

//Present Picture

Linking Cultures

// A collaborative project between
Switzerland, Lebanon, Egypt & Morocco

Mentor: Yvon Langué

Karma // Jessy // Ismail // Audrey

//Concept

Representation through Illustration

4 different but familiar societal problems illustrated through 8 different eyes, represented in different ways to emphasize on the personal aspect of the project .

The purpose of the project is to give artists and designers a platform to express their opinions through a creative outlet.

The comics that came from the illustrations are put into a specific Layout reminiscent of a poster layout. The stories depicted in the comics were picked from real life cases, happening in specific country yet still familiar to the other countries in the world.

//Illustration and design to depict dissent

//Inspiration

Comics and drawn images have been used for protests and as a way of showing dissent since the dawn of design. Being a strong and obviously visual way of representing and expressing thoughts and opinions, we believed that using it would serve the purpose of our project.

By using minimal text and pictures as our primary form of communication, the Comics is understandable by every one. We managed to create a form of communication that was as inclusive as possible.

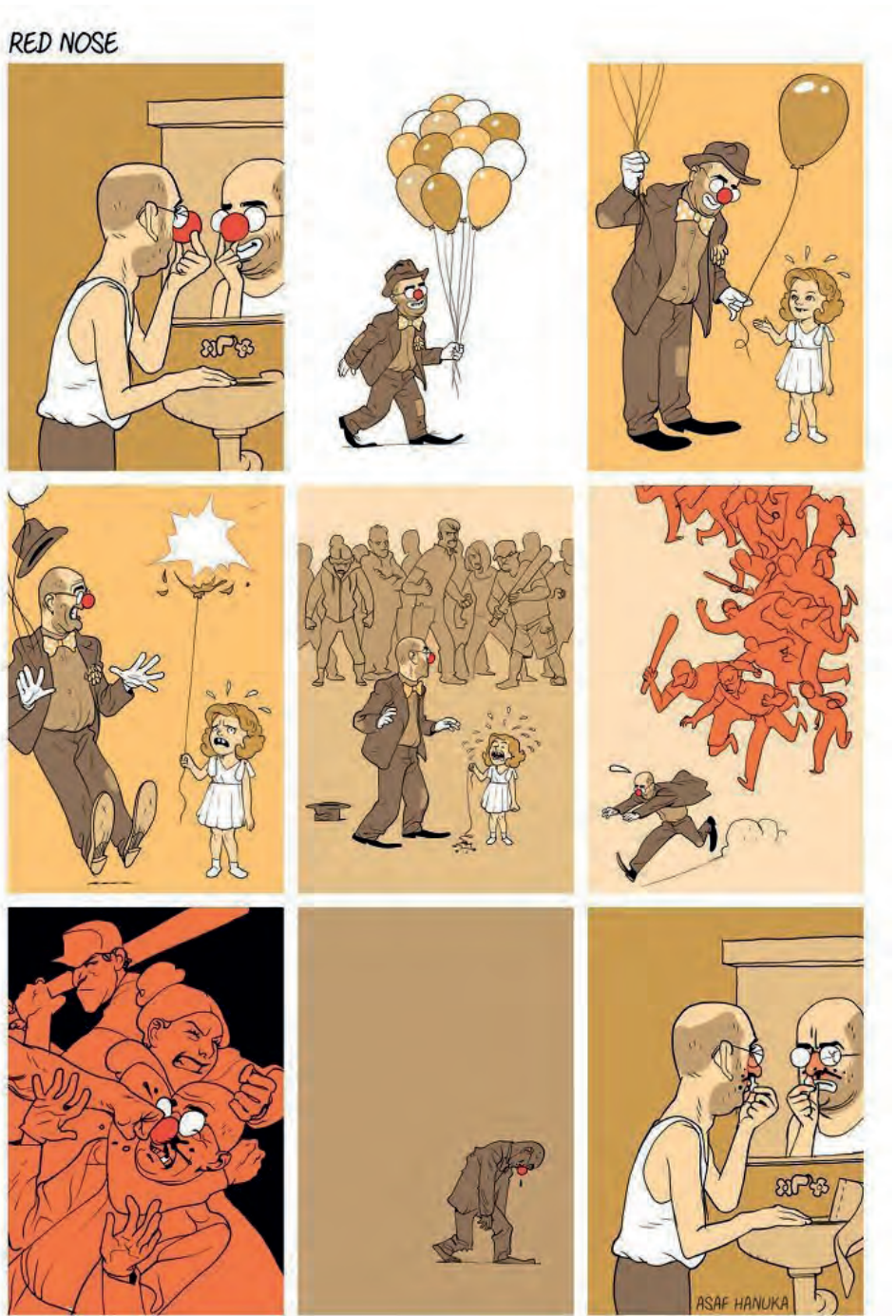
We are not only linking cultures, but surpassing the restriction of being from different cultures as well.



//Style

As each of us did not have the same amount in illustration practice, we decided to take that variable as an advantage.

By having each of us design and draw in our own style, the drawn stories could be more expressive and authentic.



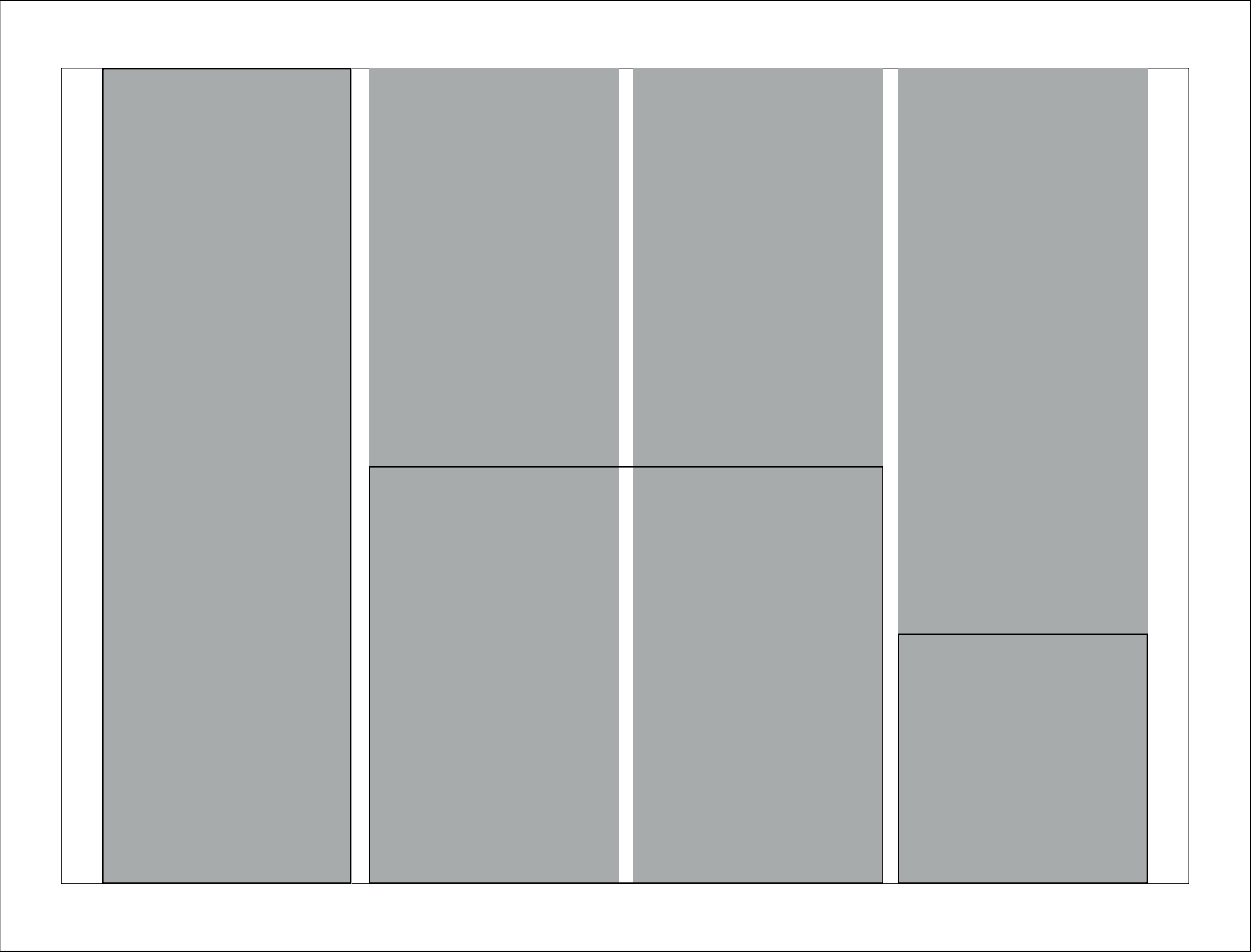
//Layout

Yet we wanted to have a look that came in a cohesive and together way. By fixing a certain layout and giving us restriction, we managed to adhere to some design standarts.

In this grid, the layout and number of panels could be freely chosen.

Font: Aktiv Grotesk
Layout: Four Collumn Grids

Layout Example



//Lebanon

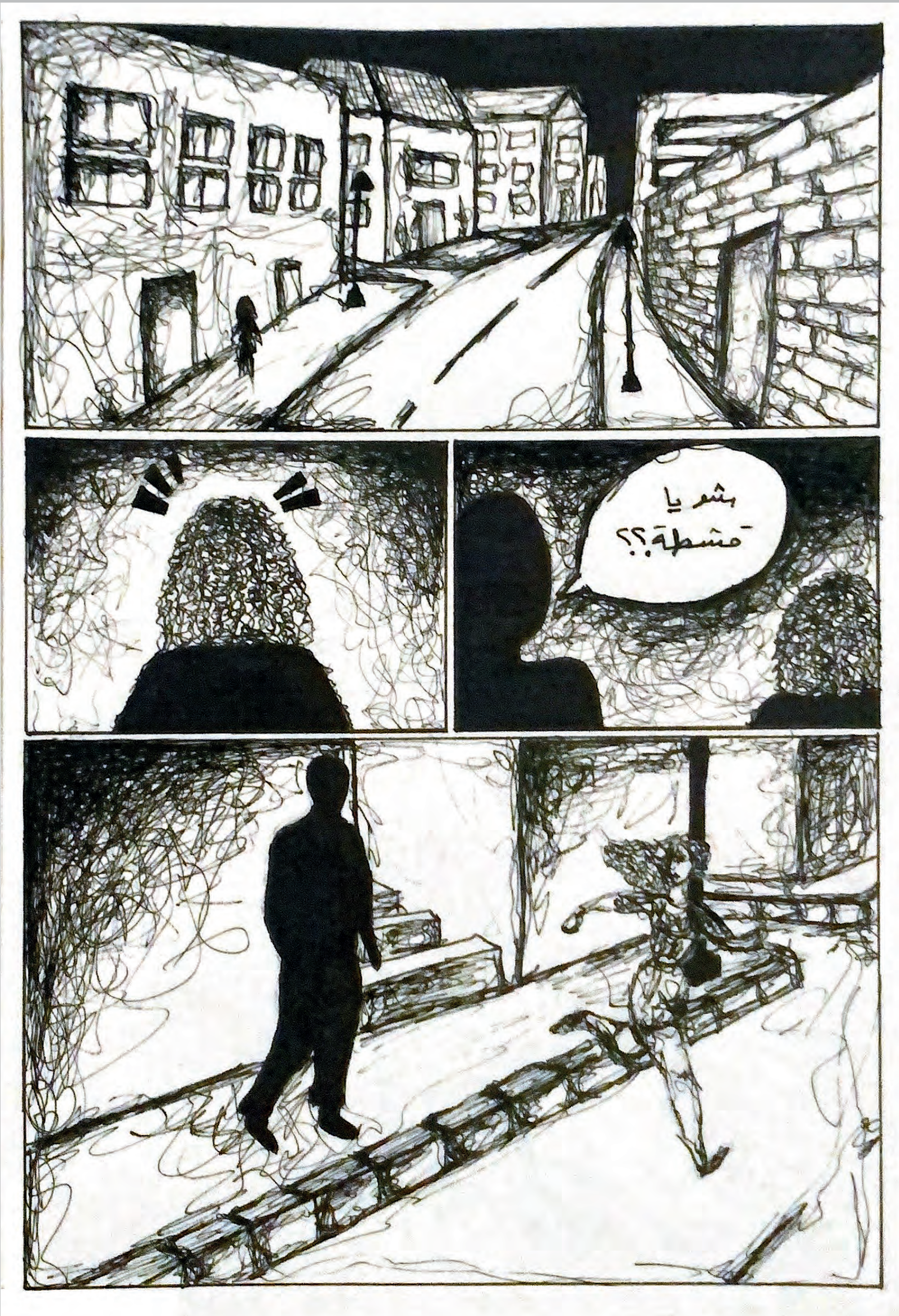
//Context

Women being sexually harassed or assaulted has been an issue for a long time. In today's society and anywhere in the world, women feel unsafe doing basic things on their own without being harassed or bothered.

//Story

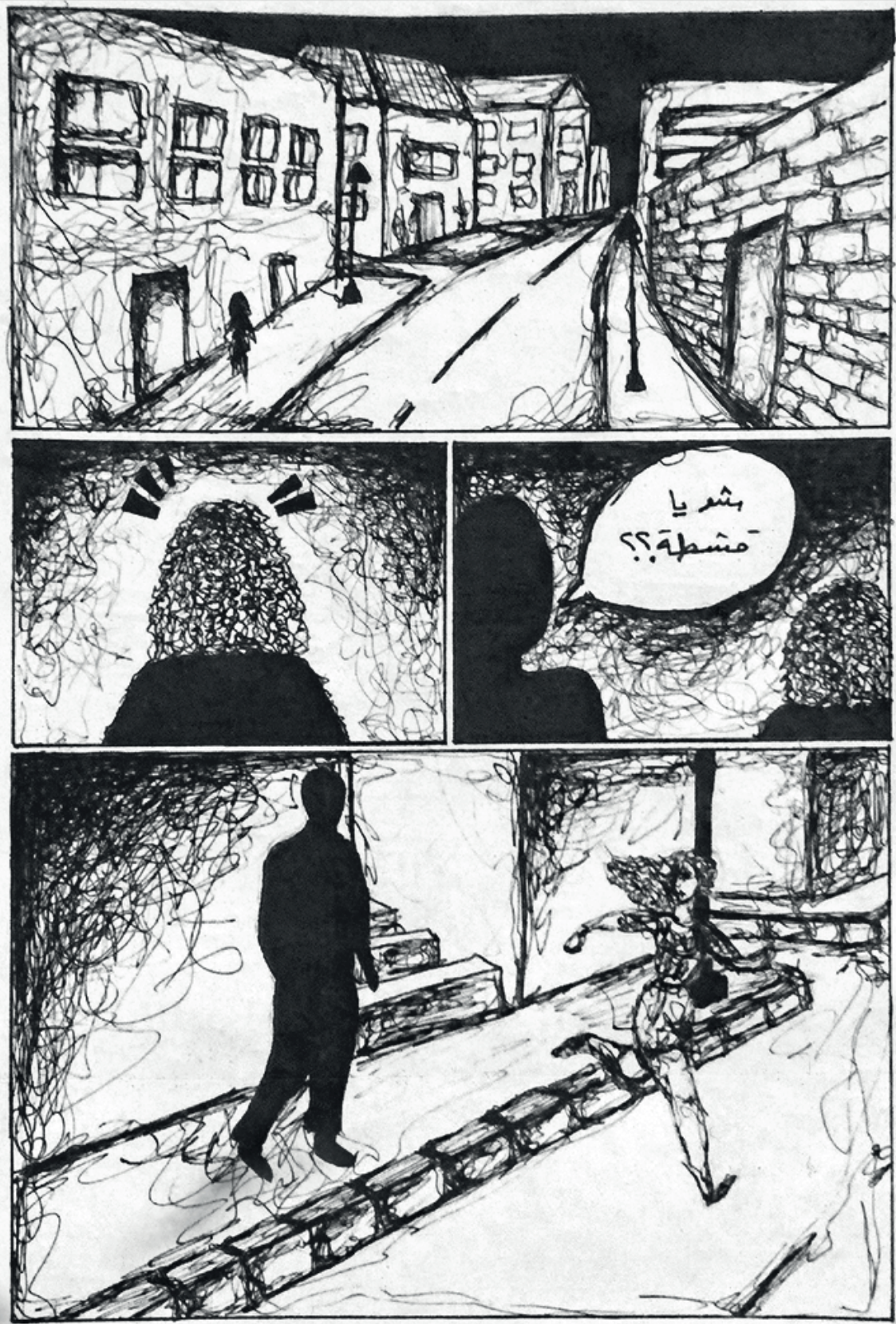
This story is based on the unfortunate reality that women have to go through on a daily basis in Lebanon and around the world.

A woman walking down a street at night, gets cat-called by a mysterious man and then runs away from the situation.



Present Picture

Concept//
Illustration through representation
4 different societal problems
illustrated through 8 different eyes,
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Story//
This story is based on the unfortunate reality
that woman have to go through on a daily basis in
Lebanon and around the world.

A woman walking down a street at night, gets
catcalled by a mysterious man and then
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Context//
Women being sexually harassed or assaulted has been
an issue for a long time. In todays society and anywhere
in the world, women feel unsafe doing basic things on
their own without being harassed or bothered.

//Switzerland

//Context

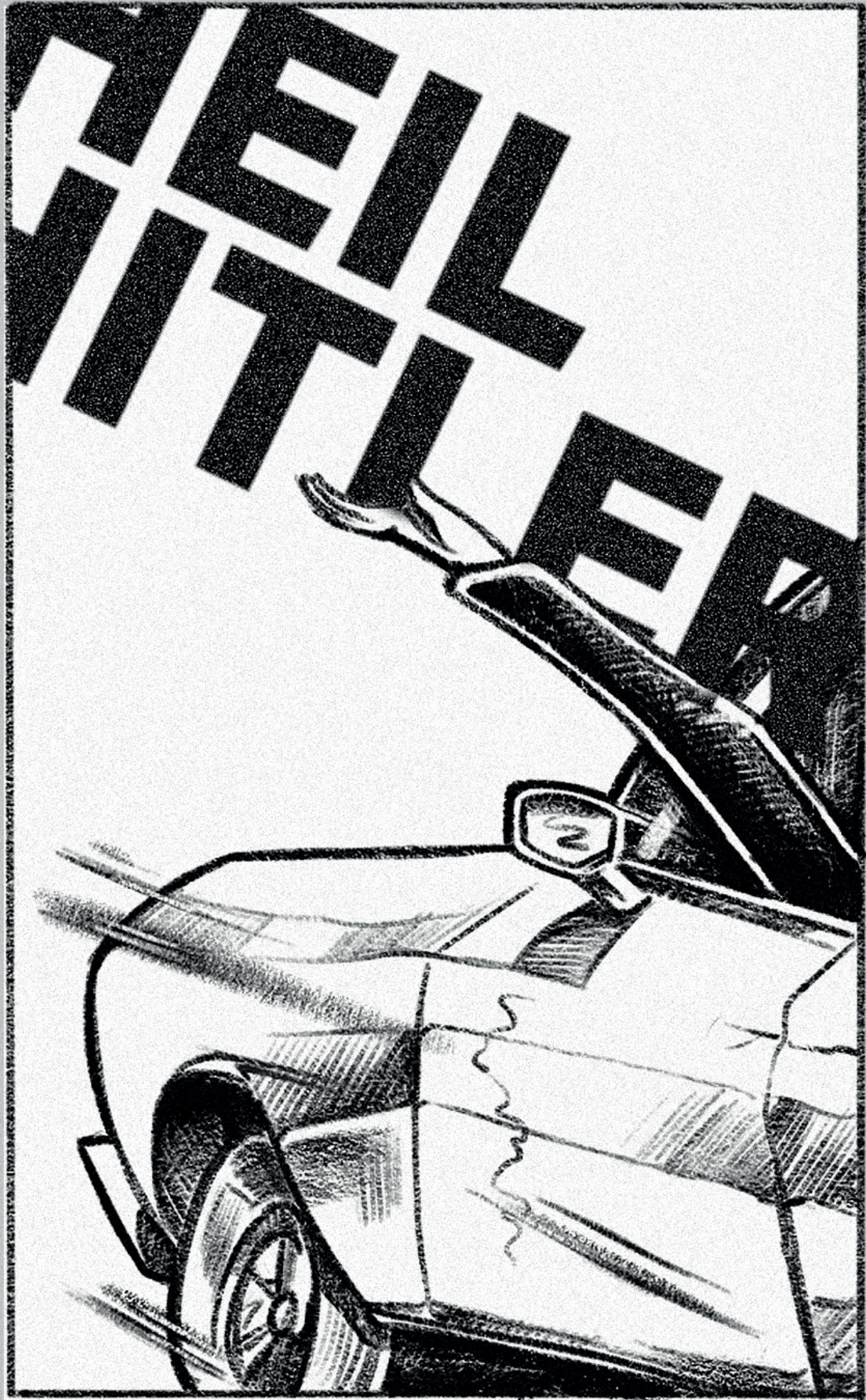
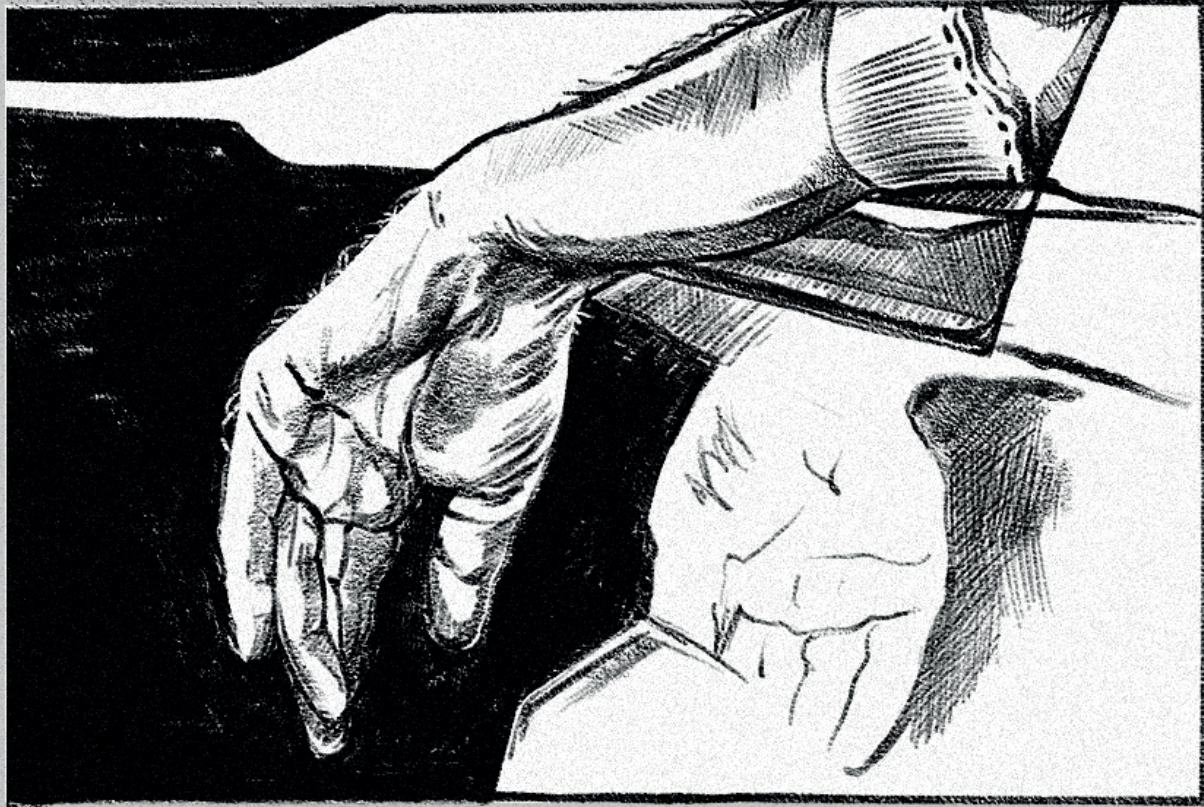
There has been a problem with antisemitic violence in Switzerland since a long time, even though we have a large Jewish community in Zurich.

The Covid-19 Pandemic made that problem even worse, as a lot of the common conspiracy theories are xenophobic and antisemitic at heart.

//Story

This story is based on a real event that happened in Zurich, Switzerland, June 2020.

A young Jewish couple walked down the street, a person driving down the street screamed „Heil Hitler“ at them and showed them the greeting from the Third Reich.



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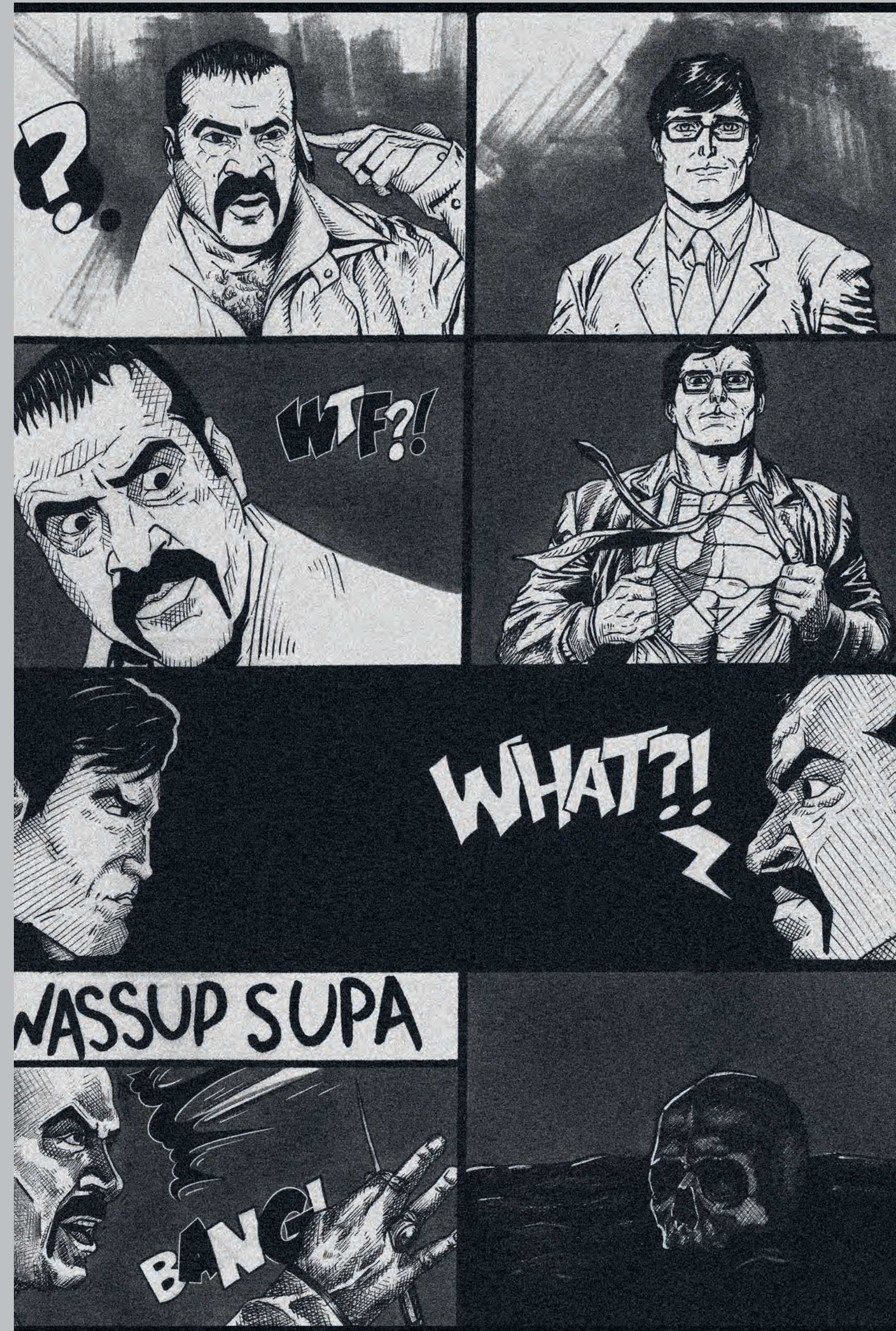
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There has been a probelm with antisemitic violence in Switzerland since a long time, eventhough we have a large jewish community in Zurich.

The Covid-19 Pandemic made that probelm even worse, as a lot of the common consieracy theories are xenophobic and antisemitic at heart.

//Morocco

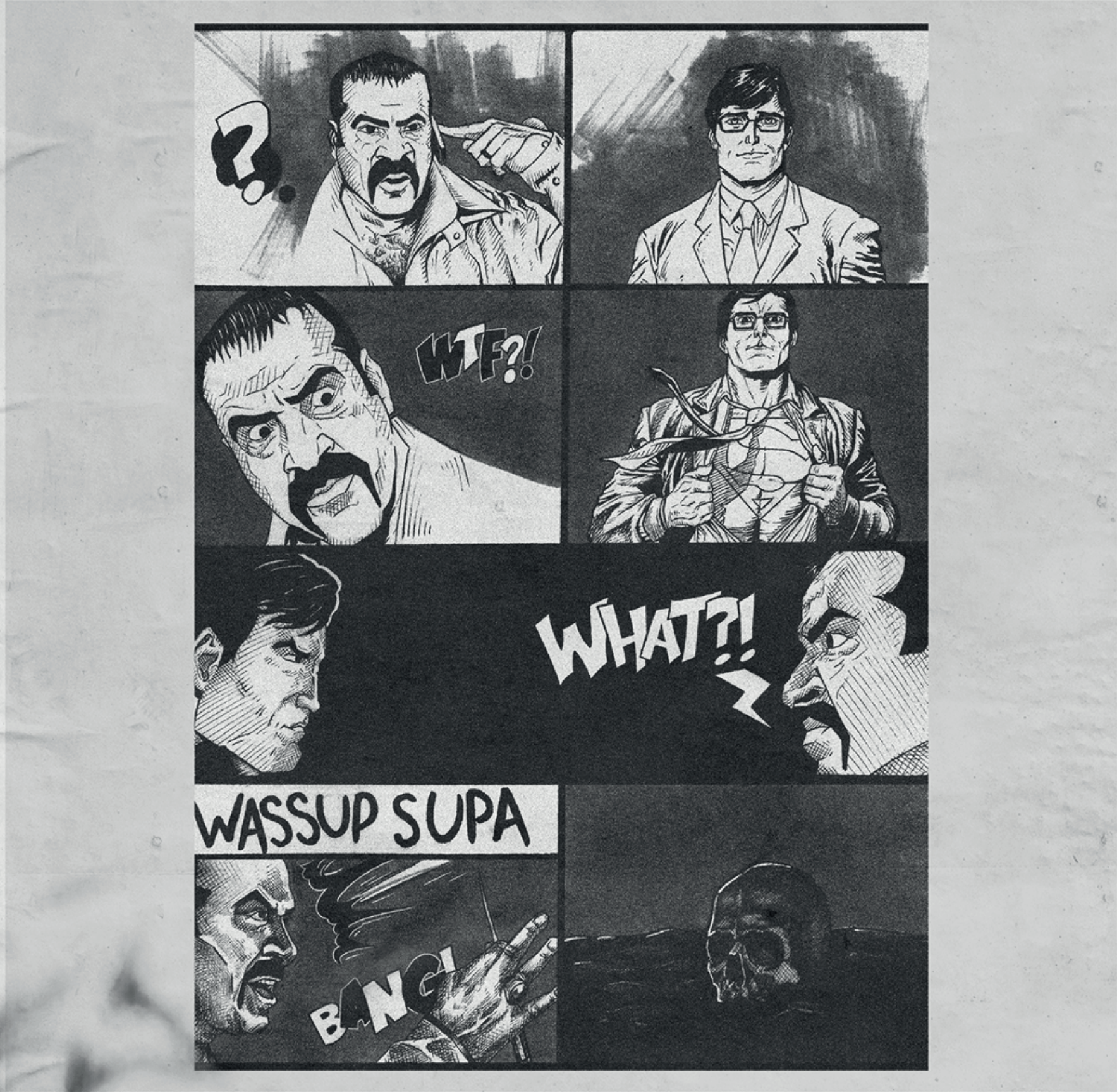
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My topic is “violence in the streets”, and this comic represents “El-Limby vs Superman”, “El-limby” represents a character with a speaking disorder, uneducated, continuously drunk, or on drugs (which is the characteristics that we mostly see in people who grew up in poor popular neighborhoods in Morocco, who chose a different route to get money “violence, robbery...” and who follow the policy of the strong prey on the weak). He goes versus “Superman” just to say that there is always someone stronger, and what goes around comes around.



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harchil icion est dolorem valorita voloreribus et aut
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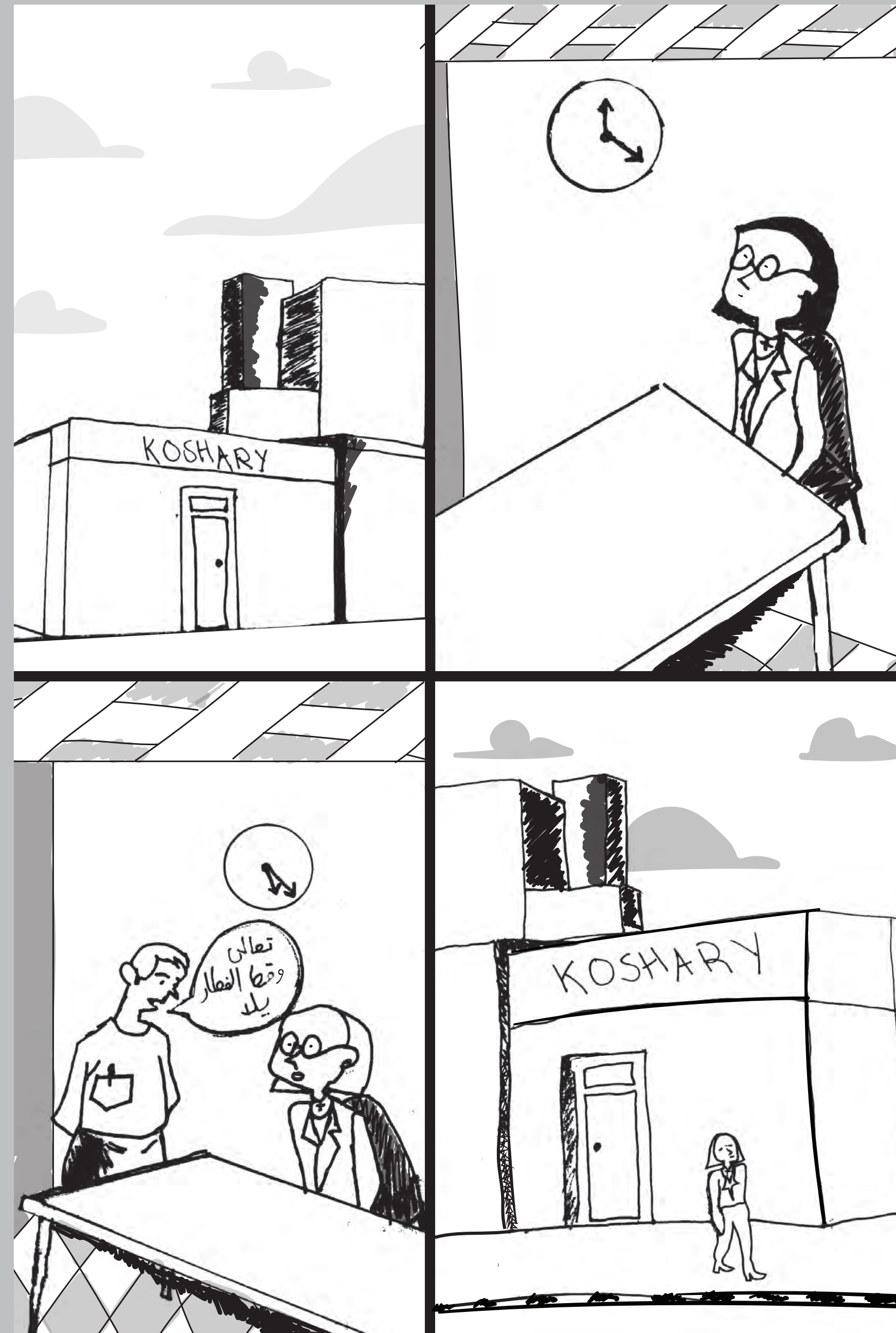
//Egypt

//Context

Religious discrimination in Egypt has been a common issue for a long time that is usually not brought up often. The christian community in Egypt is considered a minority and their mistreatment has been normalized and neglected, Christians have been targets for attacks and stripped from their basic rights legally and socially.

//Story

This story is based on a true incident and is one of many incidents that took place recently when a christian woman went out to eat koshary during the month of Ramadan (an Egyptian street food) and was denied service and told to leave because "they don't serve during



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Linking Cultures

Design as Dissent

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Schweiz
Switzerland



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Context//
There has been a problem with antisemitic violence in Switzerland since a long time, even though we have a large Jewish community in Zurich.

The Covid-19 Pandemic made that problem even worse, as a lot of the common conspiracy theories are xenophobic and antisemitic at heart.

2022


Linking Cultures

Design as Dissent

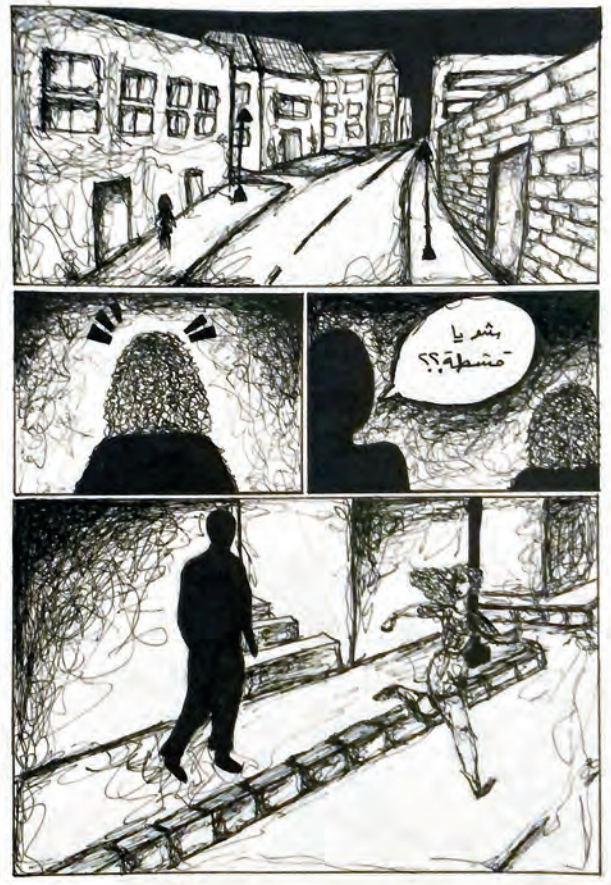
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لبنان
Lebanon



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Context//
Women being sexually harassed or assaulted has been an issue for a long time. In today's society and anywhere in the world, women feel unsafe doing basic things on their own without being harassed or bothered.

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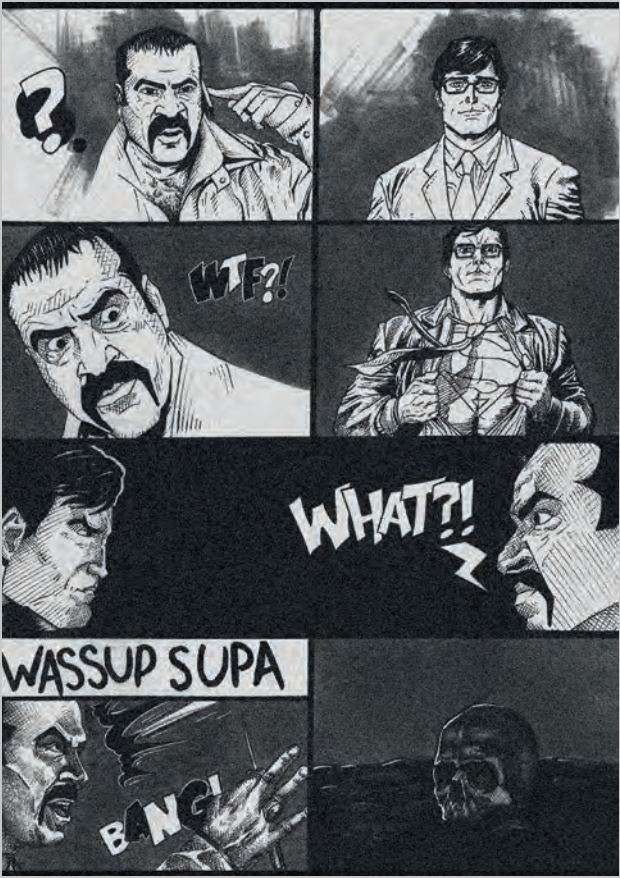
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المغرب
Morocco



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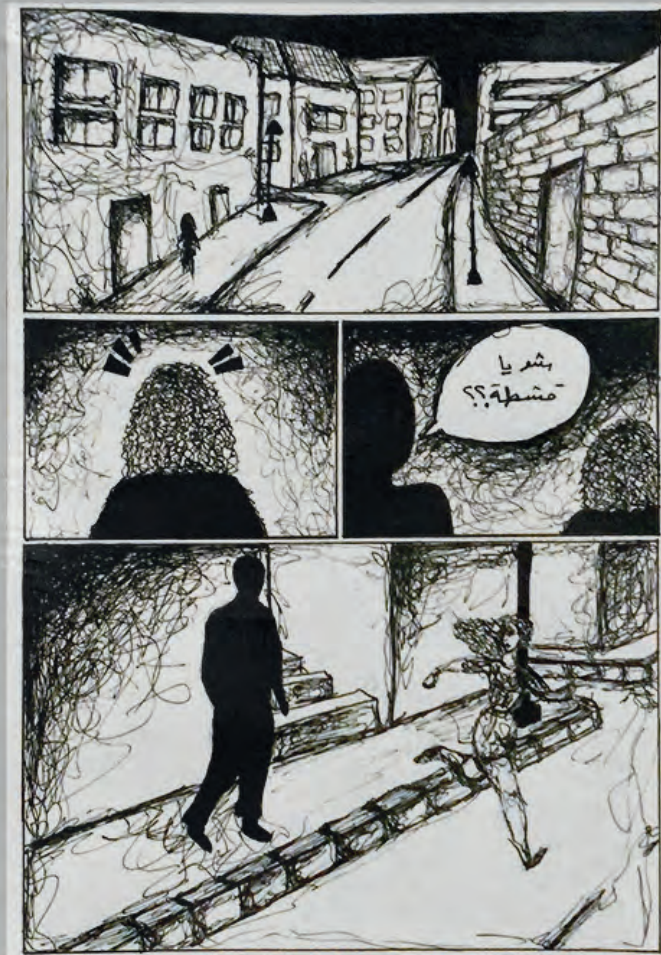
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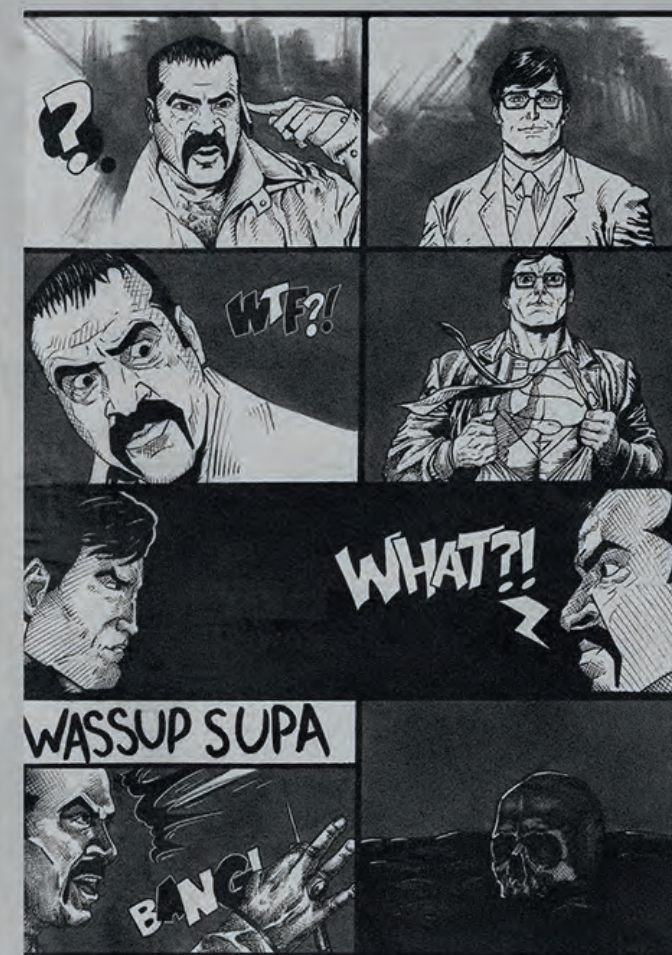
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