

Tactile and visceral experiences - Hobbs and Borton

2023 – 2024

Through tactical and visceral experiences that ignite our senses, we explored meaningful iconography that we associated with our African context and responded to the prompts. We based our creative journey on gaining a better understanding of the materiality of the African fruit and flower markets that can be found in every neighbourhood. From vendors to warehouses, these collections of fresh produce are places for exchange, meeting, eating, and communal engagement.

Our creative journey was based on exploring visual vibrancy using symbols, functional items, food, and flowers that represent the continent of Africa. This was completed through a series of mixed media experiments where three dimensional objects were photographed then digitised, and through this process we produced the graphic pattern. Our mixed media consisted of fruit packaging, netting, boxes, images of indigenous flowers, fruit, potatoes for printing and acrylic paint mixed to match visceral colour swatches. We embraced ideas of stacking, storing, wrapping, and protecting, to draw attention to these objects. We then looked at the patterns inherent within the materials and drew out commonalities through the colour palette, to express a merging, hybridisation and diversity through our pattern making and outcomes.

A selection of final photographic compositions was taken through a creative process on Photoshop, where images were collaged, blended, and morphed together into one composition. Several compositions were created, and we selected the ones that resonated the most, which are now saved as high-resolution images.

All the preliminary research and inspiration was facilitated in our studio environment. We spent some time going through our mental archives of experiences at African food and flower markets in city, suburban, township, rural and seaside town contexts, and managed to source various fabrics and inspiration that might evoke memories from these spaces.

Our research pre-production delved into the realm of indigenous produce and flowers, and some of our favourites which are represented in the imagery include African Star Apples, Plantain, Tamarind, African Wild Mango, Marula Fruit, Baobab Fruit and Proteas, Pincushions, Namaqualand Daisies, Fire Lilies, and Clivias. We embraced the idea of recycling, upcycling, stacking, and displaying wares in bold ways, drawing attention to the vibrancy and diversity of our country.













