

Reflections on creative & cultural immersion: book design for the fresh eyes Cuba project

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Abstract

I will present the Fresh Eyes Cuba publication, a book about the Fresh Eyes Cuba project and collaboration between ArtCenter College of Design and ISDi. I will reflect on how my book design choices were guided by the sensorial experience of the Fresh Eyes Cuba project workshop and pop-up exhibition at ISDi and my own design philosophy. The immediate cultural immersion of the project demanded that everyone involved, students and faculty from both educational institutions, expand our creative ingenuity and visual lexicons. My intention in the design was to avoid a simple travelogue, and to capture the energy and connection forged by the two groups of students meeting eye to eye. What I hope one will find in the pages is an intimate cross-section of the visuals we encountered while in Cuba, along with the engaging connection our students shared with their workshop partners at ISDi. There were 17 of us documenting the experience, yet the story of our journey can only be partially explored in this modest edition. Like the student pop-up exhibits, this book is based on a sensorial experience of making connections while exploring the mechanics of re-purposing. The design does not utilize a linear narrative. Rather, it offers a sliver of visual insight to the polarity our two countries share and the nuance of a bridge.