

NARRATIVES OF THE POSSIBLE



Kayla Clark *A Paragon of Virtue*

Centennial, Wyoming

“The piece speaks to the irony of an unfaultable person and uses an emerging technique to crowdsource fortunes from global participants.”

Non-traditional, crowdsourced narrative; crowdsourced data, porcelain, paper, fortune cookies and wrappers.

Artist’s Statement

My entanglement with letterpress and analogue techniques grew from a place of frustration. After leading a successful graphic design practice for several years, digital work began to feel cold, the process began to run on autopilot. This spurred my shift towards community-based creation and analogue techniques.

My work and approach to creating are driven by process. Pieces continuously evolve as materials interact and data and feedback are collected. The relationship between traditional letterpress and

technology drives my research, exhibiting value in the balance of history and modern culture and humanistic commentaries.

A Paragon of Virtue uses an emerging technique incorporating crowdsourced text. I collected fortunes from nearly 100 participants spanning 10 countries using the Amazon Mechanical Turk (MTURK). Results were edited, pared down, and implemented on a standard paper, mimicking the treasures found within fortune cookies.

The name *A Paragon of Virtue* was sourced from the fortunes submitted via MTURK. These crowdsourced submissions ranged from mysterious (“Friday became a cool, wet afternoon”) to comical (“If you want to slap someone, do it. Just be sure to say “mosquito” after”). Even a robot submitted a fortune (“HUMAN RESOURCES”).

A Paragon of Virtue speaks to its name: a perfect, unfaultable person. This person does not exist, nor does a concrete vision of the future. What we can depend on, however, is a willingness to share Narratives of (and for) the Future.

Biography

Kayla is a letterpress printer, educator and graphic designer living in Centennial, Wyoming. Kayla self-identifies as a typography nerd, valuing both traditional and experimental typographic methods. She explores the gray area between analogue and digital techniques.

Kayla received a BFA in graphic design from the University of Wyoming and MFA from East Carolina University. She is currently a faculty member in the University of Wyoming’s Haub School of Environment and Natural Resources with joint appointments in the Departments of Visual Arts and Communications and Journalism. Kayla’s collaborative work focuses on non-traditional, sustainable, interactive educational experiences and has been exhibited globally, from the United States to the United Arab Emirates.

Kayla can most often be found in her home letterpress studio or chasing peaks and thin air with her spouse and two Siberian huskies.

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