

# TALKING TO NEW YORK

SOPHIE TSANG

# TABLE OF CONTENTS

Concept .....	1
Inspiration .....	2
Campaign Designs .....	6
Experiences from the front lines .....	11
Artwork made during Covid .....	13
Personal Experience .....	15
Other Resources .....	17
Bibliography.....	19

# CONCEPT

If I could speak to New York right now what would I say?

Being stuck at home has given me lots of time to think about that question. I found myself missing my routine, my life and the things I had planned. I haven't taken the subway in a year, which is a drastic change from taking it almost everyday before the pandemic. I choose not to take public transportation now because I feel that it is safer and prevents myself and others from getting sick. However, for those who do take public transportation, I want to remind them to stay safe and be aware so we can find an end to this pandemic.

This campaign is meant to remind travelers to keep a safe distance from others, wear a mask, and most importantly to thank essential workers that risk there lives to help ours. So, we should do our part in stopping the spread and this is how I have chosen to help, by talking to New York.

# INSPIRATION

# ANTHONY BURRILL



I took a lot of inspiration from Anthony Burrill while making both my zine and my campaign designs. I love this bold, contrasted style and I find myself using it very often in my work. While looking into this book called "Work Hard and Be Nice to People", I gained a lot of inspiration from the colors he used and decided to include different orientations within my zine to make it more interesting.



# STEPHEN POWERS



I took inspiration from Stephen Powers when I started to think about the scale and environment my designs would be placed into. From the beginning of brainstorming about my intervention I knew I wanted some of my pieces, if not all, to be displayed at a larger scale but I wasn't quite sure of the perfect location. Powers inspired my idea to create a billboard and to focus on locations of public transportation. Like Burrill I also loved his sense of design and color within his typography.

# CANDY CHANG



Candy Chang inspired my design process because I really loved the concept behind her interactive installations. Her design work is simplistic but has a big impact. I really loved her project "Light the Barricades", I thought these light boxes were a brilliant idea to bring emphasis to vulnerable topics. Her pieces spark conversation which I love.

# CAMPAIGN DESIGNS

**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**  
**THANK YOU**

TO ALL OF OUR

**HEALTHCARE WORKERS**



**PROTECT  
YOURSELF  
AND  
OTHERS**

**MASK  
UP  
NEW  
YORK**

**city of new york**



# EXPERIENCES FROM THE FRONT LINES

## Mason Chan

“Early on, there was a lot of uncertainty and unknown when caring for COVID patients. The worst is when patients pass away and only a single family member is allowed in the hospital to visit them. Some patients who get treated and are discharged from the hospital feel great, while others are sent home on long term oxygen and things aren't the same. The greatest moment for me was when we started vaccinating patients. There was an 88 year old couple and it was the husband's turn to get vaccinated, but the wife hasn't been notified yet. Because of our diligent nurses and pharmacists we were able to get extra doses and provide the wife with a vaccine. She was tearful and thankful that day.”

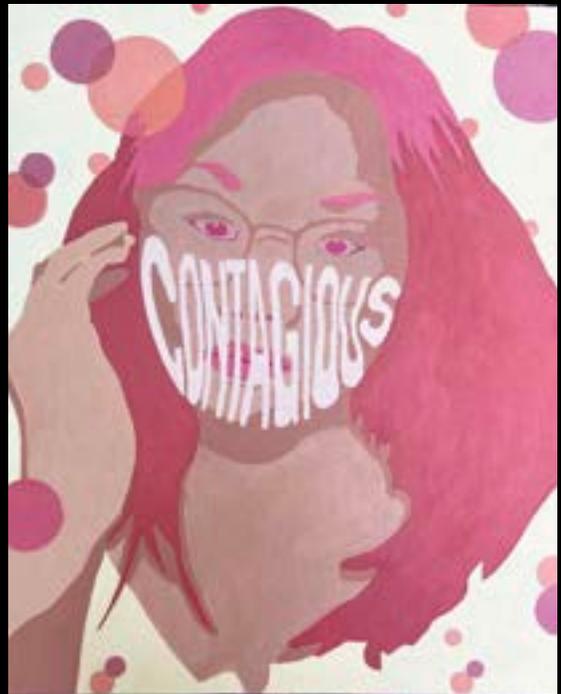
## Monica Lee

“We all knew becoming a healthcare worker required lots of hard work and dedication, but I don't think any amount of training could have prepared us for COVID-19. The pandemic has really put a strain on our healthcare system and has pushed our healthcare workers to their limits. Information about the virus, CDC recommendations, and COVID vaccines is constantly changing, which means healthcare staff need to constantly adapt as well. In particular, pharmacists are now on the front lines more than ever to store, supply, and administer COVID vaccine. However it really still is a team effort. Recently, our VA in Maine held our largest drive thru vaccine clinic yet, providing over 500 shots to Veterans in the pouring rain. Despite the poor weather, the clinic was a huge success and Veterans were so happy to finally be getting their vaccine.”

# ART MADE IN LOCKDOWN



These digital portraits were made earlier in quarantine during my first semester of college. I wanted to incorporate typography into a portrait, so I chose to focus on covid and how it made me feel. I felt isolated and lonely and emphasized the fact that this feeling is contagious.



I transferred my digital drawing into a 18x20" acrylic painting.

# PERSONAL EXPERIENCES DURING COVID

## (Exerpt from project reflection)

I have experienced homesickness this past year all while being inside my home for months on end. A few months into the lockdown, I noticed myself feeling completely unmotivated and lost to be honest. I missed my life, I missed my routine, my commute, my friends, my family. I felt really heartbroken that I couldn't graduate the way I wanted, I couldn't attend prom or get to close out the four years of highschool that I had worked so hard for. I was defeated and it really impacted me mentally. Family is such a large part of my life and it was like I was having withdrawals. I reached out to friends and talked to my parents about it and realized that everyone has been feeling the same way, we're all in the same boat. And although these aren't great emotions to have, it made me feel supported, knowing that the people I care about also feel the same way as I do and that I wasn't alone or crazy to feel this way.

My inspiration for my individual piece in the archive came from Adrienne Maree Brown's book Emergent Strategy. After reading the fractals chapter, I learned that fractals can be defined as "an infinitely complex pattern that is self-similar across different scales. They are created by repeating a simple process over and over in an ongoing feedback loop". The fractals don't have a definitive beginning or end and their geometric structures create ongoing patterns. The shapes were inspired by natural occurrences, planets as well as repeated designs within seashells. I created this piece in order to communicate the importance of our connections to others. As individuals we usually focus on ourselves and fail to realize the larger situation. While each panel within the triptych works on its own, they create a stronger, unified message as a whole. I emphasized the importance of community and how home is not just a place but to me it is the people I surround myself with.

# OTHER RESOURCES

# JAMIESON WEBSTER

is a psychoanalyst in New York City where she has a private practice. She teaches at Eugene Lang College, The New School. Her work focuses on clinical and theoretical psychoanalysis with an interdisciplinary focus on feminine sexuality, philosophy, and aesthetics.

## Articles:

-*Psychoanalysis in Time of Plague*

The New York Review

-*End Notes: What Palliative Care Looks Like in a Pandemic*

The New York Review

## Interview:

-*Why we don't want people to die alone (with Jamieson Webster)*  
Jordi Graupera

“ Many, in the early days, said the virus did not stop at borders, did not respect hierarchies, that it affected all equally. Covid-19 was democratic. We were deceived. ”  
– *End Notes: What Palliative Care Looks Like in a Pandemic*

“ psychoanalysis had to be invented to deal with the strangeness of the human condition, not to fix it, but to expose that strangeness to itself. This is what feels so uncanny about doing psychoanalysis during a plague. ”  
– *Psychoanalysis in Time of Plague*

# BIBLIOGRAPHY

Stephen powers. (2018, November 07). Retrieved March 04, 2021, from <https://www.rawfootagefilmarchive.com/videos/stephen-powers/>  
Introduced Stephen Powers' work and gained inspiration from his designs and typography. I used this resource to help me in the early stages of brainstorming my intervention.

Murray, J. (2018, April 26). Where I Work: INSIDE STEPHEN Powers' colorful world of studio art and sign making in Boerum Hill. Retrieved March 04, 2021, from <https://www.6sqft.com/where-i-work-inside-stephen-powers-colorful-world-of-studio-art-and-sign-making-in-boerum-hill/>  
Interview with Stephen Powers, gave me more insight into his work and creative process. Also his transition from graffiti to studio art.

Chang, C. (n.d.). Kissing, crying, and freaking out in public. Retrieved March 04, 2021, from <http://candychang.com/work/crying-in-public/>  
Introduction to Candy Chang's work by researching her various projects. Also made me realize I've seen and interacted with one of her interventions at the Rubin Museum of Art a few years ago.

Burrill, A. (n.d.). Work hard and be nice to people. Retrieved March 06, 2021, from <https://anthonyburrill.com/showcase/work-hard-and-be-nice-to-people/>  
Introduced Anthony Burrill's work, learned that I really love his work and the book he made. Gained a lot of inspiration from his work for my zine and designs.

Webster, J. (2020, June 24). End notes: What palliative care looks like in a pandemic. Retrieved March 07, 2021, from <https://www.nybooks.com/daily/2020/04/24/end-notes-what-palliative-care-looks-like-in-a-pandemic/>  
Research about Jamieson Webster's experience with covid as an essential worker and how medical care has changed due to the pandemic.

Webster, J. (2020, June 24). Psychoanalysis in time of plague. Retrieved March 07, 2021, from <https://www.nybooks.com/daily/2020/04/01/psychoanalysis-in-time-of-plague/>

Gave insight into psychoanalysis, I've never read about it before. Also reflects the conditions that some people are experiencing due to the pandemic.

Why we don't want people to die alone (with Jamieson Webster). (2020, May 31). Retrieved March 07, 2021, from <https://www.youtube.com/watch?v=esQAQWij3qw>

I found it fascinating to hear her speak about the experience that dying patients have because I never thought of it the way she explains it.