



The Gods of Kapitaal

Documentation of the creative process by jurianatol

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The creative process of creating four symbols to be used in a pattern





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22 August 2014

This is the visual journey to the creation of the Gods of *Kapitaal*. Put together specially for the portfolio for the admission to the MA Illustration at the University of Hertfordshire.

Kapitaal asked me for two to four illustrations to be used as a pattern for external communications (annual reports, book inlays, wrapping paper, scarfs, bags).

Kapitaal [Capital] (www.kapitaalutrecht.nl) is an institute focusing on young creatives in the Graphic design field. Kapitaal exists out of four elements:

1. The Crafts Atelier

Screen-print, Etching and RISO-print. It offers workstations for contemporary makers (ranging from students and alumni of the Utrecht School of Arts (HKU) to both young and experienced professionals out of Graphic- and Illustration Design disciplines).

2. A gallery for exhibitions, meetings and lectures

Which are provided by inspiring guests such as Michiel Schuurmans, Jordy van den Nieuwendijk and Femke Agema as well as more applied organisations like the Association of Dutch Designers (BNO).

3. Flexible workplaces

4. Shop

Serves also as a stage for the work of our young artists

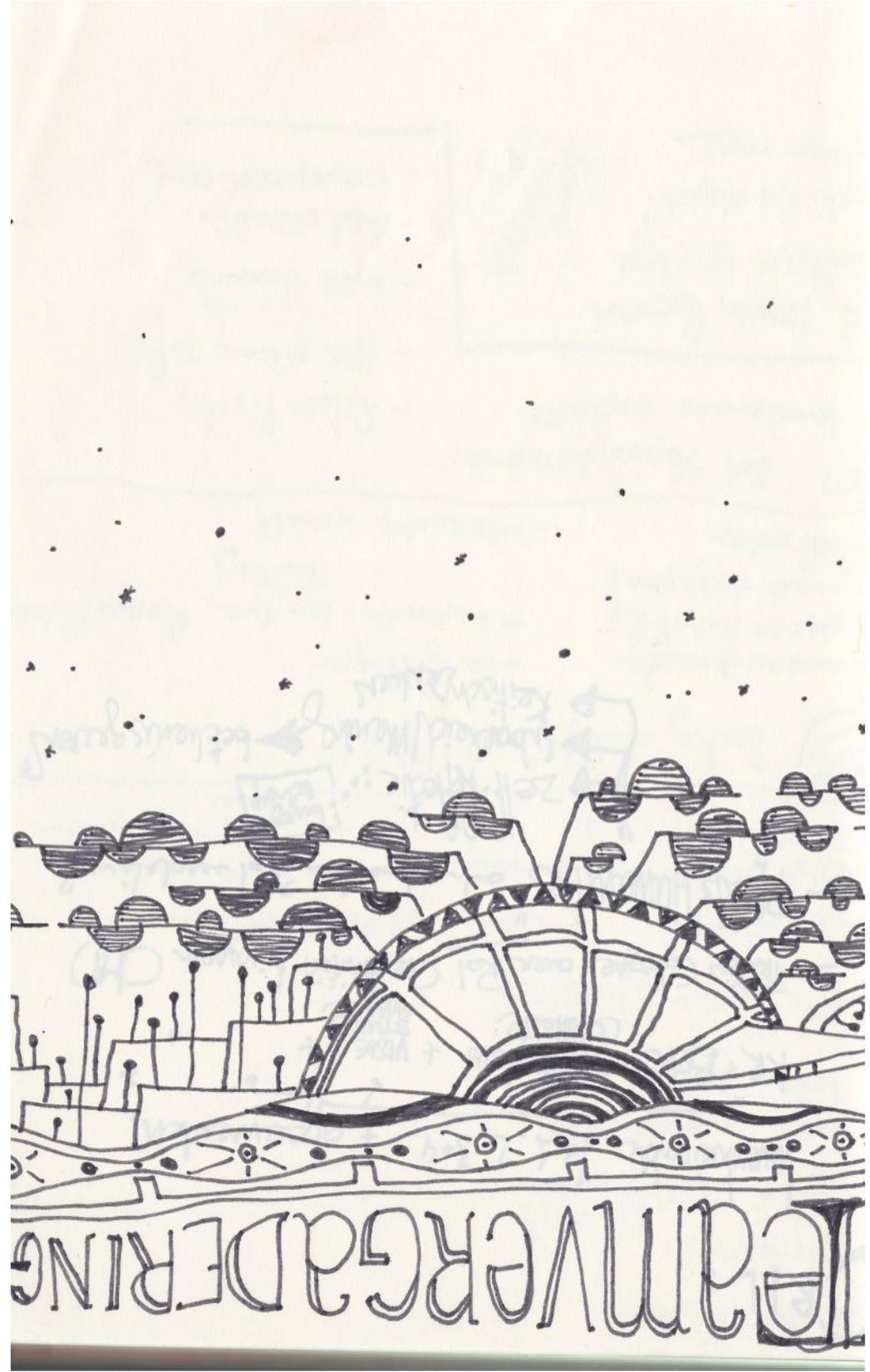
In this PDF-book you see an complete overview of my visual journey in this project resulting -for now- in four rubber stamps and a 2 rolls wrapping paper.

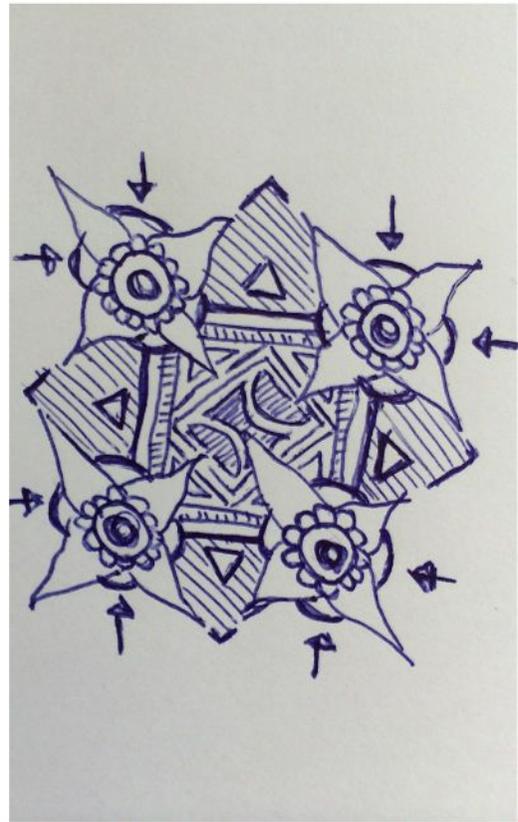
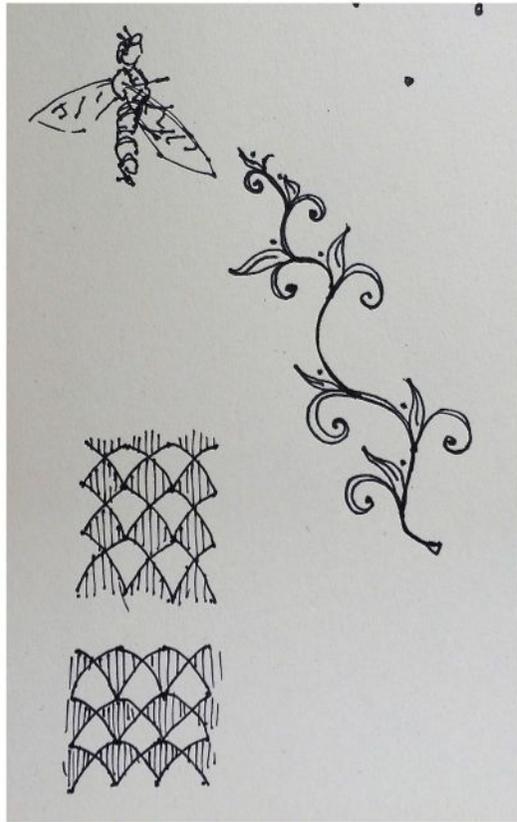
Kind Regards,

Juri Teijgeler

1. Start

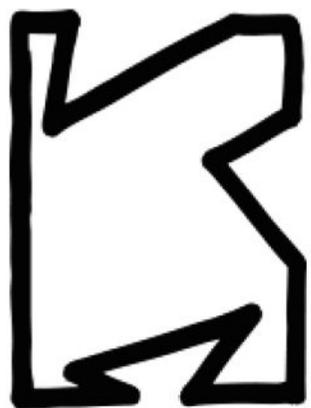
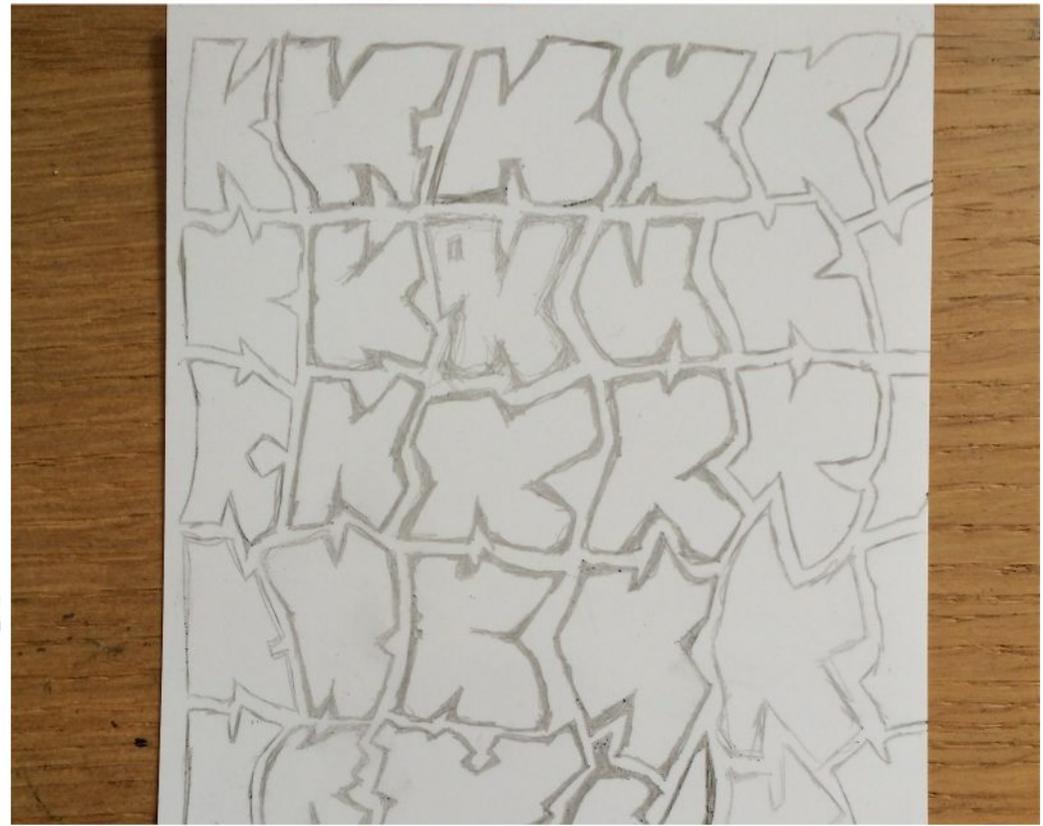
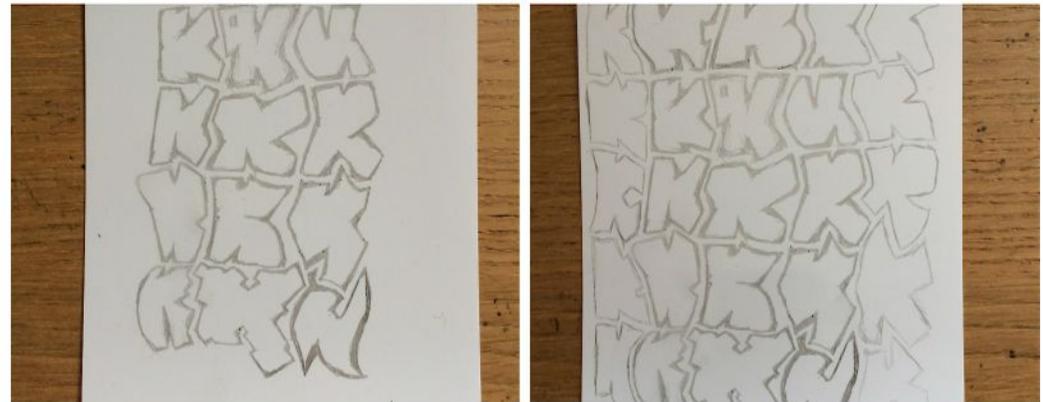
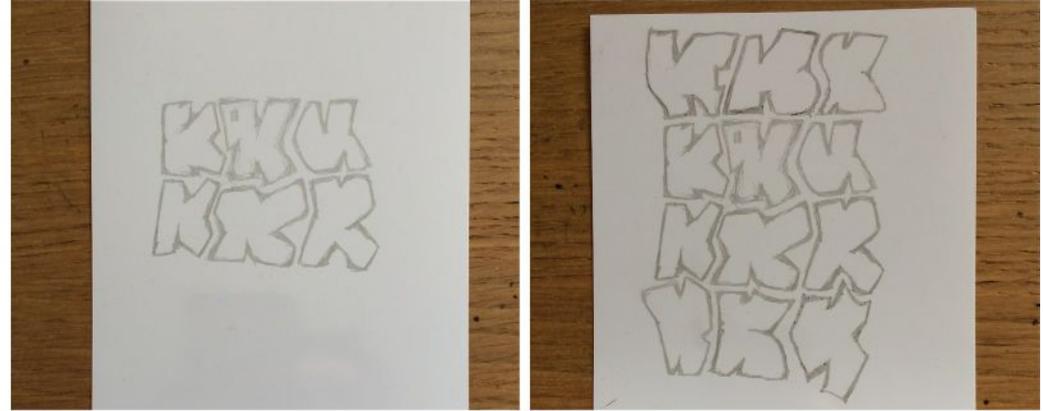
After receiving the assignment of Ramon Goedvree co-founder of Kapitaal. I started thinking and browsing through some recently and old doodles. As that was the starting point of the commission. He liked my doodle style that much!



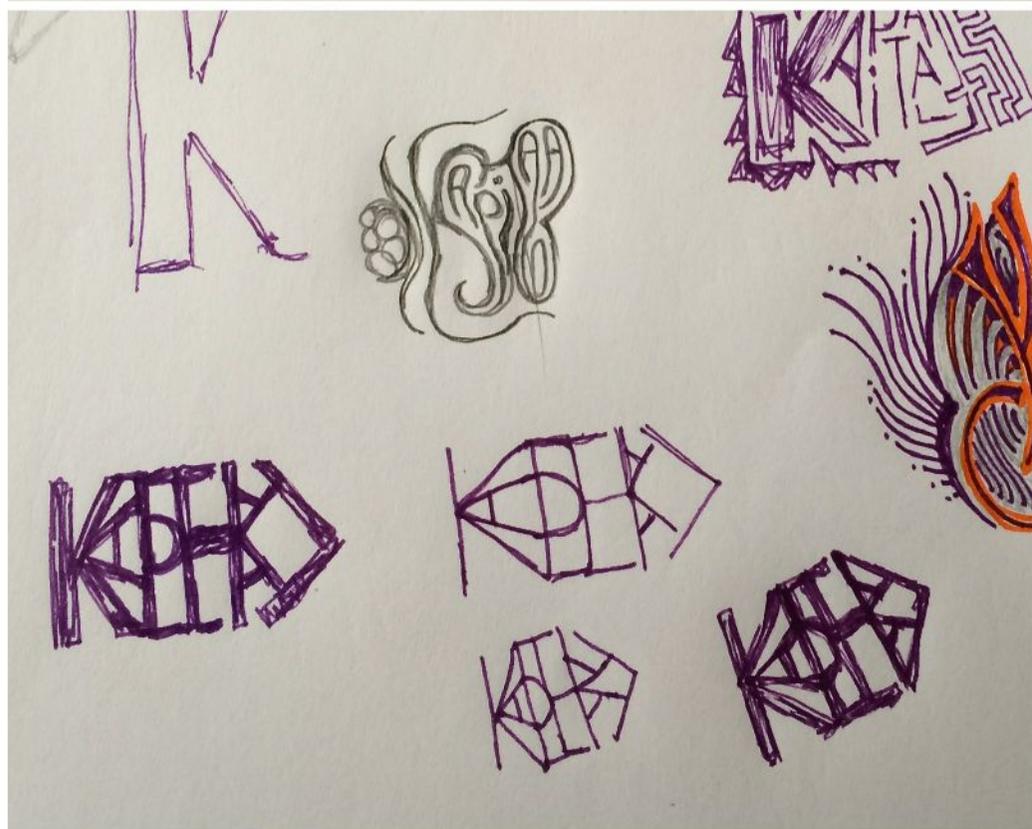
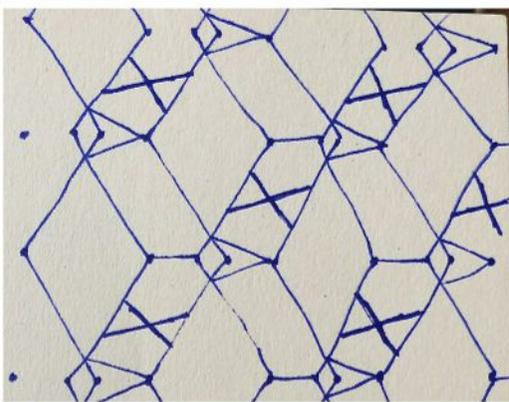
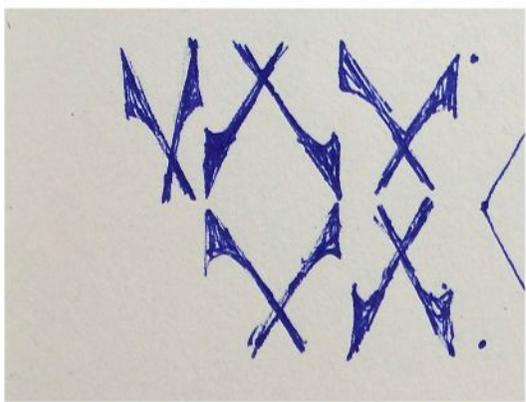
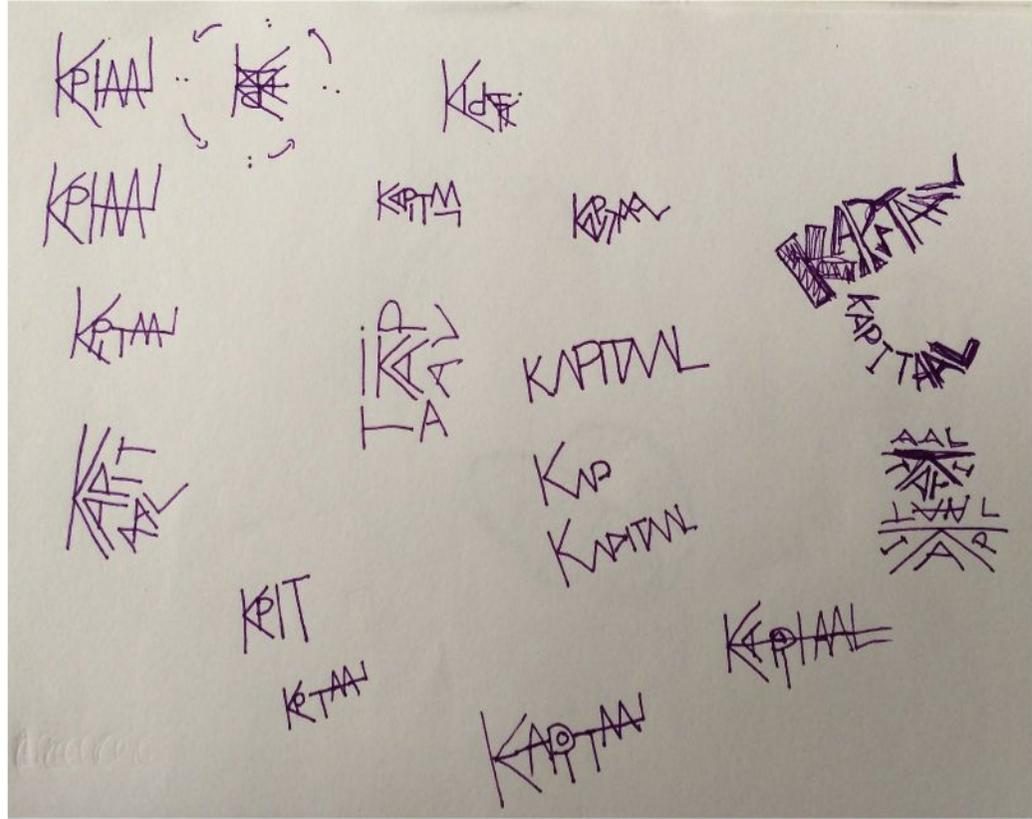


2. Typography

I have a fascination for typography. Also the logo of *Kapitaal* is a Capital **K** (see picture below) so I started there...



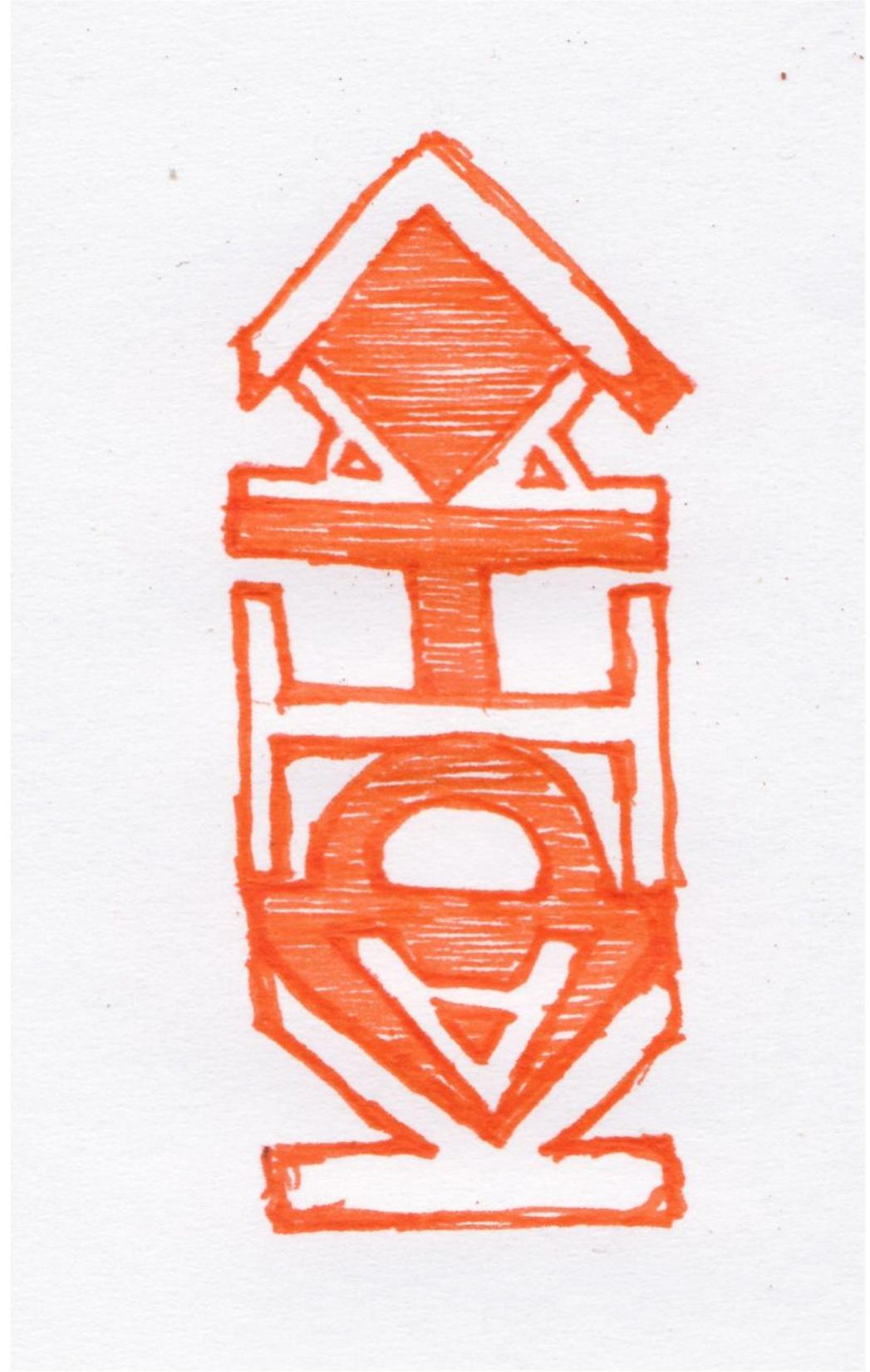
Kapitaal
Plompetoengracht
3512 CC Utrecht

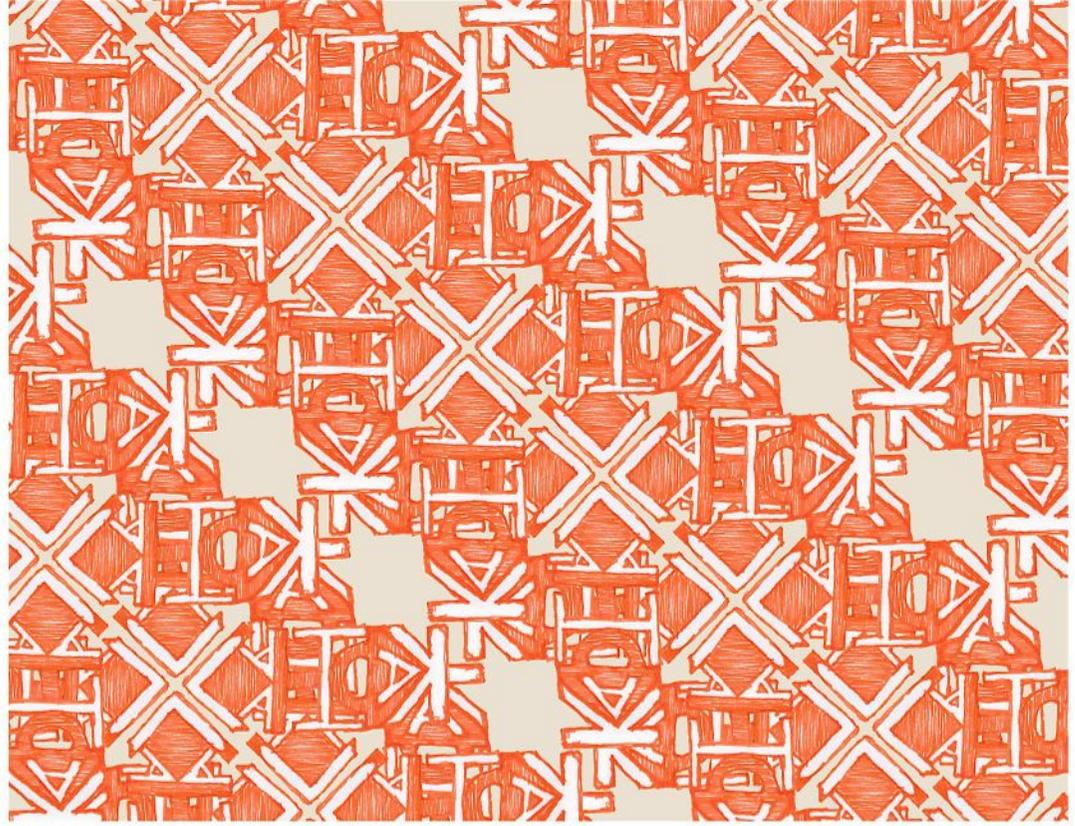
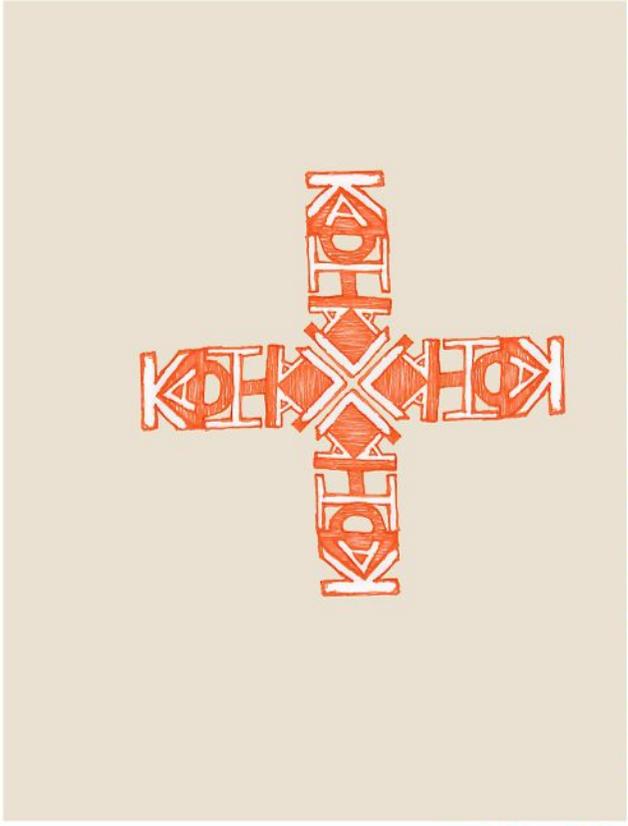
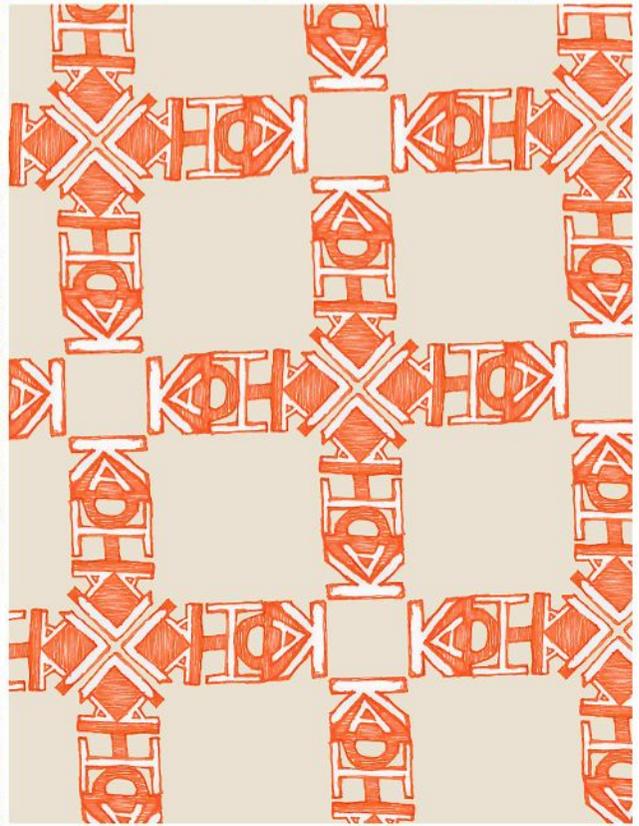
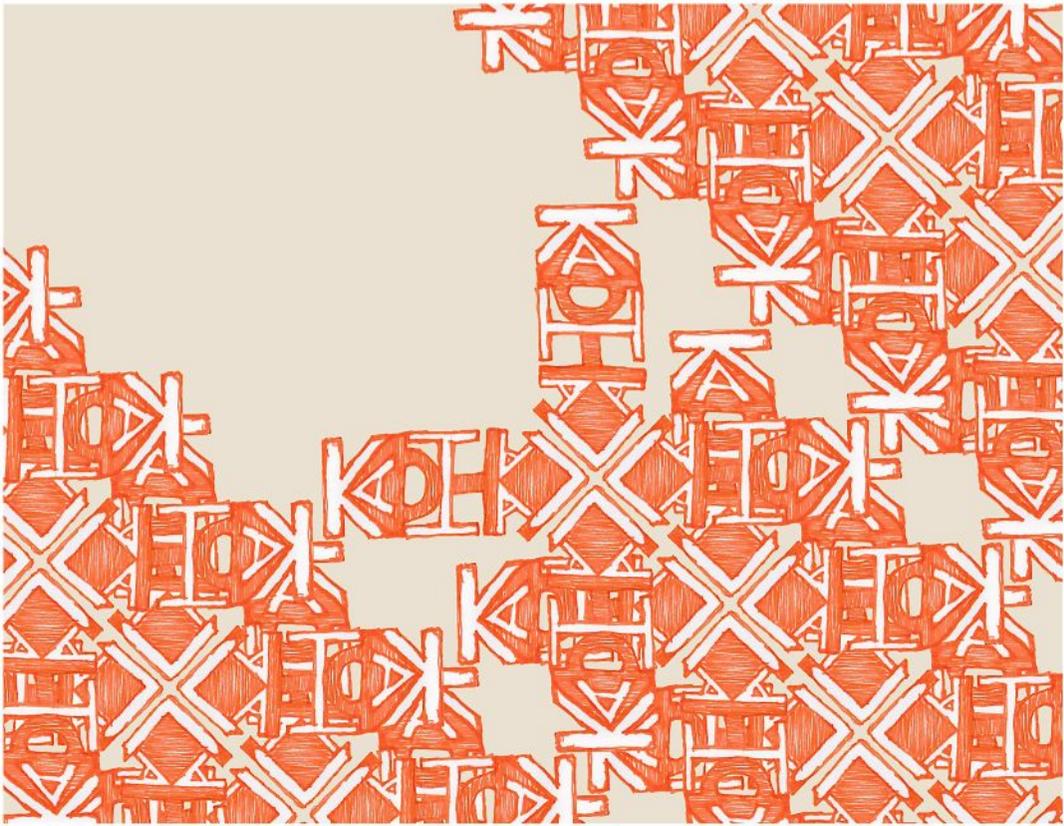


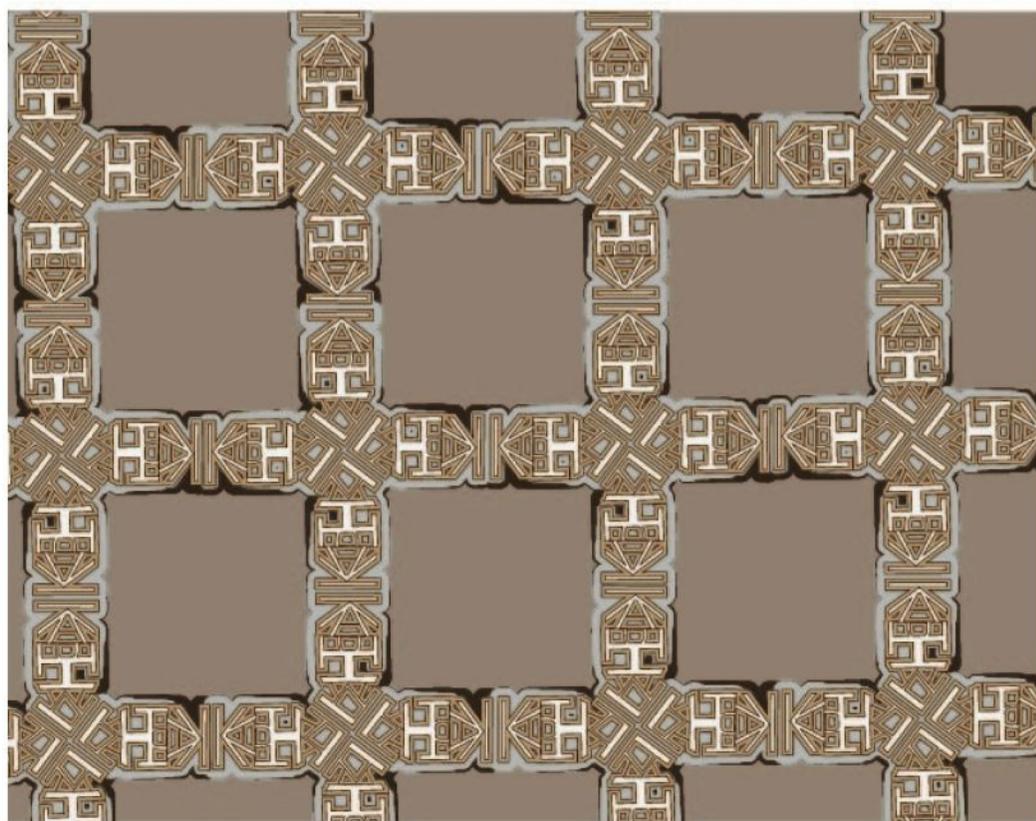
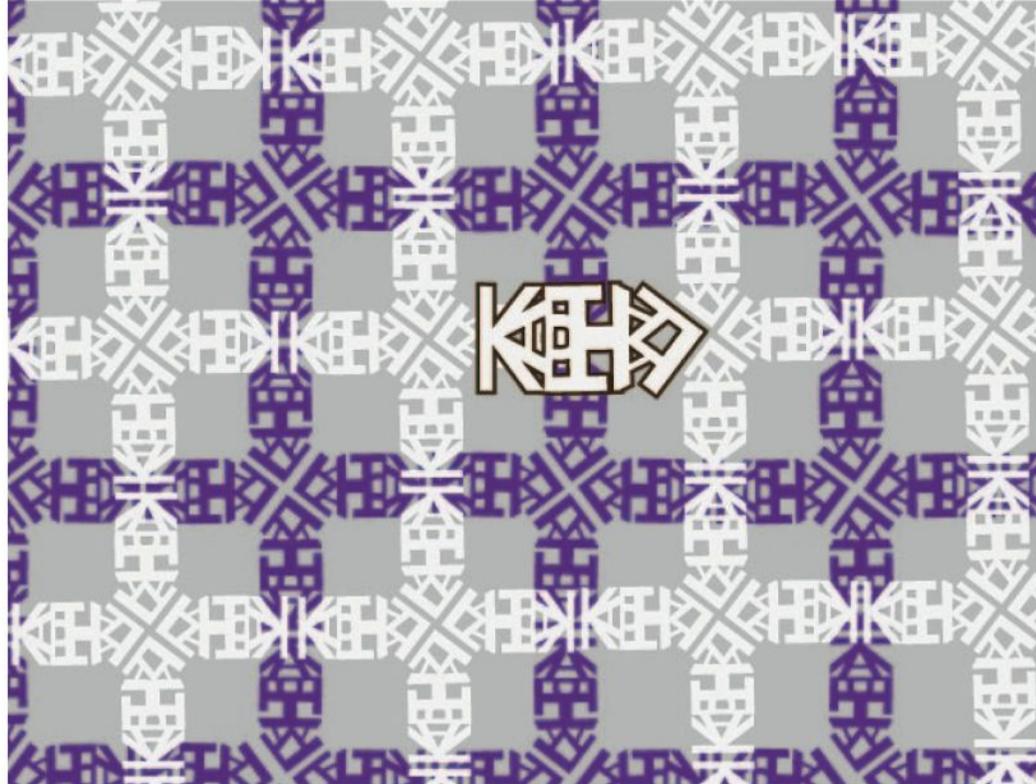
3. Typographic patterns

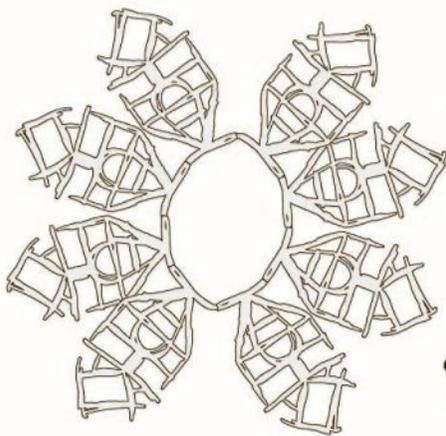
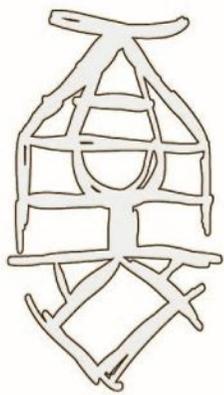
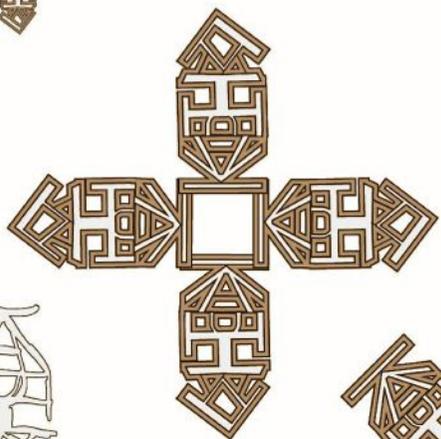
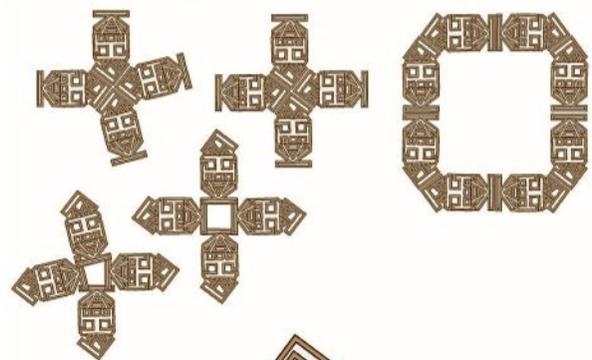
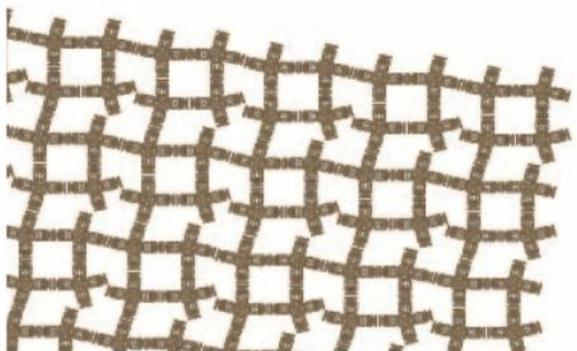
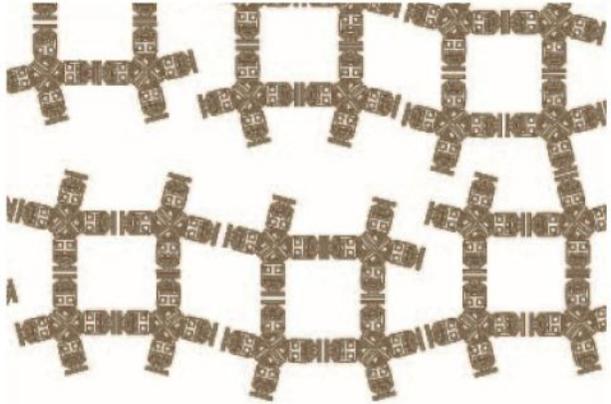
Finally I came to the totem like fusion of the letters. I started experimenting with this as patterns.

At first in photoshop with digitalised version of the sketches, afterward in Illustrator to have more control over the individual forms.





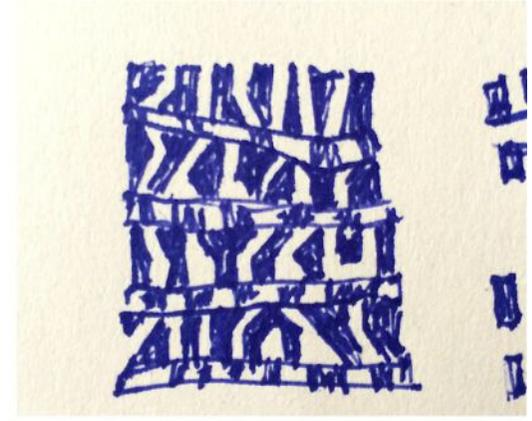




4. Another concept

Little typographic temples. Here the religious part takes off. Why not see *Kapitaal* as a modern day temple for the young and creative? It is very popular amongst students from the Utrecht Art Academy and related institutions. Also a lot of professional Designers are presenting their work there. And the Association of Dutch Designers (BNO) are organising meetings in *Kapitaal*.

It is like a new fresh religion. Hip and happening...





5. Religious Research

Now that I had a general direction I wanted to go, I started accumulating information. I always immensely enjoy this part.

I started with a symbol I have been drawing since my youth and never knew what it was or where it stood for. The unicursal hexagram it was apparently. A very old symbol with it has great meaning in different cultures.

I discovered it was a symbol used in *Vodou* (which is different from *Voodoo*). It was a symbol for the spirit of the market place. A spirit for gatherings and protection. Which suited one of the core businesses of *Kapitaal* extremely well!

Second came the Caduceus of Horus or Mercury and third Saint Clare of Assisi.

Aiyzan (Haiti, Vodou) (Chr. counter St. Clare)

veve LWA
Rada Loa (spirit) of market Place. (commerce)

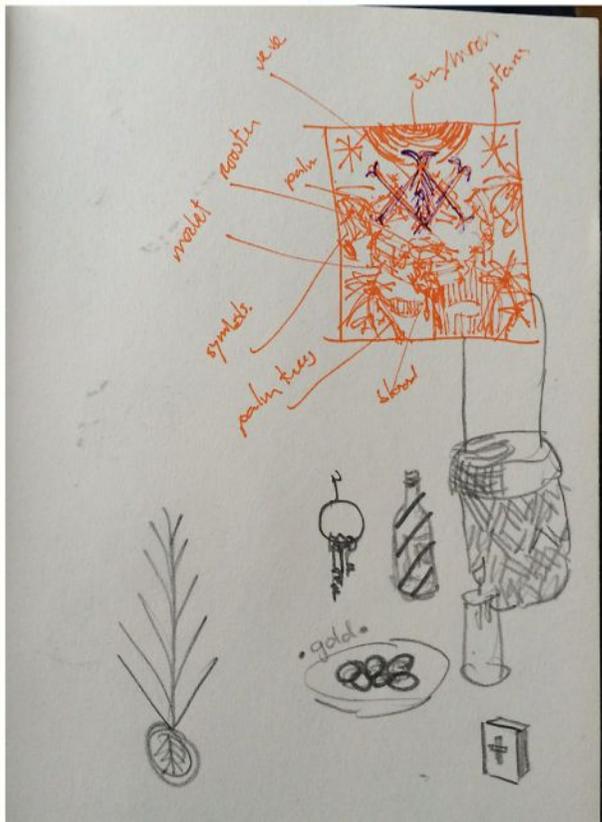
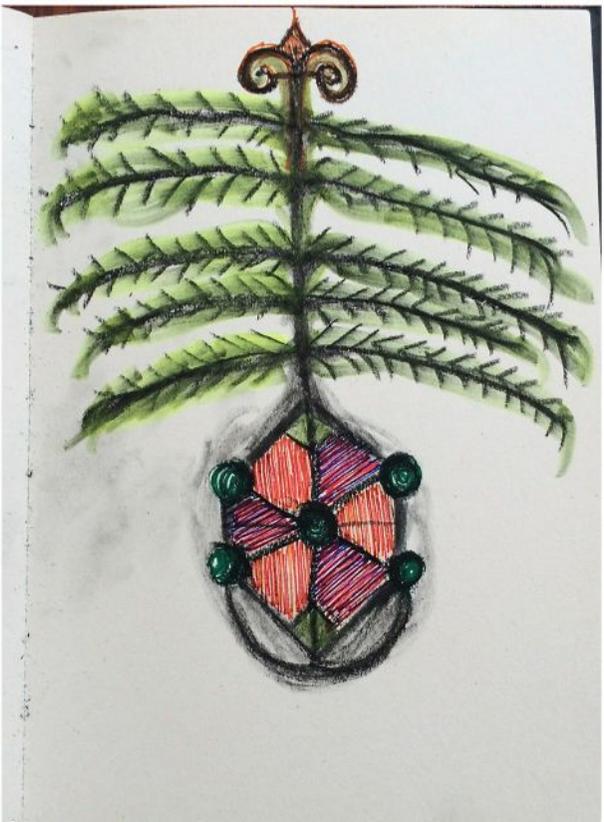
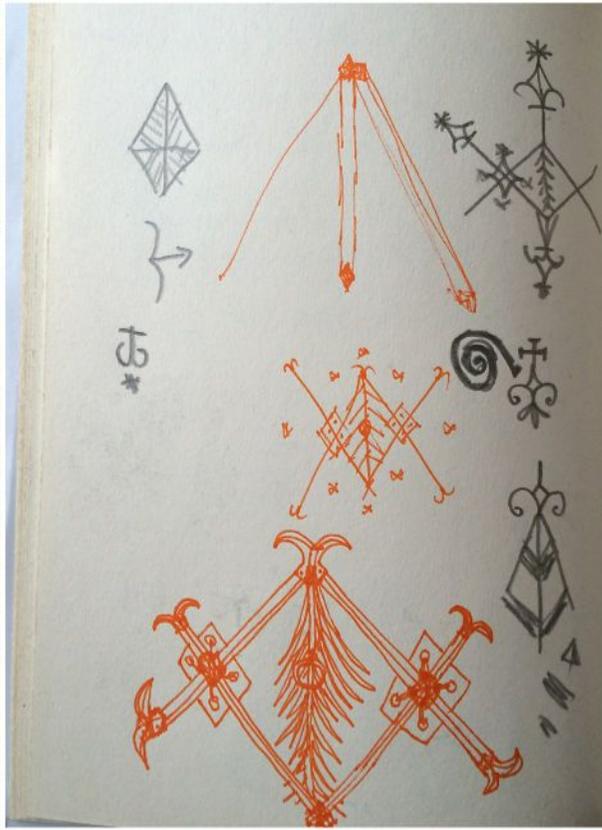
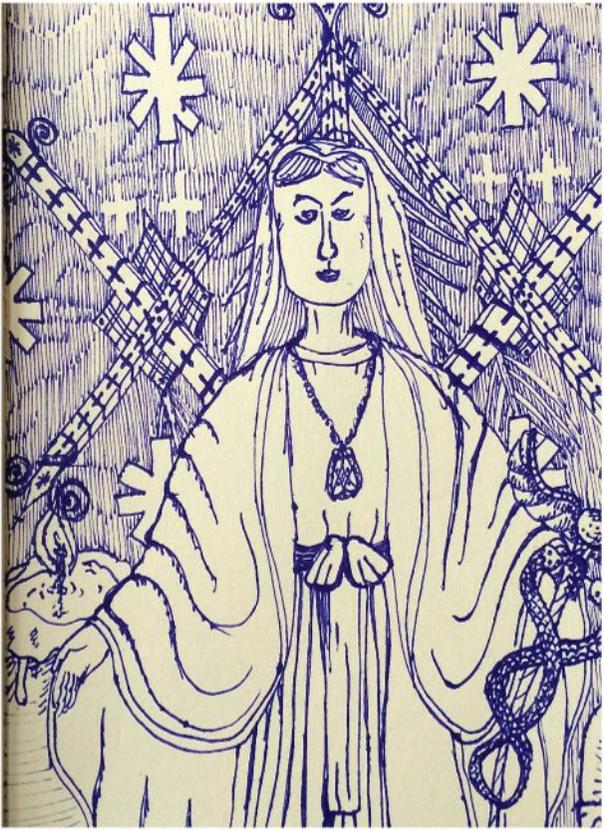
gold yellow white. (silver?)
palm frond (branch/leaf) tree

offerings: roosters (chicken) (L) victory triumph
peace eternal life
(the) spirit over flesh

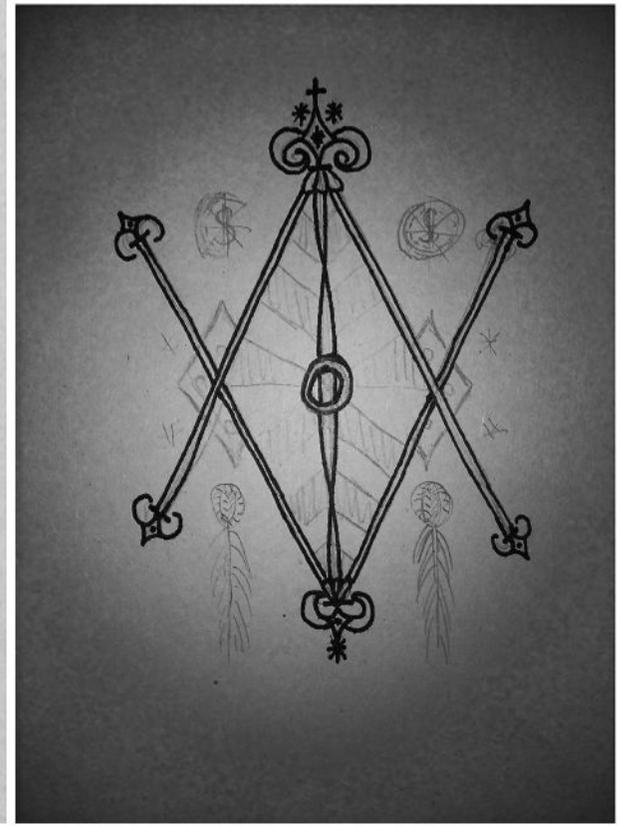
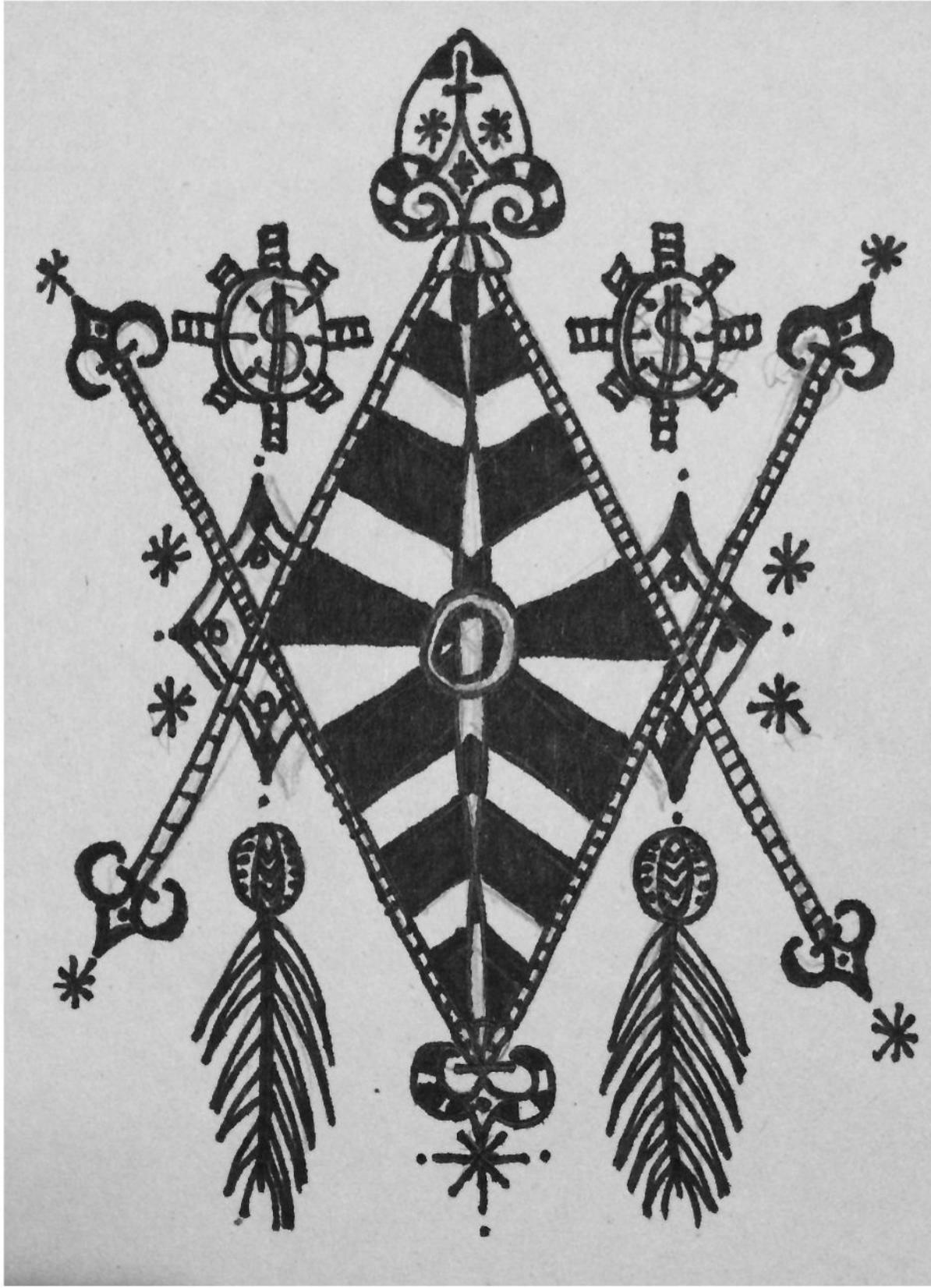
= ROOT LWA

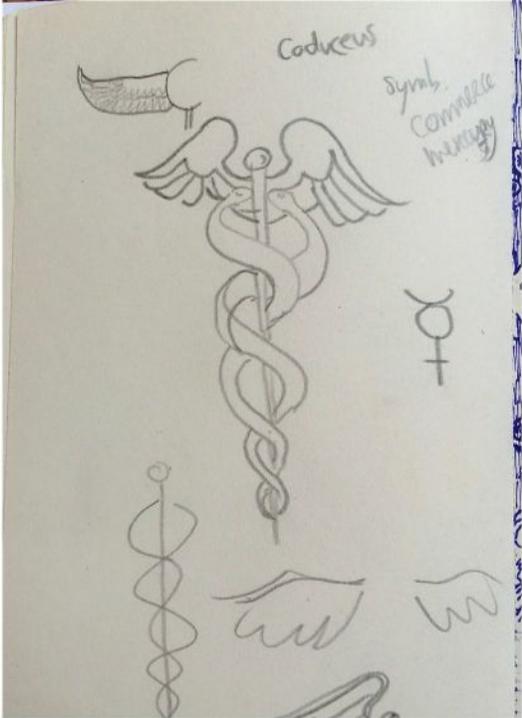
offerings on veve → on floor flour meal powder ash

public space.

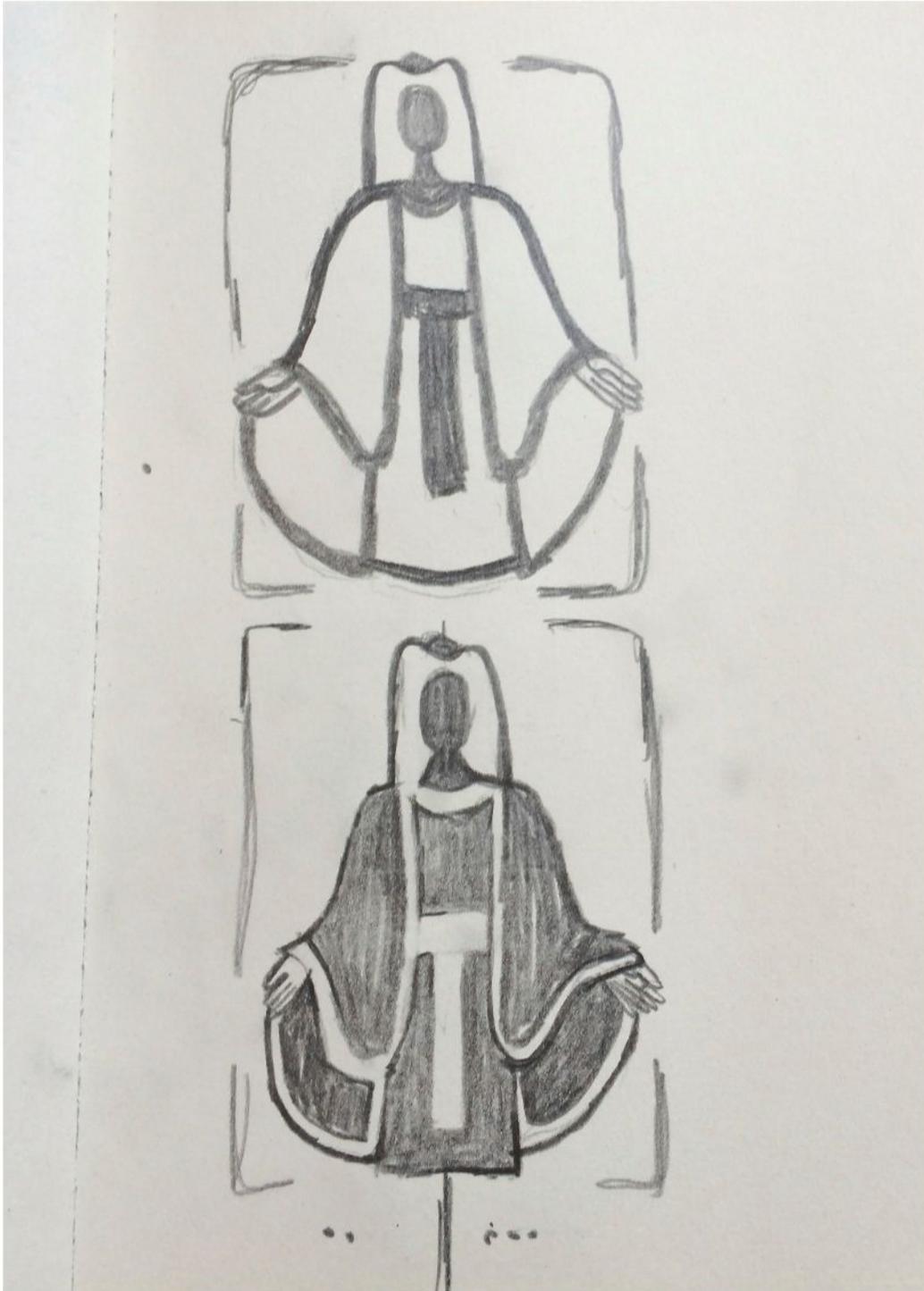








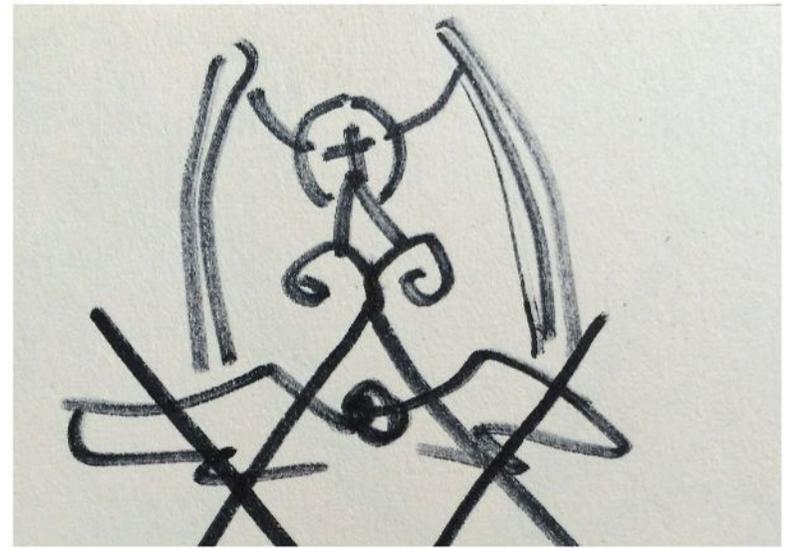
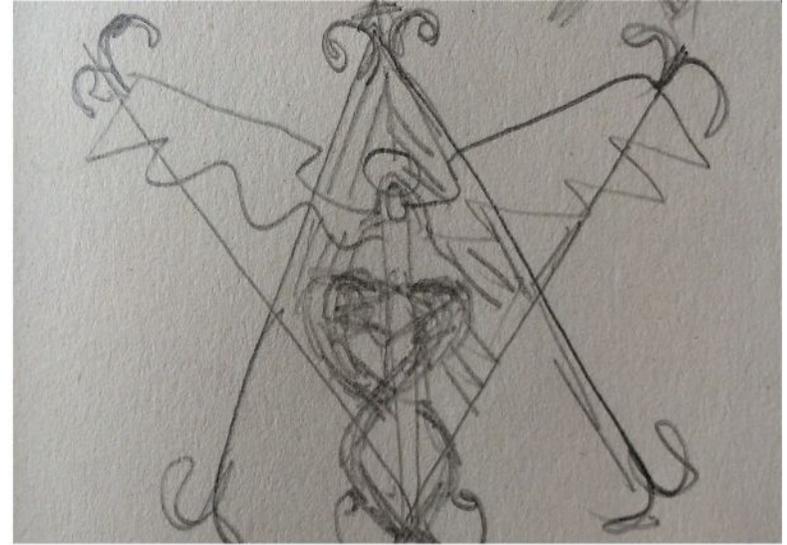
The second symbol I wanted to use is the caduceus. It symbolises meetings and communication.

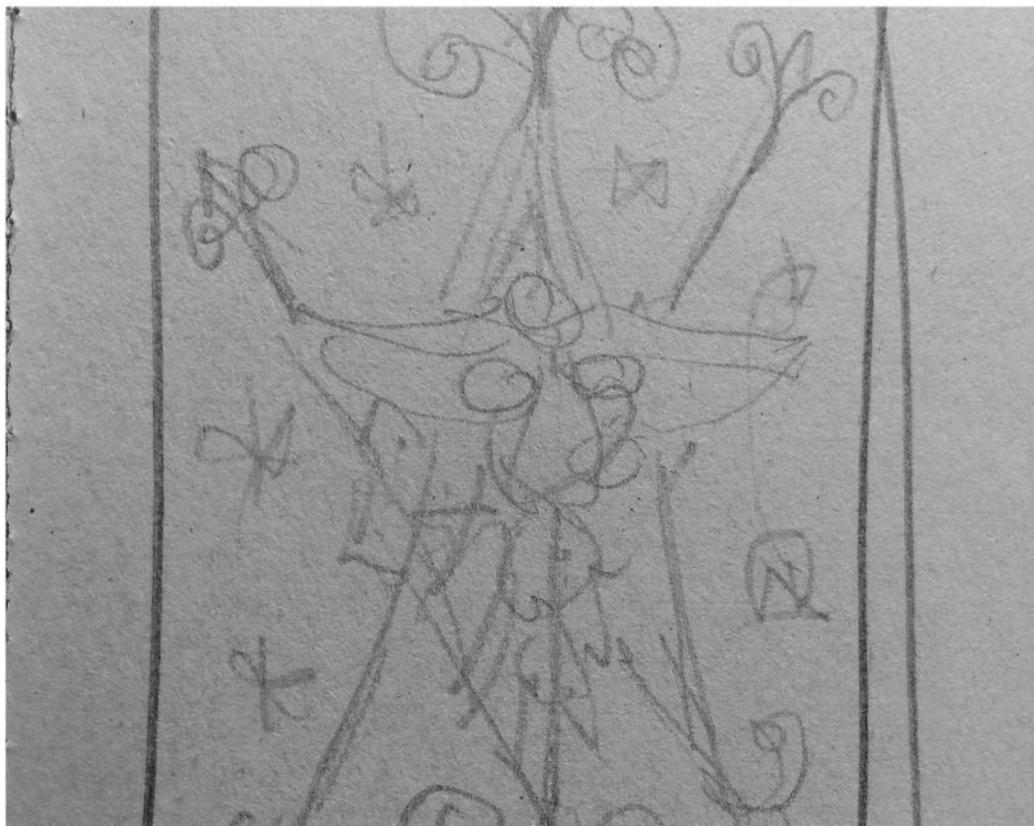


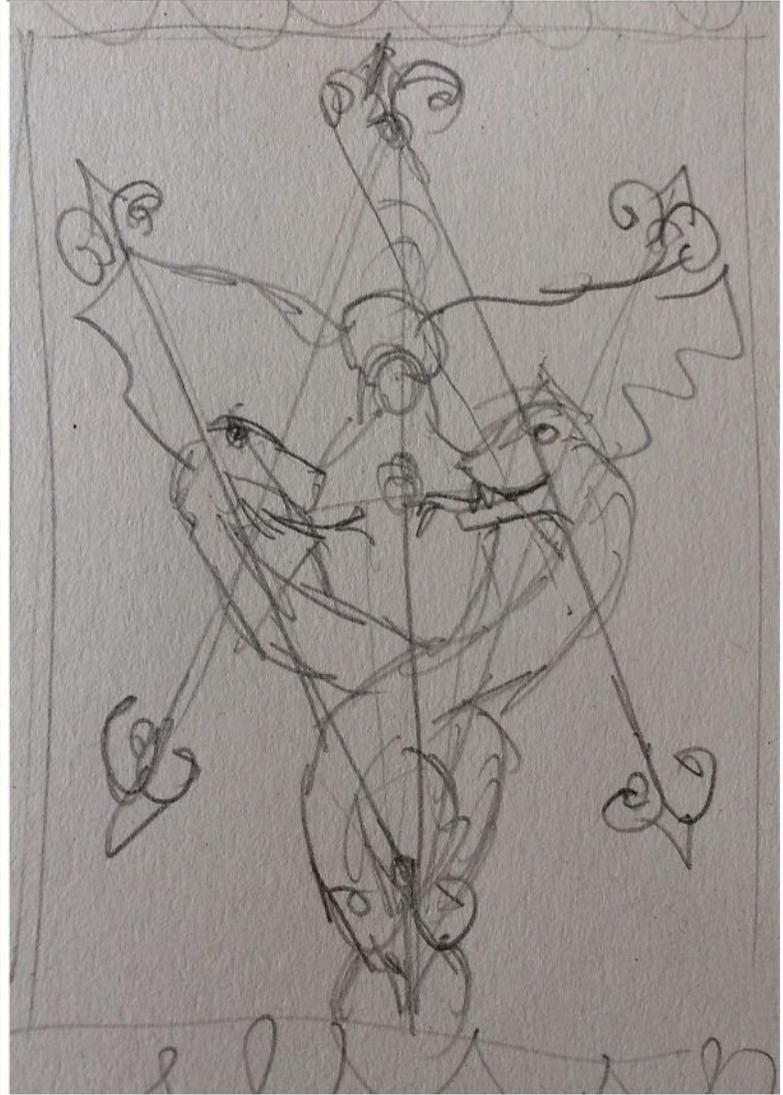
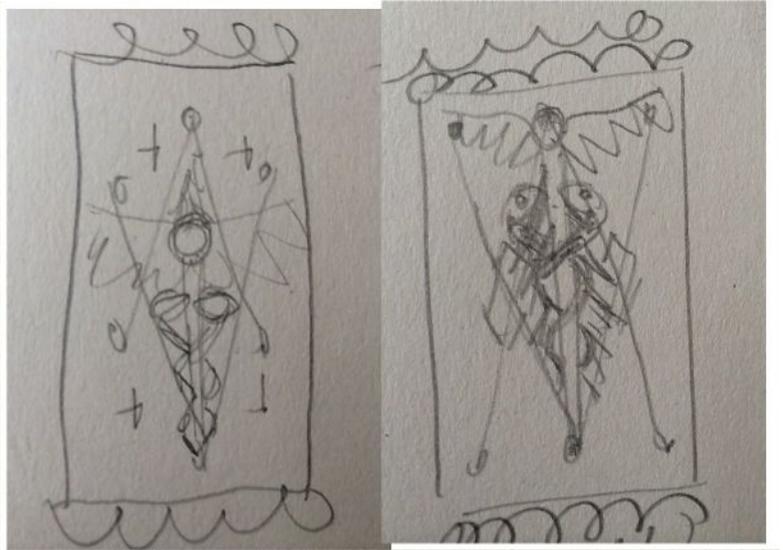
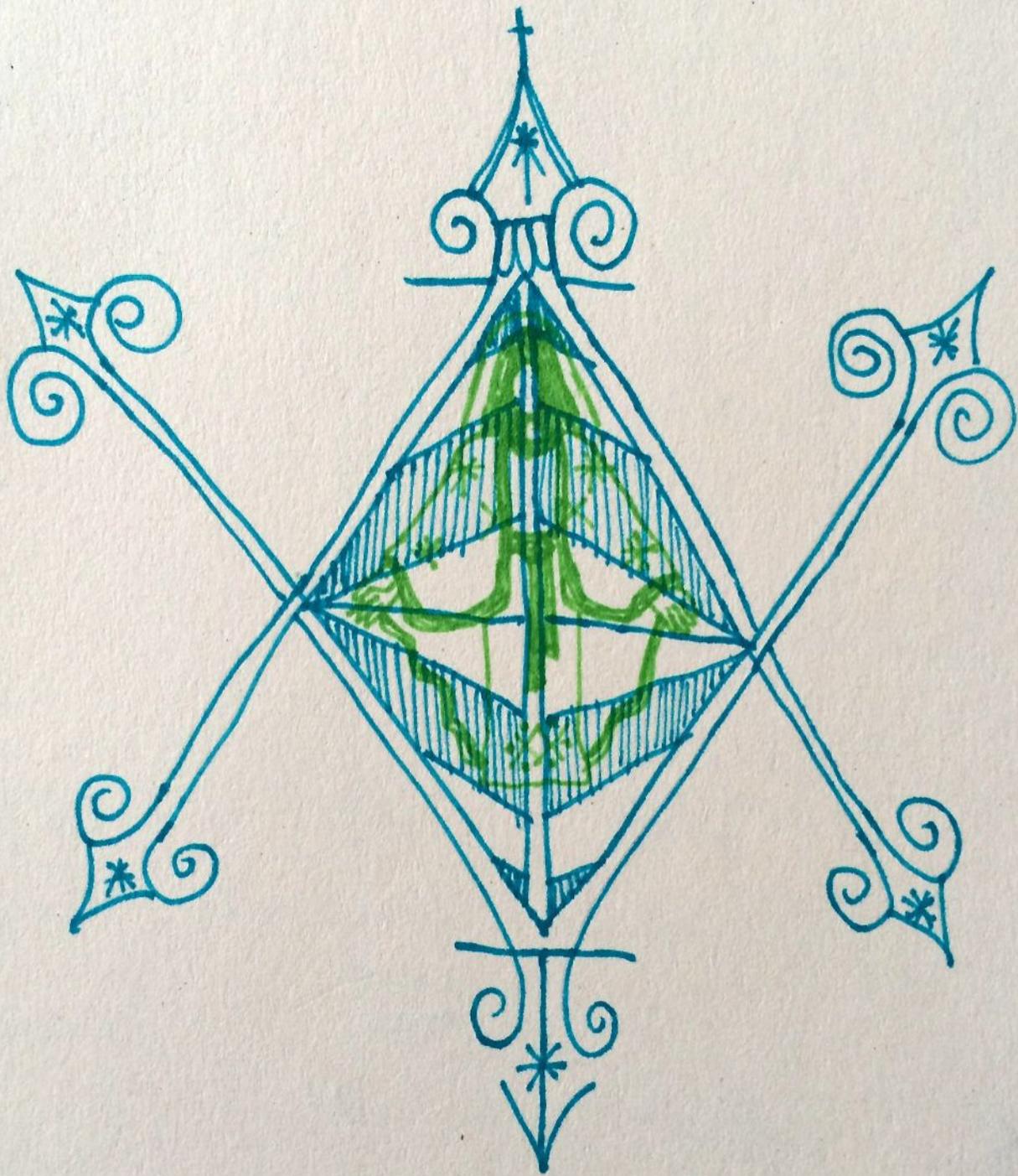
The Third symbol is Saint Clare. One to behold and worship. Lets gather around people...

6. Combining

Now started a fase of combining the three symbols I gathered. Gradually they became more and more my own.



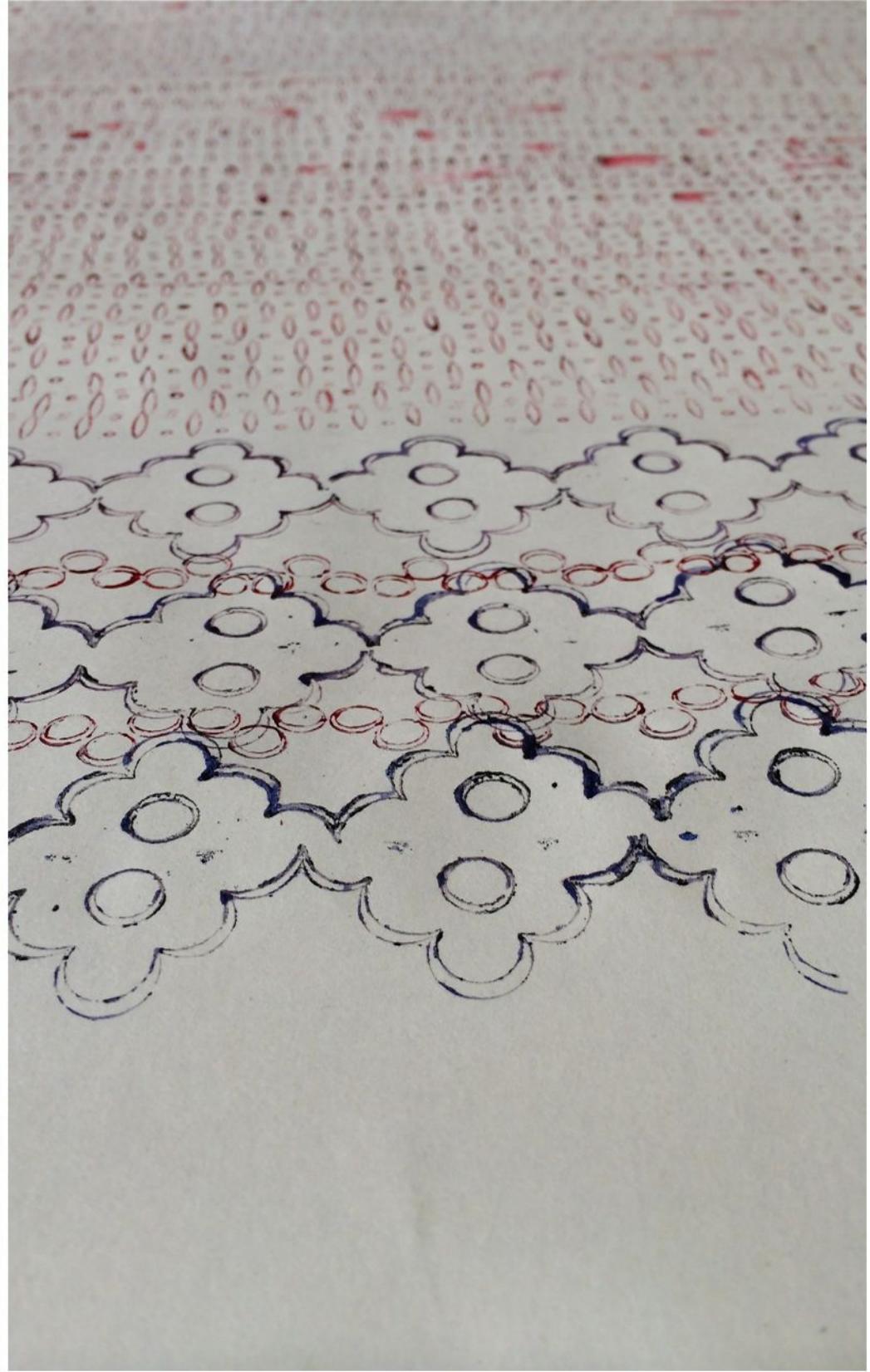
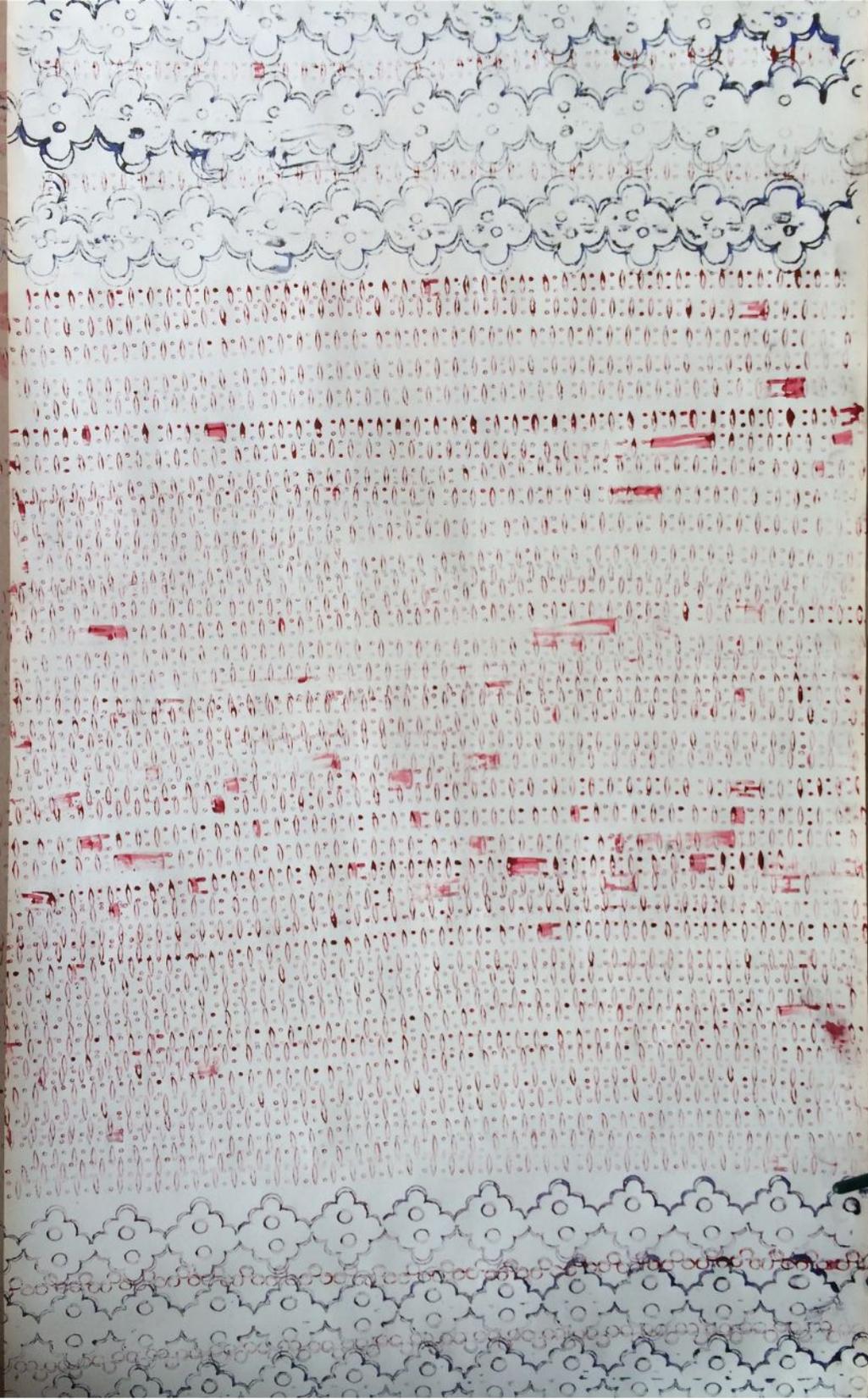


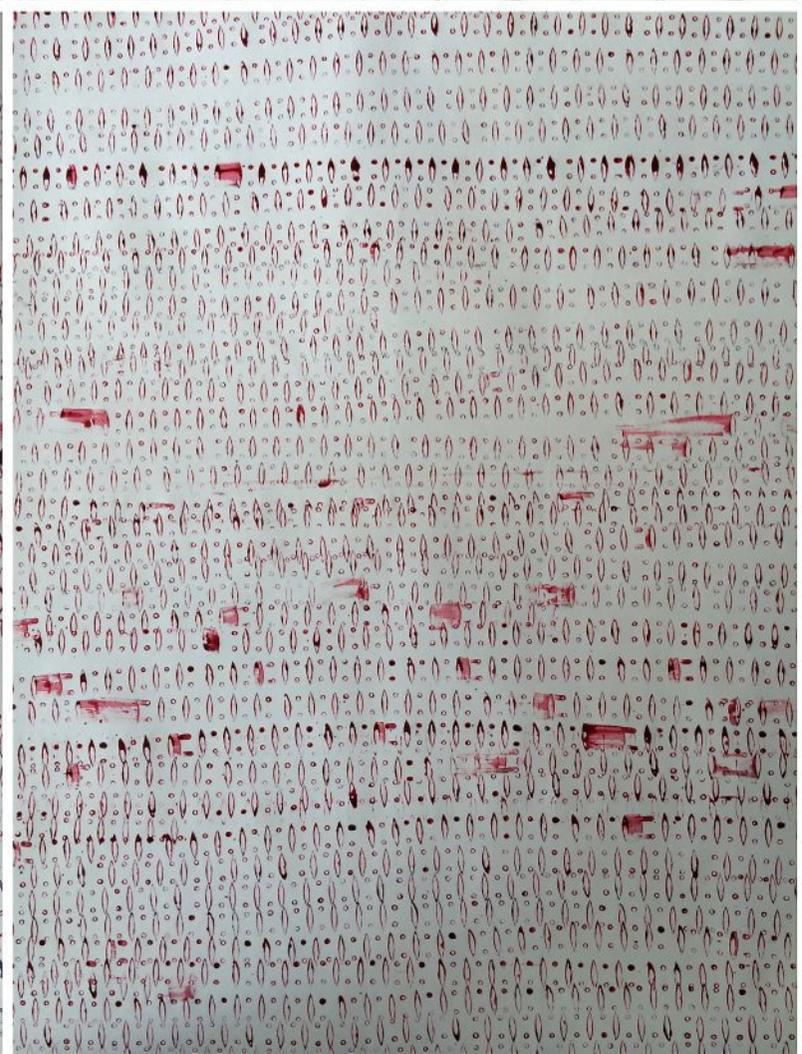
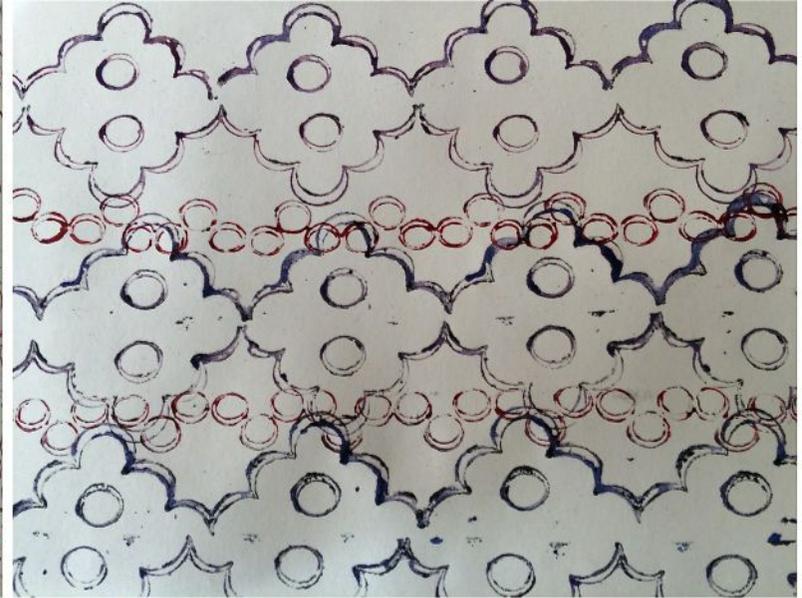
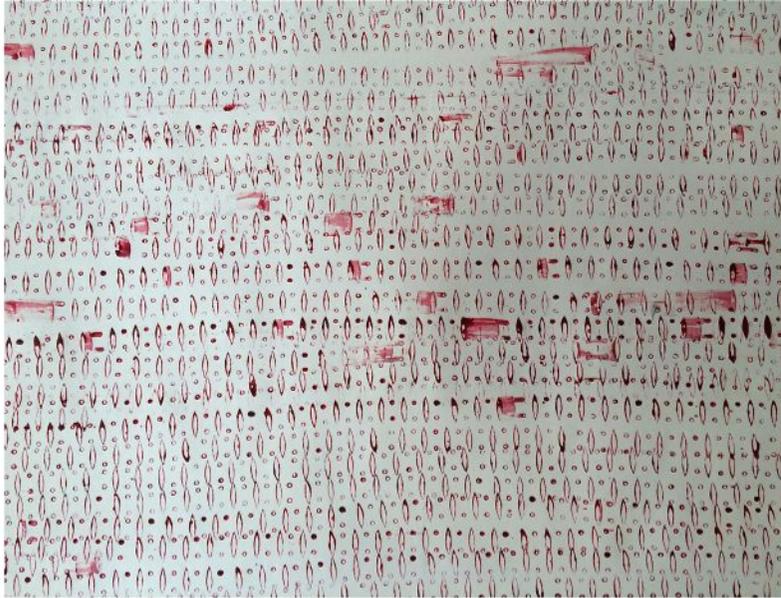


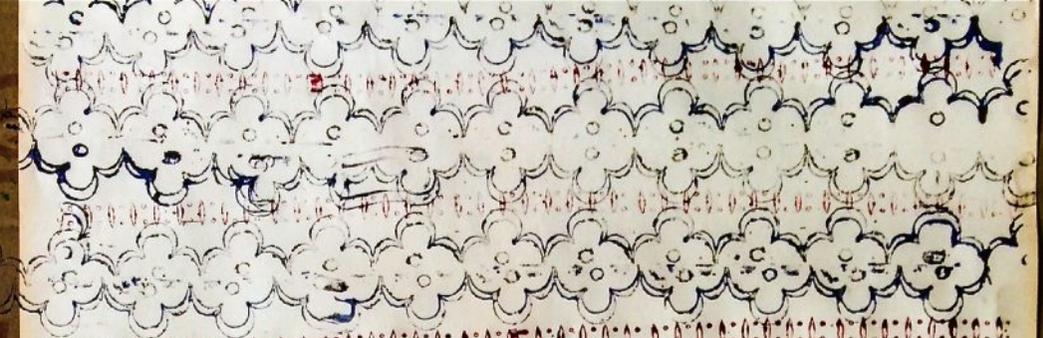
7. A background

Because of the craftsmanship which is at the core of *Kapitaal*, I wanted not to only make drawing but experiment with some craftsmanship of my own.

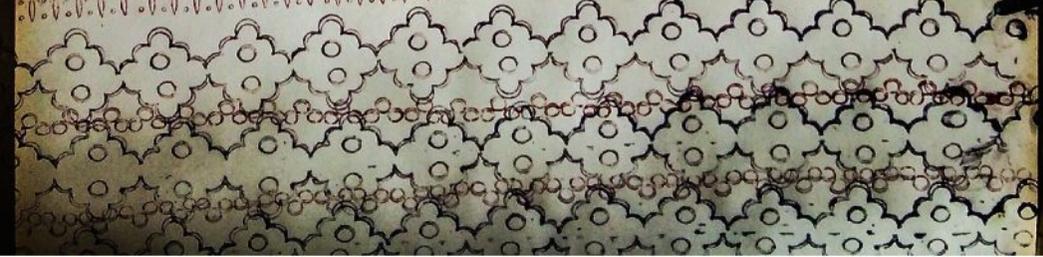


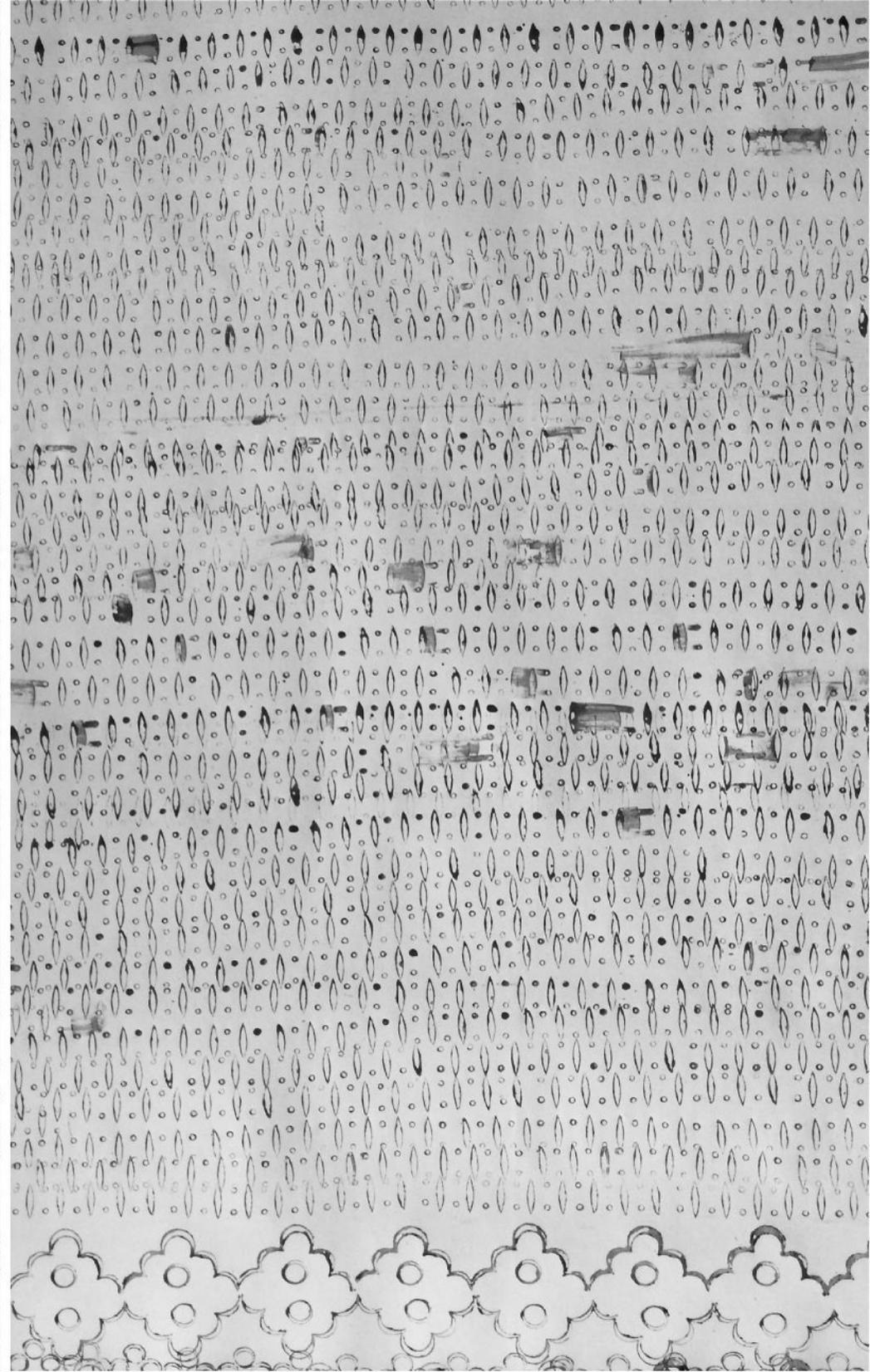
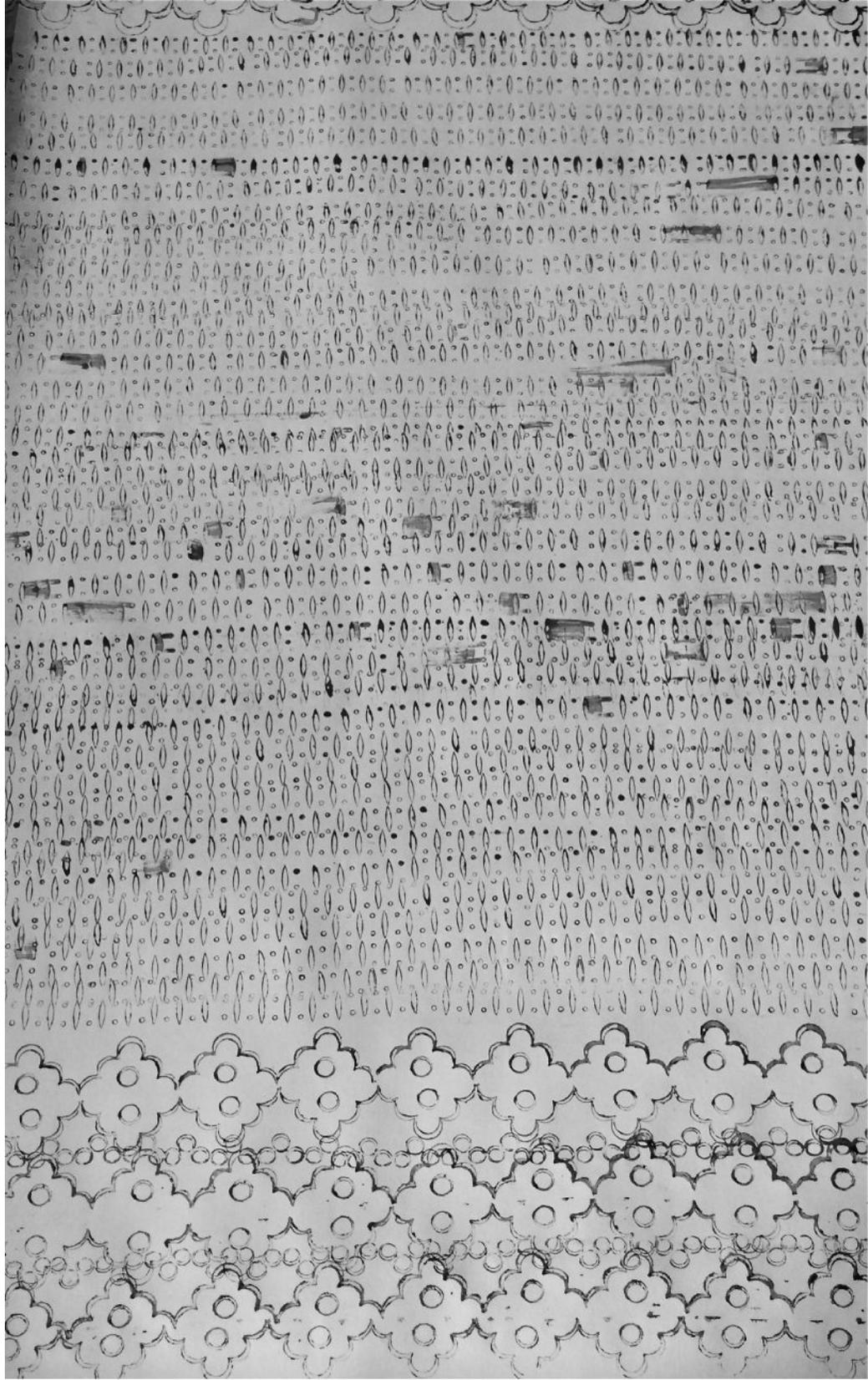


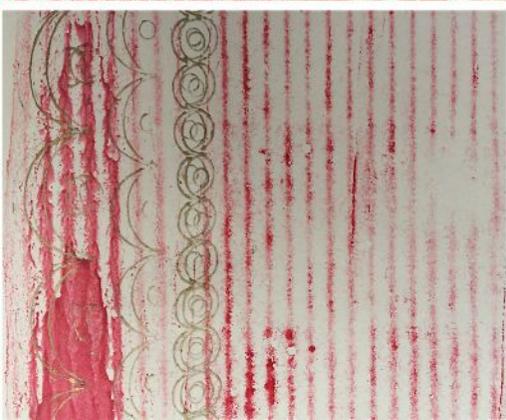
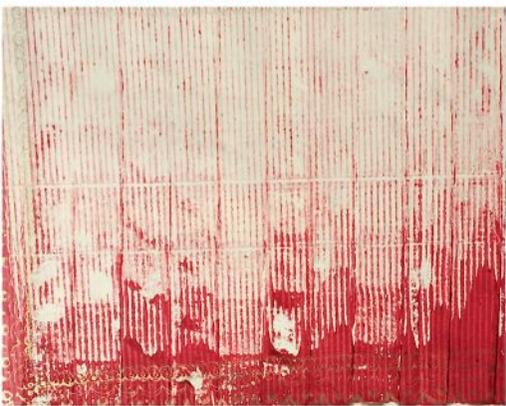




The main body of the page contains dense, handwritten text in a cursive script, likely Arabic or Persian. The text is arranged in approximately 25 horizontal lines. The ink is dark, and the paper shows signs of age and wear, including some red ink blotches and faint markings. The text is difficult to read due to its density and the cursive style.



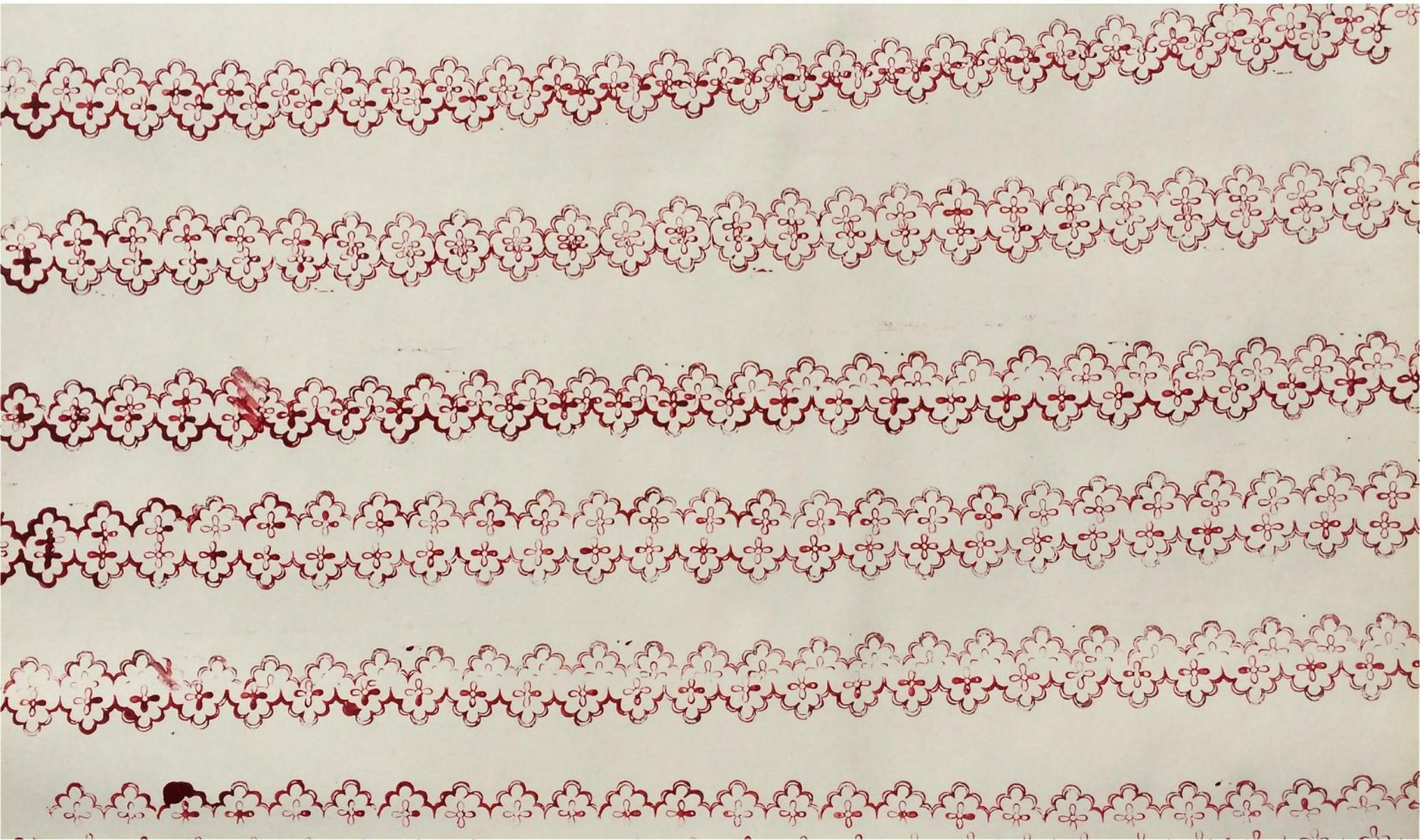
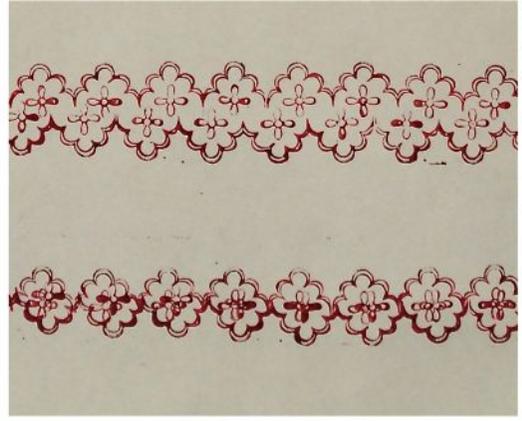
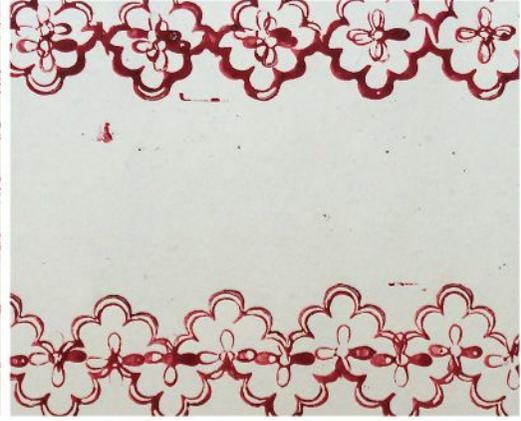
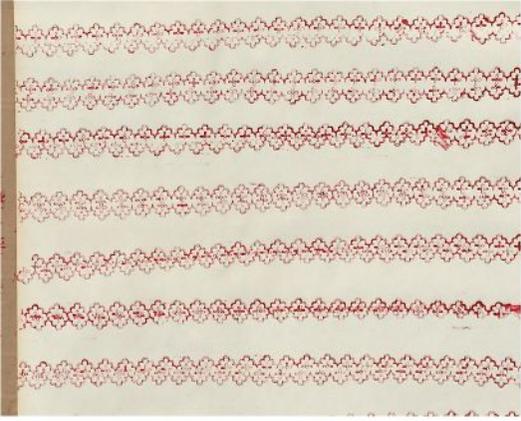


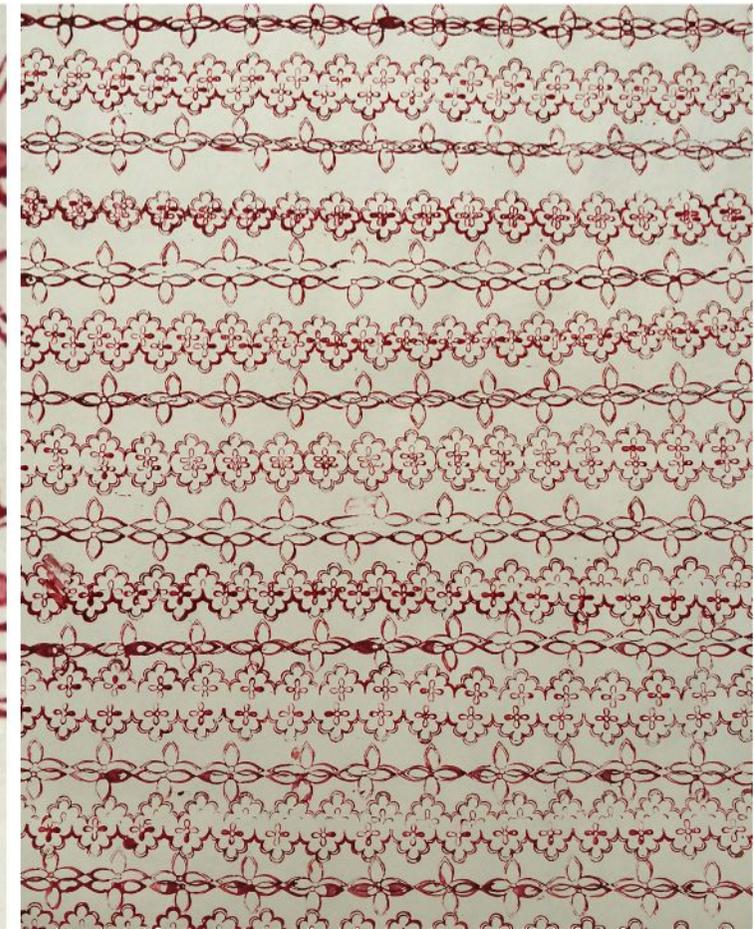
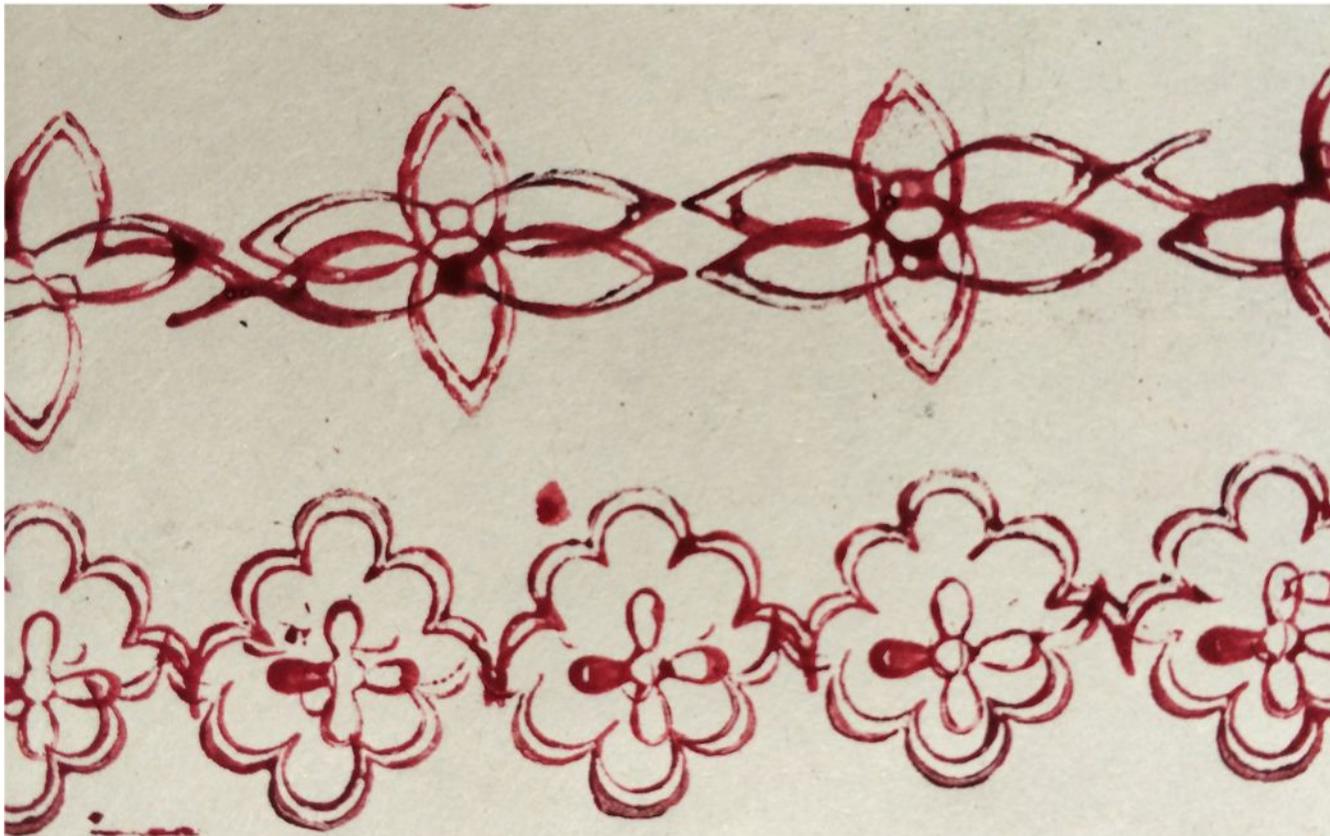
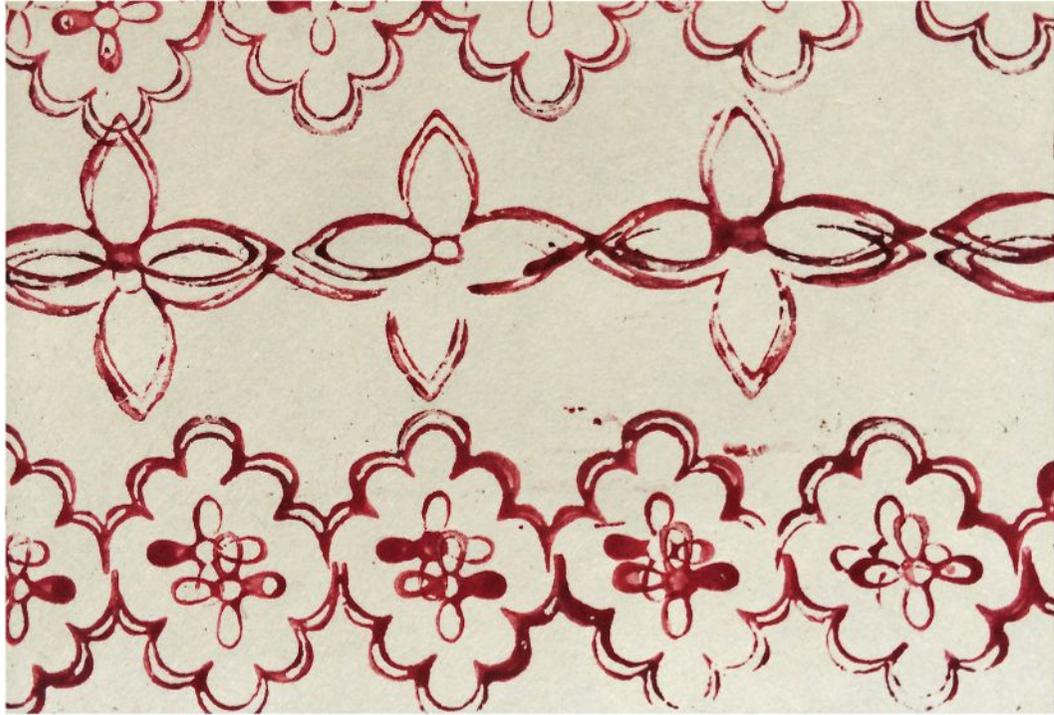


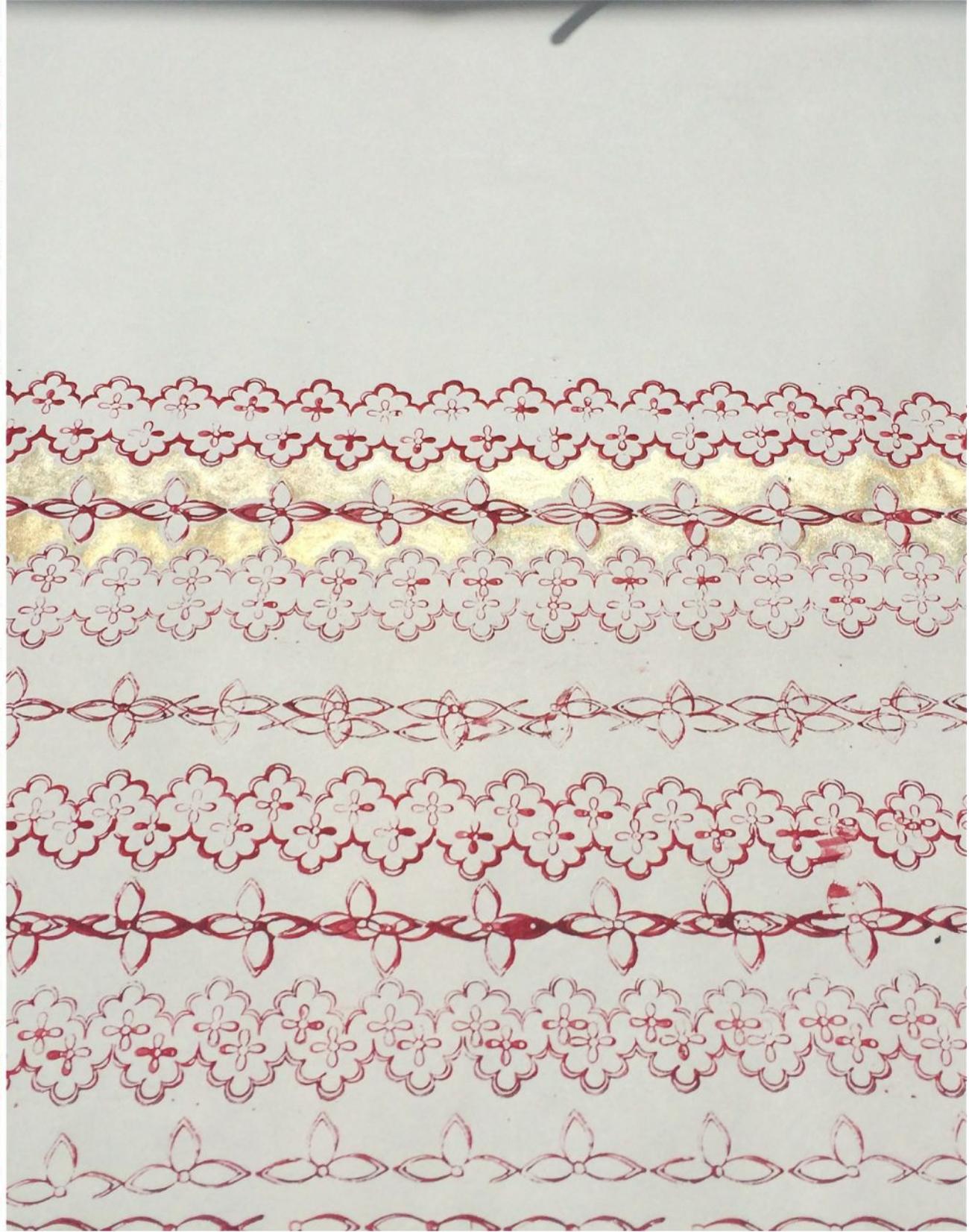
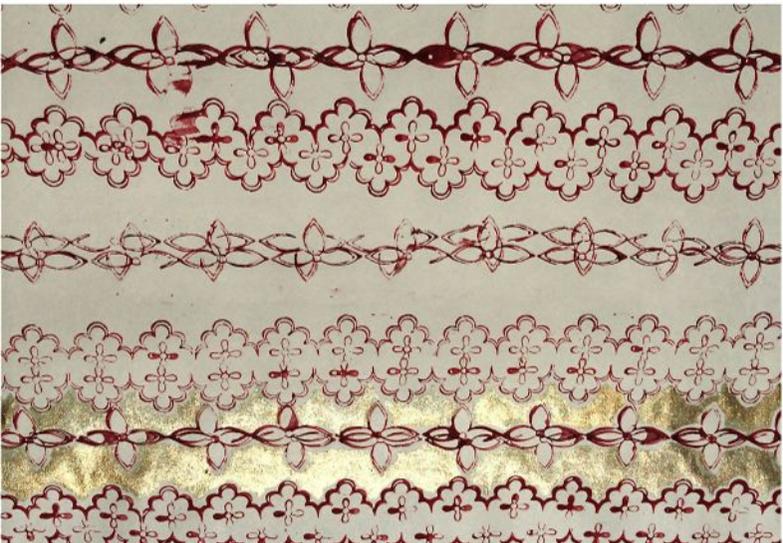












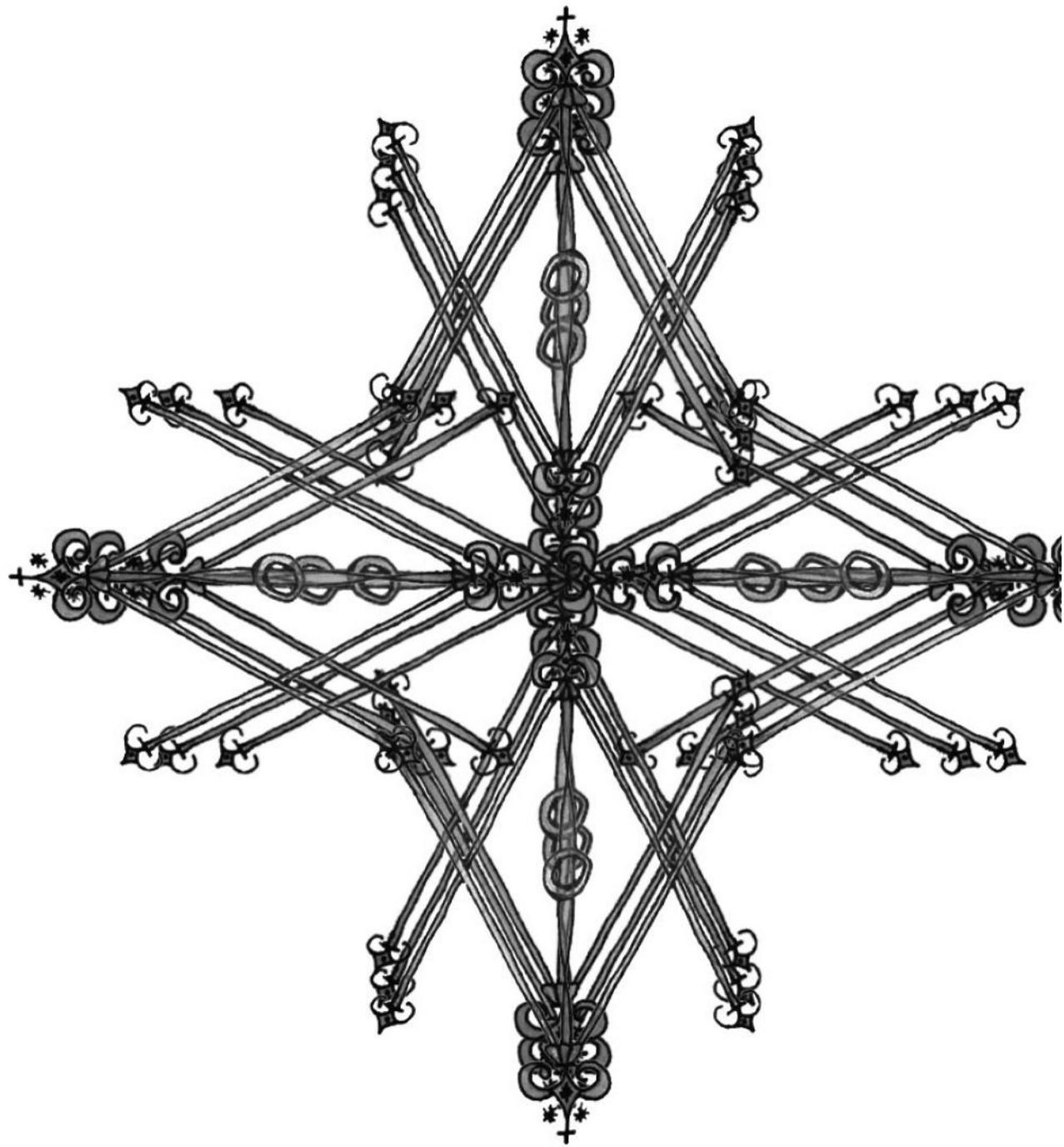
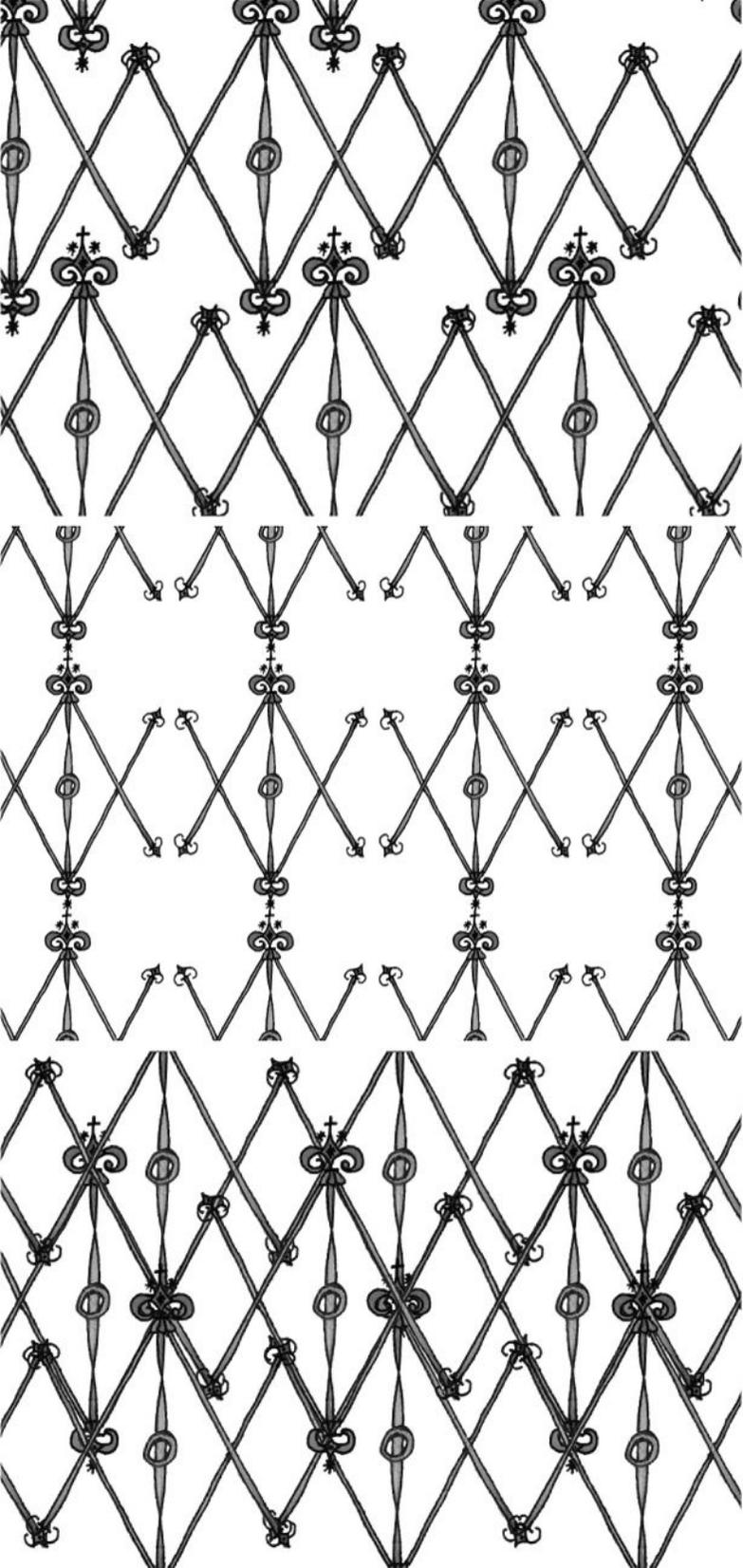
8. Digitalising and experimenting

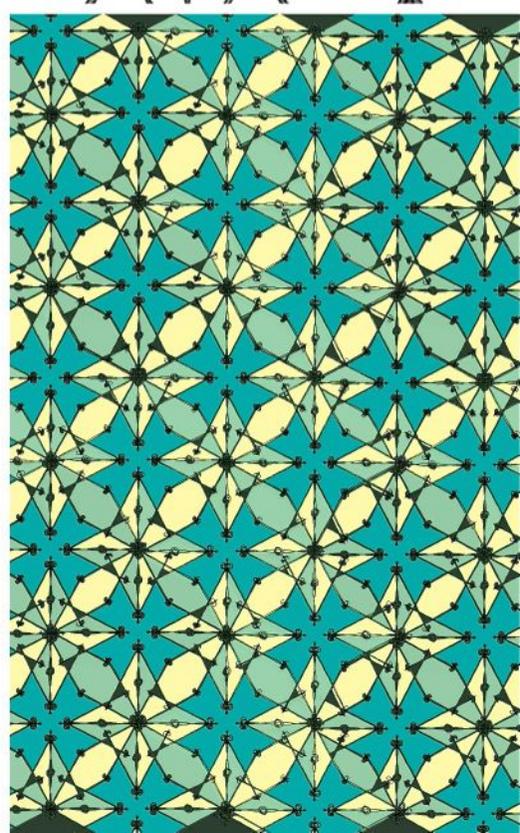
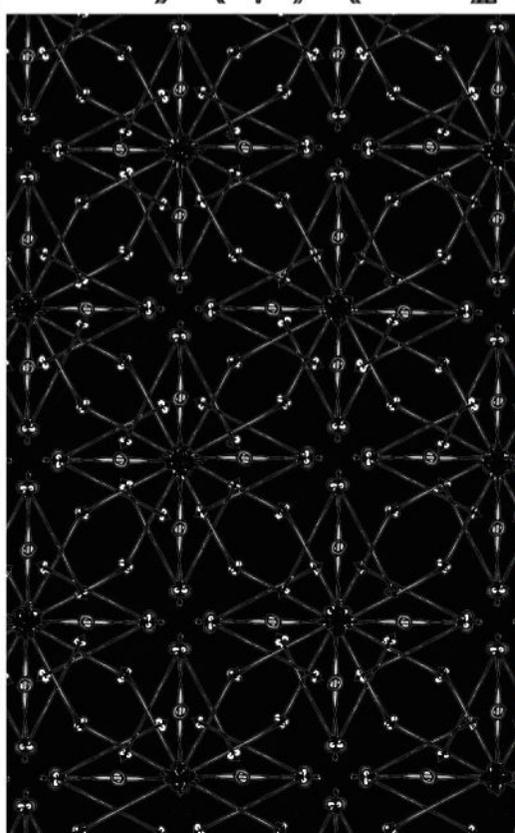
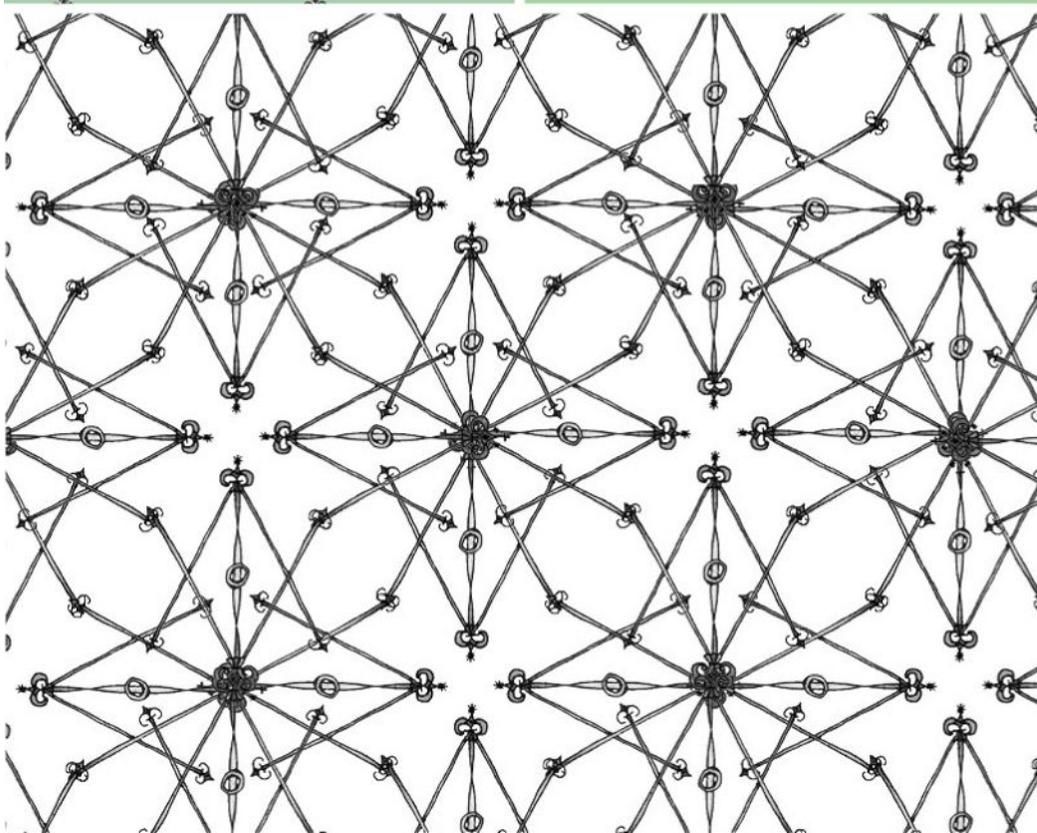
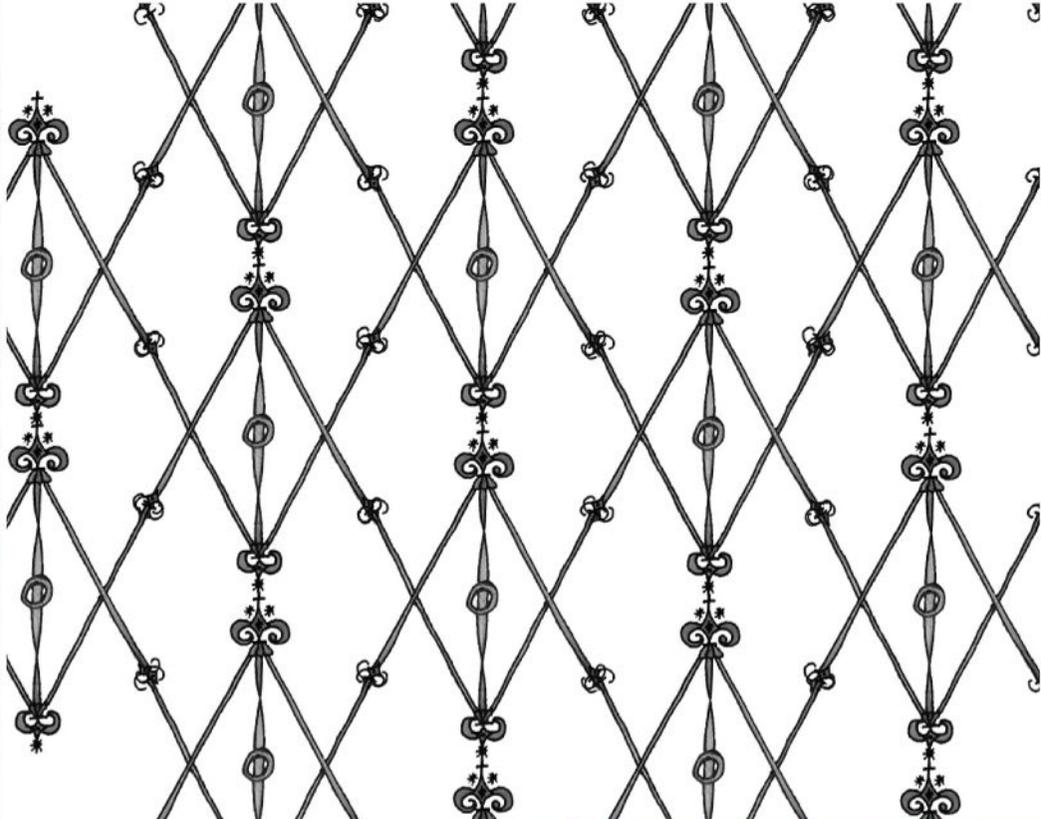
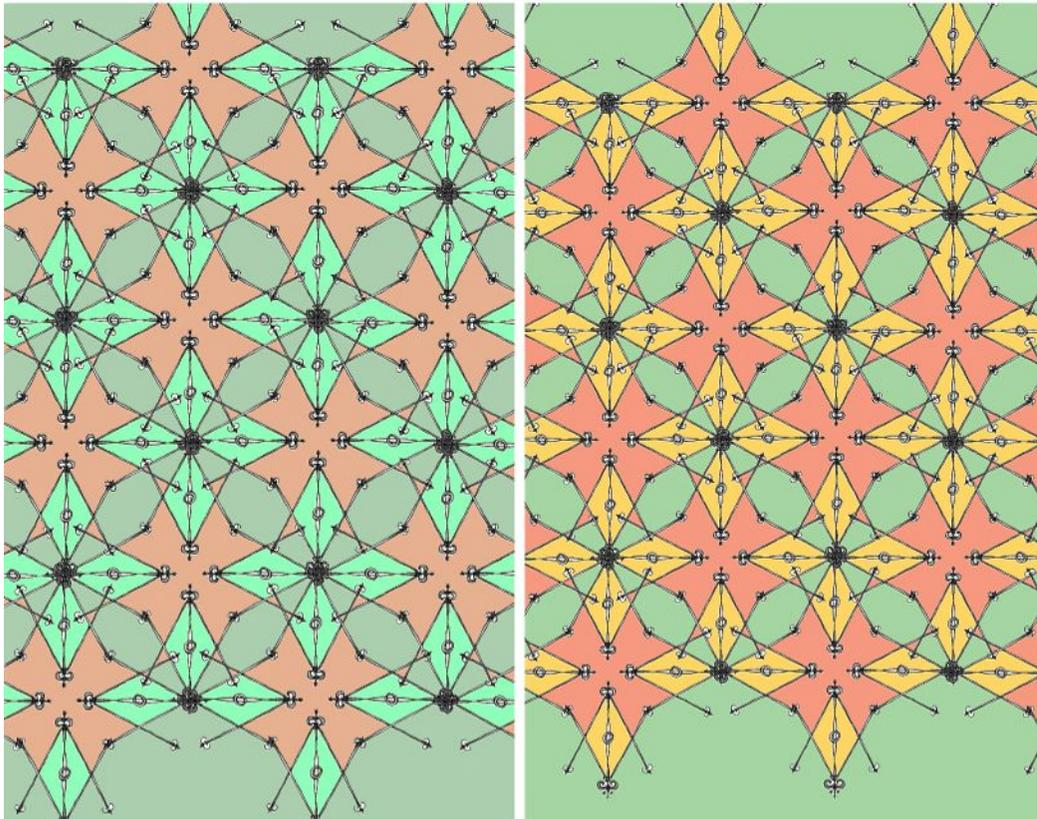
After the handiwork was over, I digitalised everything and started to play with it all, trying many many different way of combining the elements.

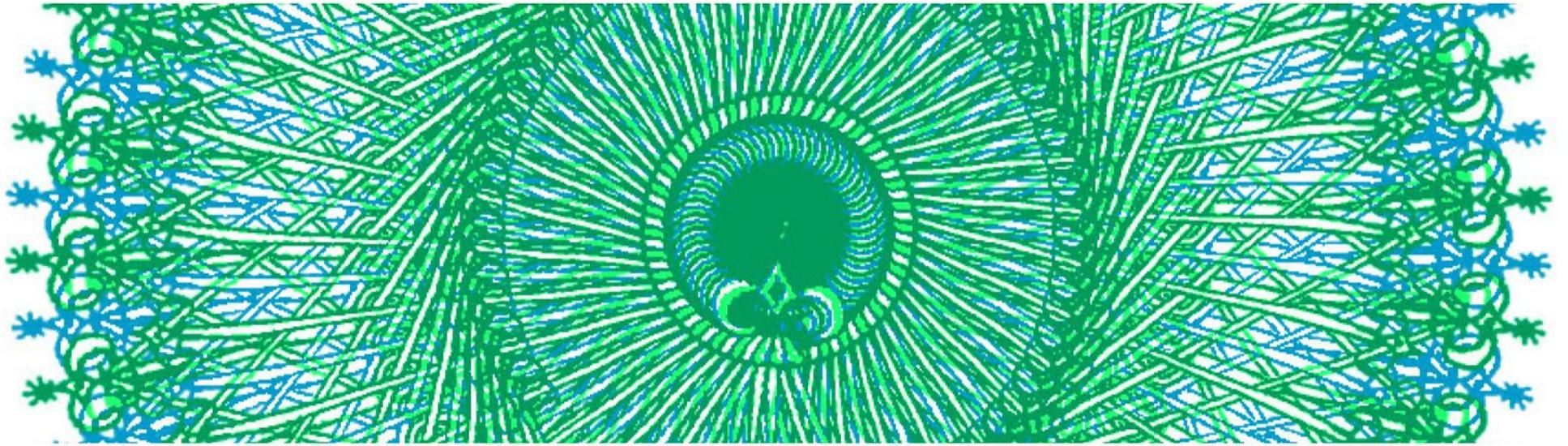
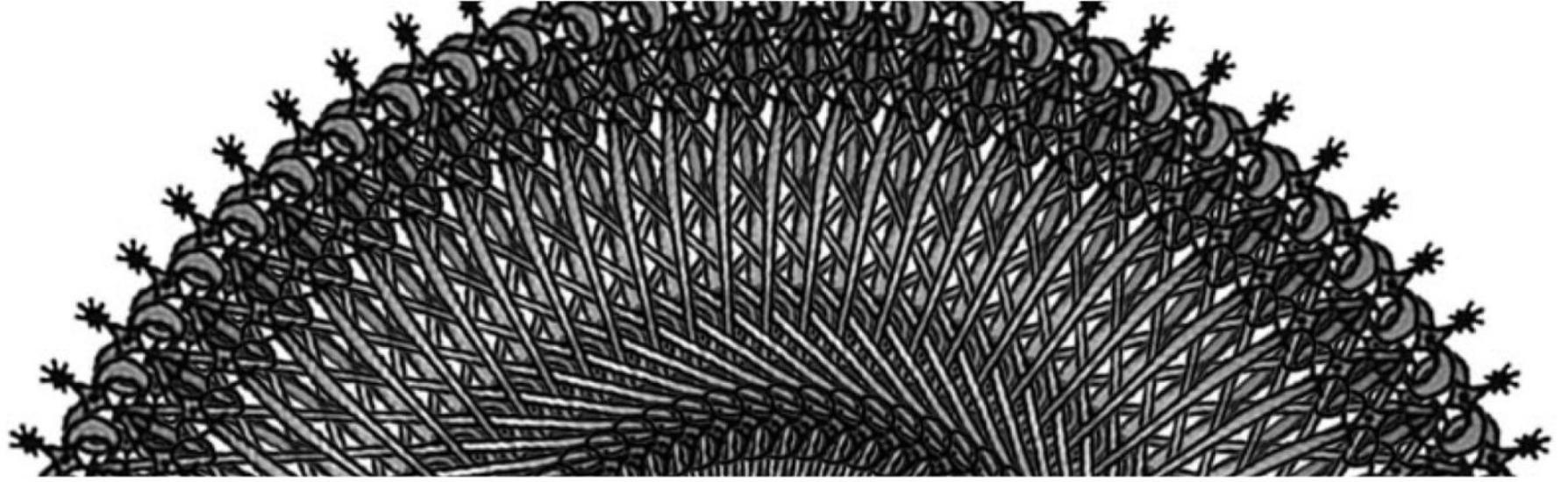
This is something I like to do often. Switch between computer and pen, it gives much more depth to a work than pure digital. And you gain a lot of freedom, to form many combinations in very little time.

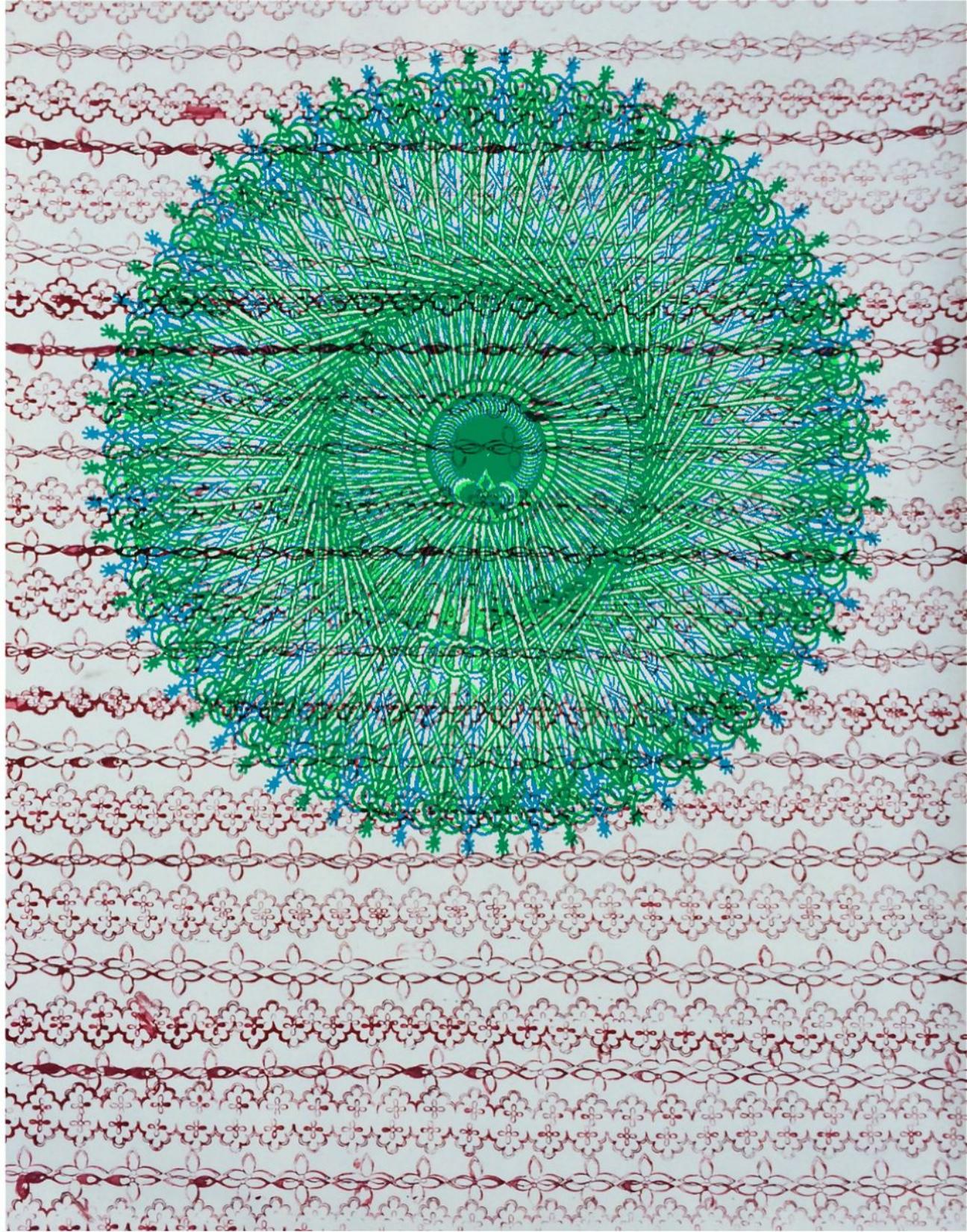
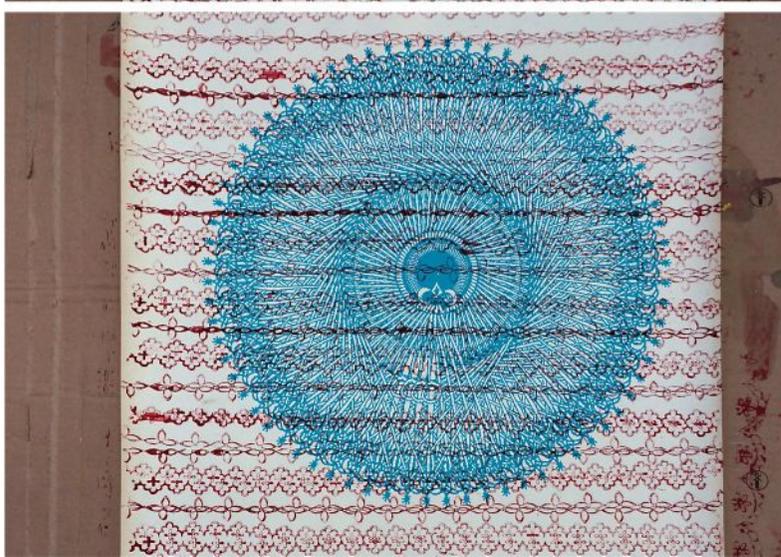
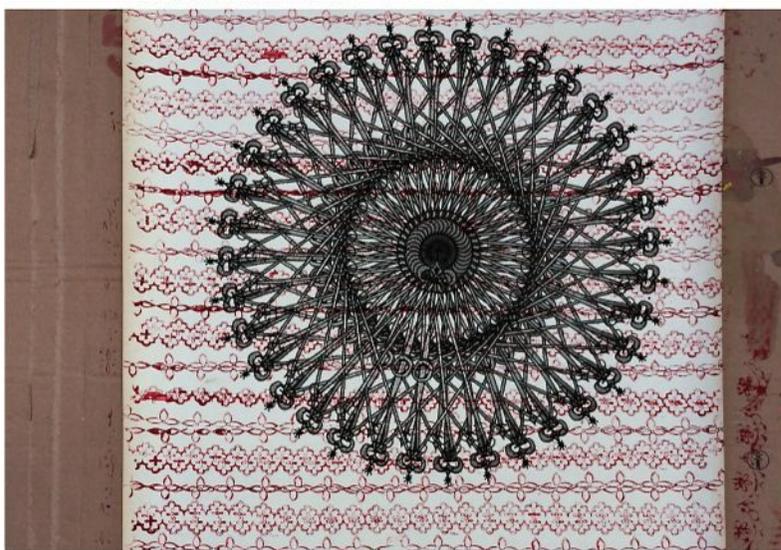
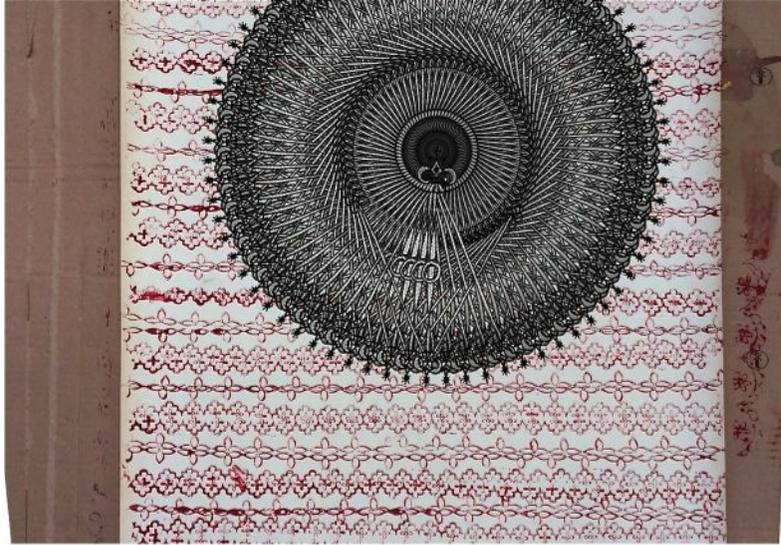
Sometimes it is good to print it out again, draw on it, scan it in again. This digital vs analogue loop can repeat itself a few times to get different effects with a lot of depth.

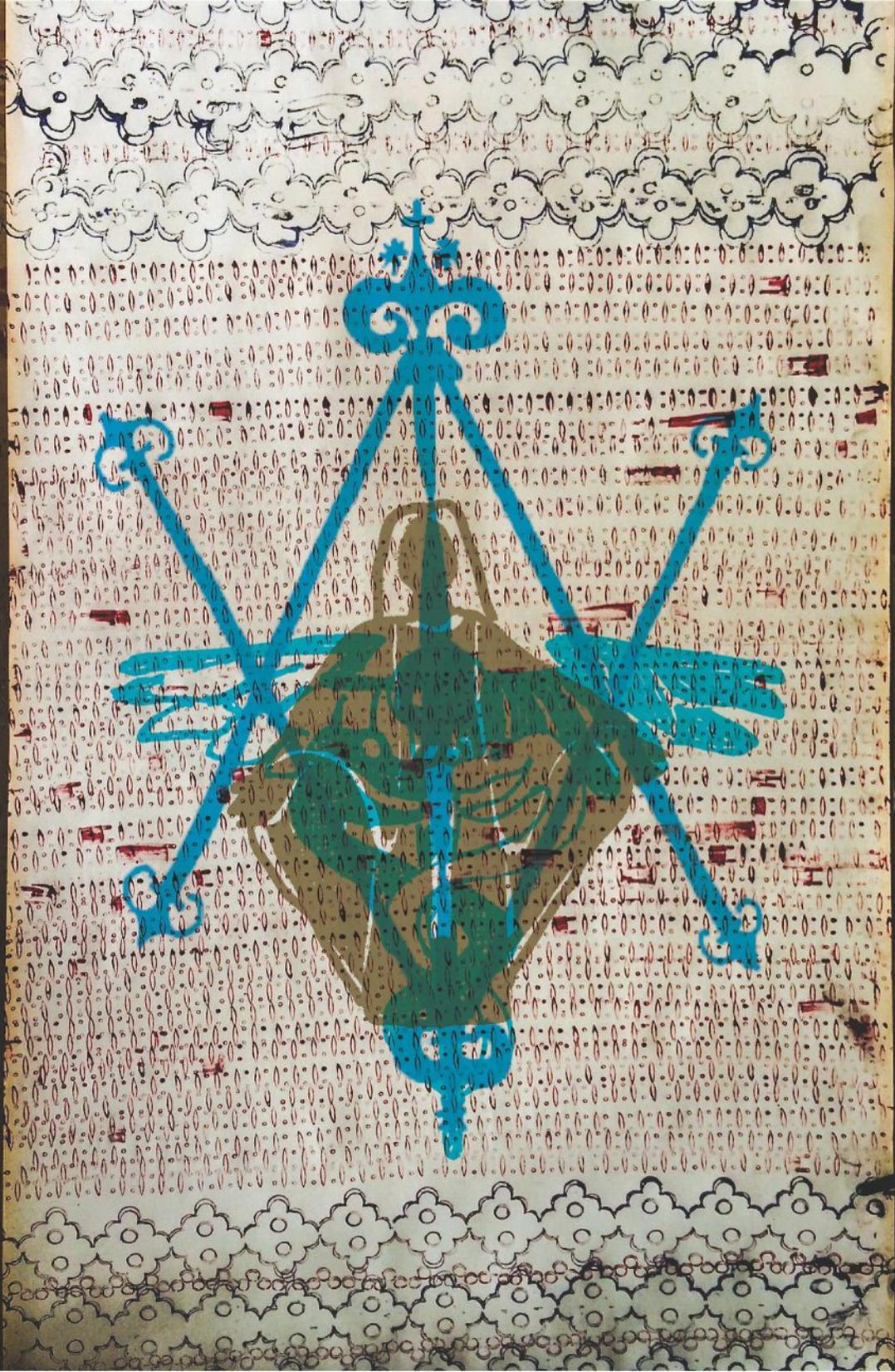


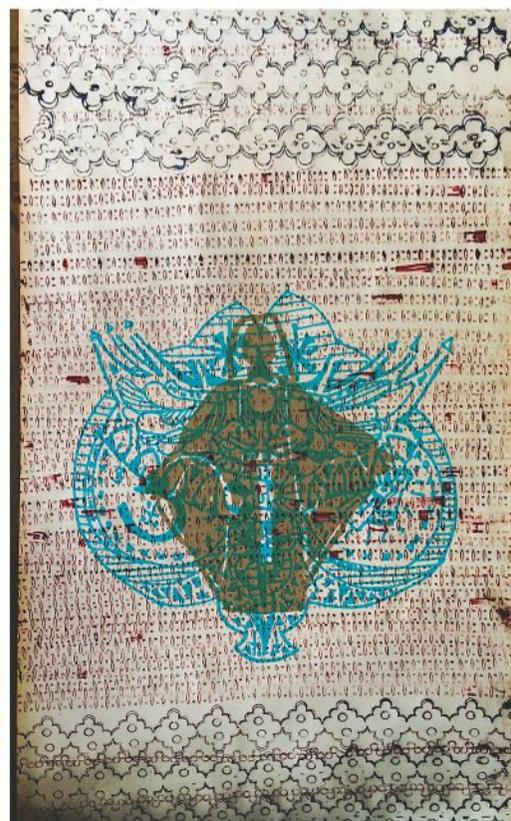
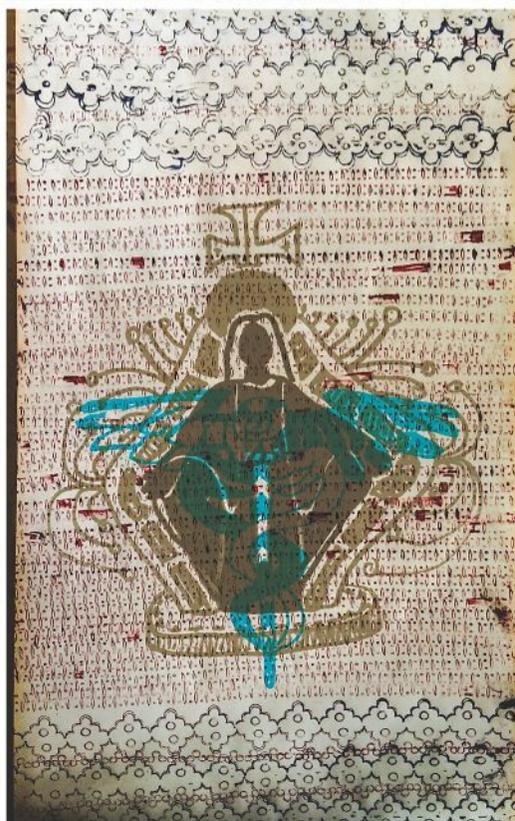
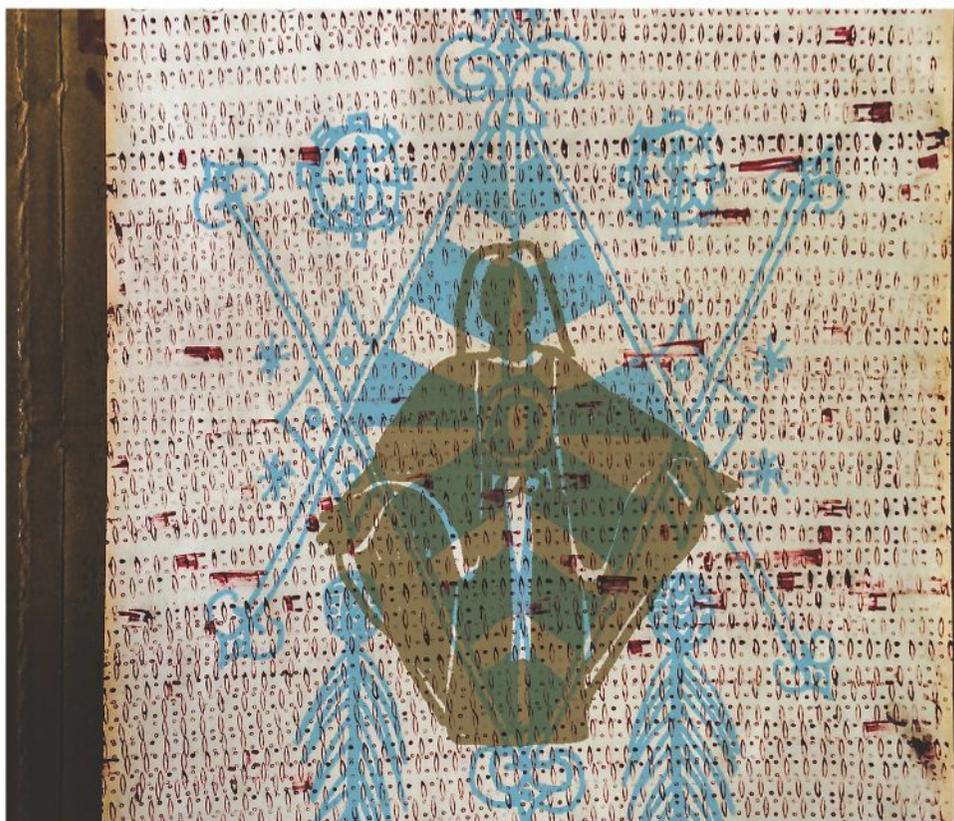
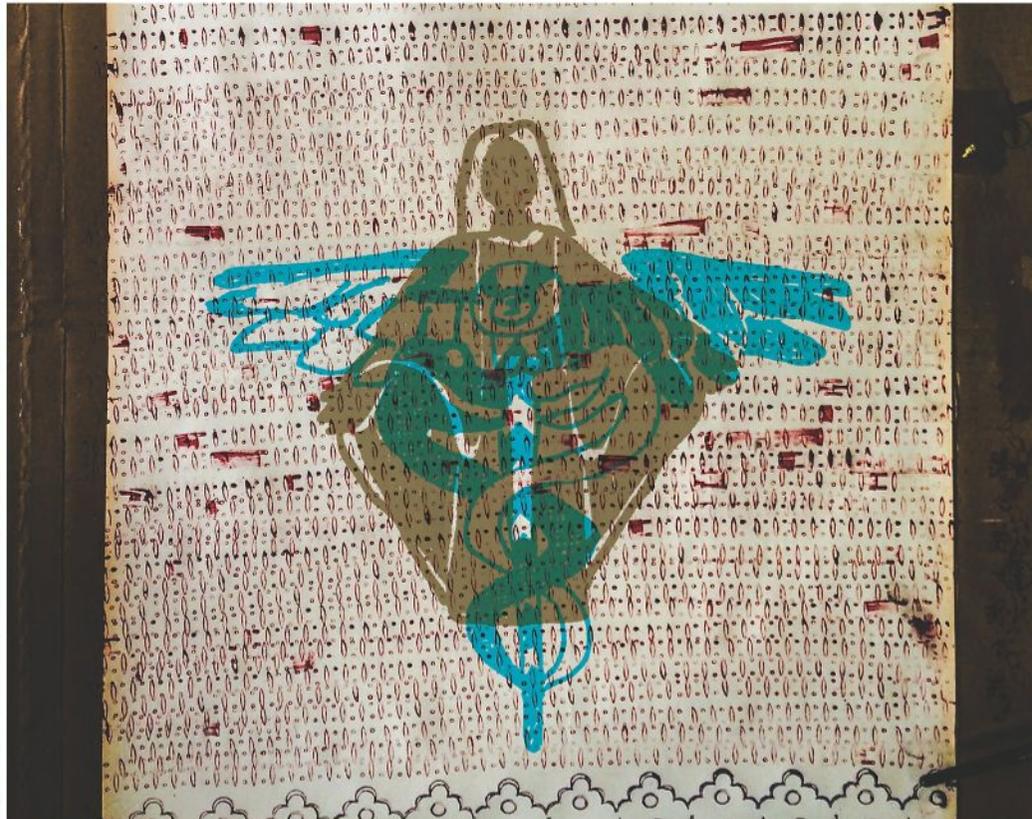
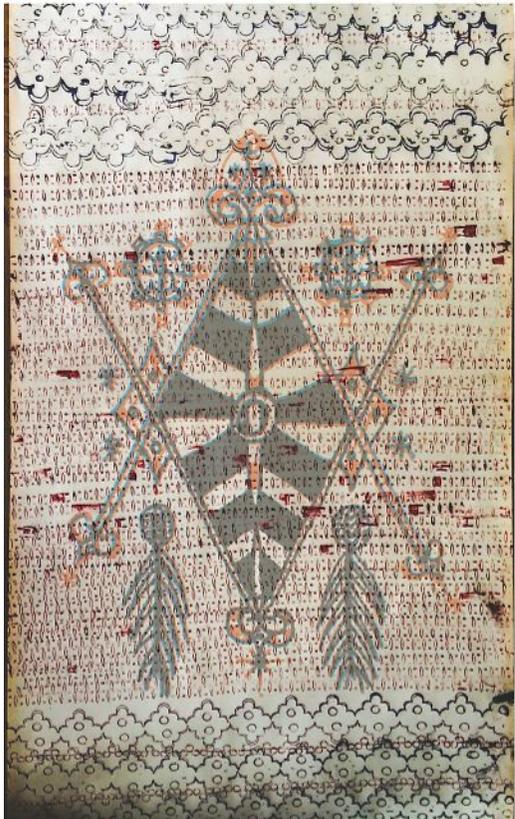


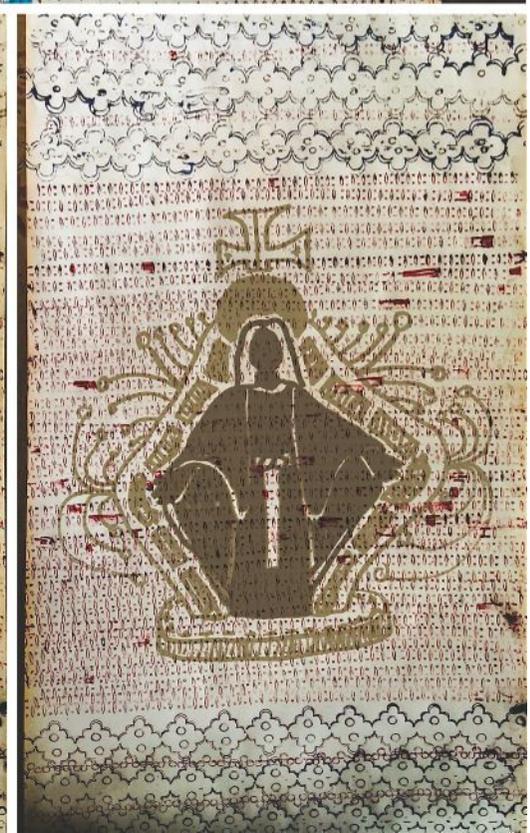
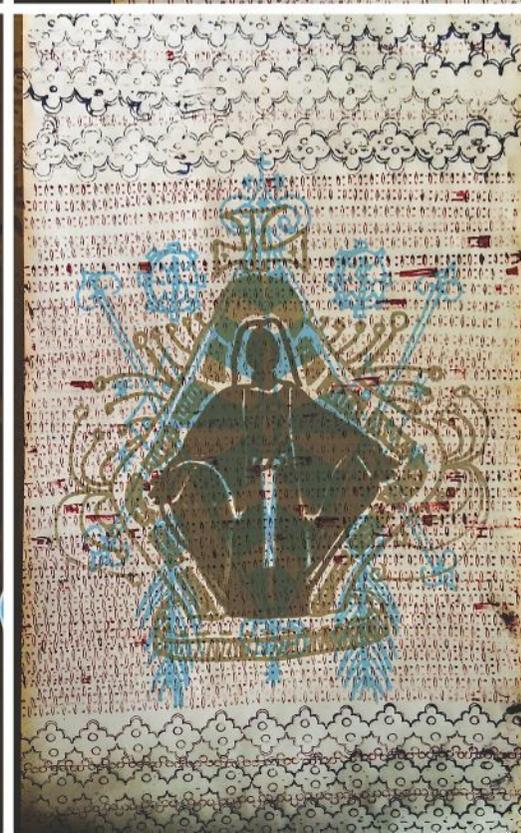
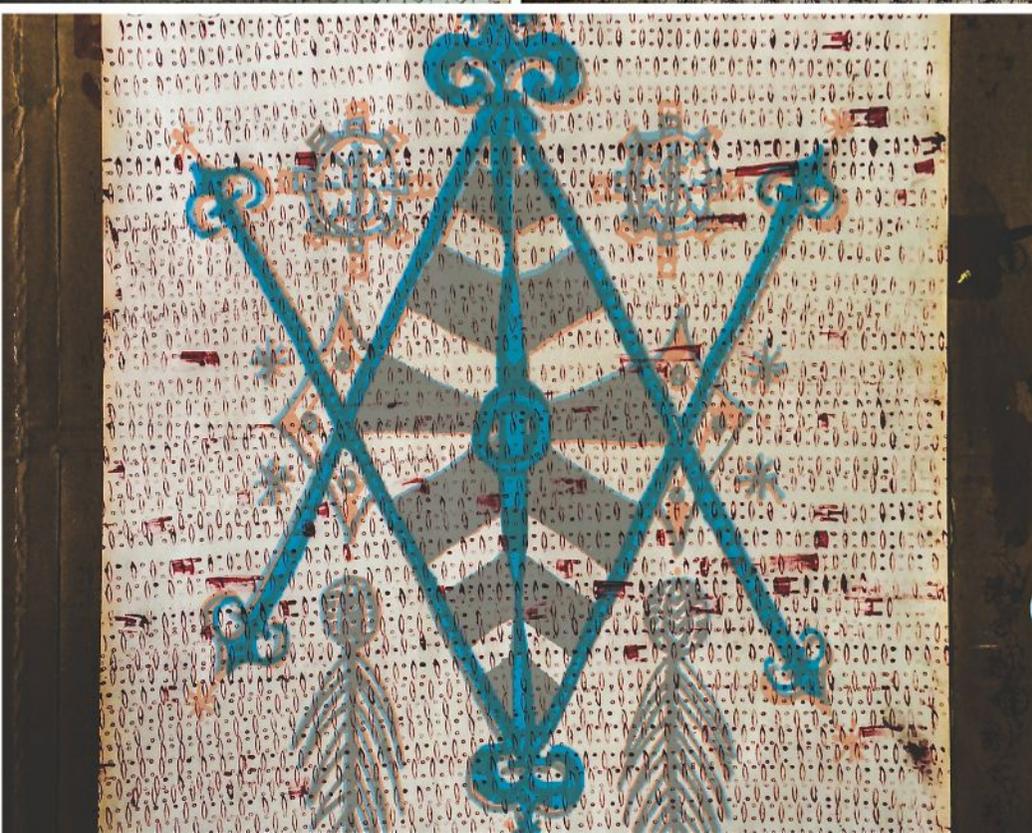
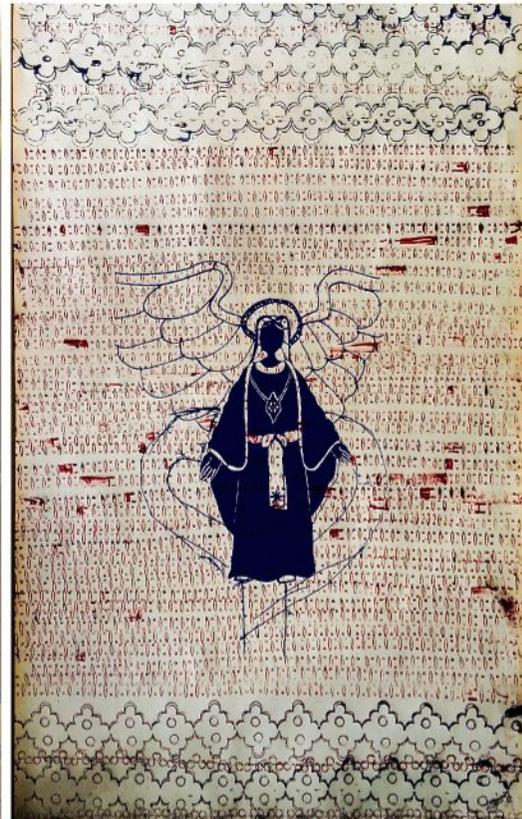
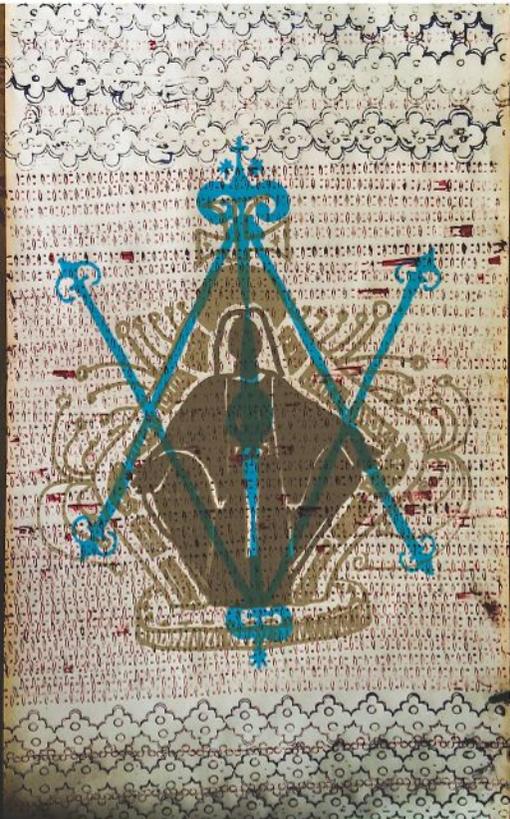




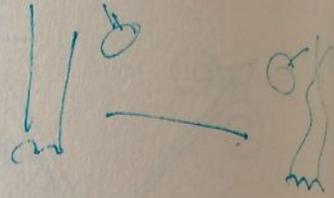








K P T L
 O R U E
 O O S E
 P J S E
 E C E R
 T N



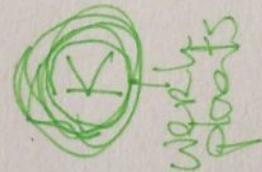
wij	jullie	wij	ik / jij / jullie
Events	Shop	Werkplaats	Project space
^{hemis} Kunst	Kassa Koop	^{creatief} ^{kegel} K looit	^{Kommunicati} K
^{podium} kegel T ^{zeplaat}	Prijs	Print pers	Plan
L assien	Tentoon Toont Loont	T Leer machine	<u>Tafel</u> Laptop

Komt - event
 Komt - shop
 Komt - project space
 Komt - communicati

3-12-11
 K - P - T - L

cultdealer
 ↳ web.

P T L



werkhout
 plaats



Komt - event
 Koop - shop



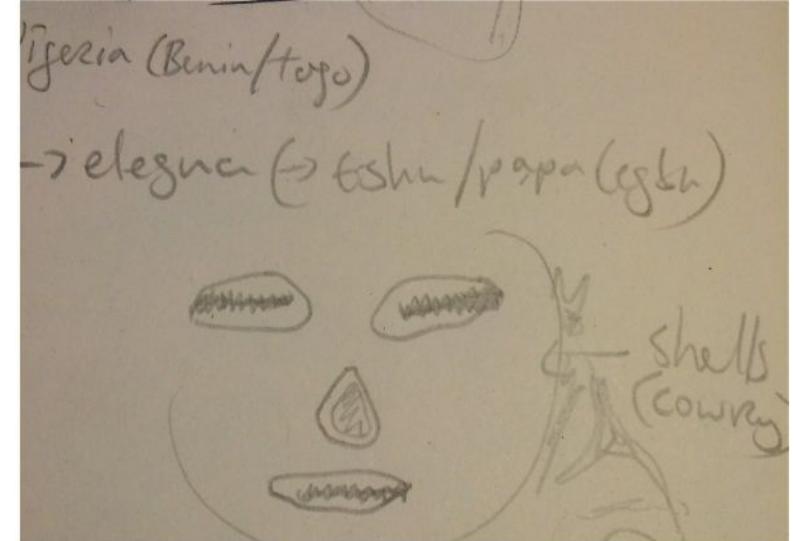
events - evenement
 shop - winkel
 Project space -
 Workshop - werkplaats

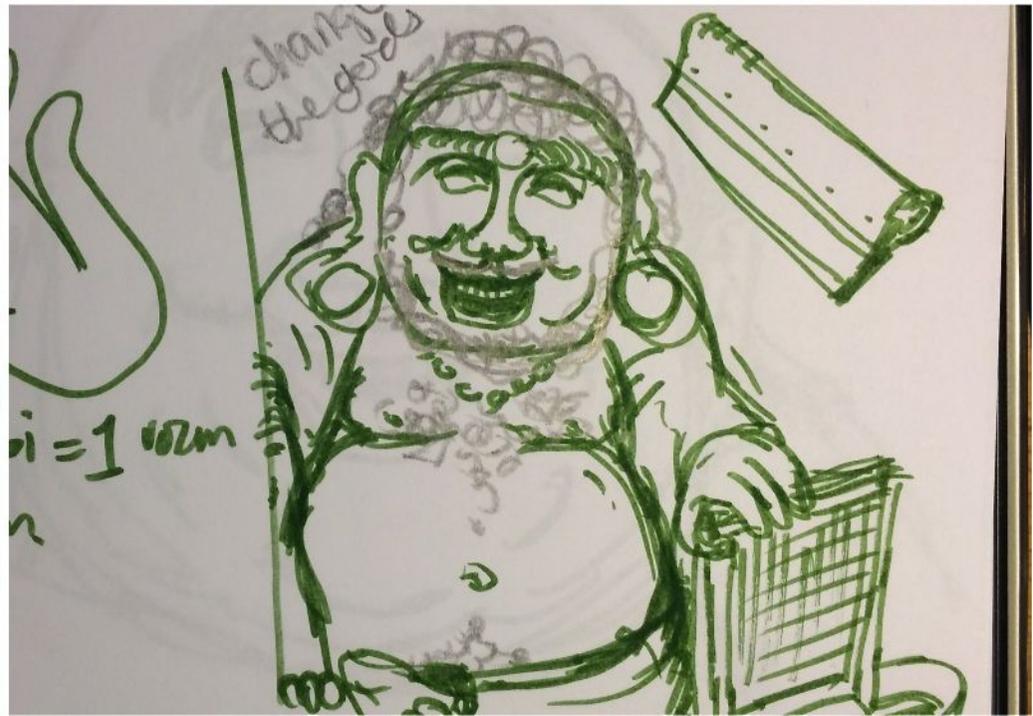
Also tried a few things with the words and letters, unfortunately nothing really came forth.

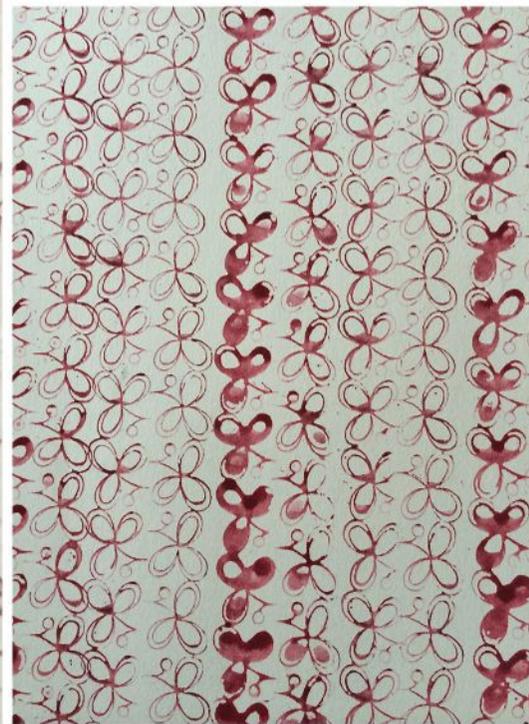
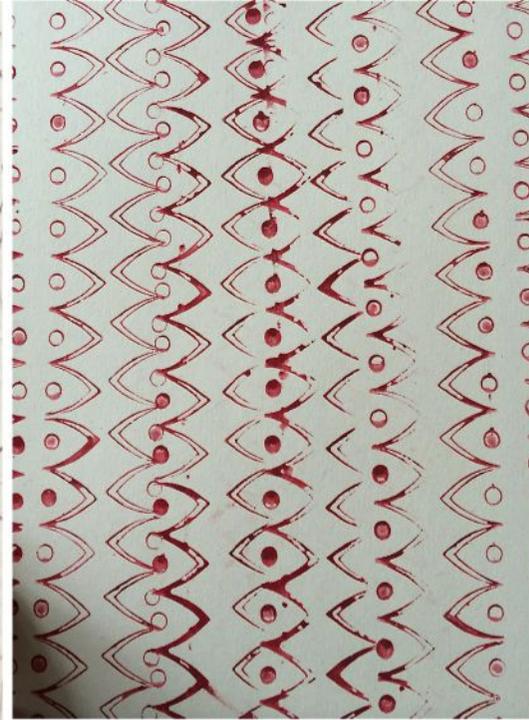
9. New input

In meetings with *Kapitaal*, it became clear that a fourth symbol would be needed as there are four main components to *Kapitaal*: the (silkscreen)workshop, events, the shop and the project-space.

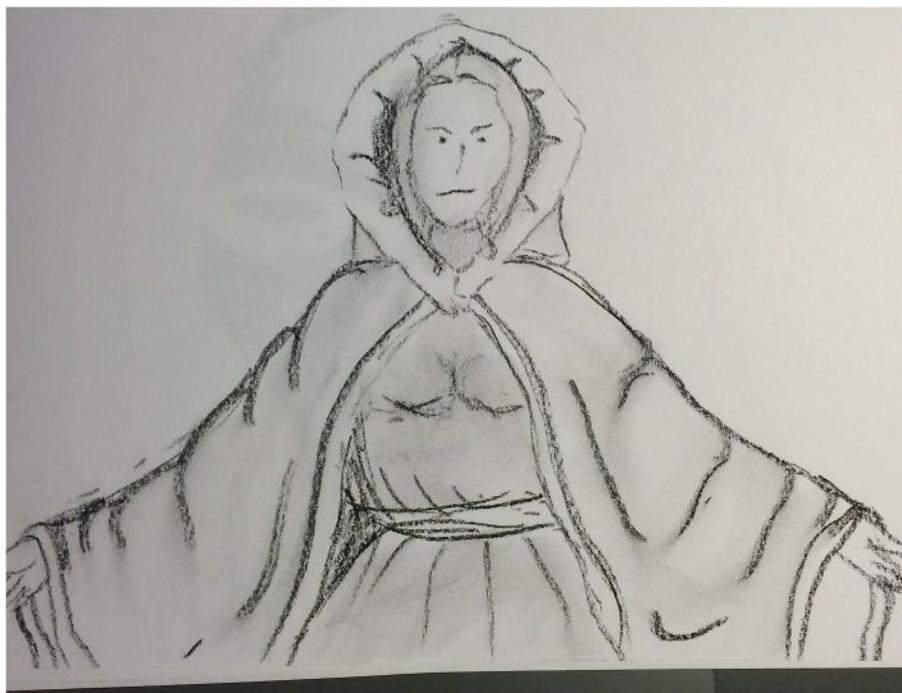
So again: research!

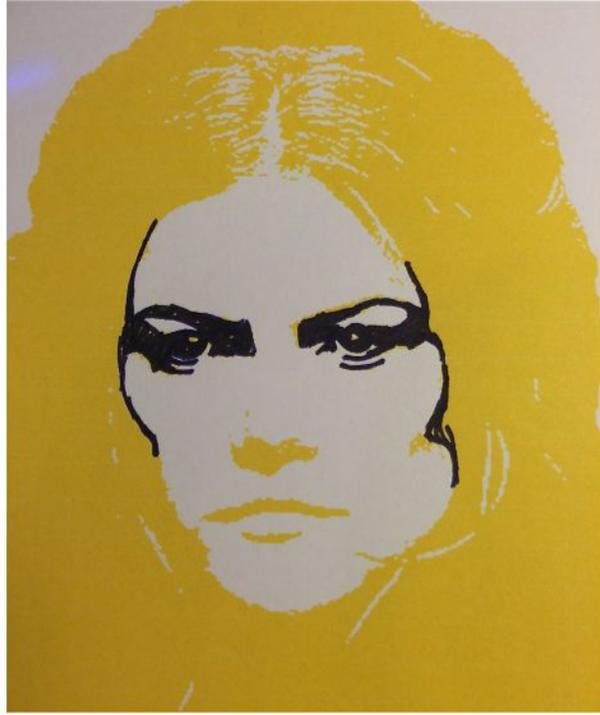




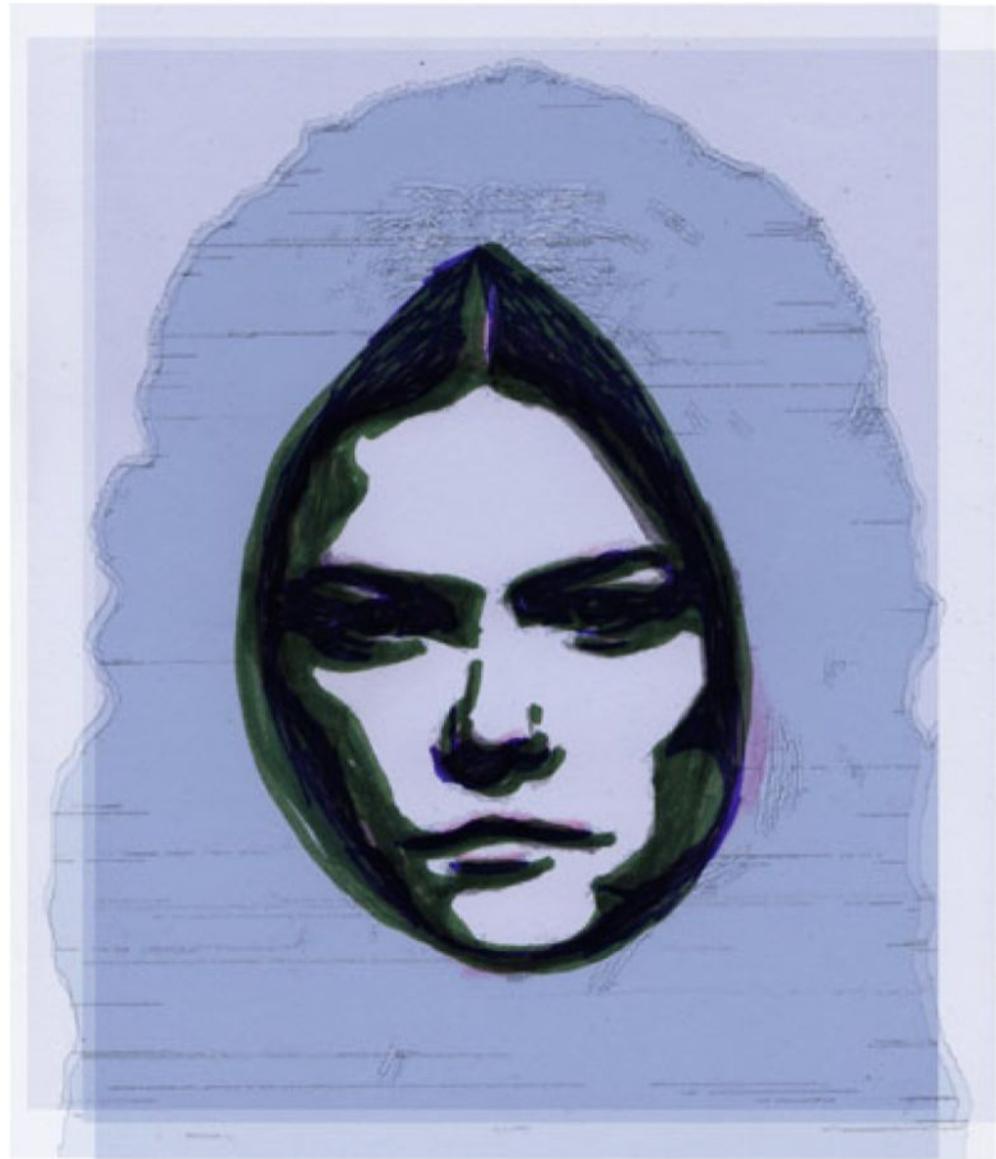


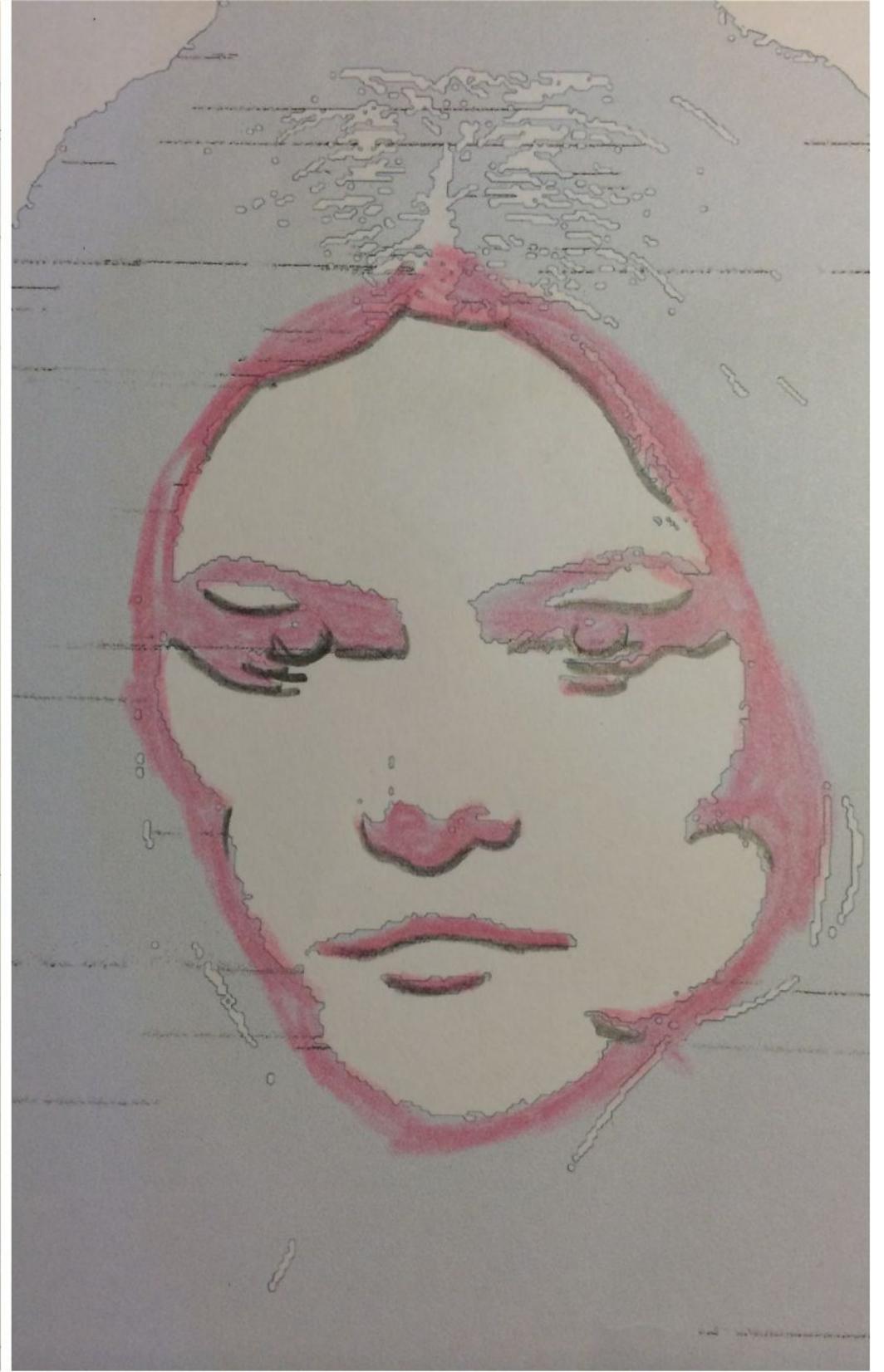
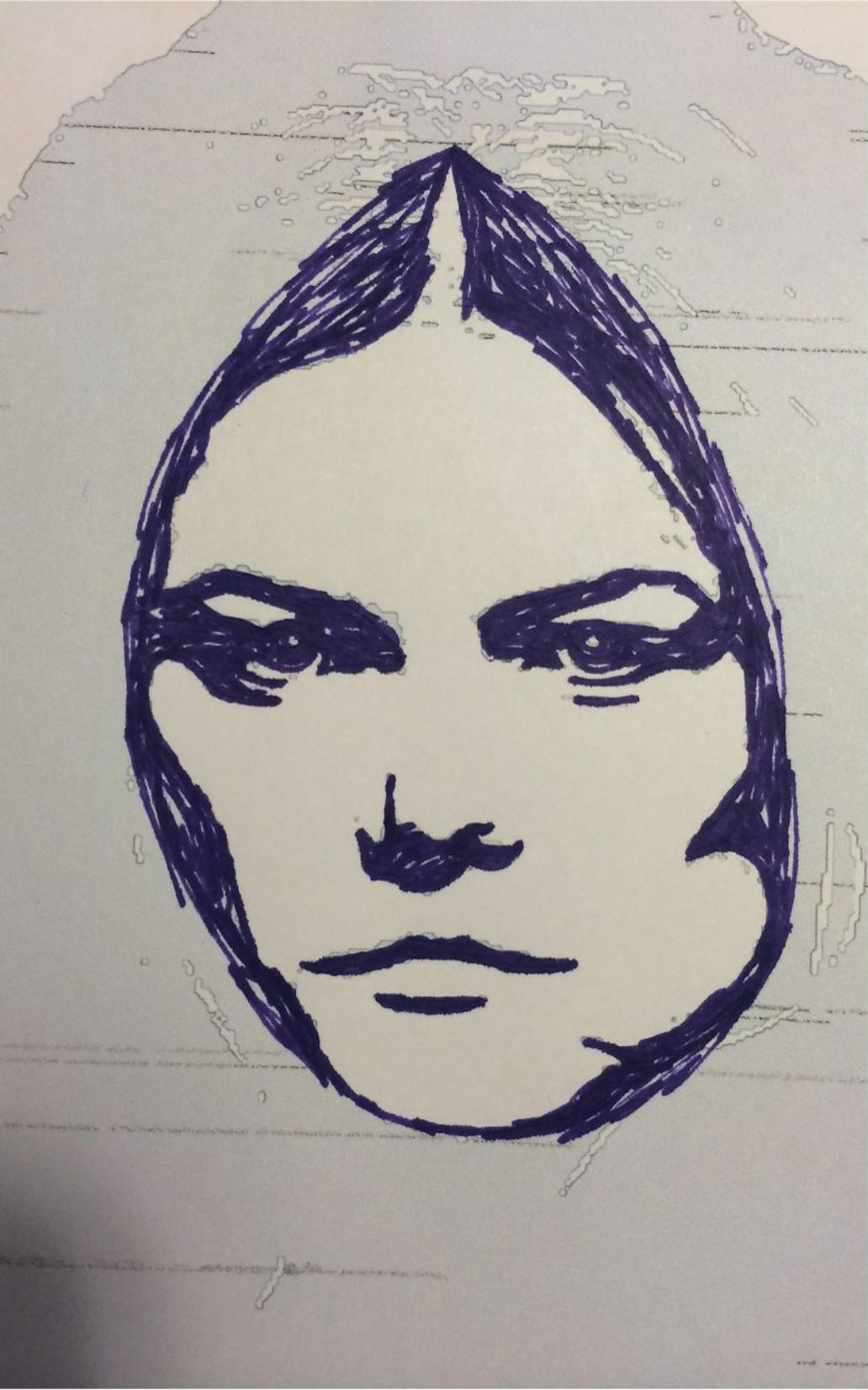
Sometimes, go back to the beginning and try some new versions works to clear the mind.



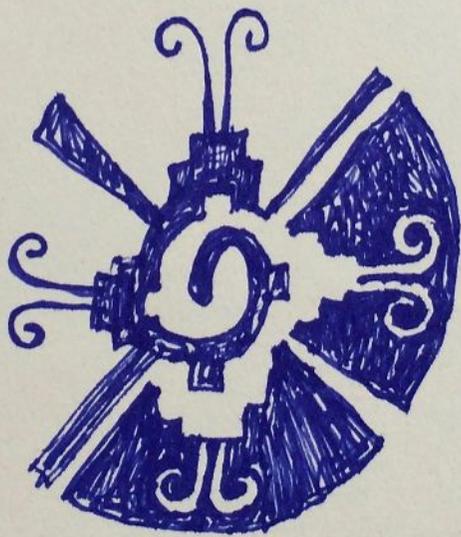
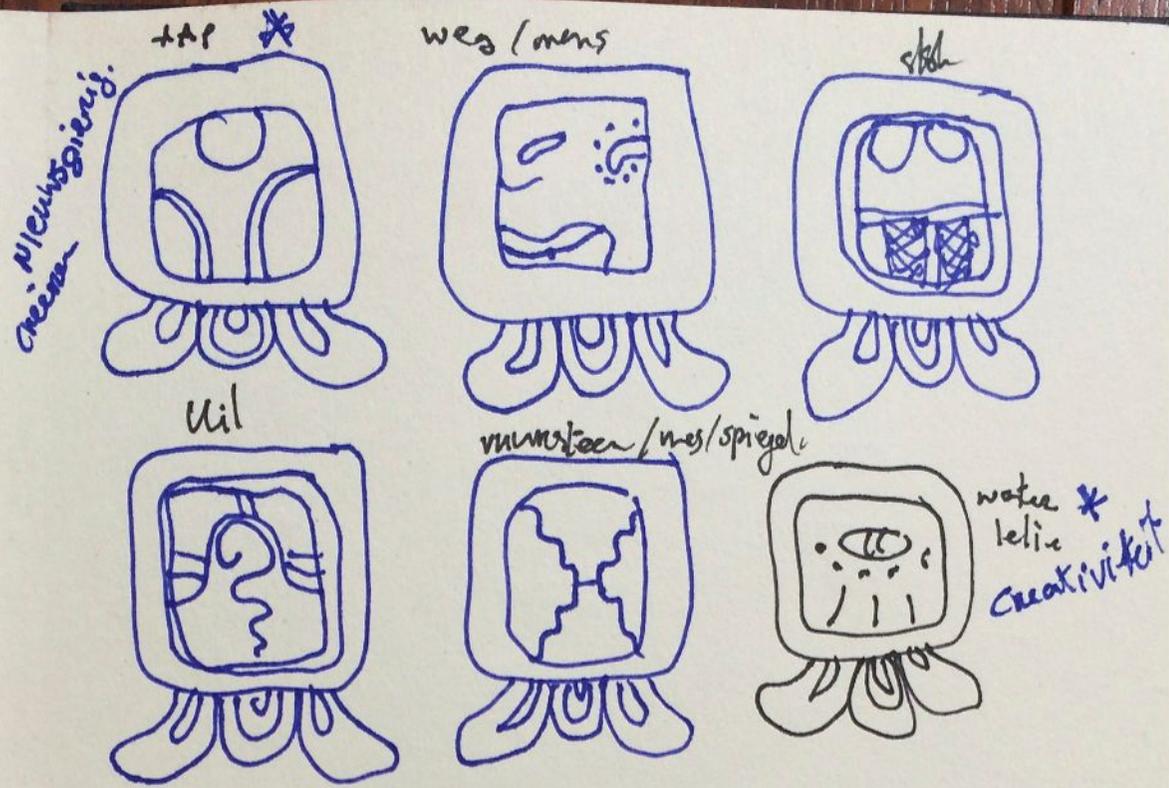


Or try some different technics and styles.





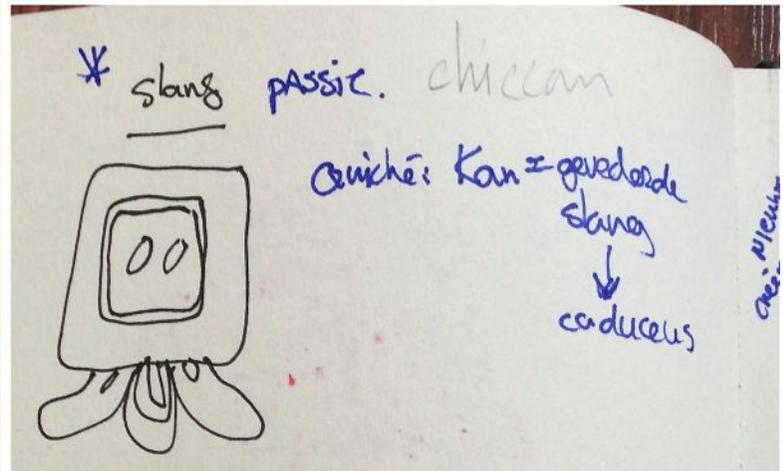




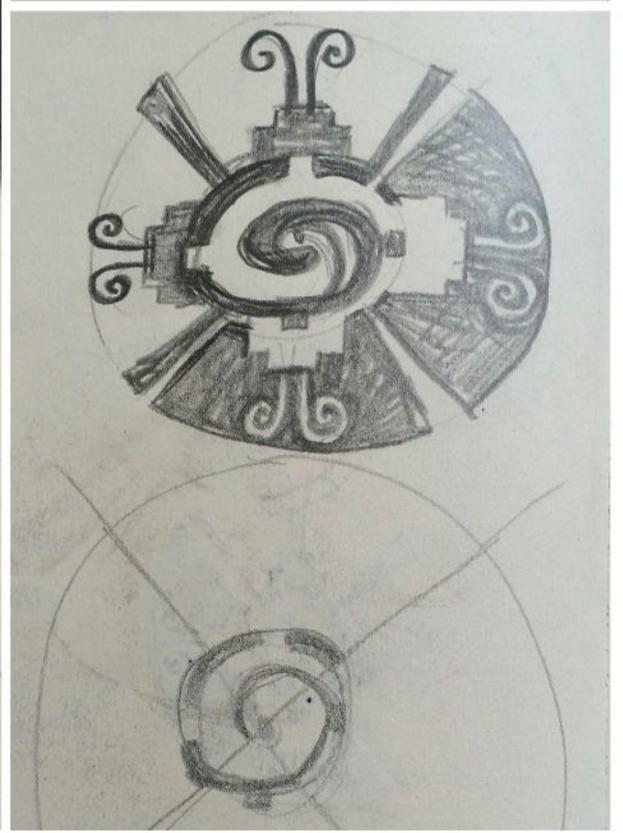
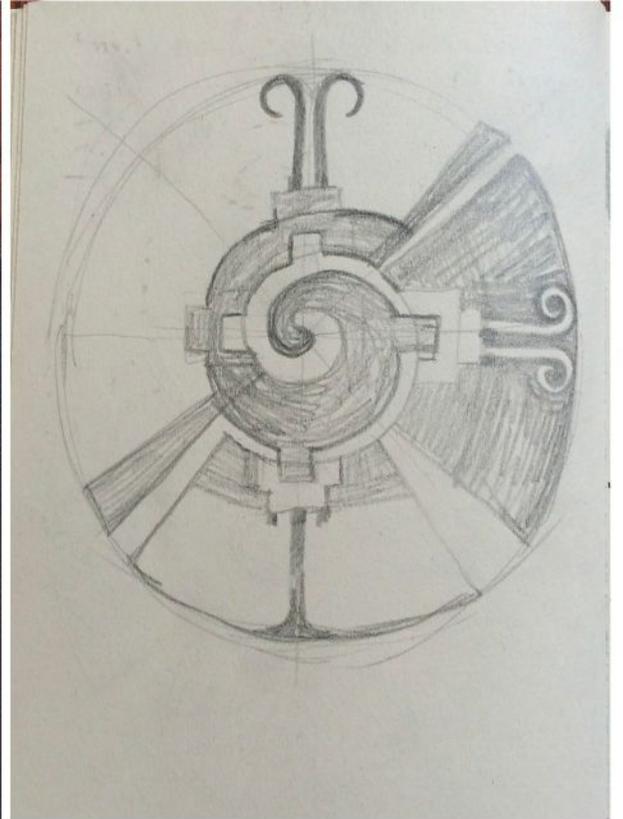
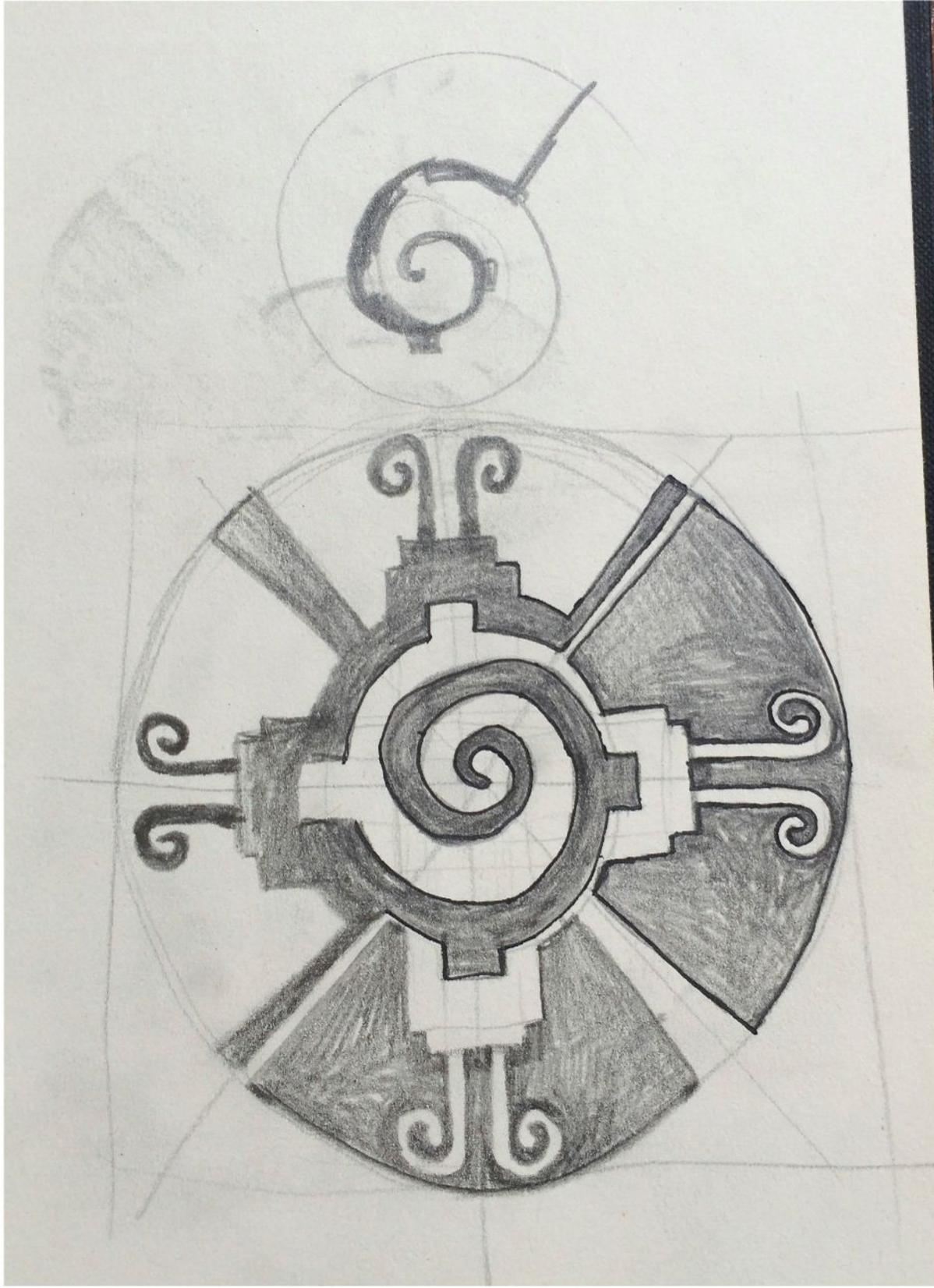
Hunab K'u.

Azteks

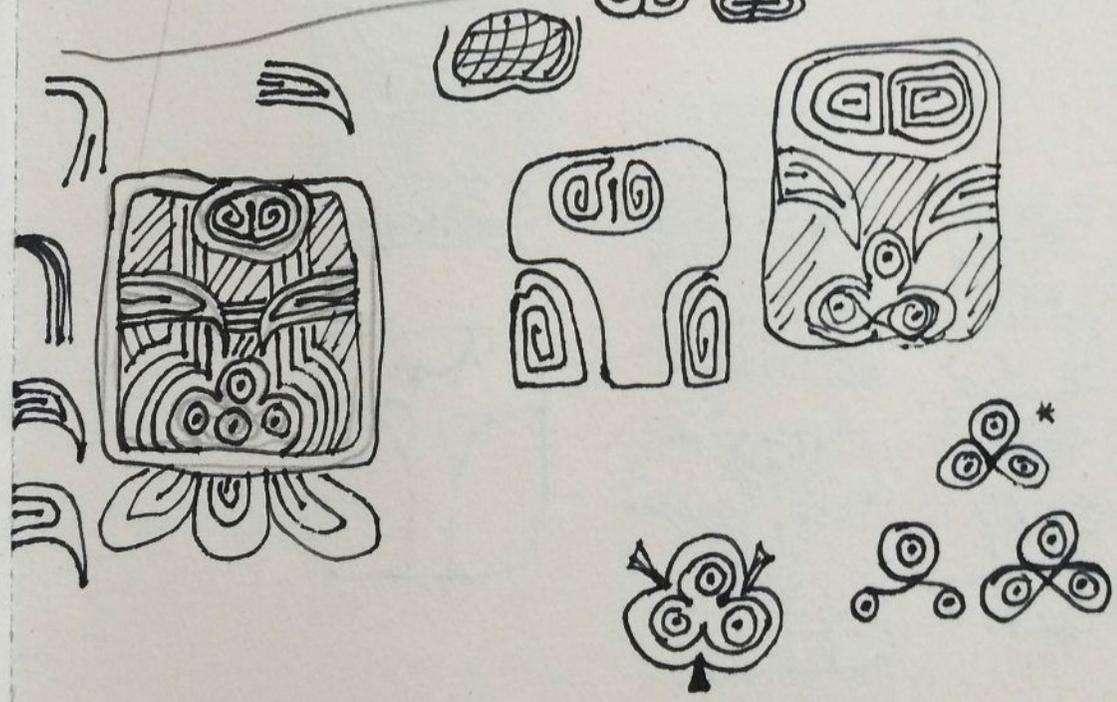
Hun Itzamha.



Then, browsing through my sketches... I created the fourth symbol out of different Mayan and Aztec mythologies.



water lily
head dress



Inuix
"cocodite"
"water lily"

intuitive people.
listen dreams/signs
Productive/creative/artist c.
hardworking/feminine/pensive
good w. hands
Eccentric.

possessed/
crazy

spannen
← drugs!

Chuen (monkey) (Chuen) (BAATZ, B'atz)

"the great craftsman, patron of artists and knowledge"

(hand monkey)
= ban/pap.
↓
oe.
(spider monkey)

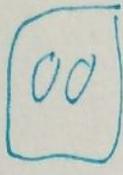
meaning Oracle: ancestor

to spin/roll up/asking.

Boch Avest
water 11

fun loving people / goofy / entertaining styles.
tenacious / don't stop till reaching goal / Master of Arts.
Intelligent / good hearted / judicious / sage-like.
Connects with ancestors. teach / lead by example.
charismatic leader. Lucky

Arrogant / Fastid.



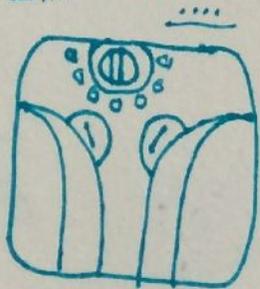
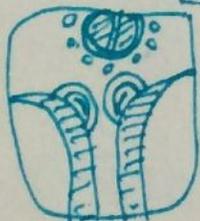
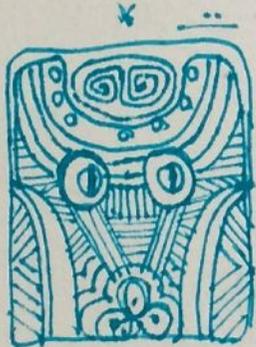
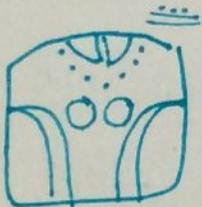
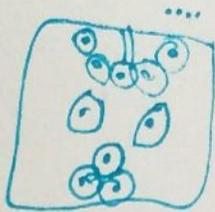
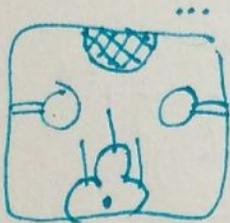
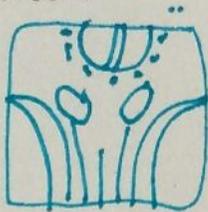
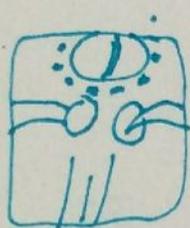
combi

monkey
chuen

water
lily
lunx

Snake
chiccan

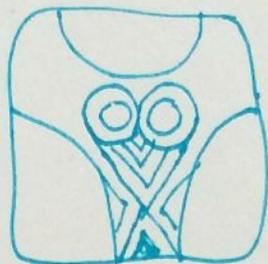
chixan



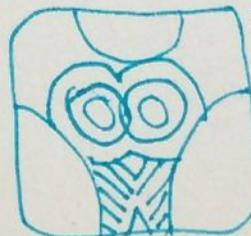
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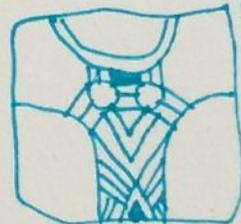
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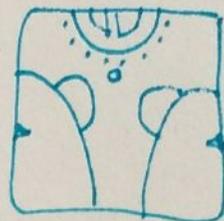
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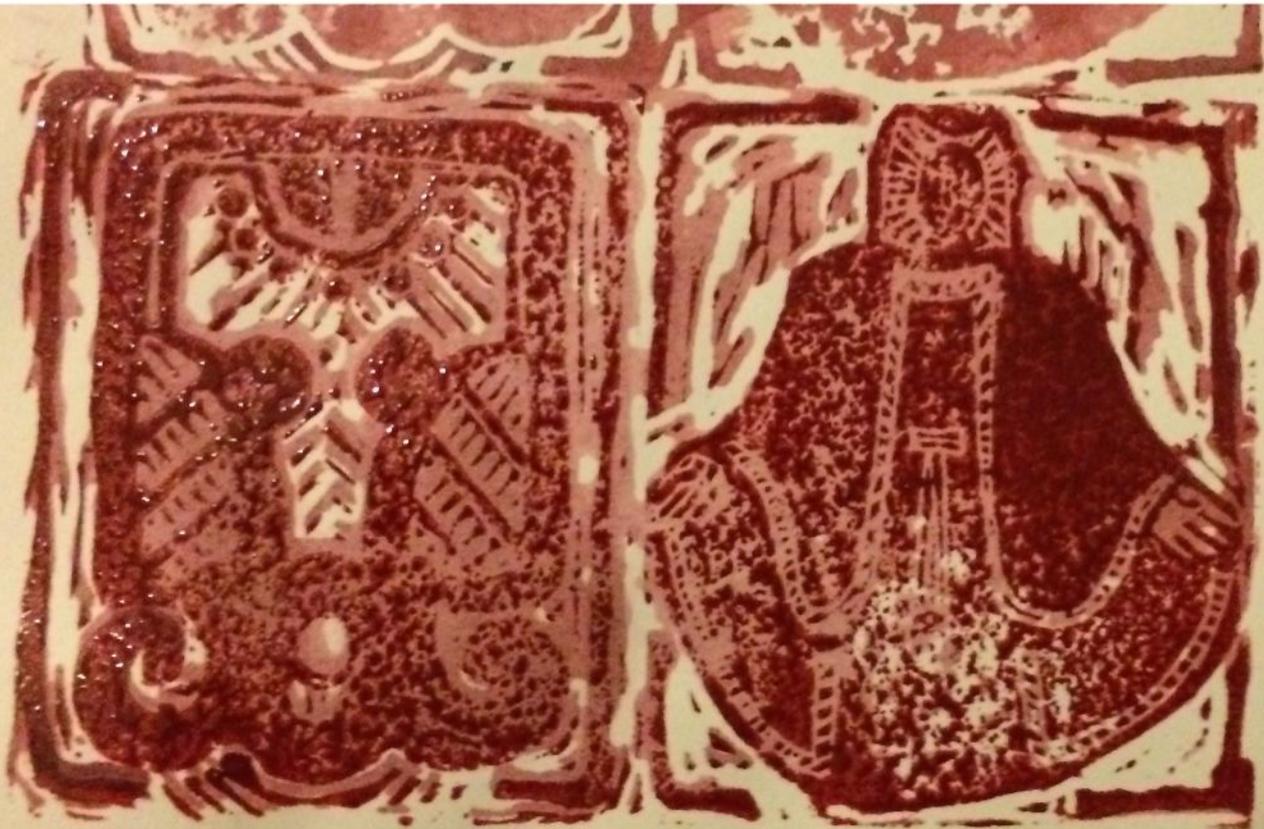
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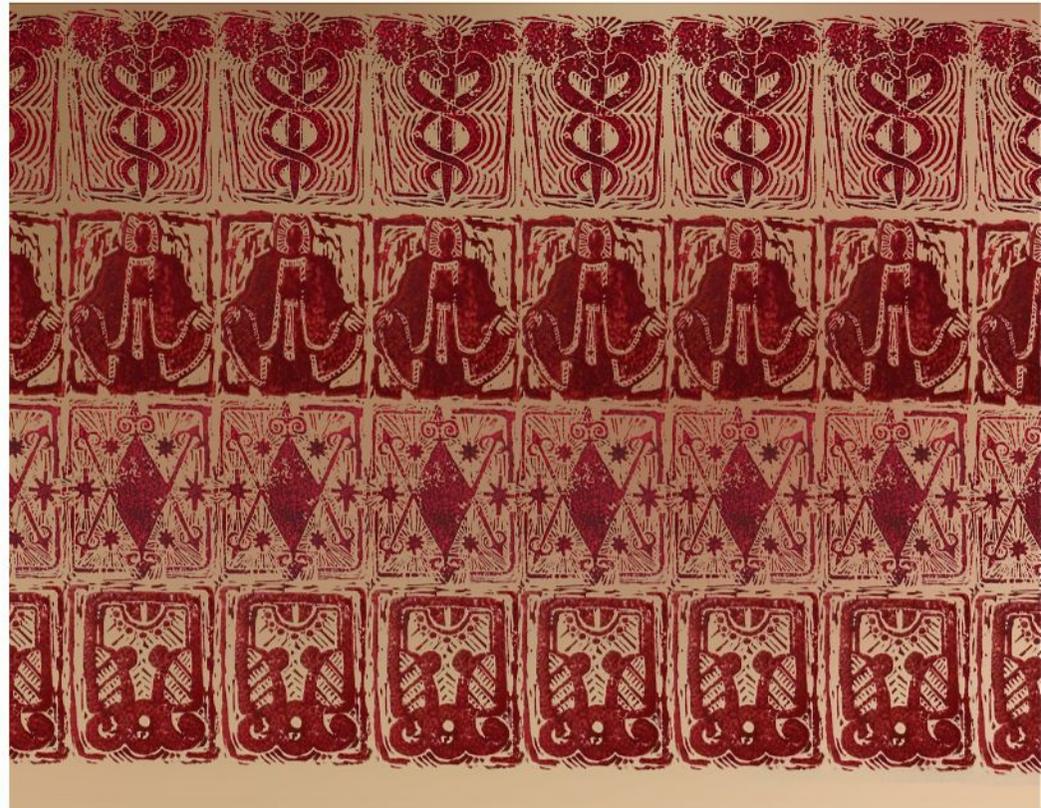
10. Four Symbols

So now I had the four symbols, what to do now? Back to the crafts of course! This time I choose linoleum. Because of the ease of use, the detail which is possible and, naturally, the look and feel.



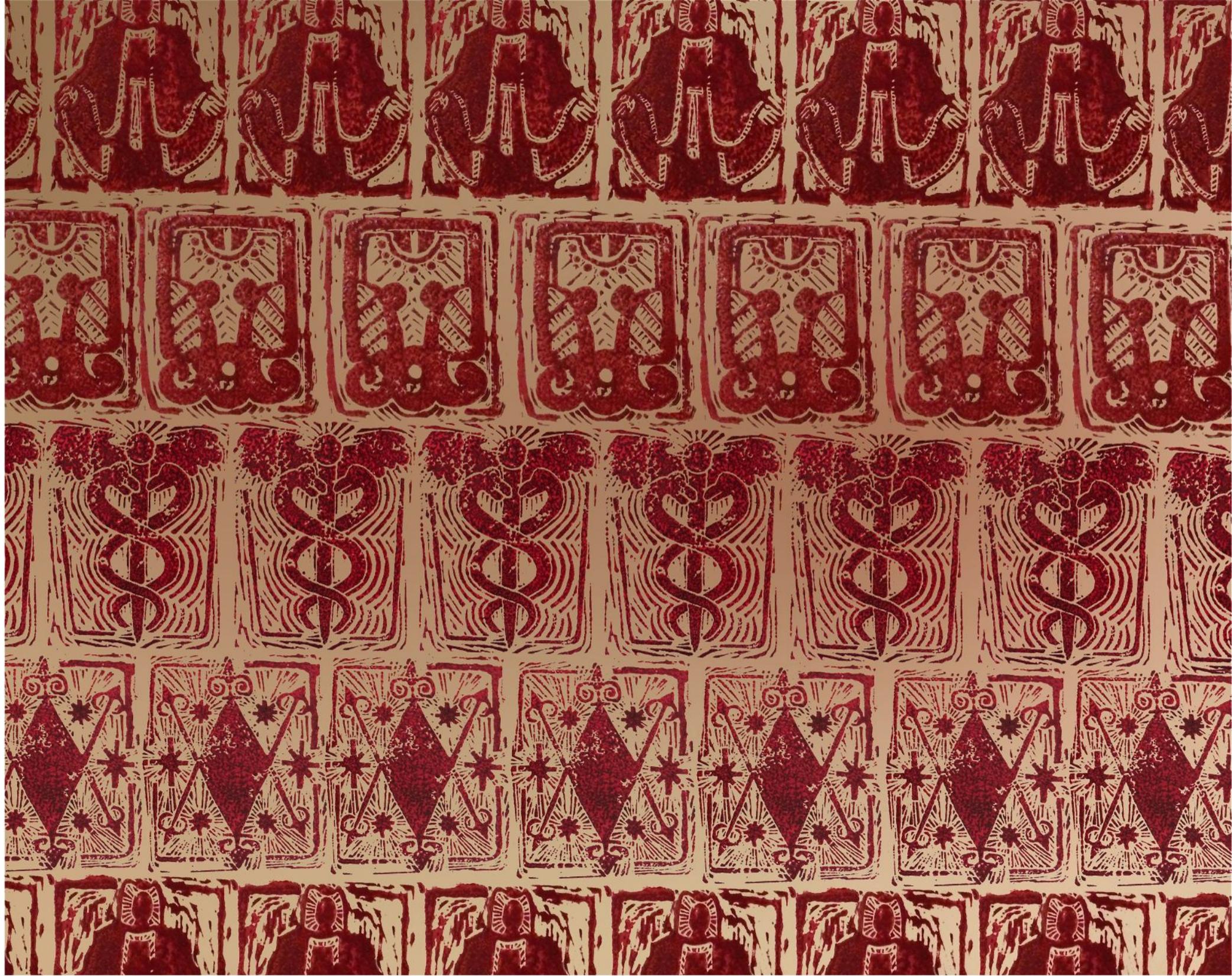


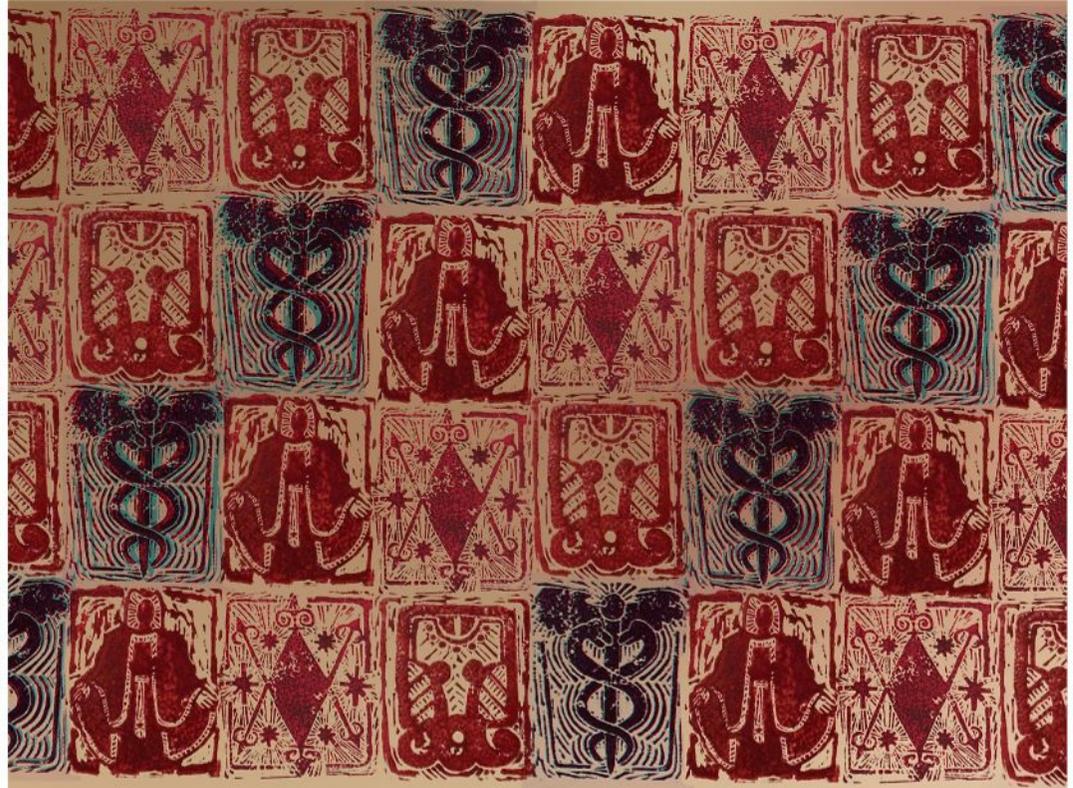




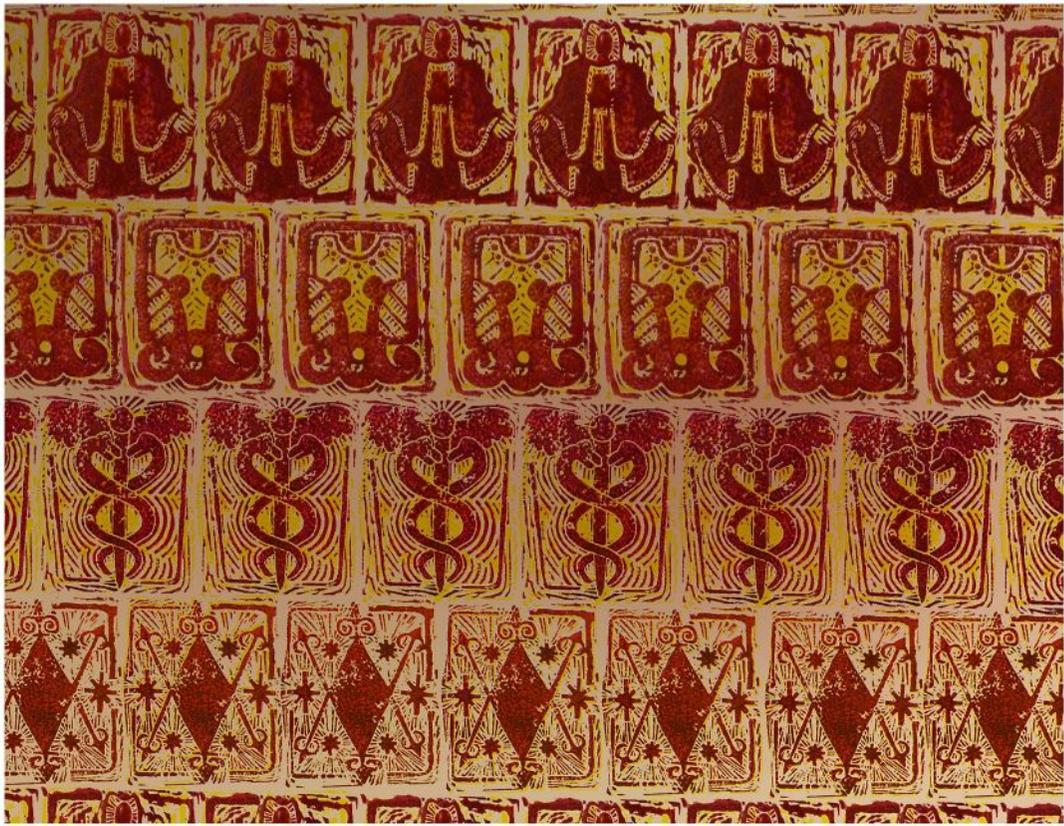
And digitalising once again to make patterns out of the linocuts.

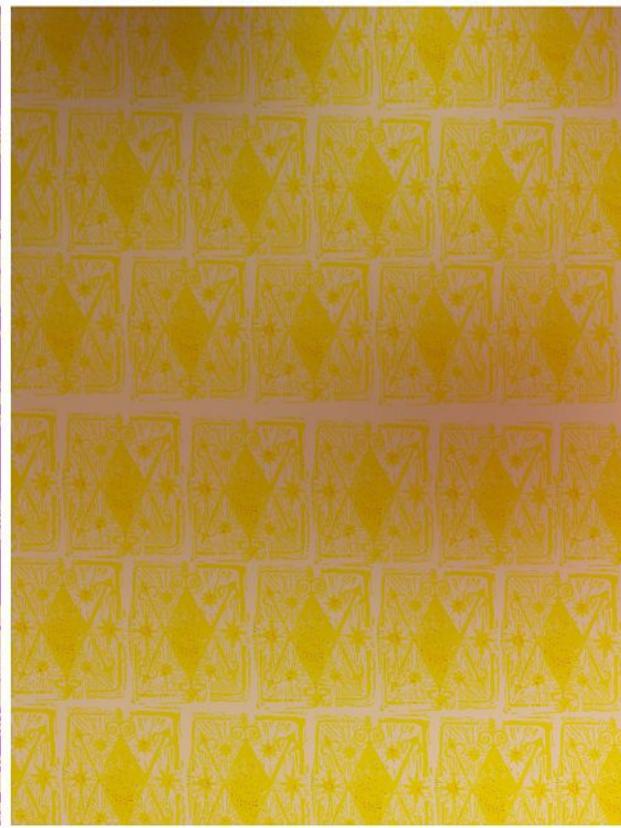


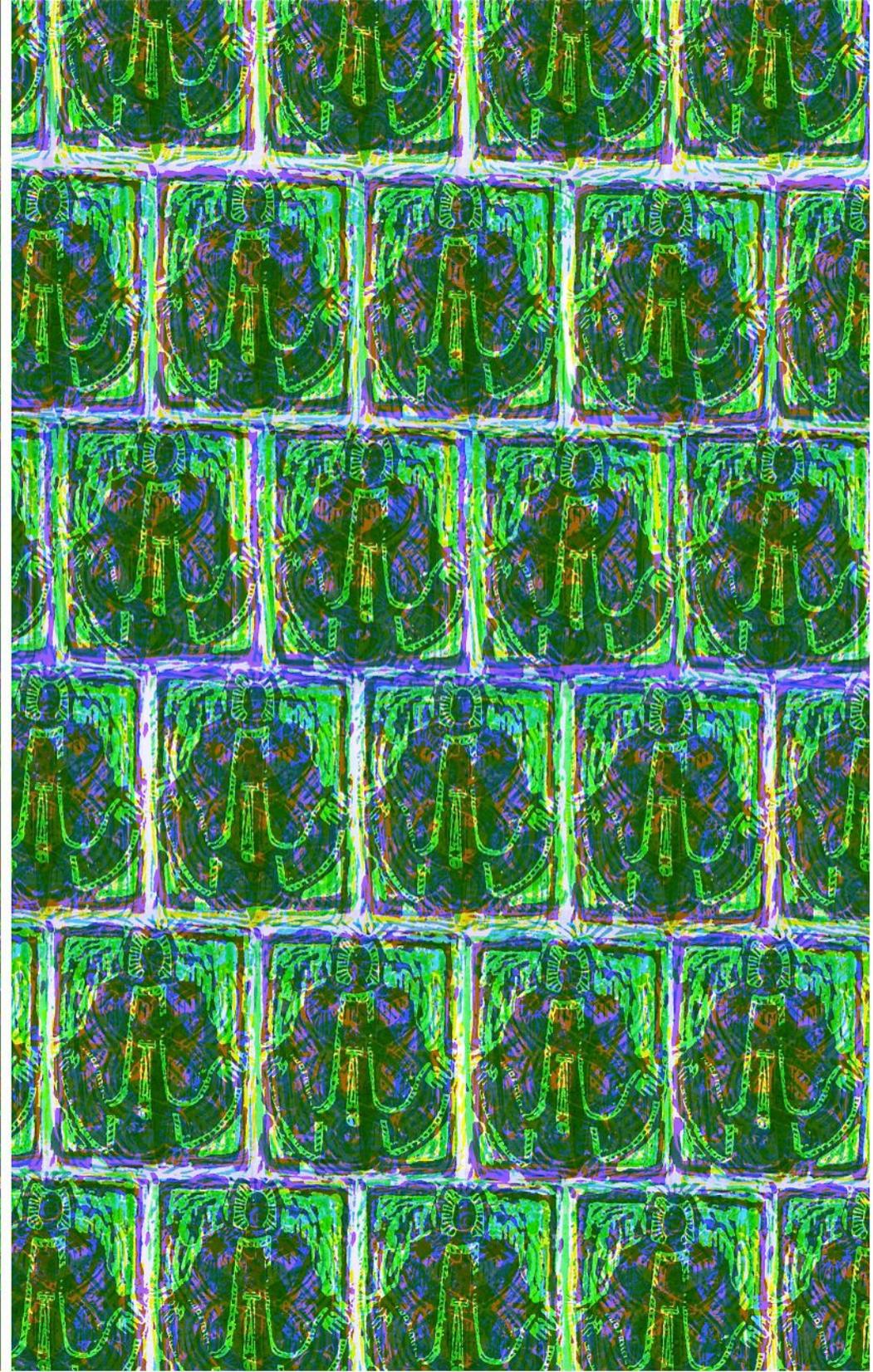
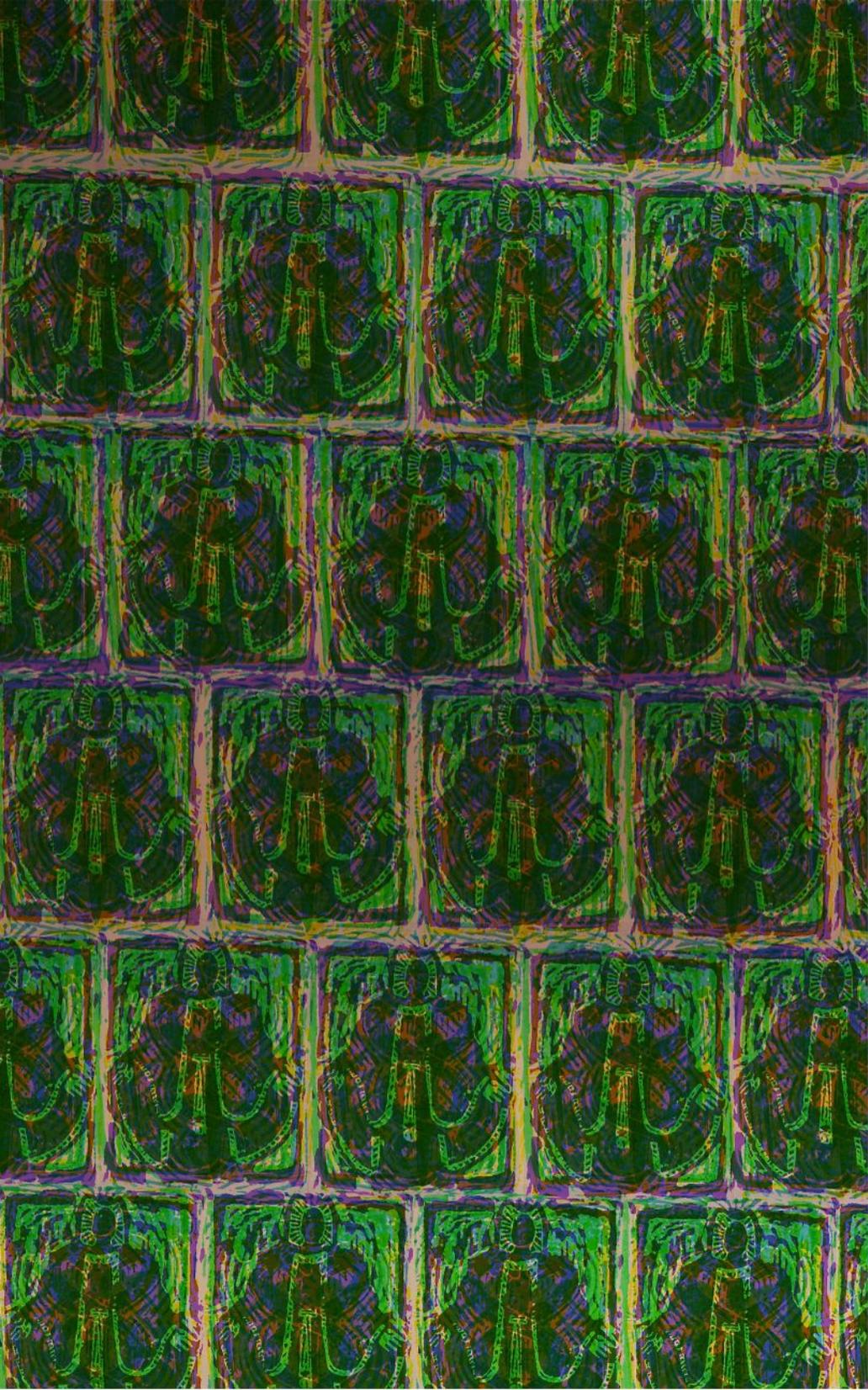


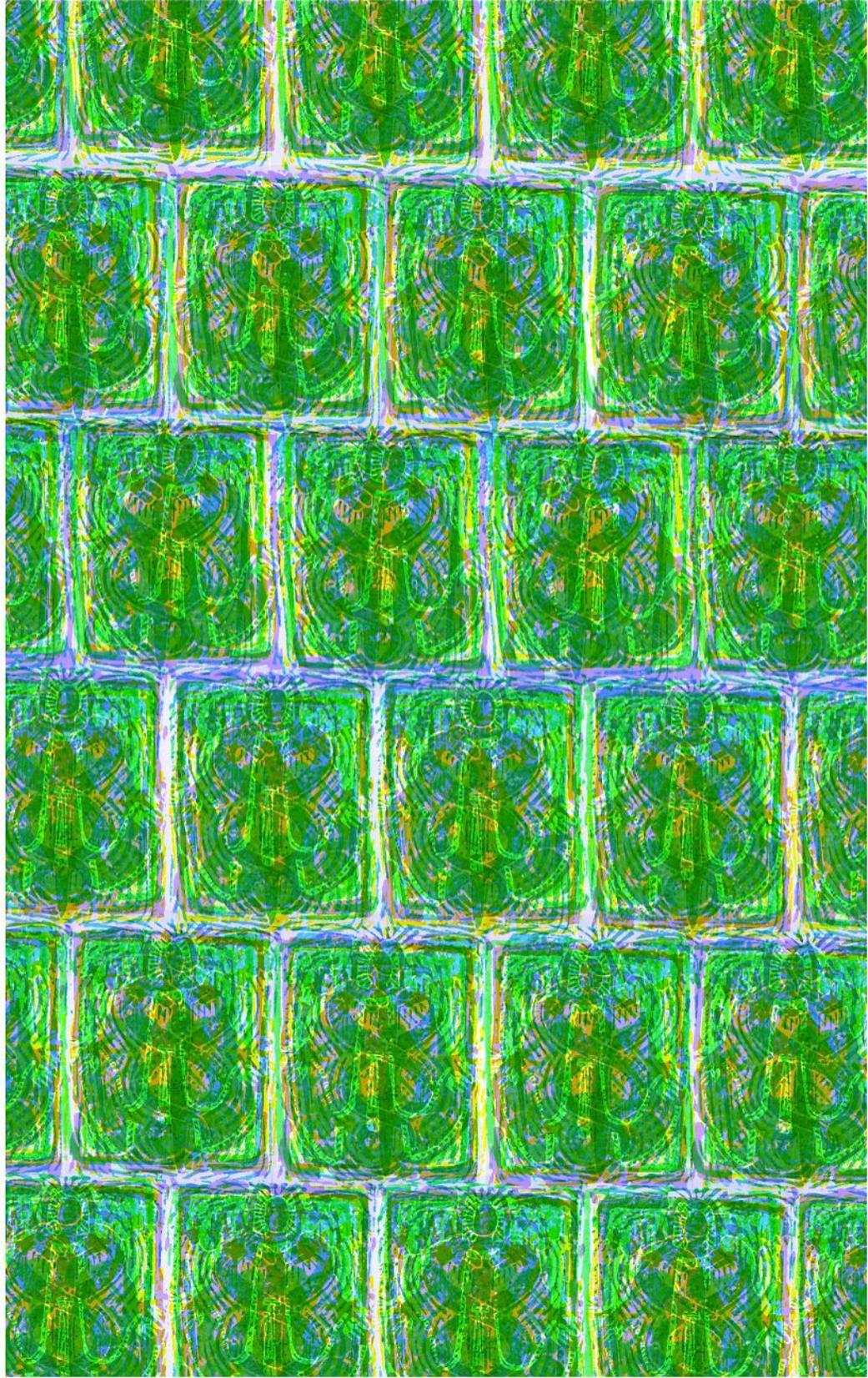
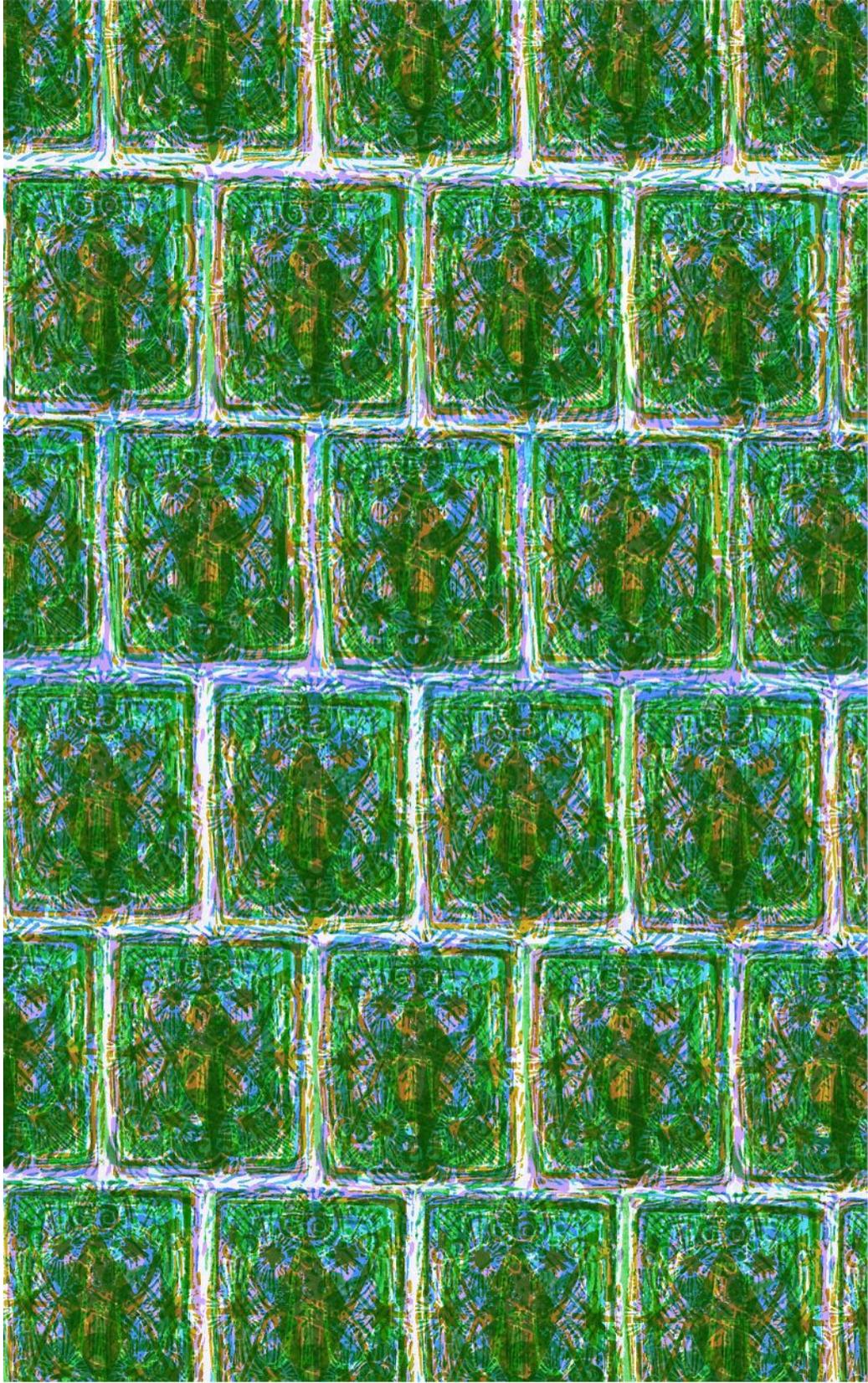


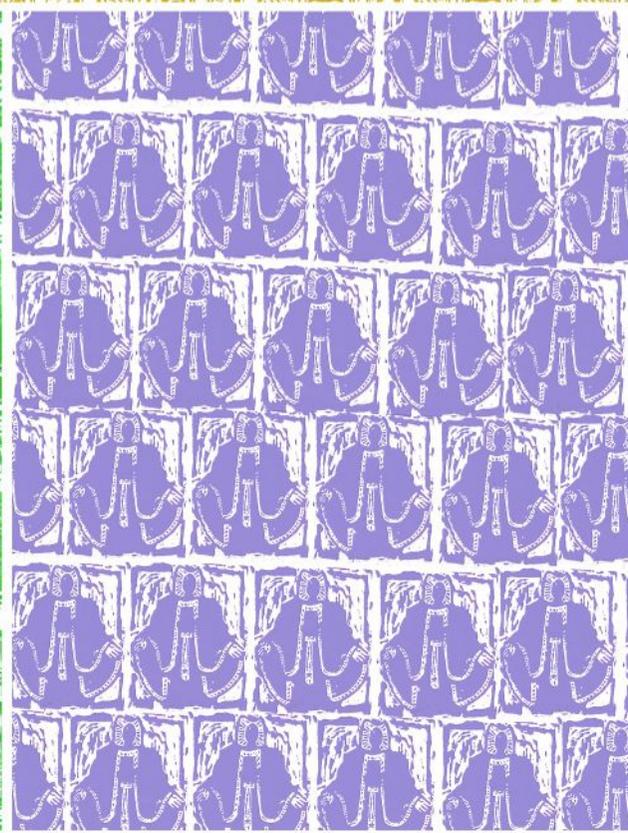
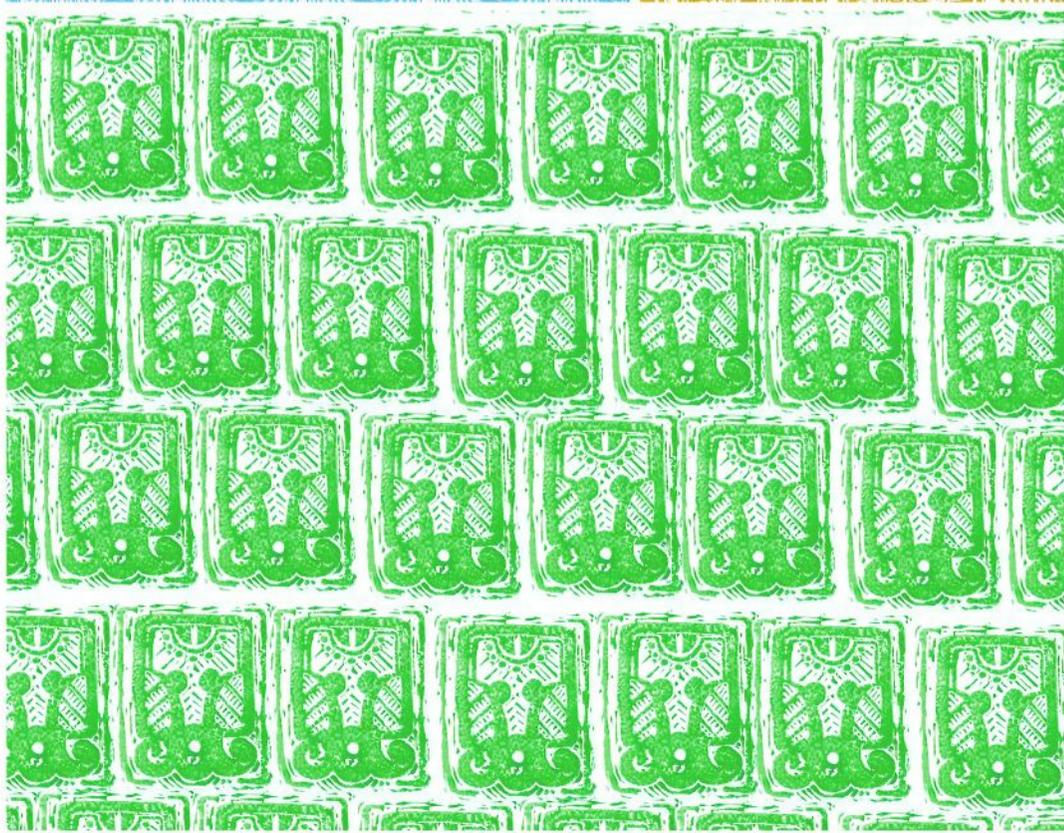




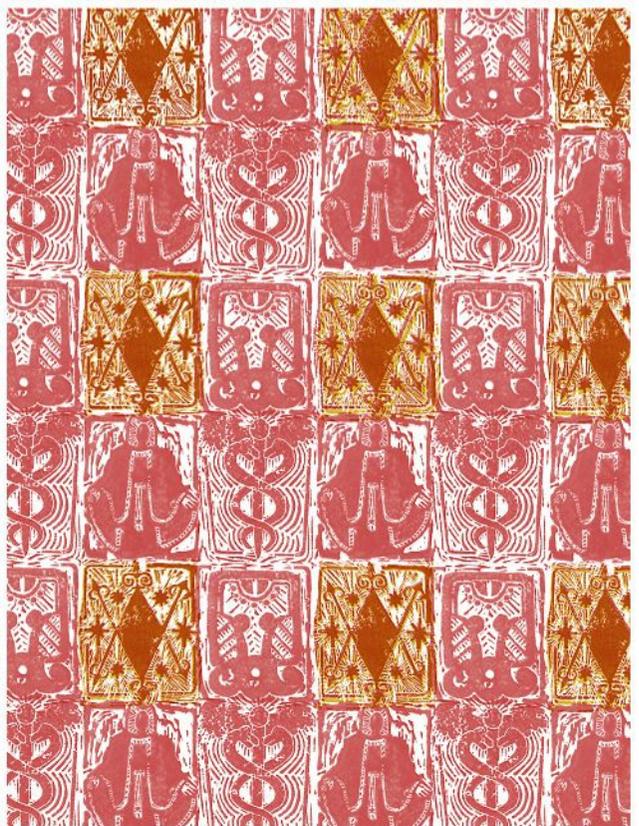
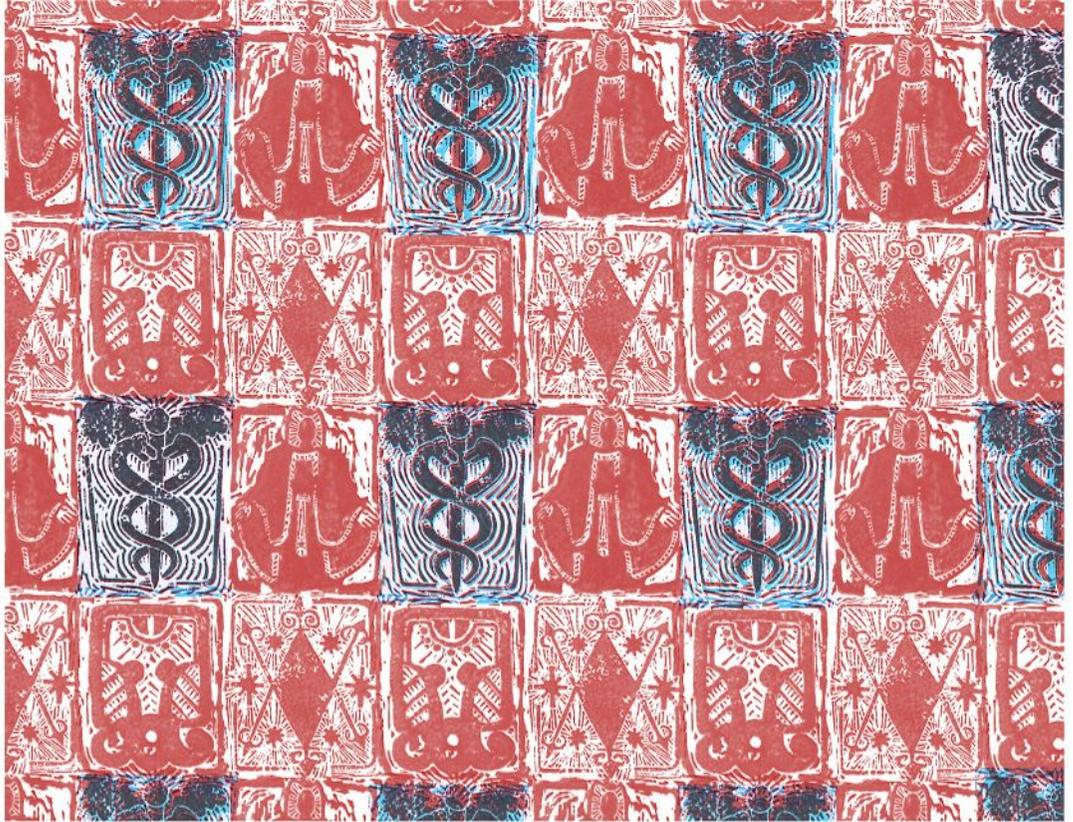
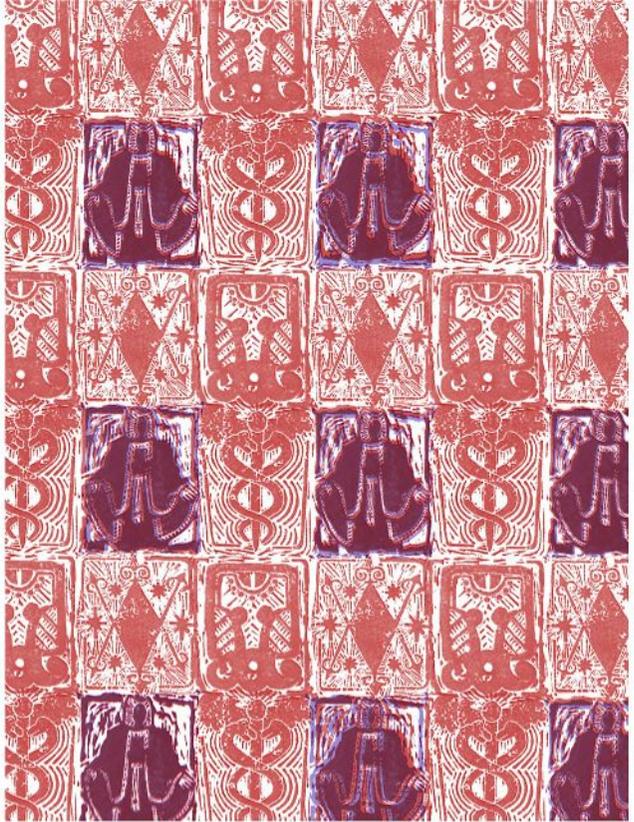




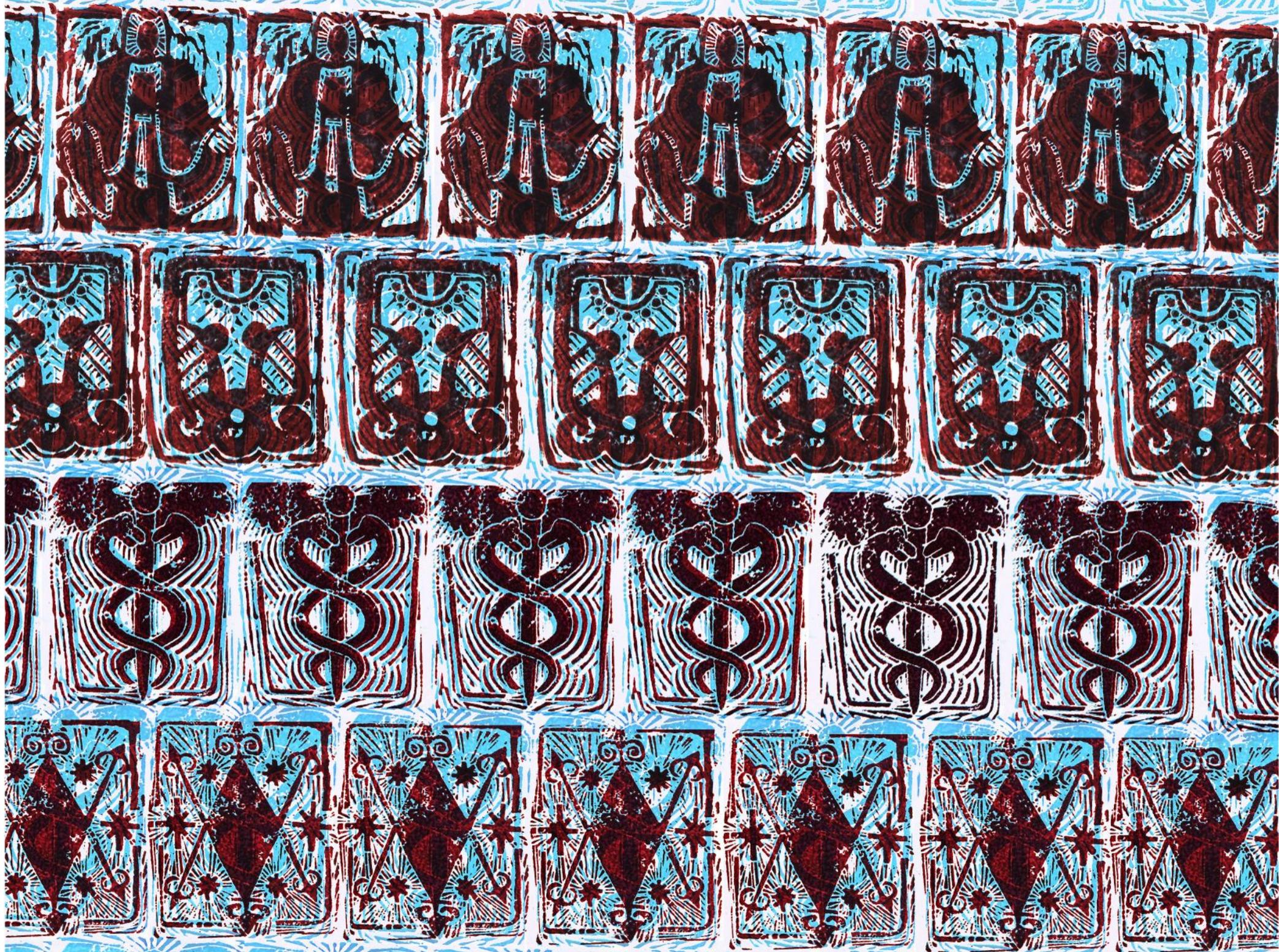


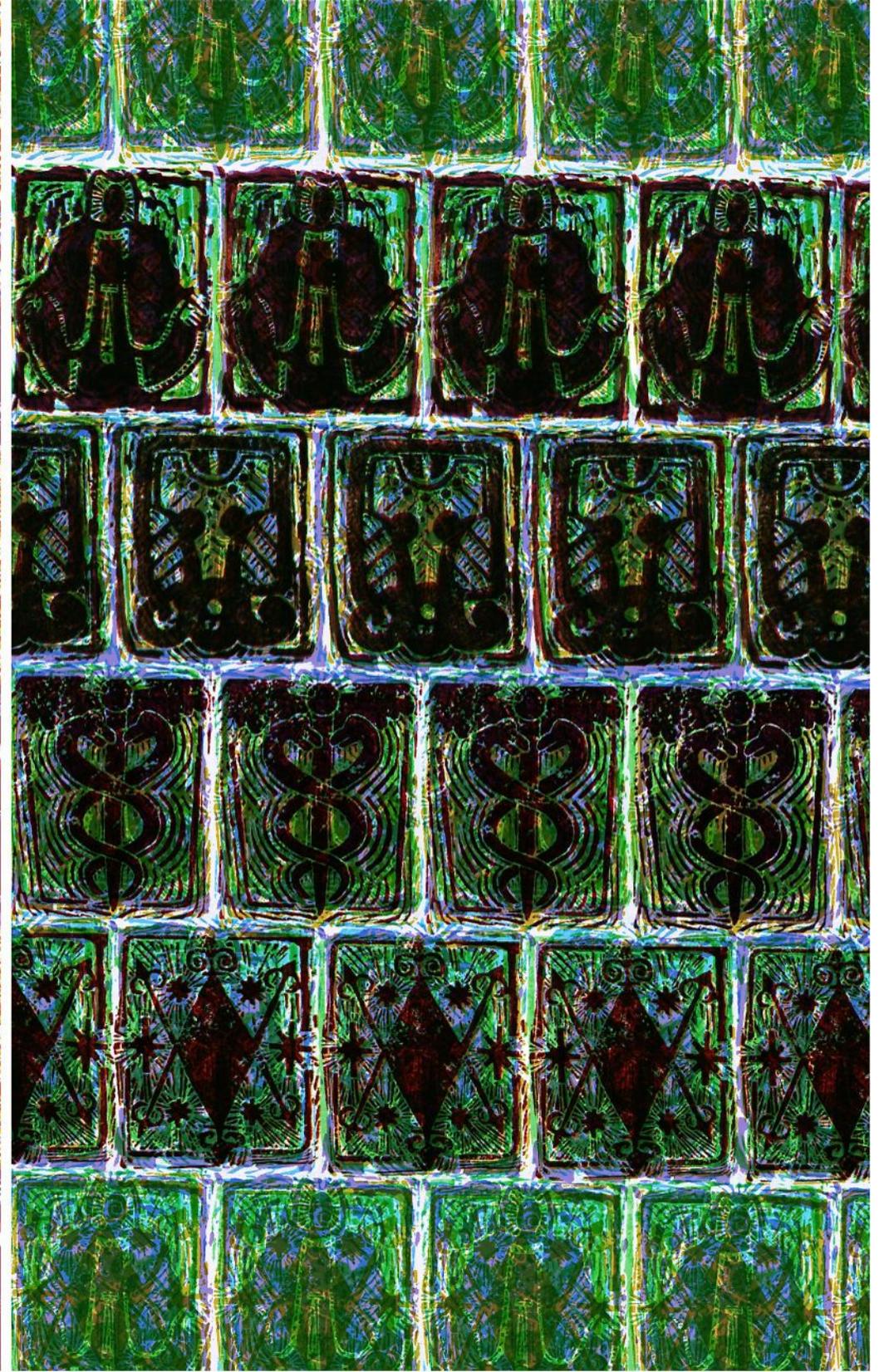


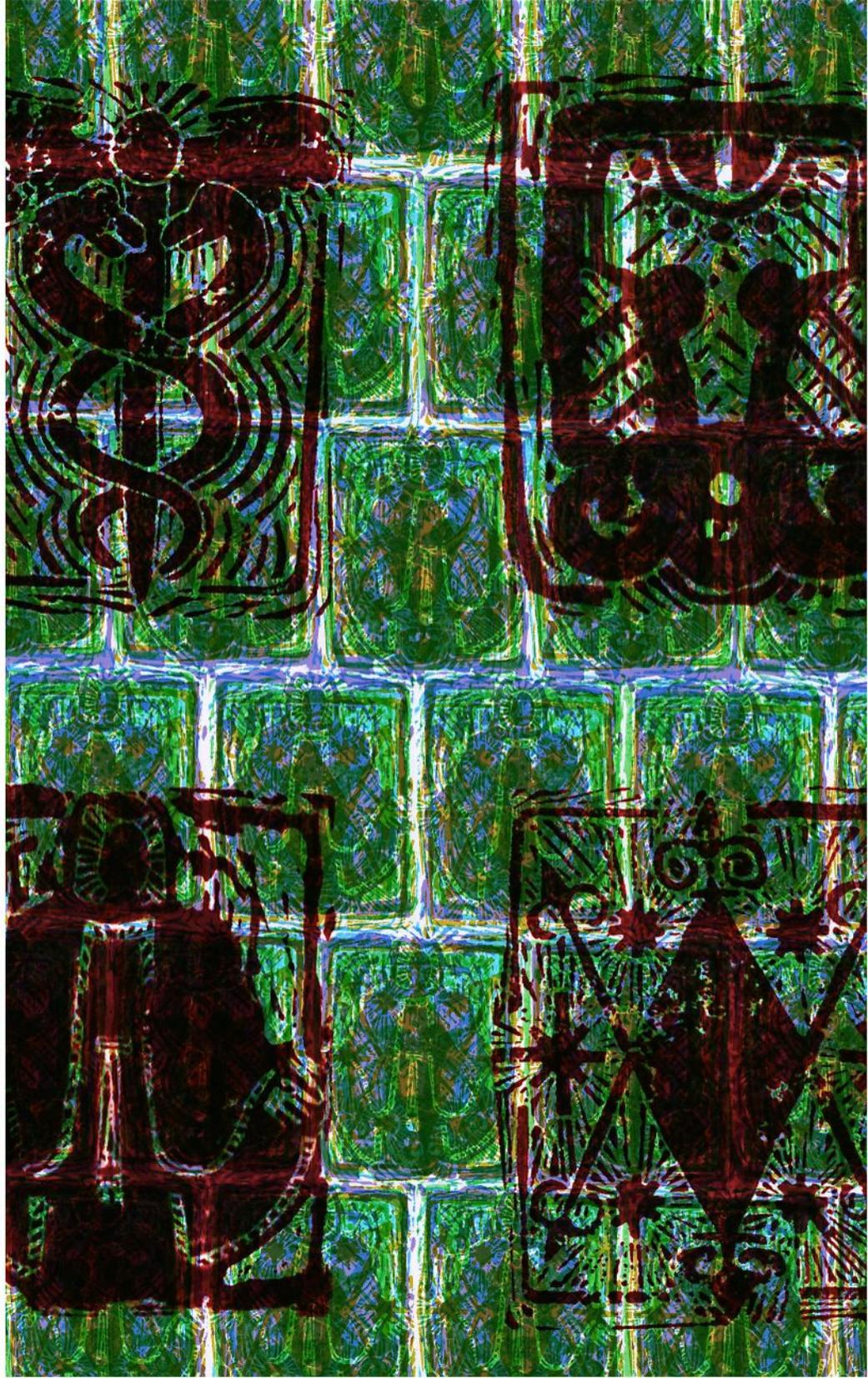


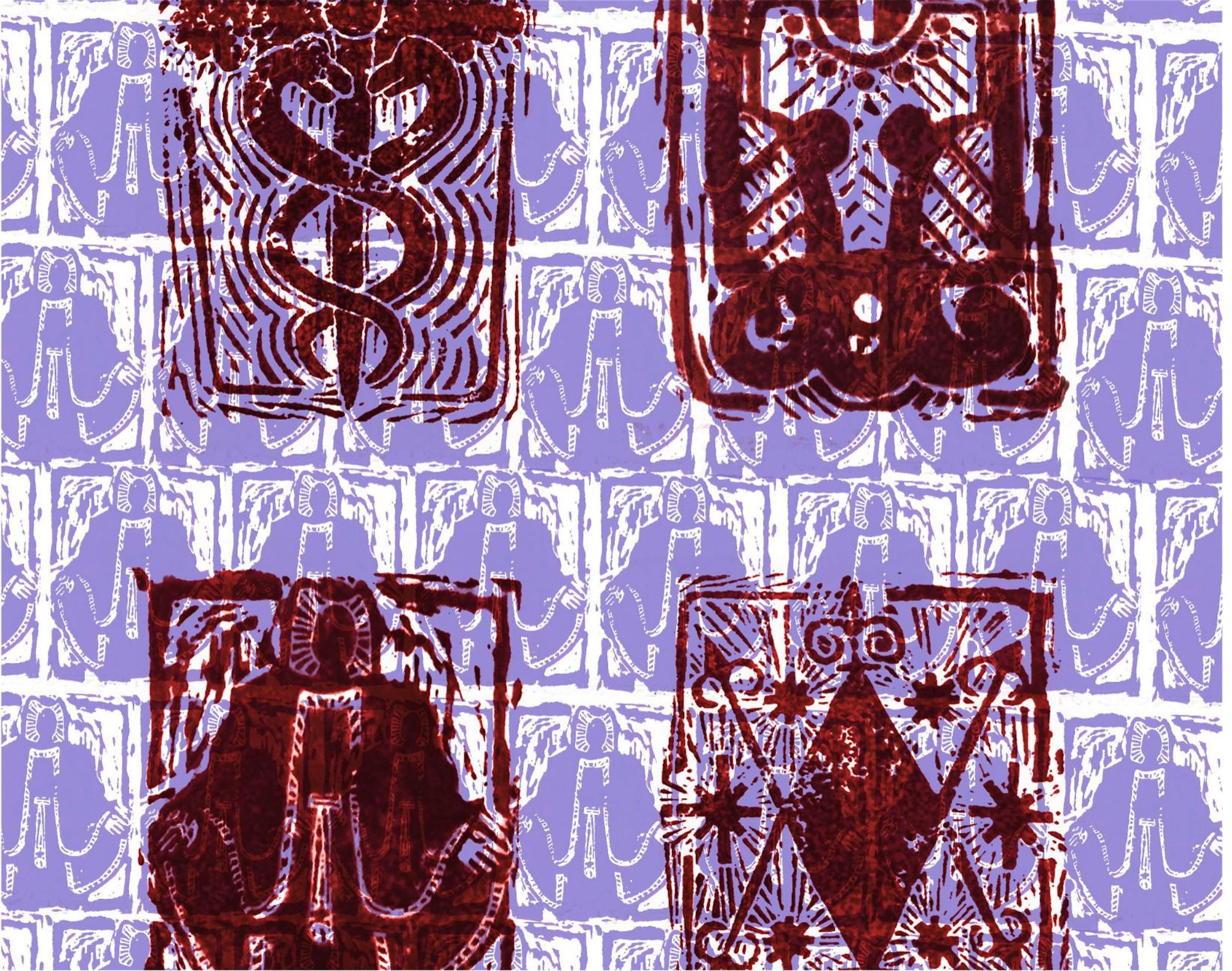


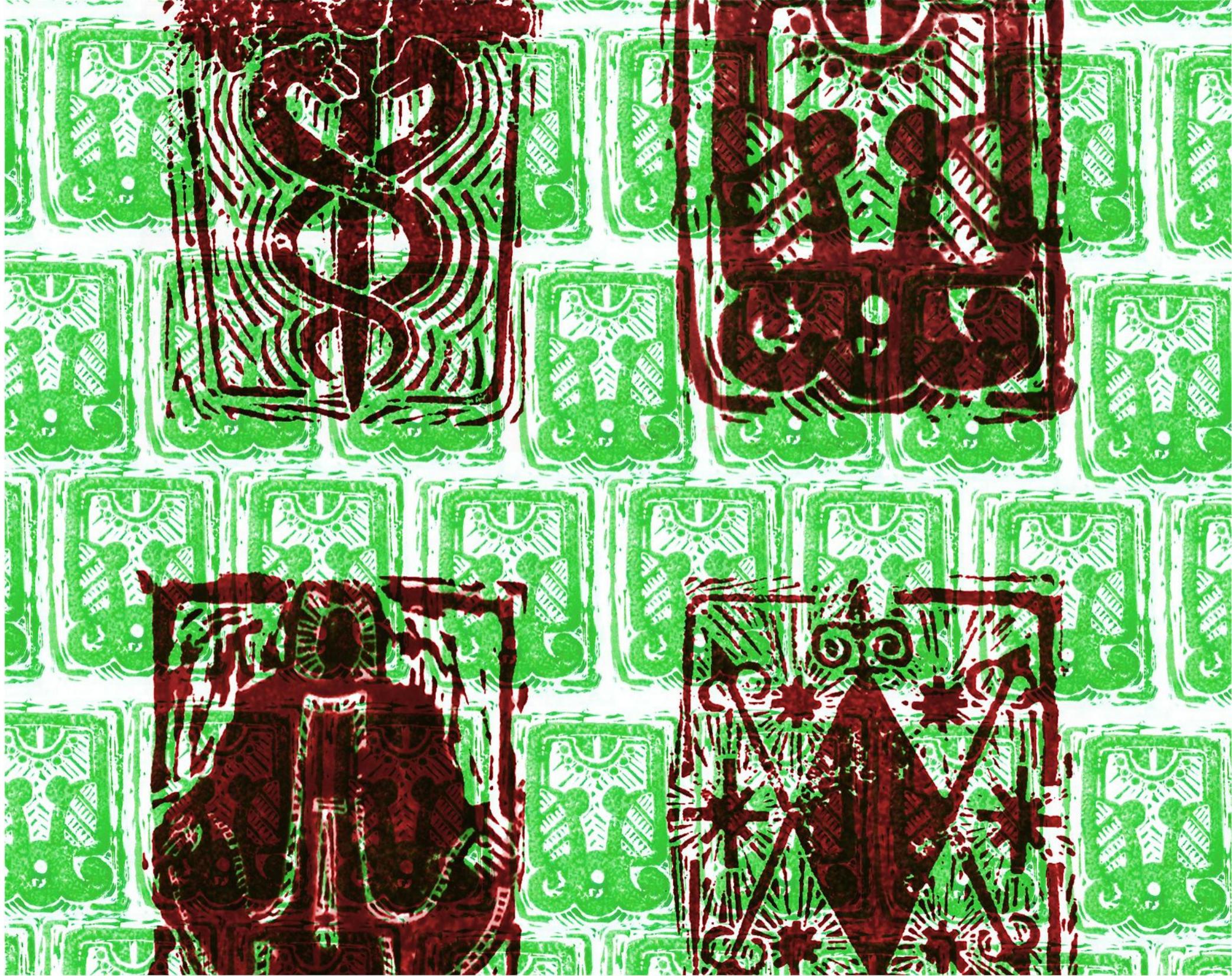


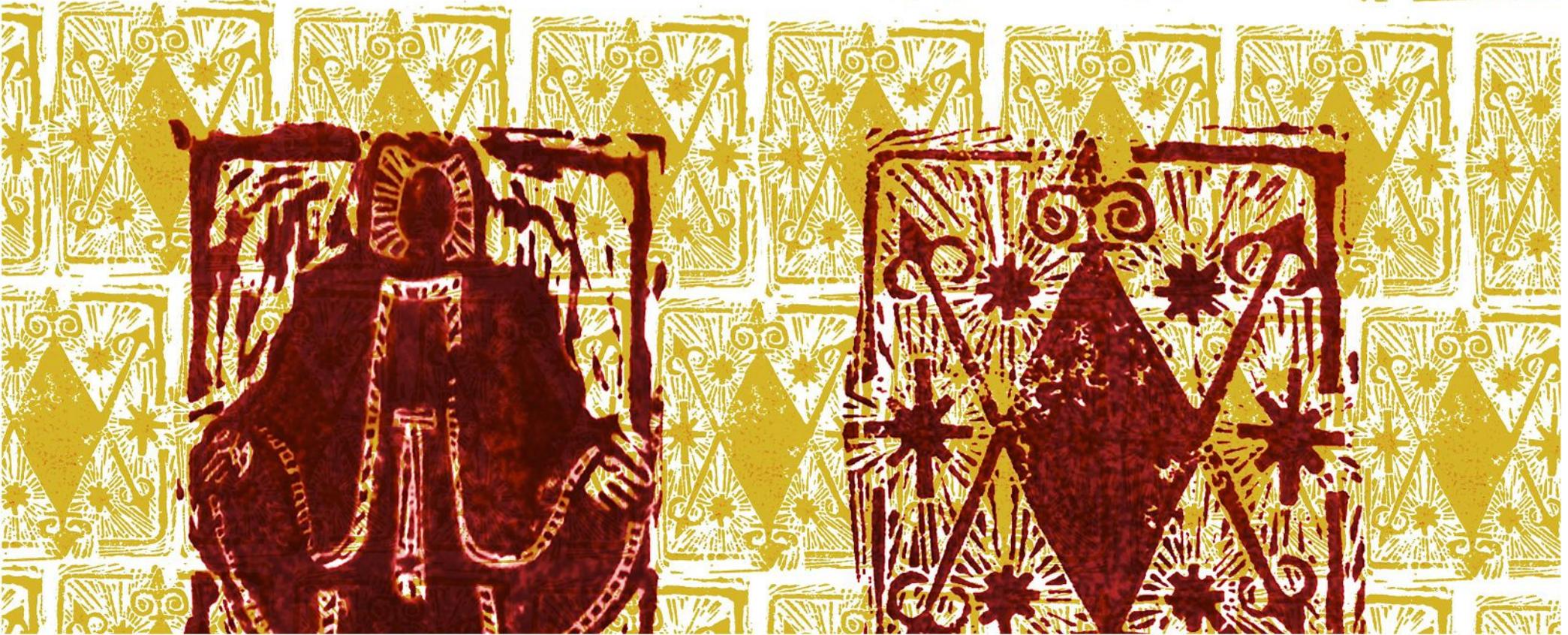


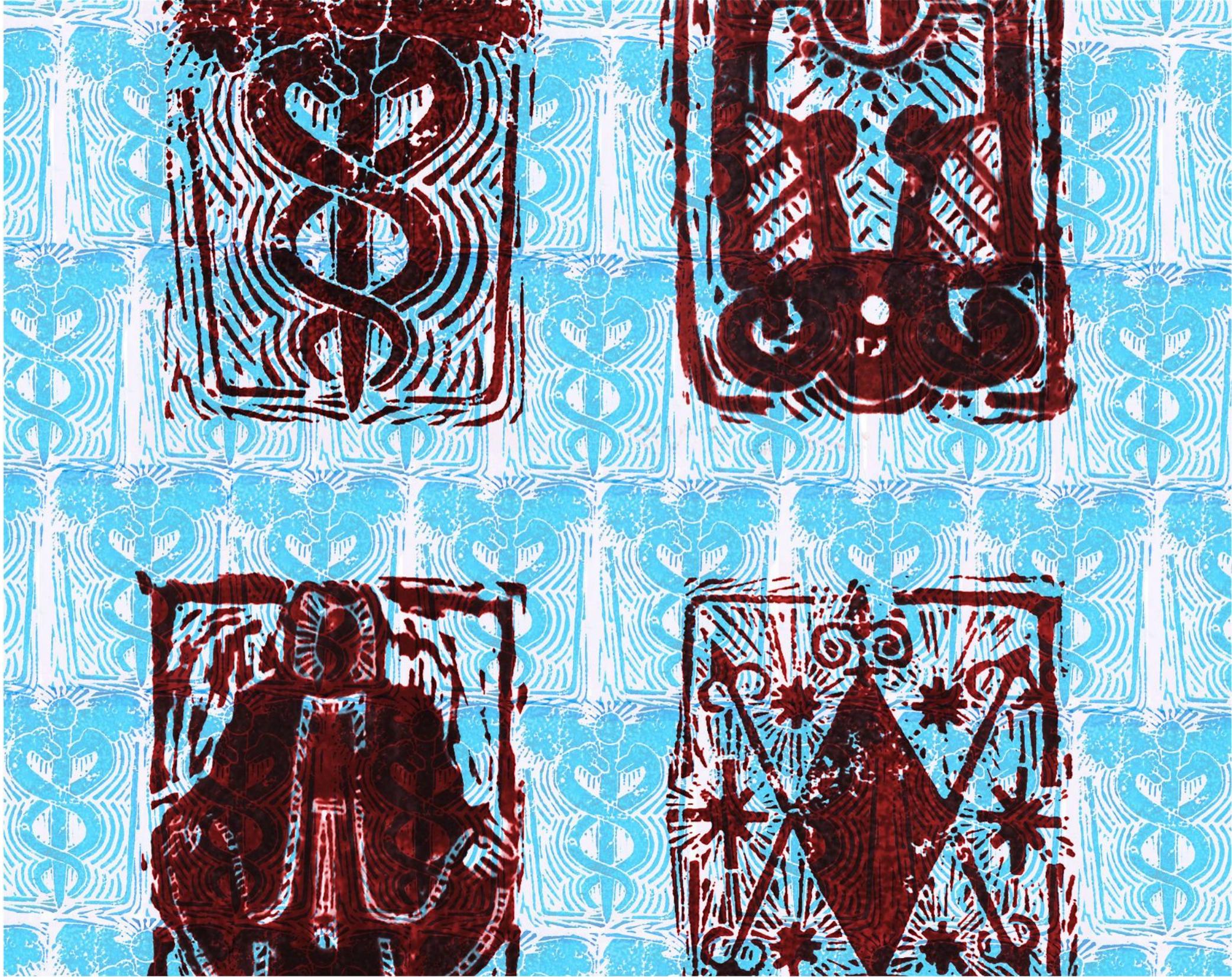


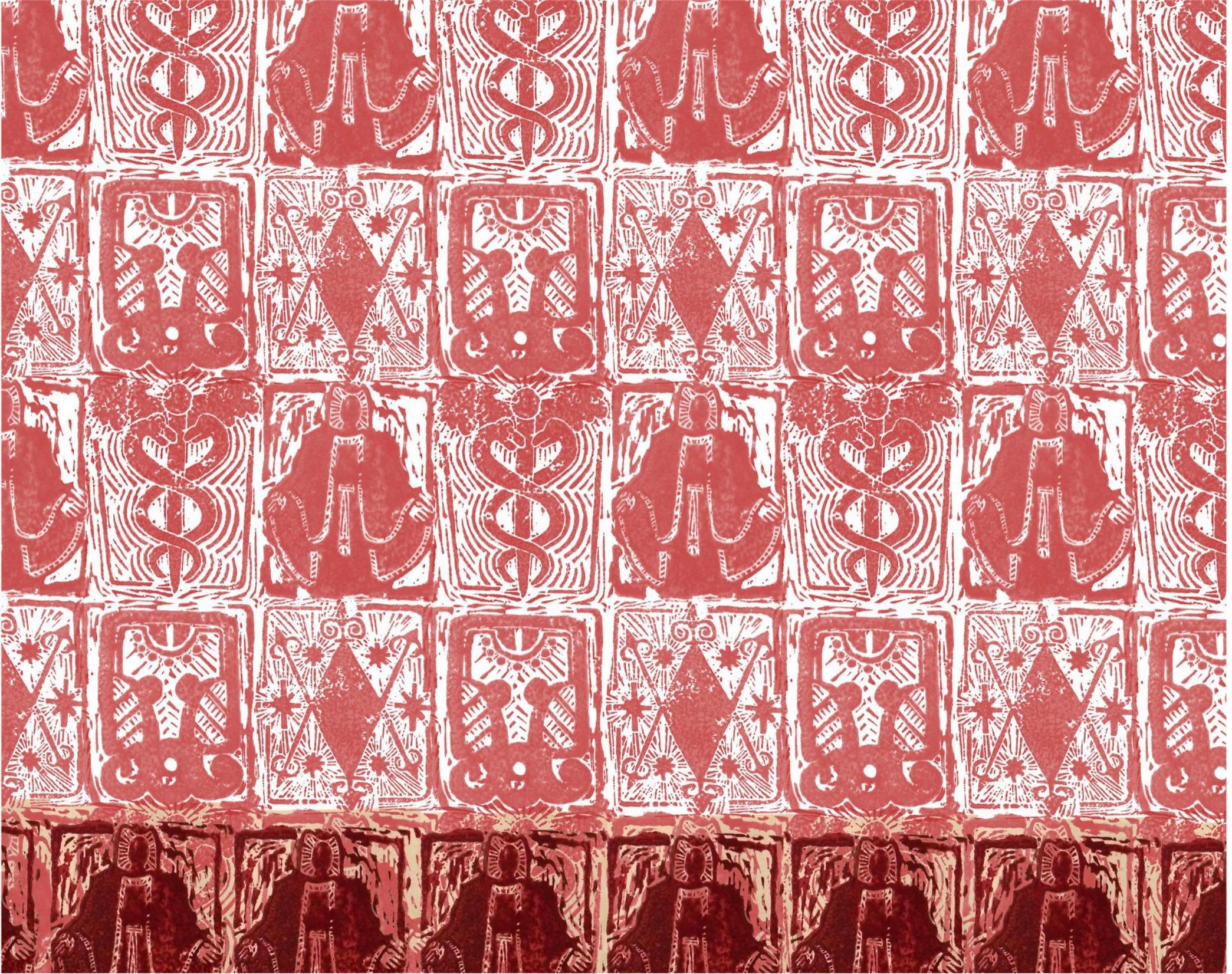


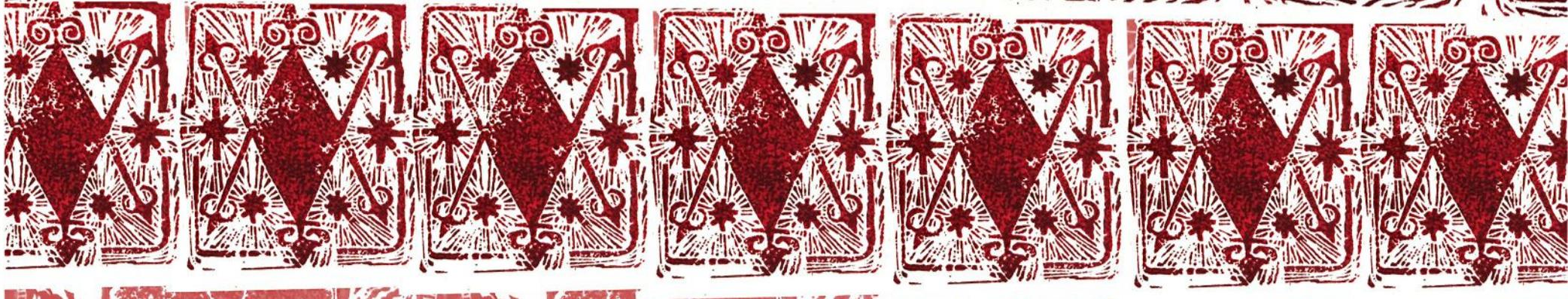


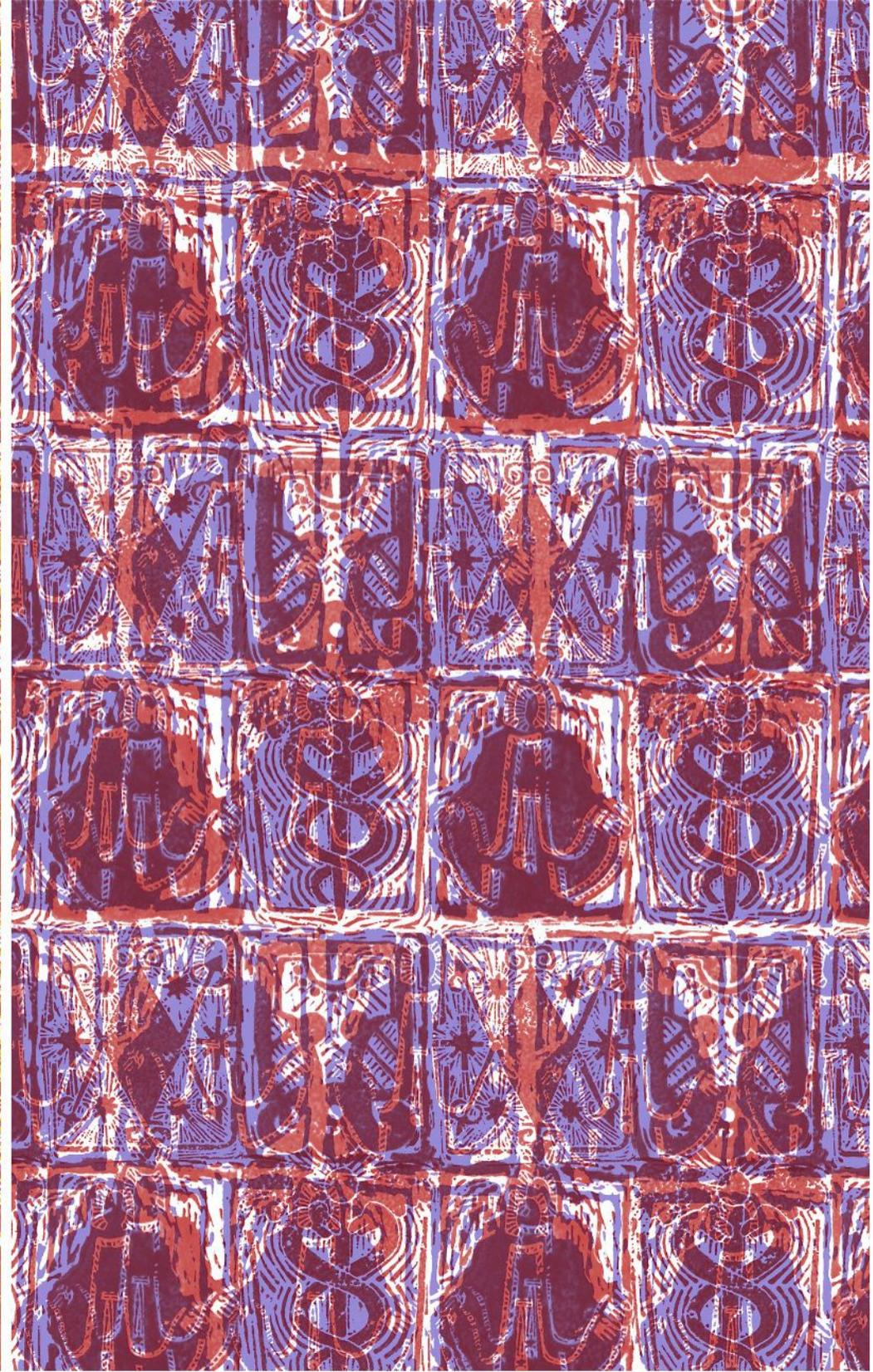












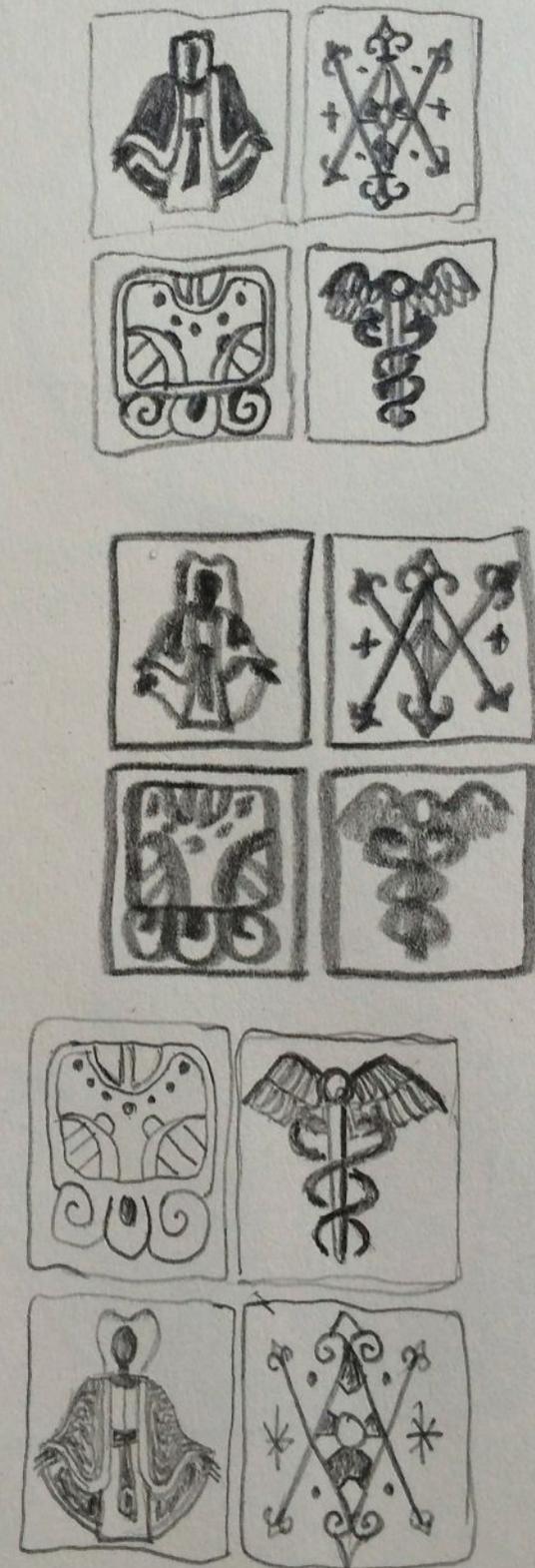


11. Small, Big and Round

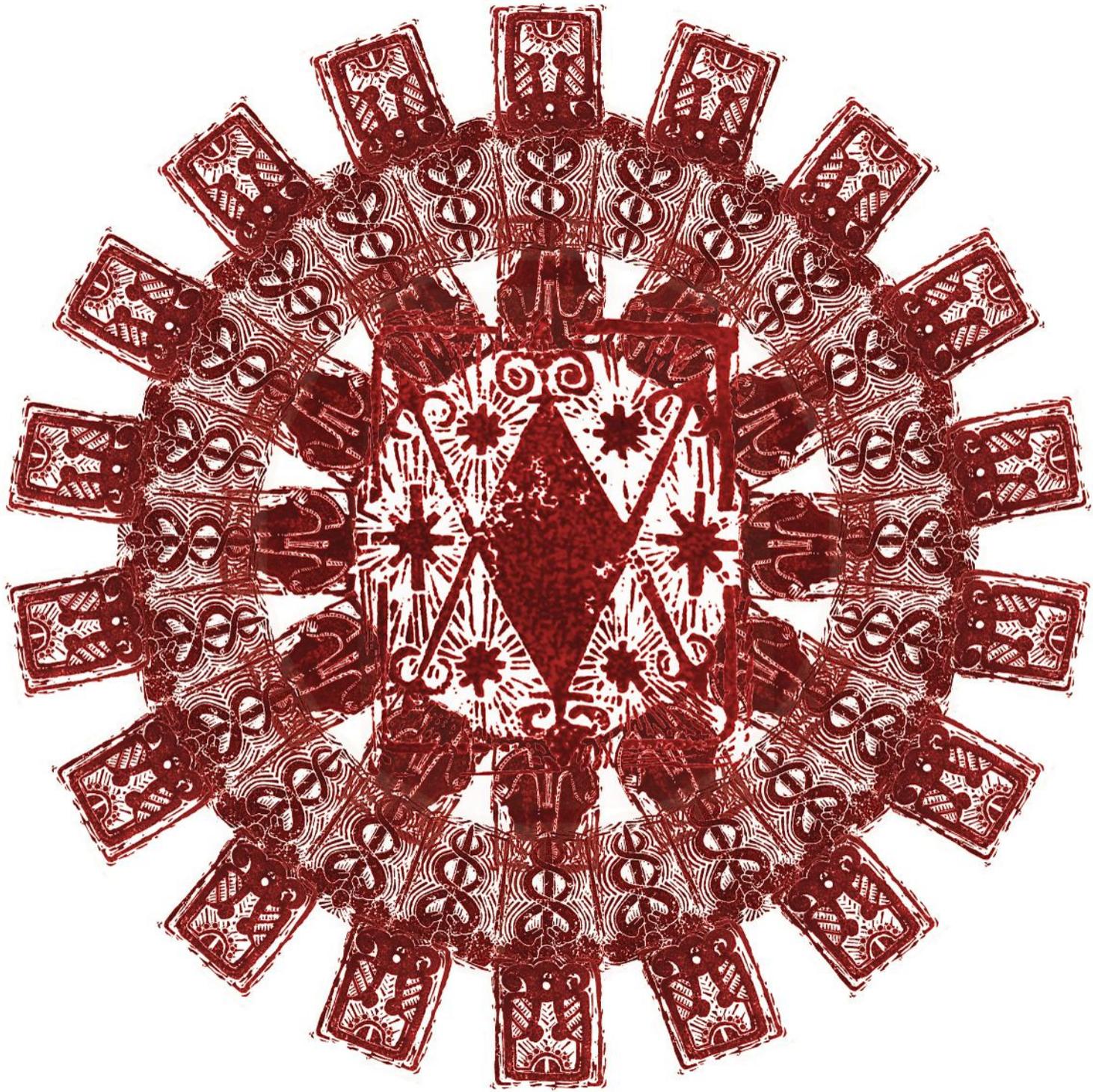
I designed small variants of the symbols, for use as a rubber-stamp.

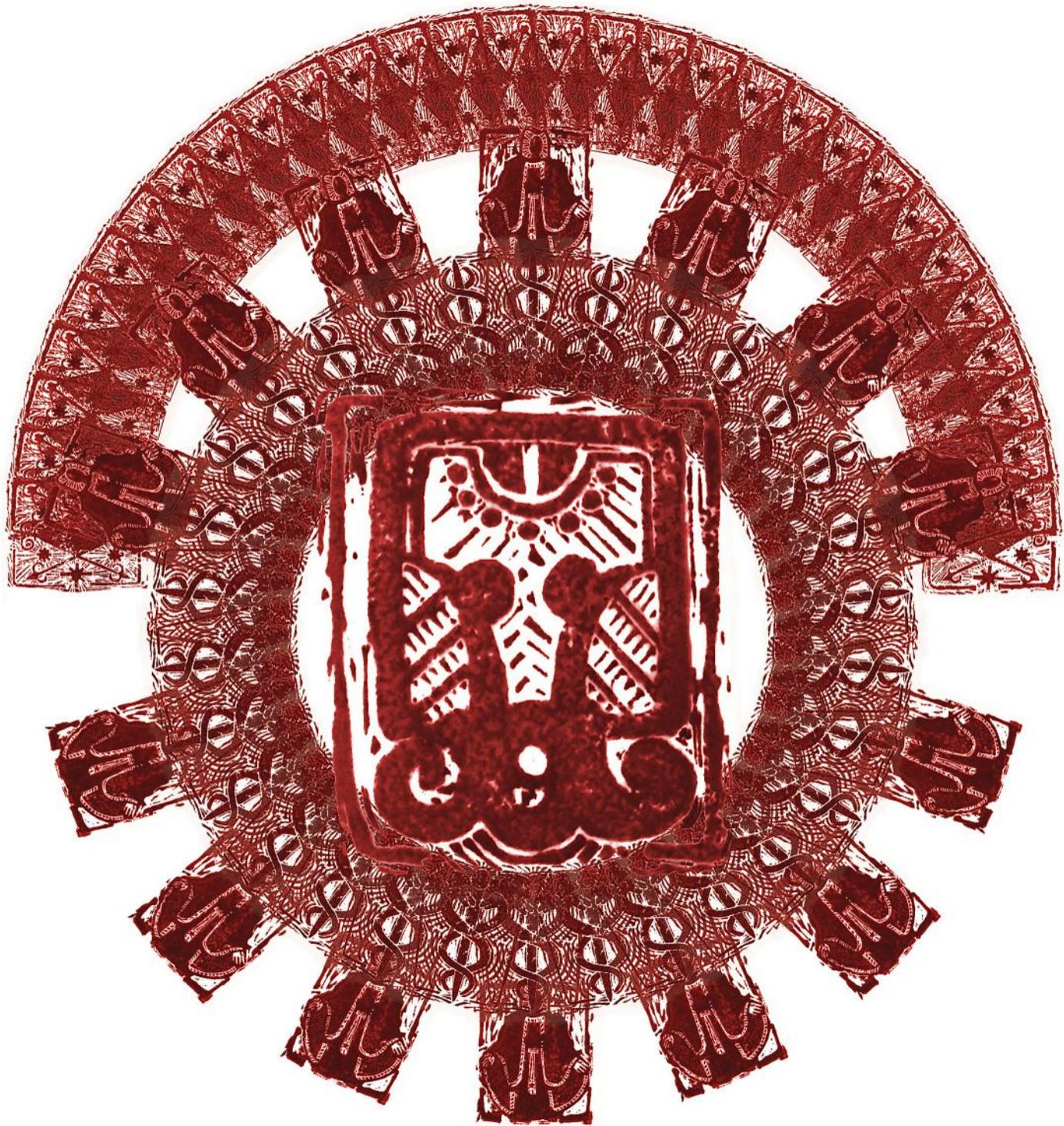
And I also had designed big drawings on linoleum and ready to be cut if needed.

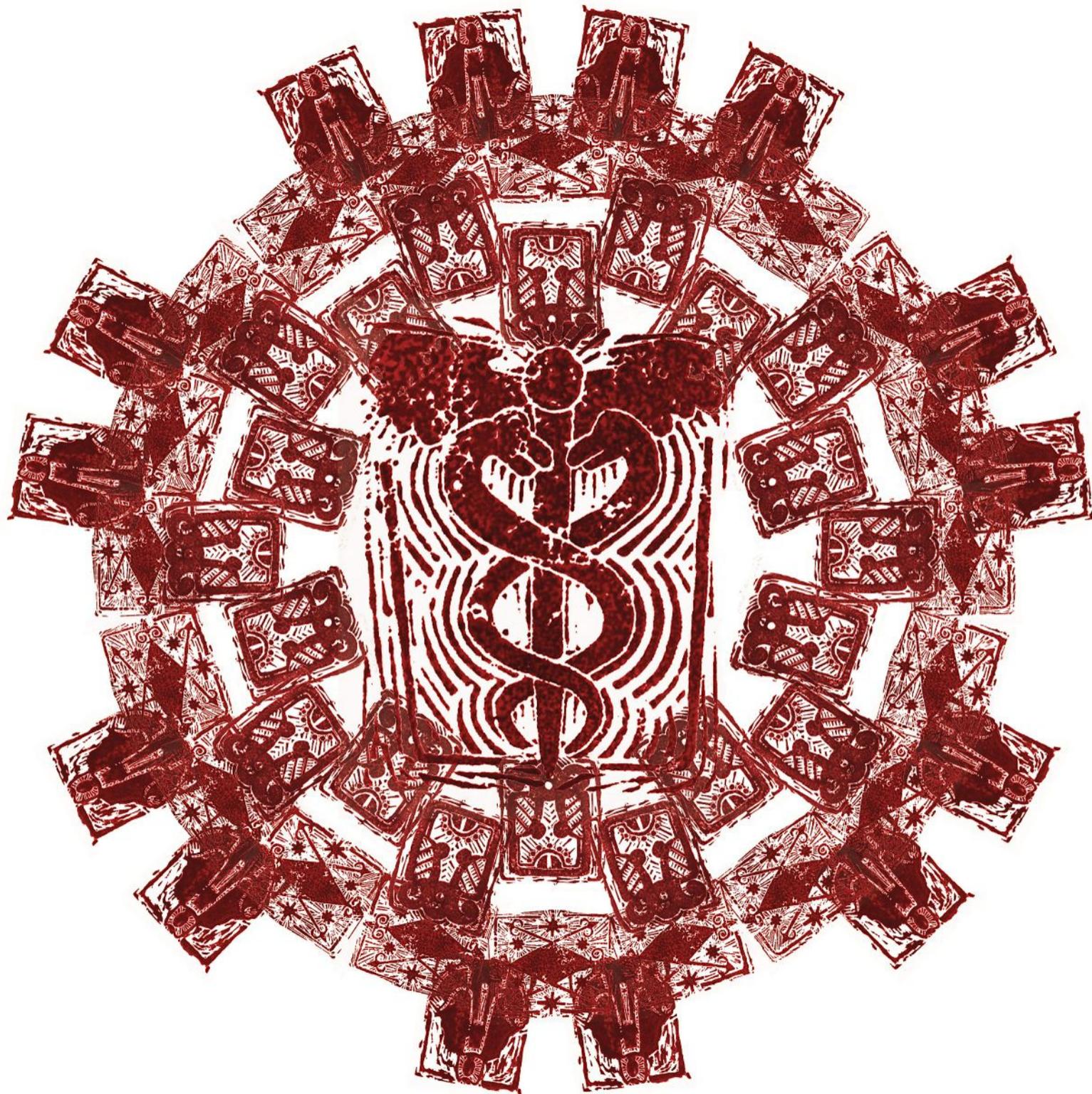
As a last variant I made round patterns. Which were aesthetically pleasing to the eye, but conceptual a bit overkill.













12. Final products

Insert a description of your photos





