

**TART
START**

A New Mythology of Perfection

This brief is about letting you show off within a loose creative framework. Your application will be judged on your idea, and the quality of your execution. You should approach this brief using whatever media you feel best showcases your talents. Choose one deliverable from the list below to celebrate your chosen thing:

Identity & Branding

Double-sided A2 Poster

8-page Booklet

Packaging

A 30 sec moving image piece

A Website

Something else...

Background

What would we do if the age of perfection finally arrived and we were disappointed by the results? What if we came to miss the imperfections that previously brought colour and grit to our everyday existence and we suddenly felt an urgent need to recover them? Currently on display as part of Science Gallery Dublin's exhibition PERFECTION, Maurizio Toscano's Ark of Imperfection represents a large time capsule of what we consider imperfect about ourselves and our lives. The Ark of Imperfection seeks to preserve traces of our present imperfections as a lasting counterpoint to the perfection that may arrive one day soon. It underscores the importance of storing the imperfections people value most, and asks that we all participate in writing a new mythology of perfection.

Context

Computer generated algorithms define mathematical parameters of perfection. But whose version of perfection is this? As natural beings with our own imperfections and struggles, we have an innate sensibility to recognise beauty in imperfections in the world around us. Awkward, odd, misshapen or conventionally ugly characteristics are often a testament to histories of use and misuse — a broken bowl, a chipped tooth, a secondhand book, a mended tear — indifferent to conventional good taste, these things add an integrity and strength of character that can only be gained through lived experience.

Task

Abandoning all conventional ideas of beauty and perfection, you are asked to choose an "imperfect" thing from the world around you, that you feel deserves to be remembered and recalled exactly as it is now. Design a piece of communication that celebrates this object's nuanced characteristics, and reveals the importance and relevance of this perfectly imperfect thing. You are free to interpret the word 'thing' as loosely as you like; it could be an object, an item of clothing, an extract from a poem, a personality trait, a piece of fruit—anything! But you must make it clear why you have chosen this particular thing. You must clearly communicate your rationale, reveal your thinking, and sell the idea that this imperfect thing has enough meaning and significance to you, that it deserves to be preserved exactly as it is today.