

CHERRY BEACH GREEN HAIR TOYS

FOREWORD

This story began only a few short months ago, during the period of social and physical distancing. After weeks of isolation, the only safe places where my wife and I could meet our 4 year old granddaughter was in parks, like the Cherry Beach.

On one of those walks she found a piece of dry bark and asked me:

– “Grandpa, could you make something out of this?”

– “Yes.” I answered. “What would you like me to make for you?”

– “A reindeer.”

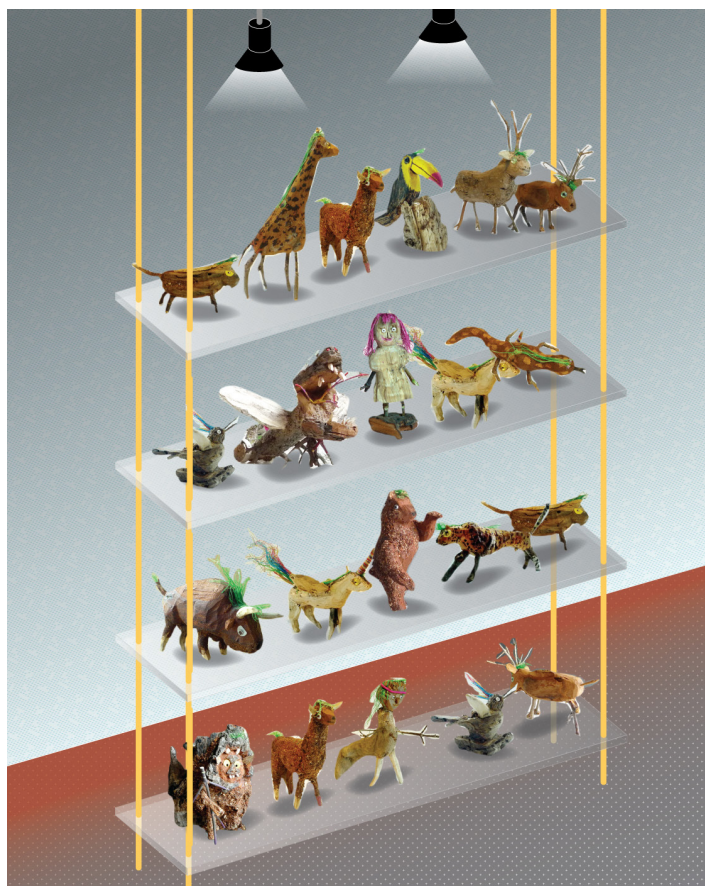
And so a reindeer was born. Or should I say, re-born. As coincidence would have it, when my daughter was young I invented a bedtime story for her starring a reindeer—and not an ordinary reindeer, a **green-haired one**.

Here is an excerpt from that story:

“In a country far away (or very close just around the corner) there was a reindeer living in a place where nobody liked him. People chased him away, nobody wanted his company. He wandered, pondering why until one day walking by a lake he noticed his reflection. The reindeer had green hair, hair like nobody else. ...

Under the surface of the lake, the reindeer noticed a beautiful underwater town. He dove down to get a better look. The people of the town looked just like him, but also nothing like him. Many had green hair and others hair of various colours. They greeted him with smiles and he felt happy and free. ...

Now ahead of them lay a task, to transfer that sense of mutual acceptance to others, above the lake's surface. To explain to them that the **right to be different is a basic human right.**”



PROPOSAL

In our physically distant present, interactions with public art and each other require a distance, but I hope that we can bridge these gaps by engaging with nature and using window display where my creations can be explored without being present in the physical space and interaction with other art enthusiasts.

Through the use of natural, recycled materials, I hope to create minimal or no waste in the production of this commission and instead honour the potential found in organic materials all around us. I would provide several dozen of these toys depending of the requirements of the space.

Toys vary in sizes between 20x15x10cm [~8x6x4in] for the largest to 8x6x5cm [~6x3x2in] for the smallest. Each would carry a singular perspective, equal, reciprocal and interconnected.

I would like to see them displayed on the transparent polyester shelves. One singular shelf is approximately 70x20cm [27 1/2 x 8 in] wide consisting of maximum of 6 in one set, attached among themselves and to the ceiling with decorative ropes. Toys could be secured to the shelf with tiny almost invisible fishing lines. I would like to include in the “display set” text with shortened version of the foreword included here.

Sketch is provided to explain how “display set” could be achieved. No special lighting is required.

I prefer following three venue choices for my proposal:

#01 W5 Made Design,

#02 W6 Emblem and

#03 W7 Merchant of York 181



Green-haired reindeer #01 and #02

BIO

Aleksandar Janicijevic was born and educated in Beograd, Yugoslavia and later relocated to Canada. He graduated with a Masters in Architecture and Design from University of Beograd.

His experience in graphic and multimedia design, photography, art and architecture was recognized by Seneca College, Toronto and he was employed in the Centre for New Technologies in Teaching and Learning. He collaborated on innovative projects for the Revitalization Institute at Seneca College, as an urban analyst and in the role of Chief Media Specialist.

In parallel Aleksandar pursued his art practice. He had 4 one man and more than 40 group shows of spacial objects, installations, drawings, art prints and photographs. In 2001 this art practice evolved to the exploration work on the large project "Urban Squares", consisting of urban analyses, virtual reality panoramas, a photo blog, psychogeographical portraits and urban art. To this day he has continued his private practice in art, craft, illustration, design and photography.



MORE INFO ABOUT MY WORK

<http://urbansquares.com/20greenHair.html>

<http://urbansquares.com>

<http://aleksandar.urbansquares.com>

<http://resilience2to1.com>

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