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BACHELOR PROJECT
PROCESS DOCUMENTATION

IAN KIPLIMO

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Project : Untitled and Unique
Supervisors: Martin Eberle
　　　　　　 Prof. Katharina Mayer
Student: Ian Kiplimo
University of Applied Sciences

PROJECT CONCEPTUALISATION

THE MANGO STORY

PROJECT DESCRIPTION

THE IMAGES

## CONCLUSION AND REFLECTION

CONCEPTUALISATION AND THOUGHT PROCESS

To accuratley conceptualize,visualise and finally excute a photography project based on a philosophical concept is hard , let alone a concept as abstract as Ubuntu. My mind was shooting blanks as I tried to think of new ideas and angles. So I decided to seek out inspiration ,I did research. I researched on other projects and works that employed the use of Ubuntu as the core concept of their work . I analyised how they depicted Ubuntu and also why they choose to go with this topic.

After extensive research I came to the conclusion that all the artist approached the topic from a personal angel, because each of them relates to it in their life .Ubuntu holds a diffrent meaning to everyone , although all still sharing a strong advocation for community and compassion towards other people.
I changed my whole approach to the project , it became more personal more connected to my story and perceptions of the world and Ubuntu specifically. I took a step back by doing self-analysis of who I am and what I would like to show with this project.

The research and soul searching proofed helpfull and fruit-full , although it threw me into an artistic dilema. I was faced by two possibilities on how to visualise this concept , both tied to my diffrent intrests and tastes in photography. On one-side I wanted to make images that were abstract filled with multiple distortion making them free for interpretation. This would make the images abstract representations of ubuntu that would have to rely heavily on written text to pass the message across.
.Being a fashion photographer , I wanted to make images that

looked like a fashion shoot and esthetically pleasing to look at.

It became clear to me that my personal perception and interraction with Ubuntu has been through collaboration which is one of the grand concepts of ubuntu . So I decided to showcase Ubuntu through collaboration with a Fashion phhotoshoot that would inlovled multilple creatives coming together to make it happen . I eventually got a good team , we made a whatsapp group to share ideas and we had three meetings before the photoshoot to discuss everyones vision. For this project everyone had equal rights and opinions about every aspect of the shooting , we had to all be on board with everything . This made the process longer but it was intresting to see things from a diffrent perspective . The goal of the project was not to visualise Ubuntu but rather to show a by-product of Ubuntu and the power of Ubuntu.
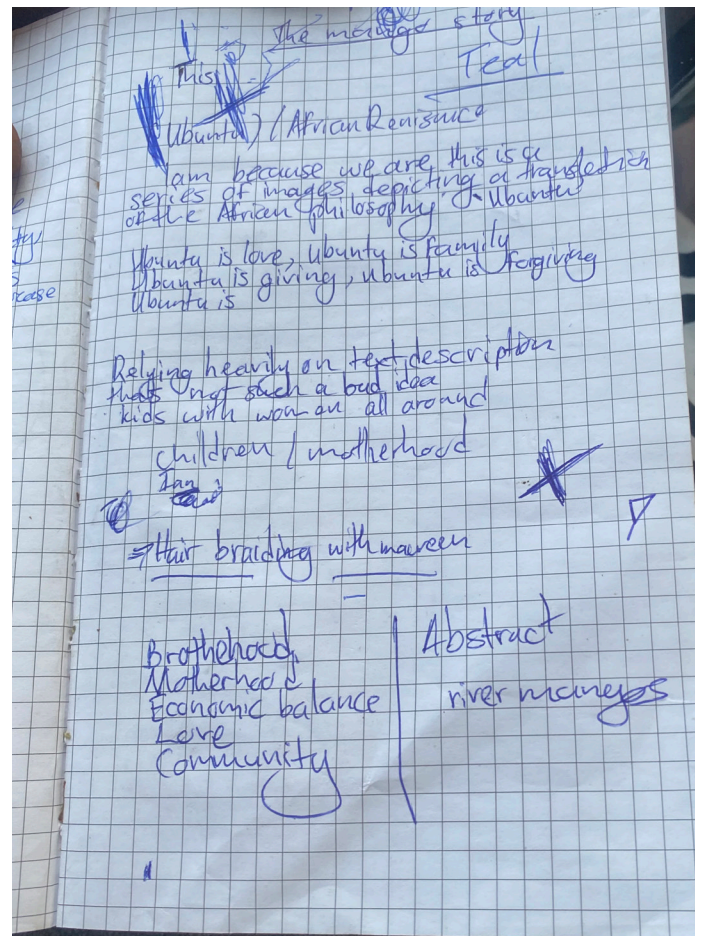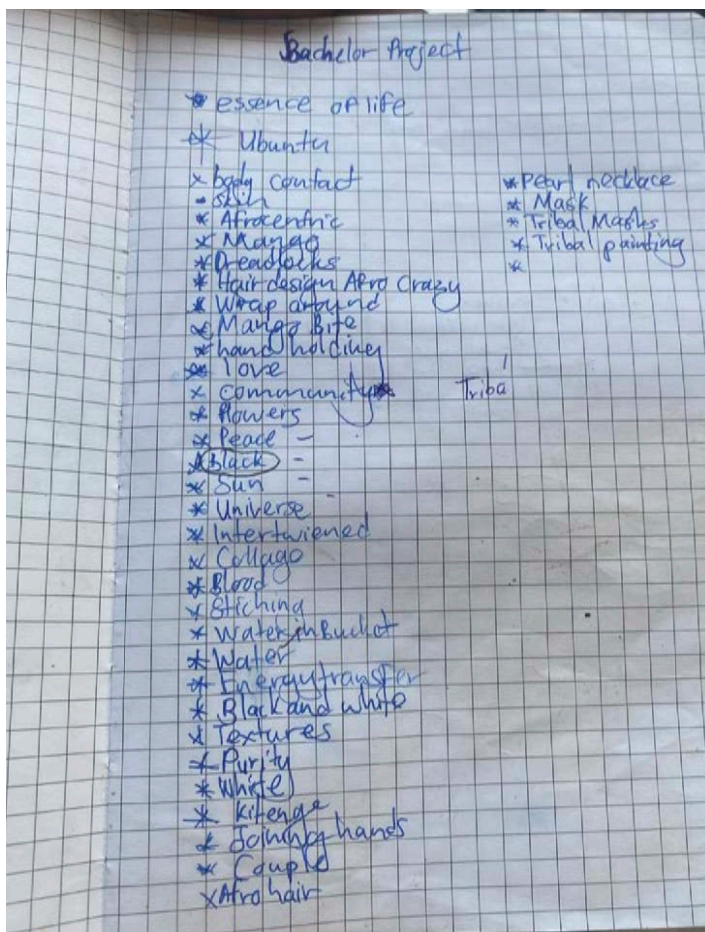
screenshots of my note book while I was trying to come up with a concept for the project

THE TEAM

Tamutswa
Model

Anna
Designer

Ella
Model

Ben
Model

Julieta
*Painter/
background*

Rosie
*Hair Stylist/
Makeup*

BEHIND THE SCENES

U B U N T U

I am because We are

This is a still life image of a small statue used to symbolise Ubuntu and community, borrowed from an African artifact store.

The Mango Story

This is a well-known parable that illustrates the concept of Ubuntu in action. The story goes like this:

There was once an anthropologist who proposed a game to children from a village in South Africa. He put a basket full of mangos under a tree and told the children to line up for a foot race.

"Whoever gets there first will win the tasty and delicious fruits," he said. To his surprise, as soon as he asked the children to run, they all took each other's hands and ran together, getting to the mangos all at the same time while still holding hands.

They then sat down to enjoy their treat together. When the anthropologist asked them why they had run like that yet one of them could have had all the fruits for himself they said: "Ubuntu."

CONCLUSION AND REFLECTION

Through out the process of conceptualisation, planning and finally shooting , I came across moments where I would have to self examine my self adn confront the reality of who I am and who I want to become. This was not a normal project for me because it was more than just esthetical appeal , it was about Ubuntu. Something I have grown up with something I truly believe and advocate for.
In my search for Ubuntu I found Ubuntu in my friends , people who we have no blood relations but I consider family. The way my friends showed up to support me in this project just proved the point that 'I am because we are.