

# Memefest

## Radical Intimacies: Dialogue in our times

We are all so sheltered, constantly complaining about how the society we live in is changing or how it could be better. We always seem to be comparing the past with the present, talking about how kids used to play in the streets “back in the day” and now they are all using iPhones and iPads. Is it because we have become too jaded and bored with our lives that we turn to negativity and complaining?

I spent six weeks in Bosnia last year; at the time I was there it became the poorest country in Europe. People relied heavily on their crops to feed them because buying food was way too expensive, the unemployment level was at its lowest and people who did have jobs rarely, if ever, received their pay on time. Yet people there still had a positive outlook on life and still hope that one-day things will get better. When you learn what life is like for most of these people it makes you so appreciative of everything you have and. It's funny coming back home to Melbourne where people complain about how bad Australia is because “smokes are too expensive”.

For my Memefest design, my aim is not to tell people that their issues are not relevant, because all of our problems are our own and they matter to us. But I do want to remind people that maybe things aren't so bad. Remind them to look at what is actually happening in the world and let them know how lucky they are to have a shelter, good health, food and love and not everyone has that privilege.

Advertising has become a part of our lives, it's not subtle, it glares down on us from billboards and butts into our lives. We have learned to block out advertising and information, whether it's a good message or a bad one we generally don't care anymore. When something strives to get our attention it becomes boring to us and we simply ignore it.

Art can make people really stop and look. It can make the viewer think about the message that's trying to be conveyed. It's not supposed to look good, it's supposed to make you feel something, trigger one's emotions. It can be very much appreciated. Melbourne has a very artistic culture, here people welcome and embrace all things art. I feel like if I just make a simple poster and stick it onto a bus stop, people won't 'really' look, they will just think someone is trying to sell them a product and will ignore it.

Many believe that street art rebels against authority, but I believe it's trying to communicate to society. It's something that's not in your face and that's trying to compete against everything else around it. It's a form of art that you have to look for, sometimes you don't even look for it just finds you and when it does you take time to observe it and really think about the message it's trying to tell.

I feel we lack optimism in today's society because we are so scared of tomorrow. Fear is a strong emotion and if one taps into it, it's easy to manipulate someone. The media spreads a very negative message to its audience, it builds up fear so it can have a sense of control over us. Telling us about war, death and drugs, when in reality it's really not that bad. Most of us have a roof over our head; we have health care, jobs to sustain our lives and family's to come home to.

By using newspaper articles to spray paint positive messages on it, I'm showing the viewer that the newspaper is just paper, you shouldn't allow it to have control over you and affect your life so much. Yes it's good to know the news and know what's happening in our world today but you shouldn't let it control you.

Putting a message like "you're doing better than you think" on the stock exchange page, I feel like it will give the viewer a sense of comfort. People who generally read the stock exchange are not fond of street art, by seeing that a street artist is trying to communicate to them a positive message and not just vandalising something that is very important to them will trigger a positive emotion for them. It becomes a clash of audience, an artist telling a businessman to relax.

These posters will be placed in busy lane ways around Melbourne. Street art is very urban and I want it to fit into the urban surroundings, it will also be exposed to all sorts of different people that walk through these alleyways. The posters will not be screaming for attention, if they were they would not work, people will simply just ignore them and the dialogue will fail. It's something that can only be seen if the viewer finds it or if it finds the viewer. When the viewer finds it the message will become a lot more intimate, like it's only been communicated to you alone because you found it and not everyone else around you is aware of it. This might make the viewer stop and look at it, think about the message being communicated.



**BUSINESS**  
VITA SUCCESS GOES  
HAND IN HAND  
WITH TELSTRA

# Big Mac's extra bite

Bank expects to post profit rise



**ELDER'S  
TAPS INTO  
INVESTOR  
GOODWILL**

# Terry McCrann

BY TERRY MCCRANN

**BUSINESS**  
COULD TWO  
RUBBIES  
SET TO GO

**DOWN**

**LET**

**MINING  
IS ITS**

# BASTARDS

**MARKET WRAP**  
'NERVOUS' MARKET WAITS FOR KEY DATA

Pricey housing? Almost seems to be a...

# GET YOUR OWN DOWN

**SILENCE IS**

**BETTER.**

**THAN**

**BULLSHIT**



Technology

...yval executive helps  
stratians crack Valley

...s later on the  
...ck to the foot?

# THEY DON'T OWN YOU

...and search for a... with... to be...

News

summit



## UN gets tough on militants

...UN Security Council has passed a resolution that demands that militant groups in Iraq and Syria disarm and allow UN inspectors to verify compliance. The resolution also calls for a no-fly zone over Iraq and Syria to prevent attacks on civilians.

...Iraq war may bust budget

# MAKE AUSTRALIAN GAS BENEFIT ALL AUSTRALIA.

WE AGREE.

Street

Auction to... Carnegie's... fiscal...

# DON'T BE SO HARD ON YOUR SELF

FOR LESS THAN  
\$1.90 A DAY

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Money, Overseas & Commodities Markets

Tablets

AUSTRALIAN DOLLAR	FOREIGN EXCHANGE	COMMODITIES	FINANCIAL MARKETS	THE WORLD INDICES
US Dollar: 1.05	UK Pound: 0.75	Oil: 100	S&P 500: 1200	NASDAQ: 3000
EUR Euro: 0.70	JP Yen: 100	Natural Gas: 3.00	DAX: 1000	FTSE 100: 6000
HK Dollar: 0.70	AUD Dollar: 0.75	Gold: 1200	HANG SENG: 20000	Nikkei 225: 15000

INTERNATIONAL LISTINGS & COMPANIES

Company Name	Price	Change
Apple	150	+2
Microsoft	120	+1
Amazon	180	+3

ALEX

ASX Industrial Markets

ASX Mining & Oil Markets

Tables

YOU'RE DOIN BETTER THAN YOU KNOW

Tables

ASX Industrial Markets

ASX Mining & Oil Markets

Tables

RACING TODAY

GREYHOUND RACING TODAY

RACING 33

THIS WON'T BE HERE TOMORROW

Table 1: Taree

1	Nowra	1.50
2	Meriton Park	2.00
3	Class 1 Hp	2.40
4	Class 2 Hp	2.30
5	Benchmark 55 Hp	3.20 Q1
6	Benchmark 60 Hp	3.00 Q1
7	Benchmark 65 Hp	4.00 Q1
8	Benchmark 70 Hp	3.40 Q1
9	Class 1 Hp	4.20 Q1
10	Benchmark 80 Hp	4.00 Q1

Table 2: Nowra

1	Nowra	1.50
2	Meriton Park	2.00
3	Class 1 Hp	2.40
4	Class 2 Hp	2.30
5	Benchmark 55 Hp	3.20 Q1
6	Benchmark 60 Hp	3.00 Q1
7	Benchmark 65 Hp	4.00 Q1
8	Benchmark 70 Hp	3.40 Q1
9	Class 1 Hp	4.20 Q1
10	Benchmark 80 Hp	4.00 Q1

Table 3: Shepparton

1	Nowra	1.50
2	Meriton Park	2.00
3	Class 1 Hp	2.40
4	Class 2 Hp	2.30
5	Benchmark 55 Hp	3.20 Q1
6	Benchmark 60 Hp	3.00 Q1
7	Benchmark 65 Hp	4.00 Q1
8	Benchmark 70 Hp	3.40 Q1
9	Class 1 Hp	4.20 Q1
10	Benchmark 80 Hp	4.00 Q1

Table 4: Greyhound Racing Today

1	Nowra	1.50
2	Meriton Park	2.00
3	Class 1 Hp	2.40
4	Class 2 Hp	2.30
5	Benchmark 55 Hp	3.20 Q1
6	Benchmark 60 Hp	3.00 Q1
7	Benchmark 65 Hp	4.00 Q1
8	Benchmark 70 Hp	3.40 Q1
9	Class 1 Hp	4.20 Q1
10	Benchmark 80 Hp	4.00 Q1

Table 5: Ballarat

1	Nowra	1.50
2	Meriton Park	2.00
3	Class 1 Hp	2.40
4	Class 2 Hp	2.30
5	Benchmark 55 Hp	3.20 Q1
6	Benchmark 60 Hp	3.00 Q1
7	Benchmark 65 Hp	4.00 Q1
8	Benchmark 70 Hp	3.40 Q1
9	Class 1 Hp	4.20 Q1
10	Benchmark 80 Hp	4.00 Q1

