

# PRGRM2ED PERCEPTION MODERN<DAY>DREAM

Brief Date                    23rd Nov 2016  
For your calendar        **1st JANUARY - Proposal deadline**  
   **12th APRIL - Exhibition date**

Venue                            **RICH MIX**  
   **35-47 Bethnal Green Rd,**  
   **Shoreditch, E1 6LA E1**

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Hey!

We founded Prgrm2ed Perception to give all upcoming artists and musicians an accessible platform to exhibit their talent! We are so excited by the creative genius being explored today and believe it deserves more attention from the arts industry. One of our main ethos is to ensure each artist responds to the brief in their own individual way, understanding that there is complete freedom to express themselves and follow any path they feel most inspired by. We expect personal responses that excite you and represent you individually as upcoming artists dependant on your experience and perspective towards each topic. This is your opportunity to represent yourself as a practioner, be as literal or conceptual as you like and communicate a message through your creative talent.

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## BREIF

Today we are in a world surrounded by negativity, crazy and non-understandable people implementing un-democratic "solutions" which affect us all. Its very easy to become pessimistic about the future considering our surroundings however, we all still hold our idealistic futures and ambitions in our DREAMS. Some may have a dimmer light than others and may range in their short or long term aim and their realism but all hold a significant importance to belief in change, ability and opportunity on an individual scale which collectively turns into group and even world hope.

On the other hand...As we created this brief we developed an opposing idea question. What if all dreaming (the act of thinking/hoping for something that isn't guarenteed to materialise) was systematic? What if dreams are controlled and delegated to particular people? Dreams adjust with age, experience and influ-

ence from others including the media. Do we really choose what we follow or is it chosen for us? Does it invite bugs and viruses which affect our long term goals and larger aspirations and replace or fog them with short term profitable goals, distancing our real ambitions in life.

Dreams can be viewed through:

- The visualisations of images in the sub or un-conscious mind when asleep or during the 'zoned out' moments
- And tangible ambitions and hopes in life.

Beginning with **Ambitions:**

Everyone holds different dreams which develop from childhood into adulthood dreams. There are many different factors and influences that should be considered in the development of dreams and ambitions such as:

Upbringing, family, education, location, gender socio-economic situation and health. These are suggestions of areas that could relate to you personally or could be areas of interest and inspiration for you to explore and question for this project.

#### **Family:**

A Nurturistic view would believe that your upbringing and family dynamic is a large factor in the shaping of your hopes and dreams. This could be analysed based on where encouragement or pressure was found and results could be based on how the child's dreams developed and adapted with time and if any patterns occurred such as between siblings.

Are some dreams more to do with our animalistic nature such as having children? Could this dream be instinctual or is it developed from our upbringing? Some people don't have archetypal ambitions and dreams such as having children so what does this mean in terms of nature's instinct for us to instinctually reproduce?

#### **Education:**

Much of our lives are controlled by certain systems in place above us and it could be interesting to see whether there is any acknowledgement of the systematic categories in life that must be filled by a minimum amount of people to keep the world running. Do bankers dream of becoming a banker or do they dream of being rich? Do our talents categorise us or do we categorise them from favourite to least favourite and decipher our own futures?

You can look directly at education in response to this concept. We are all put into classes, are taught the same things and in the same way. Yet we end up doing different things with our lives, with different ideas of the future despite being funnelled through the same system. A common following dream outcome is to go to university or to travel, get a house and have a family. What happens to dreams of a youngster who doesn't want to be stuck in routine? Is there reduced support

and encouragement for non-traditional thinkers?

## **Gender**

Gender plays a huge role in media advertising and impress generalised dream ideas of humanity onto our idealistic views of the body, lifestyle and even personality. So where do our dream choices come into play? Human beings are pack animals and interdependent on each other to survive whether we like it or not, and we use validation from other people to define our worth.

## **Health:**

Do learning difficulties or mental health issues impact on a person's goals and ambitions? Do those around us guide them towards lesser goals and dreams dependent on their assumption of their ability? This could be extremely interesting in dreams of wanting what you can't physically have such as another limb or a new brain for a new way of thinking.

## **Lifestyle:**

Financial differences in lifestyles can restrict people's dreams. For some ambition is huge and the potential is there with the right encouragement and support however for others, the dream may be short term goal based.

Does support, encouragement and self belief play equal roles in achieving goals or is one more important than the other is it different for different people? Can dreams be self-made and achieved alone with hard work, luck and self-created opportunity?

## **Subconscious dreams:**

Subconscious can be typical dreams everyone has but also personal dreams or case studies of which there are thousands.

There is a lot of **symbolism** in dreams from the subconscious which can be understood through **dream interpretation and analysis** which relate meaning to the symbols, for example:

**Hands** are always present in dreams but when they are tied up it may represent feelings of futility.

- Washing your hands may express guilt.
- Looking closely at your hands in a dream is a good way to become lucid.

**Water** comes in many forms, symbolizing the unconscious mind. Calm pools of water reflect inner peace while a choppy ocean can suggest unease.

**Nudity** is one of the most common dream symbols, revealing your true self to others. You may feel vulnerable and exposed to others. Showing off your nudity may suggest sexual urges or a desire for recognition.

**Vehicles** may reflect how much control you feel you have over your life - for instance is the car out of control, or is someone else driving you?

## **Lucid dreaming:**

Definition - A lucid dream is any dream during which the dreamer is aware that they are dreaming. During lucid dreaming, the dreamer may be able to exert

some degree of control over the dream characters, narrative, and environment and sleep disorders such as sleep paralysis - Sleep paralysis is a phenomenon in which an individual, either during falling asleep or awakening, briefly experiences an inability to move, speak, or react. This is a transitional state between wakefulness and sleep, characterized by an inability to move muscles.

<http://www.world-of-lucid-dreaming.com/30-common-dream-symbols.html>

### **Cultural representation of dreams:**

Dreams also mean different things in different cultures. Aboriginals in Australia have a belief system of dreamtime. The term "Dreaming" is directly based on the term Altjira (Alchera), the name of a spirit or entity in the mythology of the Aranda. Related entities are known as Mura-mura by the Dieri, and as Tjukurpa in Pitjantjatjara. "Dreaming" is now also used as a term for a system of totemistic symbols, so that an indigenous Australian may "own" a specific "Dreaming", such as Kangaroo Dreaming, or Shark Dreaming, or Honey Ant Dreaming, or any combination of Dreamings pertinent to their country. This is because in "Dreamtime" an individual's entire ancestry exists as one, culminating in the idea that all worldly knowledge is accumulated through one's ancestors. Many Indigenous Australians also refer to the Creation time as "The Dreaming". The Dreamtime laid down the patterns of life for the Aboriginal people.

## **VISUALS:**

So your creative geniuses will guide the exhibition and as ever our minds are open to any ideas and paths you want to explore. Communication during ideas development will be very important to develop the general.

So get creative and use your amazing talent to build an exciting immersive environment!

## **SELECTION PROCESS**

When you send us your proposal by the **1st of January**, we will analyse and give feedback accordingly.

**We are looking for more  
3D CREATIVES inc; SCULPTORS, 3D FINE ARTISTS  
SET DESIGNERS, COSTUME MAKERS etc  
to make freestanding work whether  
stand or plint or self-supported.**

We have confirmed three artists including a printmaker and illustrator, film maker and a sculptor.

We will choose artists with exciting proposals with strong concepts behind their visual ideas to exhibit.

This will be very difficult for us however we put on several events per year and if we particularly love your idea and style we may put you forward directly for other events we have in mind!

## **PROPOSALS DUE – THURS 1ST JAN**

We will need completed proposal forms which will be available on our website through the apply page by this date. Proposals will consist of your chosen subject matter and concept / idea, as well as the details of your work including preferences on size, medium, hanging / display plans, any equipment requirements, number of pieces etc.

We will be asking for some updates of work developments throughout to keep up the momentum and the venue owners updated.

## **SOCIAL MEDIA CAMPAIGN**

With you guys we can get the word out for this event so much further via social media! If everyone takes part in inviting, sharing and liking the page and poster at the time of its release into the abyss with a link to the facebook event we can spread like wild fire!! We will be doing this on Facebook, Instagram and Twitter.

**Get Creative!  
Good Luck!  
Speak soon**

Love Ella and Lizzie

x x

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Feel free to say hello, ask anything  
and follow what we're getting up to!

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