

NOT GETTING USED TO ANYTHING

24 September – 6 December 2015

Videos from Three Design Studios

Lena Bush / Designer	London
2x4	New York
ManvsMachine	London

“Things are constantly changing, and I am getting used to not getting used to anything.” – Lena Bush

This video program presents work by designers working in video and animation using pattern, movement, and sound to create short videos intended to loop or unfold in rapid-fire intervals.

Lena Bush **HELLO THERE, 2015**

3 minutes, 48 seconds

Lena Bush works with digital tools and objects as if they were physical sculptures: twisting, bending, dropping, and tearing apart. In this video compilation, a series of short, looping segments are shown one after another to a soundtrack culled from her Spotify and YouTube playlists, which includes incongruous material like snippets from a Brian Eno song and a voiceover from a Cinema 4D software tutorial on how to “inflate an object.” Familiar objects, such as a striped cushion and scraggly rug, are paired with abstract shapes that drop, bounce, and collide. Her inspirations include her pet fish and home aquarium, which she calls her “mood board and second monitor.” Like an aquarium, each short video presents an internal, mysterious world with the shapes often swaying against hypnotic backgrounds, as if they were plopped into a gentle tide pool.

Lena Bush **HELLO THERE1, 2015**

1 minute, 37 seconds

Bush created these animated GIFs to illustrate a review of six perfumes in *Interview* magazine, Russian edition. The high-end world of seductive imagery associated with perfume advertisements is put through a lo-fi filter of 90s web art mixed with Bush’s eclectic objects and audio. Bush describes the looping illustrations as “yesterday’s lipstick future dream: naïve, sweet, soft, and attractive.”

2x4

Eye Test, 2013

2 minutes, 30 Seconds

Of all the major muscles, the six that govern the movement of the eye are the most active and precise. Even when the body is at rest – even asleep! – the eye is in constant motion. So in honor of these most sportive of organs, *Eye Test* presents a visionary workout tape: an animation inspired by the abstract patterns and optical illusions utilized in eye exams, broadcast test patterns, color blindness tests, and other objective measures of visual metrics.

This video was submitted for AIGA/NY, October's Midnight Moment, the largest coordinated effort to display synchronized content on billboards and newspaper kiosks every night in Times Square. Music by Joe Johnson.

Above text courtesy 2x4.

ManvsMachine

ITV2, Selected Brand Scenes, 2015

1 minute, 4 Seconds

Hammers crash into clocks, dachunds sniff fake hot dogs, and fans blow neckties, to form a series of ten-second video non sequiturs. Unified by a similar approach to pattern, serial objects, and motion, each individual scene carries the ITV2 logo of the United Kingdom commercial television network. Instead of having a prescribed order, the snippets can be recombined 300,000 different ways. ManvsMachine thinks of this as a kind of digital raffle, and "a badly behaved channel brand system that disregards the norms of scheduling."

Client: ITV Creative

Concept / Design / Direction: ManvsMachine

VFX / Animation / Compositing: ManvsMachine & Neon

DoP: Pau Castejon Ubeda

Audio: David Kamp @ Studio Kamp

Editor: Nick Armstrong @ Envy Post

Colorist: Aubrey Woodiwiss @ Electric Theatre Collective

ABOUT THE DESIGNERS

Lena Bush received her MA in Design: Critical Practice from Goldsmiths College, University of London in 2013. She is originally from Murmansk, Russia, and lives and works in London.

>> lenabush.com

Founded in 1994 by Michael Rock, Susan Sellers and Georgianna Stout, 2x4 is a global design consultancy headquartered in New York City with satellite studios in Beijing and Madrid. >> 2x4.org

Co-founded by Mike Alderson and Tim Swift, ManvsMachine is a design and motion studio based in London. >> manvsmachine.co.uk