Colleen McLaren

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A majority of my work has an emotional aspect. I want the viewer to have a personal or emotional response to each piece. My personal work tends to be in the form of small books that require the viewer to engage with the piece. Viewer interaction is important to my practice, I believe that they viewer should have control in how they interact with the work. In my most recent design project, the viewer has to engage with a set of cards in order for the piece to function. My interest in viewer interaction stems from my love of books and their inherent interactive nature.

I am currently interesting using web to recreate and reinvent the experiences gained while reading a book. Despite being a designer and working digitally I love creating elements by hand and integrating them into my pieces. I think handmade images negate the cold feeling strictly digital design can create.