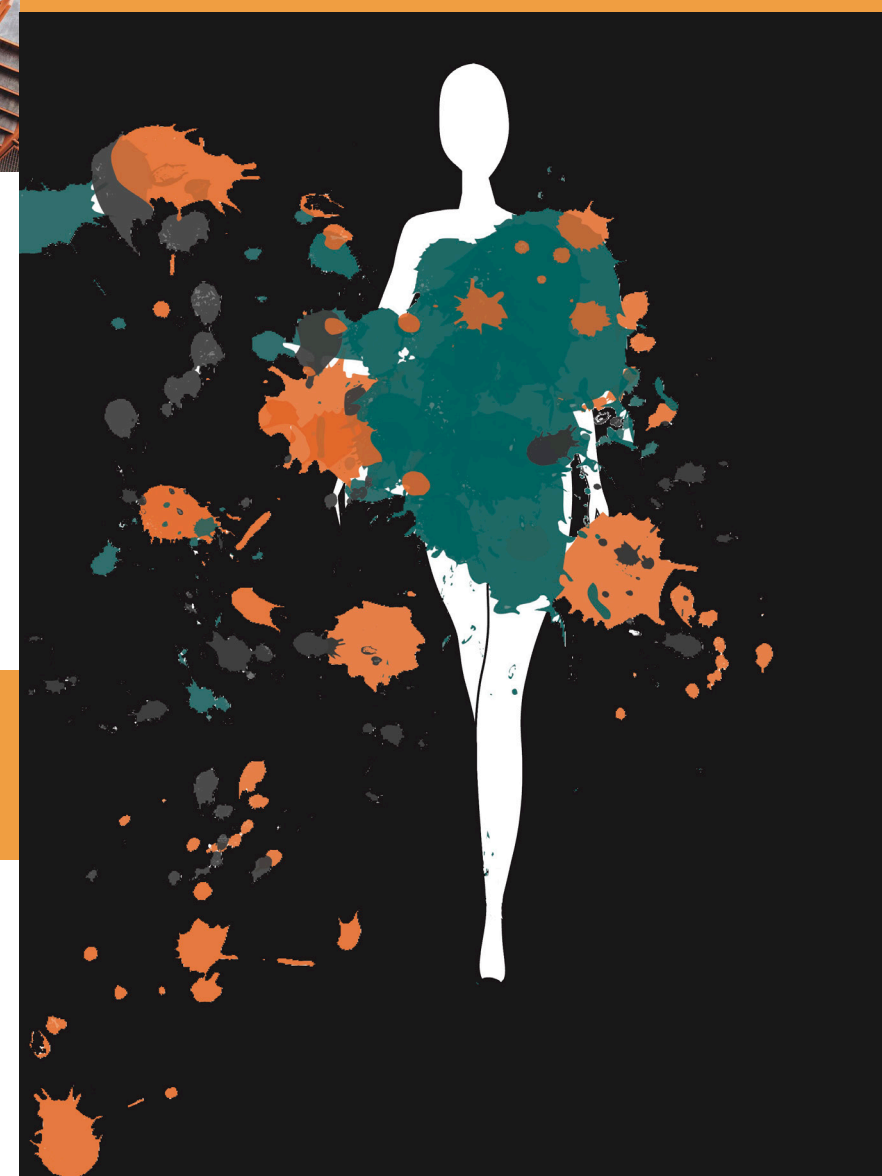
Stylisation

This stylisation will be used for significant texts such as titles, product names, campaign slogans etc.

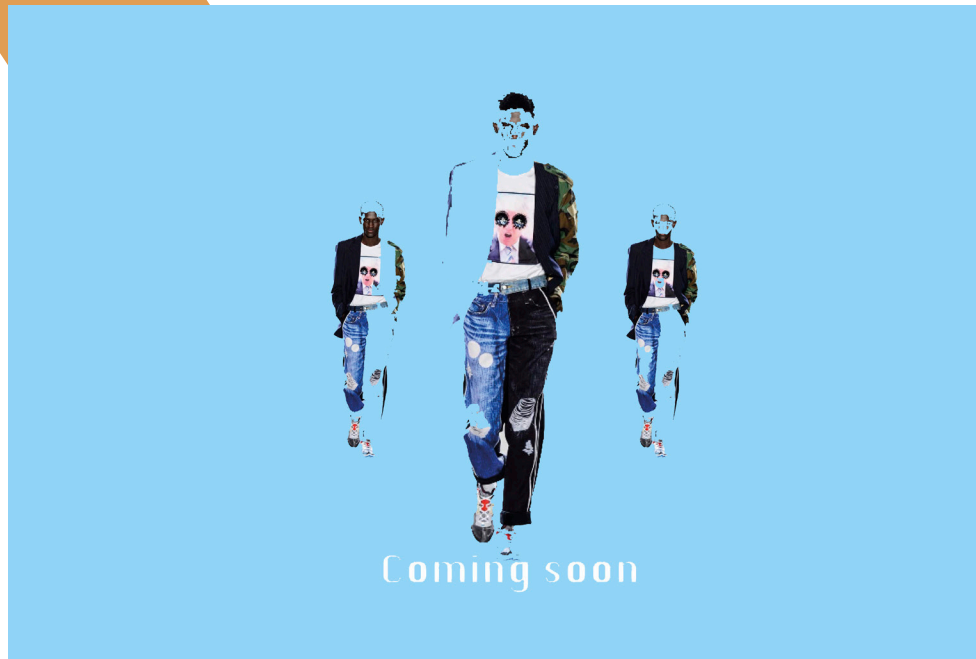
This stylisation will be used shorter, less significant texts such as subheadings.

Luke Holes

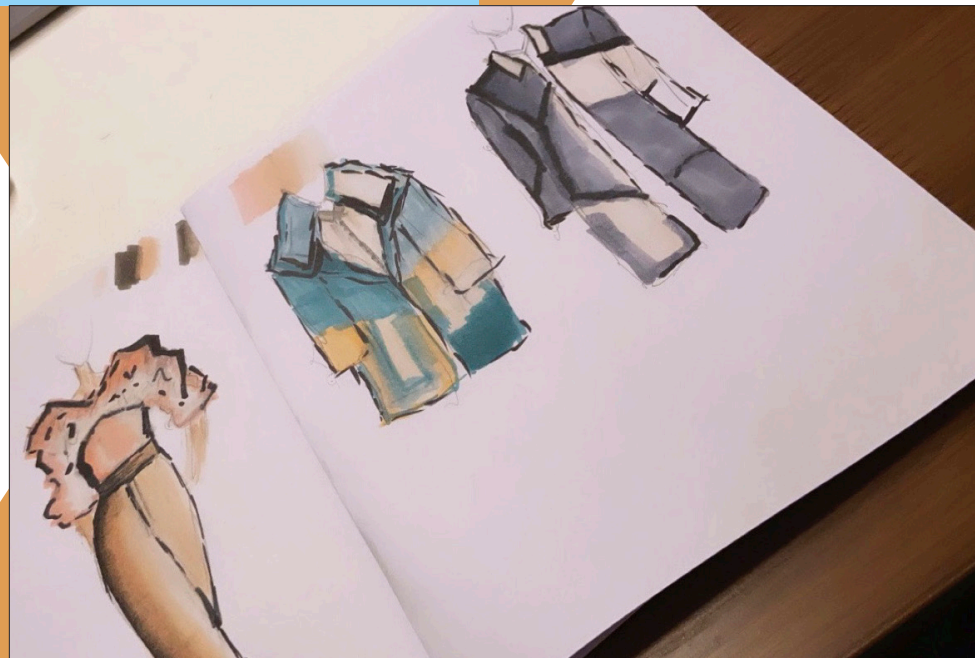
Lara-Sophie Schneider



Nayan Limbu



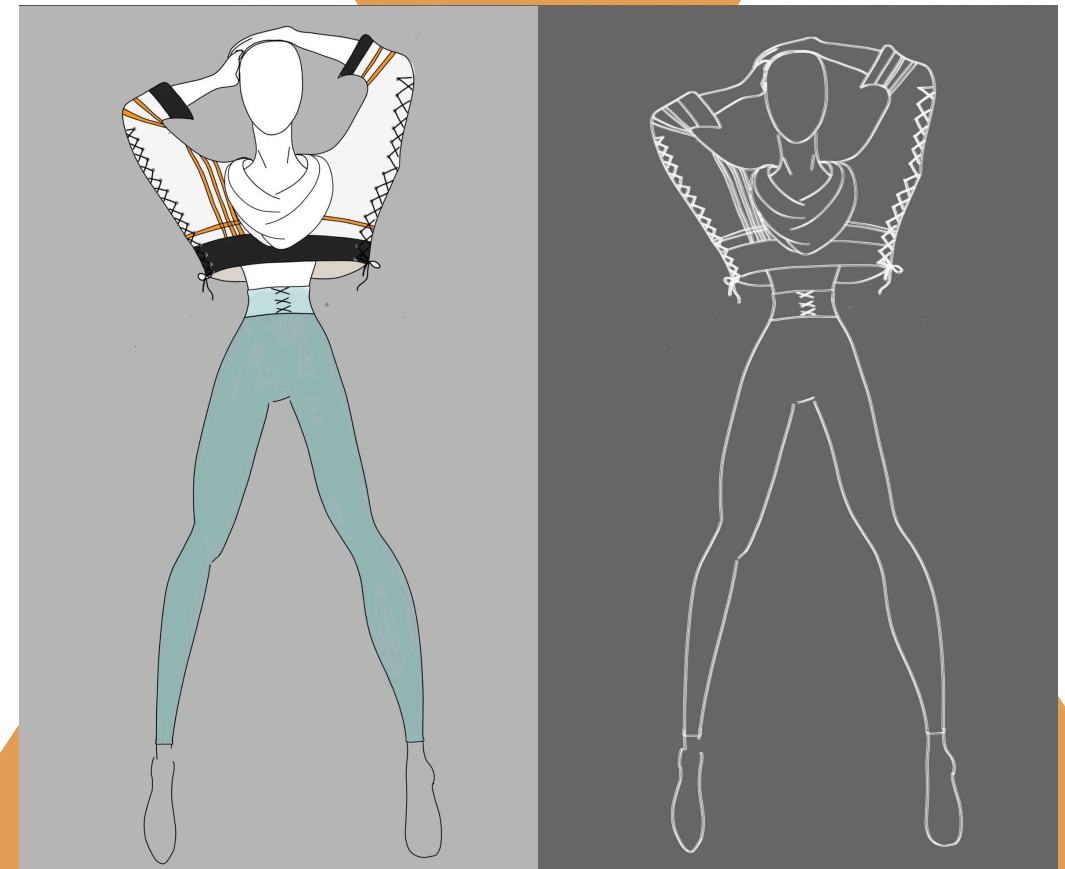
Maryam Al-Abdi



Csenge Lovas



Khashai Jean



Rhiddi Patel

James Watson

# PREDICTION OF THE 20's

Designed by Kitana Dias

Hurise and shine! and welcome to predictions of the 20's. I'm James, your host for this episode and I predict Kim Kardashian is going to get pregnant again.

Now, if you don't know who Kim Kardashian is, where have you been? Crowned with the world's biggest ass, she is a reality TV star who is married to Kanye West. They've had beef with Taylor Swift, which, lets be honest is always a bad move because she will just expose you in a song.

Now I can't be alone in that I can never remember how many kids Kim and Kanye have. Like obviously they have the first one which was infamously named North. Last name West. Which lets be honest is iconic. But they have had more children since and I'm sure she has like 3 now. I don't know. Let me look up their names. — keyboard sound—

Ok she doesn't have 3, she has 4, who knew? And their names are Psalm, Saint, Chicago, and of course North. Which are all acceptable I guess. They are pretty tame compared to some other celebrity baby names. Like remember when we all thought Blue Ivy

was crazy and now look at the names we get. Elon Musk is having a baby soon with Grimes so I can only imagine what that baby is going to be called since they are both a bit out there. Anyway... back on track, it's been just over a year since she last had a kid so she's overdue in my opinion."

"I also want to say I would die to be Kim's child. Like she's super rich so her kids probably already have more money than me. There's always drama which, who doesn't love that? Like do you remember that time Kim hit her sisters with a handbag? I have yet to see anything more spectacular. What I would give to have been in that room.

*I predict Kim Kardashian is going to get pregnant again.*

Also, You get to be on TV and to top it all off your parents are some of the most famous people in the world. As a little sub prediction I predict North will have her own fashion line in the next 5 years, she has already modelled for her dad's fashion company so its the next logical step. And like who wouldn't want to be able to do that aged 7?

Now I chose this prediction because someone in her family has a baby every year let's be honest. I'm convinced her 'mumager', Kris, is just spinning a wheel and says 'ok darling it's your turn' and

**Kylie... or Kendall Jenner?**



then one of them gets pregnant. And this year it's gotta be Kim.

She just keeps popping them out and as I said before I think the world is overdue. So at the very least i'm gonna say someone in the Kardashian klan is having a baby, maybe Kylie will surprise us again with another video about her pregnancy.

I hope it is announced soon because honestly during this lockdown we all need some good news. The world is falling apart and Kim announcing a pregnancy would keep us all occupied for at least 24 hours, and then we can also be excited for all the instagram posts which would follow, not to mention all the behind the scenes stuff we see on their show.

Like and if you think about it, with people stuck inside their homes what else is there to do, so at least one of the Kardashians has got to come out of this pregnant, and being honest I would be happy if it was any of them.

I say all this with the best heart because I think the world can always do with more Kardashians. They bring happiness into the world with their antics and if you haven't seen their show KUWTK\* then you really need to because it has produced so many iconic moments. For example: "those are cute jeans." "they're my cute jeans?" "No YOU ARE CUTE JEANS".

So what i'm saying is Kim is at least going to announce a pregnancy, and as a wild card I'm going to guess they will name it Fabric. Because lets be honest thats the kind of name celebrities would torture their kids with nowadays.

This podcast makes me sound like I'm obsessed with the Kardashians. I promise i'm not; they are just the cultural icons of this generation and should be seen as such in my opinion.

I hope you enjoyed this short episode of prediction of the 20's and that you are all staying safe. We have 5 more episodes of predictions that you can check out on our website which have been produced by our team.

**Thanks for listening and goodbye.**



## Hurise and Shine

One episode in a series of 6. This episode of Predictions of the 20's, focuses on the Kardashians and how one of them, most probably Kim is going to announce a pregnancy this year. In this episode, James discusses how the cultural icons that are the Kardashians are overdue a pregnancy announcement.

"I'm convinced her mumager Kris is just spinning a wheel and says 'ok darling it's your turn', and then one of them gets pregnant."

James also discusses why nobody can remember how many kids Kim has? Is it 3? Just the 2? Or 4? Who knows at this point? After some light research we do eventually find out the answer, but we will all probably forget in a week.

Will the global pandemic increase our chances? Will North West have a fashion line coming soon? What will the new baby be called?

**All your predictions are discussed by James in a fun, lighthearted and flamboyant way.**

# Hira Mahmood

# PREDICTION

# OF THE 20's

Designed by Michal Szulc

**Hello BTS fans and welcome to the predictions of the 20s. I'm Hira, your host for this episode and I predict BTS are gonna take over the Grammys 2021.**

Now, I'm gonna be talking a lot about BTS a during this episode so I thought I'd give you a quick overview of who they are.

So, BTS are a south Korean boyband consisting of 7 members, they auditioned at a company called BIG HIT entertainment back in 2010, they ended up debuting three years later so at 2013 and then they took over the world essentially by 2020. Now the reason I'm sitting here talking about them is because don't get me wrong – I've seen so many other talented Korean pop groups out there, but, no one really has really made an impact globally the way BTS have.

Like from having the most sold album of the year to selling out stadium shows in minutes, it's clearly – they've really changed the game for Kpop and they've set the standards so high it's like nothing I've ever seen before.

And you know, you can probably already tell but I like BTS not only as artists but as people. I watch them often on youtube, like one does y'know, and it's so comforting to see them being so humble and kind to each other & the others around them. Like Being the biggest boyband in the world comes with a lot of pressure and it comes with a lot of fame and money but it hasn't

seem to gotten to their heads unlike some other artists and it's so refreshing to see cause they always show so much love and appreciation for their fans and I think it's so sweet.

Now believe it or not, BTS have not paid me to make this episode, I am making it on my own accord because I can totally see this grammy thing happening and also – because i'm a huge BTS fan myself, So I can only manifest y'know.

More about BTS, they originally gained a lot of popularity due to their love yourself campaign which was installed to raise money to stop violence against young people.

That's such good message to send to their target audience especially through their music. It's honestly one of the reasons I got interested in them



because it was so mind-blowing seeing such a message being sent. Like I said it makes you like them not only as artists but as people because you can tell they only want positive message going out into the world and that's the kind of artists we need right now.

Honestly, going onto their achievements was one of the parts I was most excited about because it's insane. Lemme read some to you right, so:

First one is, their album Love yourself; Answer stayed a full year on the billboard chart. They had artist of the year award at the Asian Music Awards, they had 3 no 1 albums on Billboard, Top Social Artists at the Billboard, Top Group for Billboard Music awards, Favourite Group of People (choice award) and listen to this right, Breaking world records for having the most votes in billboard music awards with 300 million votes. 300 like.

There's just so much they've achieved It's honestly so amazing like cause the list just goes on and on and their first language isn't even English.

They do speak some English but their main language is Korean, they sing in Korean they speak in Korean it's incredible to see!

This leads me to my prediction basically. So my prediction is, BTS are gonna take over the Grammys 2021. Honestly I think It's about damn time cause What I mean is, they're definitely gonna be one the biggest artists of the night there's no denying that, but it's time they win something y'know like BTS have attended and presented at the Grammys before and they have shared a stage with Lil Nas x but that was a little disappointing cause their part literally lasted about 15 seconds and they looked like his backup dancers.

I'm sorry to say I know it's harsh but it's true and personally I think they deserve more than that. Which is why I think 2021 will be the year they get to show their real artistry and talent to the people watching their own stage. And obviously get nominated for at least 2 Grammys. With the way they have taken over the charts and sale numbers, it's inevitable. They're gonna go home with at least one grammy. Maybe for best group I'm not 100% yet but something along those lines.

So listen, If you haven't already, look up BTS you won't regret it, especially Kim Taehyung, you will fall in love with that man's beauty I'm telling you.

Also if you can get past listening to music that isn't English because for some reason that's a really difficult task for some people, check out their music it's incredible and always has a good message behind it.



I know you probably rolled your eyes 100 times listening to this because I sound like a crazy fangirl but I just thought with the way things are going for BTS, they will definitely be making the headlines soon with that grammy win and performance so y'know, I had to add my input.

That's it from me I hope you guys enjoyed this episode of me rambling about BTS I hope I convinced you enough to check them out because it's definitely worth it! Also, another thing, I hope you're all staying inside and safe during these difficult times I know It is hard but we can get through this.

We have 5 more prediction episodes from the rest of the group on their individual topics which you can find on our website.

Thanks for listening, I hope you have a good day & happy bts-ing!

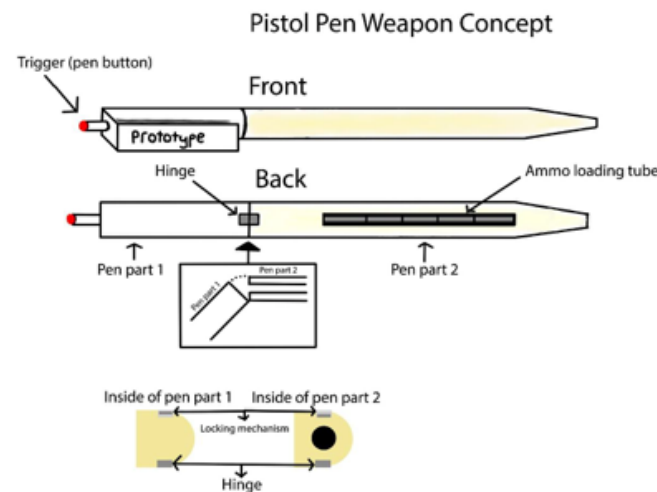
GrARMYS

This one is for every ARMYs out there! 'GrARMYS' is one out of 6 episodes of Predictions of the 20s – focusing on Kpop phenomenon: BTS—Bangtan Sonyeondan—, their success and how they'll be winning a Grammy very soon. Hira discusses their multiples achievements, previous work and why they are so loved globally.

# CREATIONS

## & The Art of Development

Designed by Michal Szulc



## Actions of main character and dialogue part 1.1

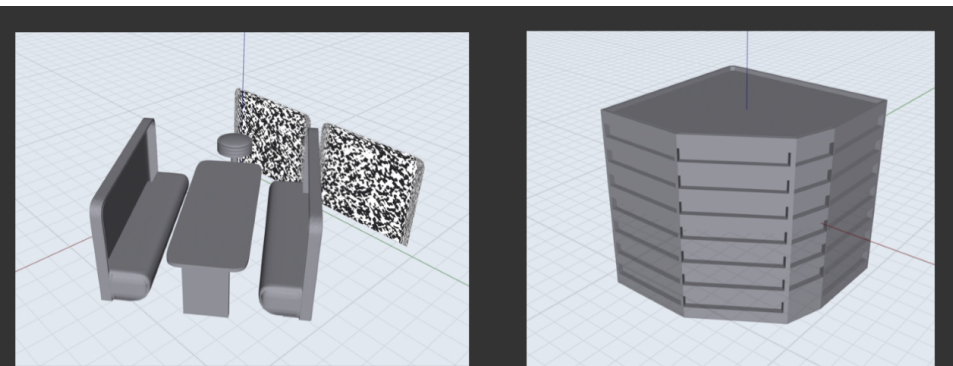
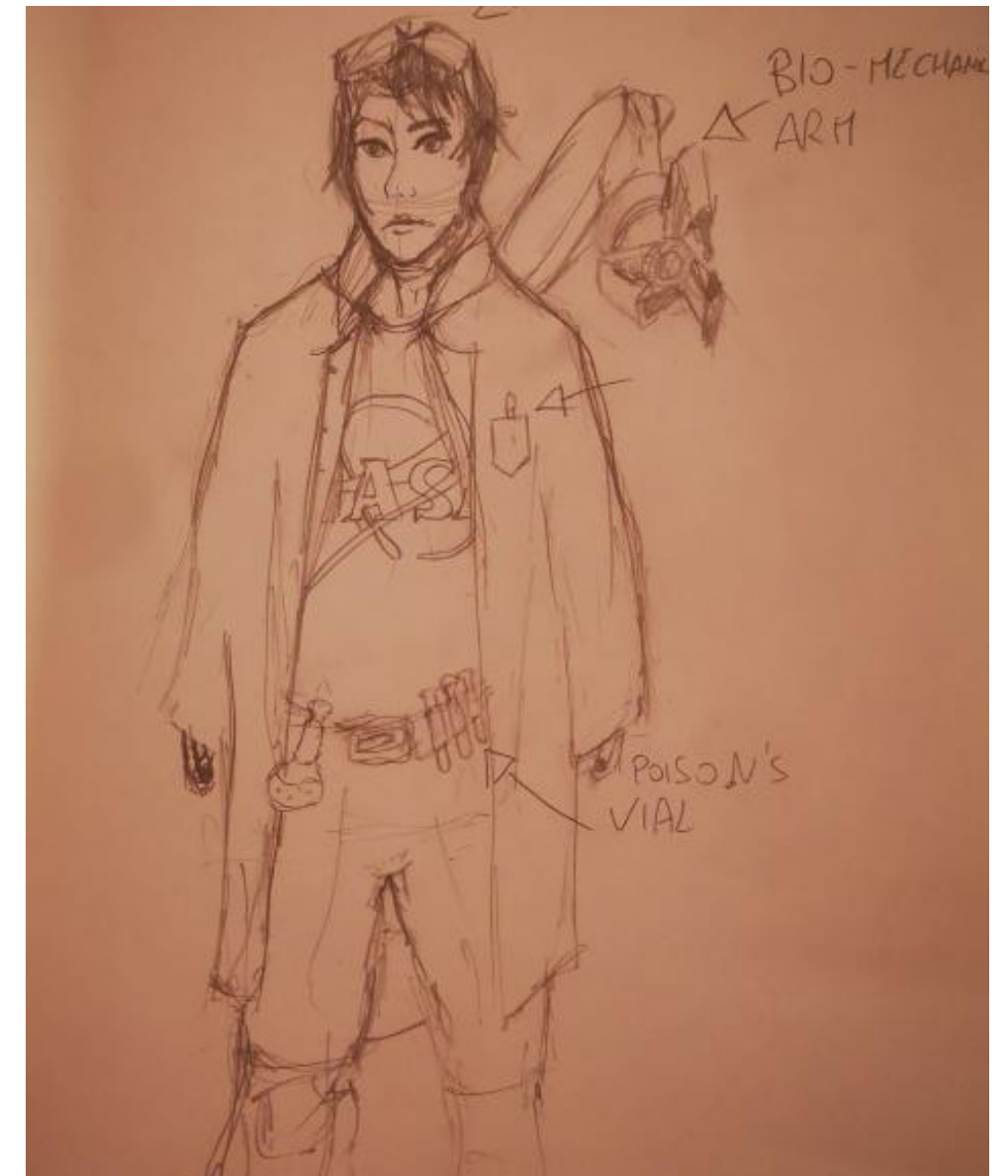
You would think this body is not with us anymore but a twitching then slowly moving hands and arms would tell you otherwise as he rises up from his sleep, picking himself-up and standing before stumbling forward and collapsing up to its knees and coughing, a red liquid emanates from the body's mouth, the body wipes his mouth with his sleeve both getting to his feet again he walks forward not collapsing but stumbles managing to grab the wall for support, the mouth of the body emits a deep, raspy voice, that has a Boston mixed with Korean accent.

Lee: "cough" where am I?"

He pushes himself off the wall and stands, Lee's eyes adjust to the surrounding light, blinking and gently rubbing them as he moves forward down the alleyway limping as he goes, he coughs again as he comes to the end of the alleyway grabbing the corner of the wall as he does so.

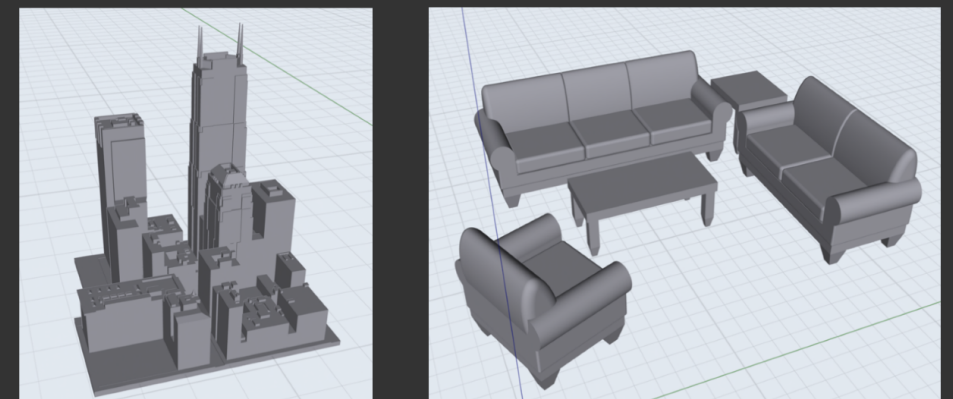
He slowly looks up and down the brightly lit up street still confused and weakly he asks "how the hell did I end up here" before regaining his composition and walking down it.

As he walks down, (the player is shown a flashback of Lee's past, the scene then changes to Lee stumbling into his apartment and collapsing on the floor).



- Diner furniture

- Main character's apartment



- Buildings in the City

- Small room

A dark dingy and unknown alleyway in the future city of Boston 2067.

A man's body lies lifeless on the ground, around him are damp and dirty brick walls, with rusted but still sturdy ladders attached to them some have platforms with windows, others have mechanical doors that never slide open unless there is a fire.

The body lies on damp tarmac that is plastered with paper and rubbish, bins overflowing with rubbish are pressed up against damp and black walls, ahead of the alleyway is another world a time in the future, bright neon light and holograms displaying advertisement for biomechanical limbs and organs said to do two times what their organic counterparts can do.

The ground where the body lays on is cooled and damp from last night's rain, the body is dressed in typical casual clothing a shirt, hoodie with a coat, covers the top, trousers, socks and trainers cover the bodies lower parts.

Games Team  
**Dong Hyun Song,**  
**Mirko Sposito,**  
**Sam Dodd and**  
**Andrew Carvalho-O'Dell**

Humaira Zeeshan  
Alexandra Goncalves Santos  
**MINIMALISM**

Designed by Adriana Andonova

*“What you see  
is what you see”  
Frank Stella.*

The minimal art movement emerged in the USA around the 60s, right after the Abstract Expression domination in the 50s. It was considered a protest against the growing consumer society, with the aim to minimise the excessive elements and focus on what is truly fundamental and valuable.

The minimalism predecessors and influencers are De Stijl and the Traditional Japanese design, both are characterised by simple composition principles. De Stijl is visually represented by primary colours, geometric forms, and vertical/horizontal orientations. The Traditional Japanese Design is an expression of the Japanese culture, where the simplicity is a priority, excluding everything that is not essential.



The main purpose for the minimalist artists was to provide an immediate and entirely visual experience based on the purest properties of the colours, materials and forms.

This way, any personal manifestation is kept to the minimum. The attention is not the artist's self-expression but the work in its authentic presence, removing symbolism, meaning, and references to emphasise the concept of pure aesthetic existence.

The medium or material should contain its own reality and do not represent anything except itself, directing the focus to the true essence of the object:

*“What you see is what you see”*

**Frank Stella.**

**LESS IS MORE**

The modern architect Ludwig Mies van der Rohe, author of the “Less is More” expression, had an important role for the minimalism basis. In his works he implemented the use of open space, raw materials and minimal structures.

Following the “Less is More” ideology, a design is strongly reduced to the minimum of its elements combining neutral and monochromatic palettes; clean and geometric shapes; natural textures; the use of mass produced and industrial materials in order to dismiss any trace of an artist style or symbology; big windows and open spaces.

Minimalism represents order and tranquility, not only as an artistic movement but also as a lifestyle.

Elisa Huerta Villegas

# THE BARRIERS OF SUSTAINABILITY

Designed by Adriana Andonova



*'You can't save the world, but you can set it an example.'*  
 Alvar Aalto, Architect and Designer.

As young emerging designers, we face environmental issues such as climate change, biodiversity loss, resource depletion and waste.

Sustainability has become one of our main topics of interest as interior design students. Ensuring that natural resources can supply the needs of those generations to come is our responsibility, not only as human beings but as future professionals, these aims can only be achieved if we change the way we live and our lifestyle choices.

By definition, interior designers influence the way individual's use the spaces they live, work and play in.

Moreover, they are responsible for selecting materials, finishes, lighting and appliances for fit-out and renovation of buildings, which inevitably impact the environment to some degree by using natural resources, energy and water, creating pollution and waste during its extraction, production, transportation, construction or use cycle

Although the design industry has significantly increased its awareness for embracing sustainability, it is often incorporated as an optional extra rather than considered through the whole life cycle of a project as it should be.

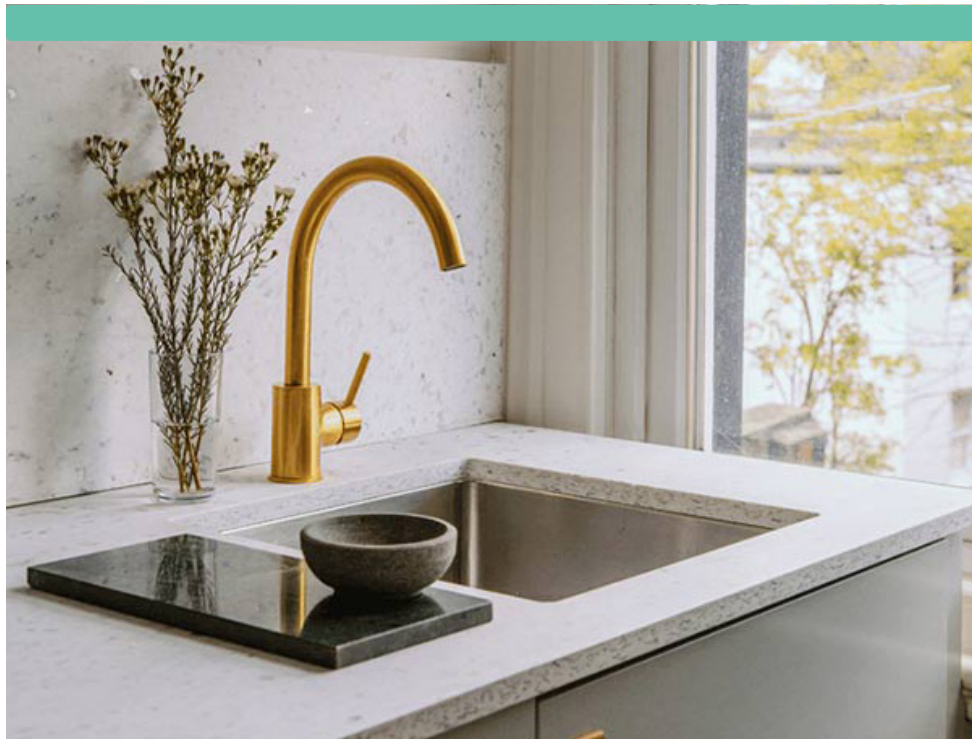
Also, the frequency with which interior designers make sustainable choices in real practise still limited, particularly where material selection is concerned. This is subject to certain difficulties; solutions are not always obvious and requires evaluation and complex choices.

The fact that designing without causing any damage to the environment seems impossible, one radical way of achieving this would be to stop designing at all but it does not sound possible for our modern consumerist society. Although its complex, it is possible to minimise damages by incorporating sustainability as a fundamental part of any project.



This article aims to create awareness and guidance by exploring the main barriers impacting the implementation of sustainable design. In addition, it discusses the consequences of our choices, focusing on how material selection contributes to the environmental issues mentioned above and identifies a process of evaluation to make eco-friendly choices, using some of the most called "sustainable" materials currently on the market.

Although designer's and client's interest in environmentally sustainable interior design. There seems to be a disparity between their intentions and actions, below there are some of the main barriers challenging designers.



However, it is difficult for clients to go for sustainable products when availability and range on the market are still limited in comparison to non-environmentally friendly ones on offer. If manufacturers continue to develop sustainable products, a broader range would give clients and designers further alternatives to meet their specifications and needs.

The process of validating the origin of materials may be considered too time-consuming for designers, in part, due to the lack of awareness of specialist databases for the sourcing and specification of environment friendly products.



According to Hankinson & Breytenbach, students from Johannesburg University, conducted interviews with practising interior designers and architects, within the KwaZulu-Natal region in South Africa and concluded that environmentally responsible materials and systems carry cost implications, additionally, costs of 20% were estimated, which significantly influenced clients' decision to choose sustainability. Although it was not necessarily the only factor. In our mass consumer culture, where people tend to live in rental and move a lot and consumers are influenced by seasonal trends, are some of the aspects that prevent them to be willing to invest more money on higher quality, durable and sustainable products or consider long term savings.

Another identified barrier was that manufacturers often emphasise the environmentally friendly aspect of a product, leaving unfavourable aspects of it outside the frame;

This sales strategy is one of the tactics of 'greenwashing', making it difficult for interior designers to determine which products are truly sustainable, forcing them to question the authenticity of them before being able to recommend it to the client. While it is not usually a problem to visit showrooms and access basic informations about their materials and products, it is sometime harder to get informations about any harmful aspects, manufacturing processes and provenance.

Consequently, designers should be guided by their own researches from independent sources to inform their product choices and recommendations.

In addition, materials selection is still driven by the client's preferences, needs, aesthetics and budget. Sustainability is not considered a criterion.



These facilitate access to information and allow designers to easily compare products to one another, avoid endangered species and look for alternative options. In this way, the complexity of this evaluation process can be reduced.

Interior designers' major area of influence to implement sustainability is on materials selection, taking into account the inevitable impact on the environment from the moment they are being extracted until they are fit for consumption. This industry, in particular, makes use of natural materials like stone or timber, which regenerate very slowly, some of them can take millions of years to form and they are being taken at a rate that exceeds their own limits.

It is important to look further into their aesthetic and functional values and ask oneself, what has been the process which such material has gone through to obtain its shape, finish design, etc. This consideration of the material's

whole life cycle and its impact on the environment enables designers to make environmentally responsible decisions.

Palestine and the Apuan Alps of Tuscany, Italy, are internationally known for intensive production of their stone and marble worldwide, which has led to researchers take these regions as case-studies to demonstrate how quarrying activities cause a significant impact on their surrounding environment. Stones extraction techniques, line drilling and sawing involve heavy machinery and explosives which produce noise pollution.

The processes substantial amounts of energy to crush and separate portions of rock from the wall of the mountain, causing habitat alteration, as big gaping landscapes are left unfilled or abandoned, putting at risk livestock and wildlife.

*Henrique Oliveira Fernandes*  
**COUNTRY  
 LIFESTYLE**

Designed by Jennifer Cliff

**I've spent two weeks of my quarantine at a old countryside village, where my grandmother was born and raised. It made me realise how important the nature is and how it influences our lifestyle and mental health.**

The only rush that people feel in here, it's for having lunch at 12h, to buy bread from the delivery truck that passes two times per day and to go to church every morning. The routine of the older age people.

Coming from London straight to this small village made me realise how much has changed and been destroyed - nature never felt so alive to me like these two weeks.

People with fertile lands, always give fresh food to their neighbours and these type of gestures make them happy, by sharing and receiving. They all live to help each other putting the individualism apart.



**Getting fresh fruits and vegetables.**

One of the biggest difference between the city and the countryside. It has a completely different taste, for the simple reason that you know where it comes from...from your garden.

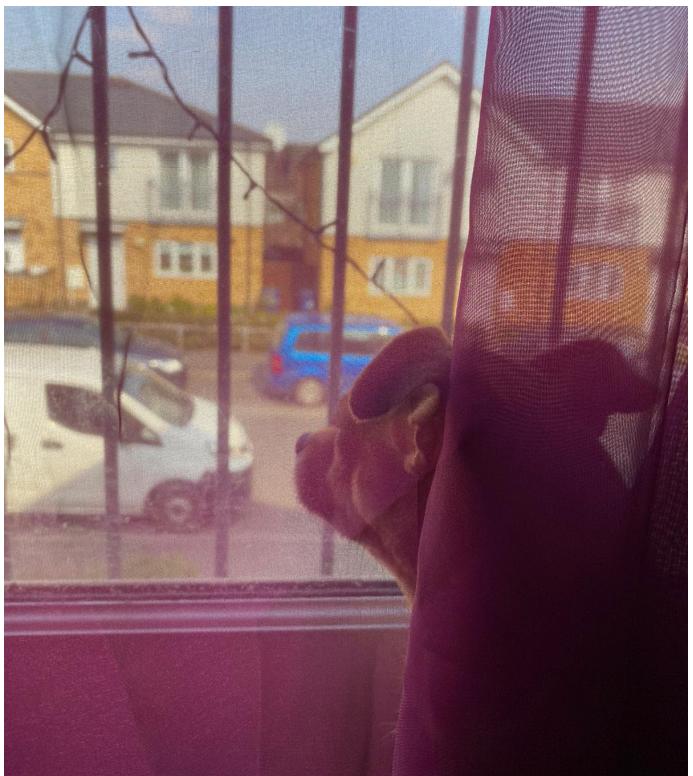
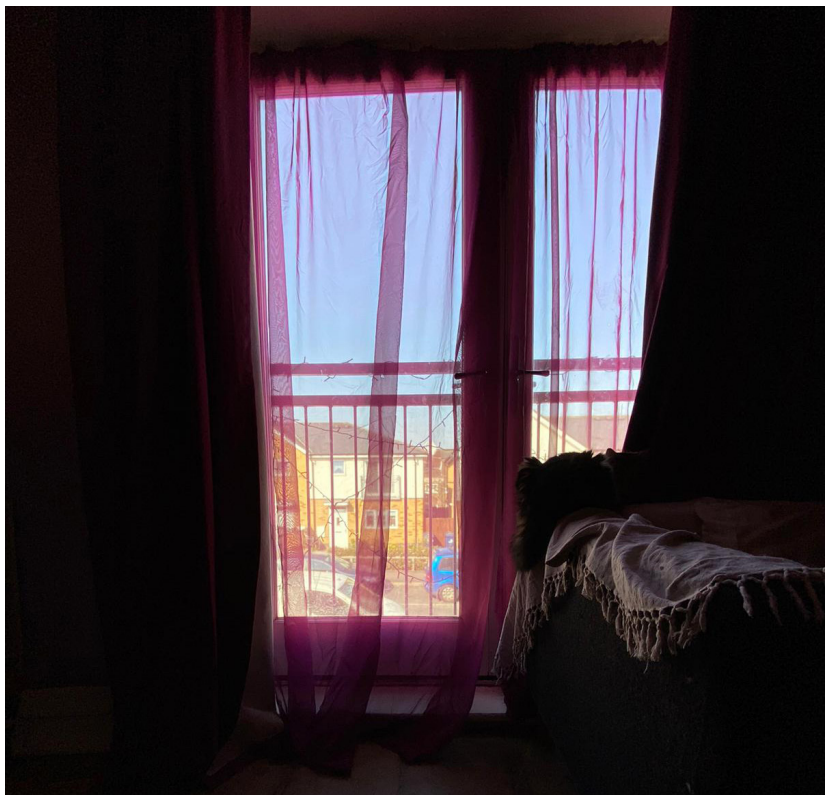
With this project, I wanted to capture the essence inside the people that live in this small village and the various detail that make it so unique.

The only playground that's still in the village has been empty for more than ten years the only occupants? Birds building their nests.

*Cloe Russel*

# UK LOCKDOWN

Designed by Jennifer Cliff



*Alex Gutierrez De Lario  
and Ed Ruggiero*

# THE ONES THAT GOT AWAY

So... this magazine was also supposed to have lovely group and individual photos of everyone throughout. But then came the lockdown. A couple of sessions had taken place, but the majority of the group were scheduled in for after we all had to run for cover and become 'virtual hermits'

It would be a shame not to see some of the lovely photos that did get taken, as well as a few 'behind the lens' moments. Enjoy...





# CLOSURE

## Closure

A closure is an end,  
A full stop, planned or not,  
One last act before the veil falls,  
One last step,  
One last smile,  
One last word,  
One last tear,  
One last breath.

Humans being humans,  
Will always want closure.  
More than a desire, it is a need,  
They long for it,  
One last chapter  
in the story of their lives,  
One last dot to finish their stories,  
One last dot...

And who knows, maybe that dot is  
actually a comma.

**Coleen Cocles**  
Editor, Found.

Found Magazine  
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**Daniel Silas**  
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# 20

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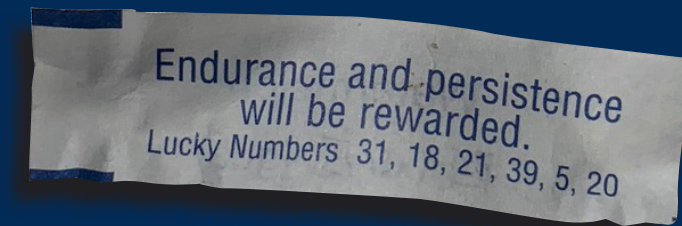
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## Afterword



I was sure that with a crack team of Graphic Design students, gifted young Journalists and fresh innovative Photography students this gig would be a walk in the park. And how cool would it be sitting in the midst of a busy buzzy editorial pool, hashing out story ideas and shaping the visuals that would do them justice.

And do you know... it was.

For a bit.

Then the world ended and all of the above had to take place on Blackboard Collaborate instead. But through hard work, endurance and persistence here we are. The latest issue of **Found** magazine is done. And I think it has turned out pretty good. I may not have as many photographs of students as previous issues did, a casualty of the lockdown. But is that a bad thing? I don't think so. Because the quality of the content is really high. Right from the get go I was adamant that I wasn't going to actually make the magazine, just assemble it.

The Graphic Design students chose the layout, the format, the fonts and all of them designed logos. All of the excellent content and **Folio** work has been laid out by the team, and I just had to tweak some of them to fit the grid. Oh, and a shoutout to **Khalem** for the winning logo - smart idea.

It just goes to show that **Endurance and Persistence will be rewarded** - and I know that's true because I got it from a fortune cookie two nights ago.

**Mischa Welsh**, Creative Director

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Speaker View



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Stefania



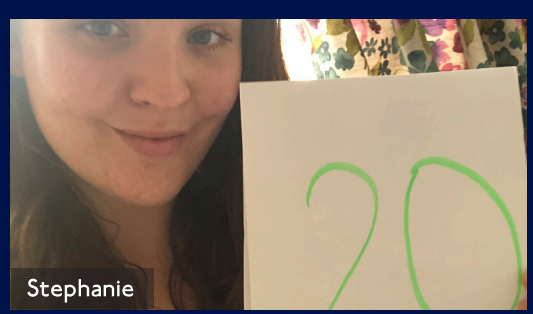
Rhys



Alex



Sandile



Stephanie



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Valeria



Khalem



Ridhi



Andrew



Cloe



Mikey



Lara



Jack



Jennifer



1/6



1/6