

Introduction:

- Greet the audience, family, and the professors. A thank you for coming to my presentation
- Additional thanks to Ryan for his assistance and mentorship through the thesis process
- It's been a long road to get to this point, but I'm finally here now, and incredibly excited to share my work with all of you.

Artist statement:

- RETCH is a skate brand pitch deck focusing on the conjunction of food and body horror, through the lens of puns, and play on words.

Inspirations & Intent:

- The process of creating RETCH began in an independent study I did with Zack Rau, where I worked on exploring my style and refining my individual fingerprint as an illustrator. Original idea was focused on streamlining my process, building myself a design template for my work, and creating a jumping off point for my future thesis work
- The name RETCH comes from the onomatopoeia for vomiting. The idea was to keep the name congruent with other skate brands, a one to two word statement that identified the brand itself and stuck true to the content. Similar to other brands like "creature" for example. There were a couple other considerations: Gutter Grime, Crusty Creations, Repulsive, and Rotten, but nothing really hit the more playful tones that I was after quite like RETCH.
- As for the content, the original idea came from a notebook I had as a kid that I rediscovered as an adult when moving. Called the dude book, the only page that was written on had a question that said "what do you do best/love doing" and I had written the response "Burping and Farting." I feel like that general sentiment describes the visual content of retch very accurately.
- The other content inspiration comes from my childhood and my weird pickyness with food when I was younger. I used to hate mac and cheese, put ketchup on my broccoli, and associate foods I disliked the texture of with gross things. Mashed potatoes with skins in were "boney potatoes" and Gnocci were "maggots". As I grew up I got significantly less picky, but those memories stuck with me, and I wanted to call back to that a bit with this project.

- The idea for it to become a skate brand/collection came from my trip into a local skate shop in Portland. I was trying to get back into skateboarding and wanted to find a new deck, but was very disappointed with the options available. The majority of decks were either simple and boring brand logos, Pinups, or hastily made graphics that looked like photos with a quick filter slapped on top. The board I ended up walking away with I grabbed because it was the only one without a design of that nature. Walked away thinking that the boards and graphics of the 70's through the 90's have really disappeared.
- First and foremost, my goal with RETCH was to make people laugh, and to pull on the strings of nostalgia related to 80's and 90's era skate culture, as well as provide a modern design take on that idea. I grew up loving the work of artists like Jimbo Phillips, and Edd Roth, who took the idea of gross body horror driven imagery, and made it less volatile through the lens of their style. I want RETCH to push this concept even further. At its core, I wanted RETCH to be funny, lighthearted, and gross, touching on all of the key ideas I pulled from my inspirations. I settled on creating four unique concepts, and one brand based line, creating a skate deck, a shirt, and a sticker for each in order to offer different product options to different consumer budgets, and allow people to be able to purchase my work in some form no matter what. Finally, I wanted to create work that I would buy, and would display in my own home. I often find myself thinking about what others would like out of my work, so I made RETCH a project that allowed me to make art I'm not only proud of, but really enjoy the process of creating, and a final result that I like staring at.

Influences:

- My earliest inspiration was Edd Roth, also known as big daddy edd. Edd Roth was a custom car artist and builder in SoCal, who created the character Rat Fink, a gross riff on Mickey Mouse. I love his character designs and embracing of the strange and disturbing. His art's content isn't "pretty" but is still visually appealing. I was also exposed to his art a ton as a kid, as my dad drag races, and when I would go to the track as a kid, I vividly remember seeing his characters, and facsimiles everywhere.
- My 2nd prominent influence for my work is Jim Phillips, of SantaCruz skateboards fame. Phillips was the original artist for the first commercial skateboards that SantaCruz produced, and is famous for his visual style, utilizing punchy colors, gross subject matter, and clean and tapered lineart. His son Jimbo Phillips also works in an incredibly similar style, and his work also heavily influenced my own. As a kid I remember having his slasher board character on a shirt that I owned and wore constantly.
- The final artist that influenced me and this project is Canadian based artist CatDirty. He uses fantastic colors, and weird psychedelic concepts in his work. His use of shape language also influenced my own art style, and pushed me to simplify my designs, while still maintaining a high level of detail.

- Each of these artists influenced both my style, and the content of my work, and I owe them a lot. Each of them impacted my perception of art as a child, and thus are part of the reason I chose to explore my thesis through a more childlike and kid friendly perspective, steering away from foul language and obscene imagery, while still keeping the gross and weird designs that I am personally a fan of.
- My other influences for this project were brands like RipnDip, Welcome skateboards, and lurking class, as well as Artists like Wizard of barge, Thiago Lehmann, and Andy Howell.

The work:

- The following slides are divided into sections based on the physical media produced, boards, stickers, and shirts. The intent was to create a mock skate brand, and as such offer different products at different price points to better cater to all different types and levels of consumers. This is reflected in the final deliverables.

Boards:

- All the physical boards were created through a company called board pusher.
- I wanted to play with both horizontal and vertical designs, and use the borders of the deck to frame the image.

For each board discuss the following:

- The concept behind the board, where it started, and where it went.
- The design process from start to finish, any standouts in the process that were difficult or different from the norm.
- Color choices, and design choices that were made for each board.

Stickers:

- All the stickers were printed through a company called stickerapp.
- The stickers let me reimagine my concept through a different lens, and tell the same story, but in a smaller, more restrictive manner.

For each sticker discuss the following:

- The concept behind the sticker, where it started, and where it went.

- The design process from start to finish, any standouts in the process that were difficult or different from the norm.
- Color choices, and design choices that were made for each sticker.

Shirts:

- All the shirts were ordered through Amazon, and the transfers were printed through a company called FM expressions. I pressed the designs myself.
- Discuss the shirt making process quickly, heat shirts, measure and lay design, press, and repress.
- I wanted an opportunity to play with typography and push the pun aspects of each piece, and I used the shirts as an opportunity to do that.
- Each shirt was based on some form of real life food place or restaurant.

For each shirt discuss the following:

- The concept behind the shirt, where it started, and where it went.
- The design process from start to finish, any standouts in the process that were difficult or different from the norm.
- Color choices, and design choices that were made for each shirt.

Conclusion:

- As for where I see RETCH living, I would love to see it in physical retail stores like Zumies or similar, as well as being sold in local skate shops and clothing stores that focus on street wear. I'd also love to be able to turn RETCH into something more concrete in the future and have the ability to produce my own boards, shirts, and merchandise. I'm picky about the things that I like, so creating a brand with clothing I know I would always wear would be a big personal bonus.
- In summation, RETCH is a skate brand pitch deck focusing on the conjunction of food and body horror, through the lens of puns, and play on words, and is created with the intention of making viewers laugh, and say "eww" at the same time. This is represented through a multitude of media, including skateboard decks, apparel, and sticker/prints.
- Thank everyone again for attending my thesis presentation and pass the mic to Ryan and the board for questions.