

Artist Statement:

Amelia Falldorf

Technology itself may be, to some, nothing more than a tool with which to expedite the process of creation; one need only think of the Adobe Suite that dominates the graphics market. However, I view technology as more of a partner in creation; not exactly sentient, but certainly more complex and invested in the work than most people see on the surface. In the process of working *alongside* this technology, rather than simply *with* or *through* it, I find myself at an interesting place of discovery in which my work seemingly takes on a cognizance of its own, caught between the desired intentions of my own consciousness and the unconscious product of the code. Both myself and my work thrive within the confines of this partnership – while at the same time these confines help open unexplored doors to completely unseen forms of expression and entirely new ways to produce and conceptualize art.

In my Graphic Design practice, I strive for a sensitive simplicity that is both instinctually familiar to a public audience while still reacting to and pushing the limits of our current creative mindset. A strong focus on typography drives my exploration of visual communication as I skirt the line of consumer interaction and my own artistic voice. However, the larger part of my passion lies with seamlessly incorporating fresh and exciting new media techniques into the time-honored Graphic Design tradition. Consumers are rewarded with a breath of fresh air when presented with 3D-modeled or procedurally generated illustrations, new forms of visual communication that lend well to the Graphic Design mindset in the unique way that they wholly capture one's attention.

Title**Original Format**

Figure 1: Designing an Icon (Closed Spread)	4-Page Gatefold Illustration, 16 in x 11 in
Figure 2: Designing an Icon (Open Spread)	4-Page Gatefold Illustration, 32 in x 11 in
Figure 3: As I Lay Dying (Book Cover & Inside Spread)	Watercolor & Ink Illustration, 6 in x 9 in
Figure 4: As I Lay Dying (Full Book Jacket)	Watercolor Illustration, 20 in x 9 in
Figure 5: Crown Aquaponics (Stationery)	Custom Font & Digital Illustration
Figure 6: Crown Aquaponics (Brochure)	3D Model Illustration, 17 in x 8.5 in
Figure 7: Crown Aquaponics (Posters)	3D Model & Digital Illustration, 24 in x 36 in
Figure 8: Crown Aquaponics (Environmental Branding)	3D Model Illustration
Figure 9: Crown Aquaponics (Website Layout)	Website Layout
Figure 10: A Monument to Us	3D Model Subway Zoetrope
Figure 11: Sense Chart	3D Model Informational App

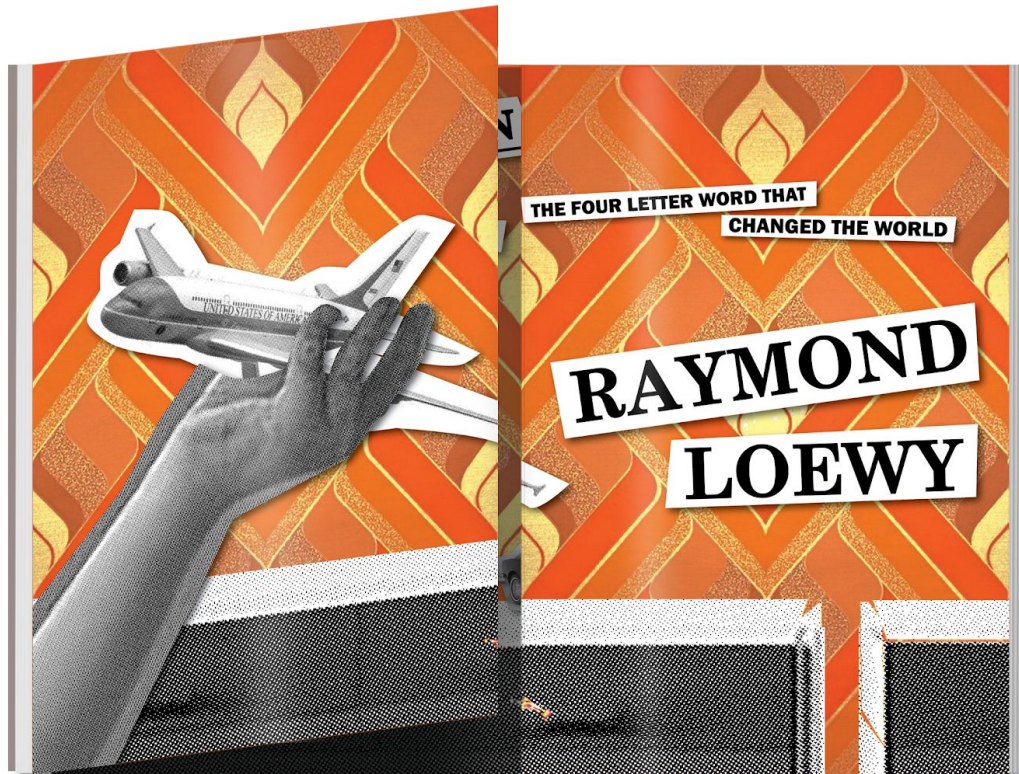


Figure 1: Designing an Icon (Closed Spread)



Figure 2: Designing an Icon (Open Spread)

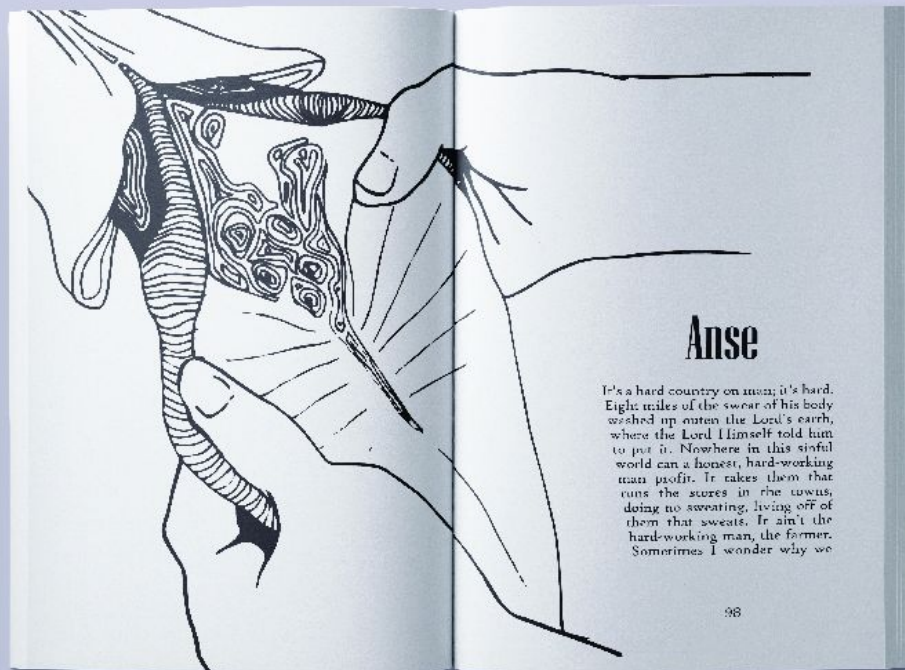
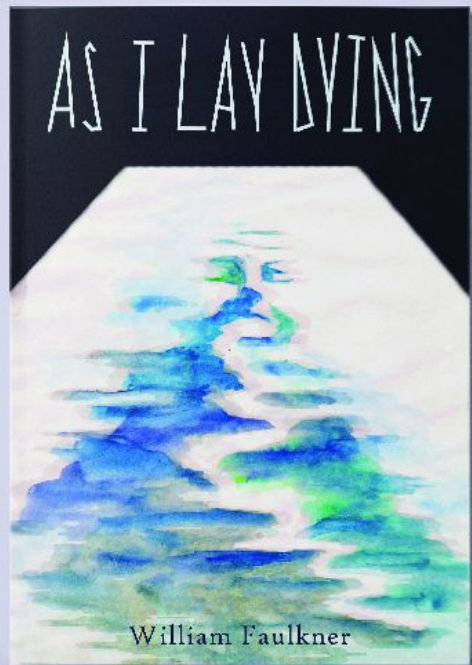


Figure 3: As I Lay Dying (Book Cover & Inside Spread)

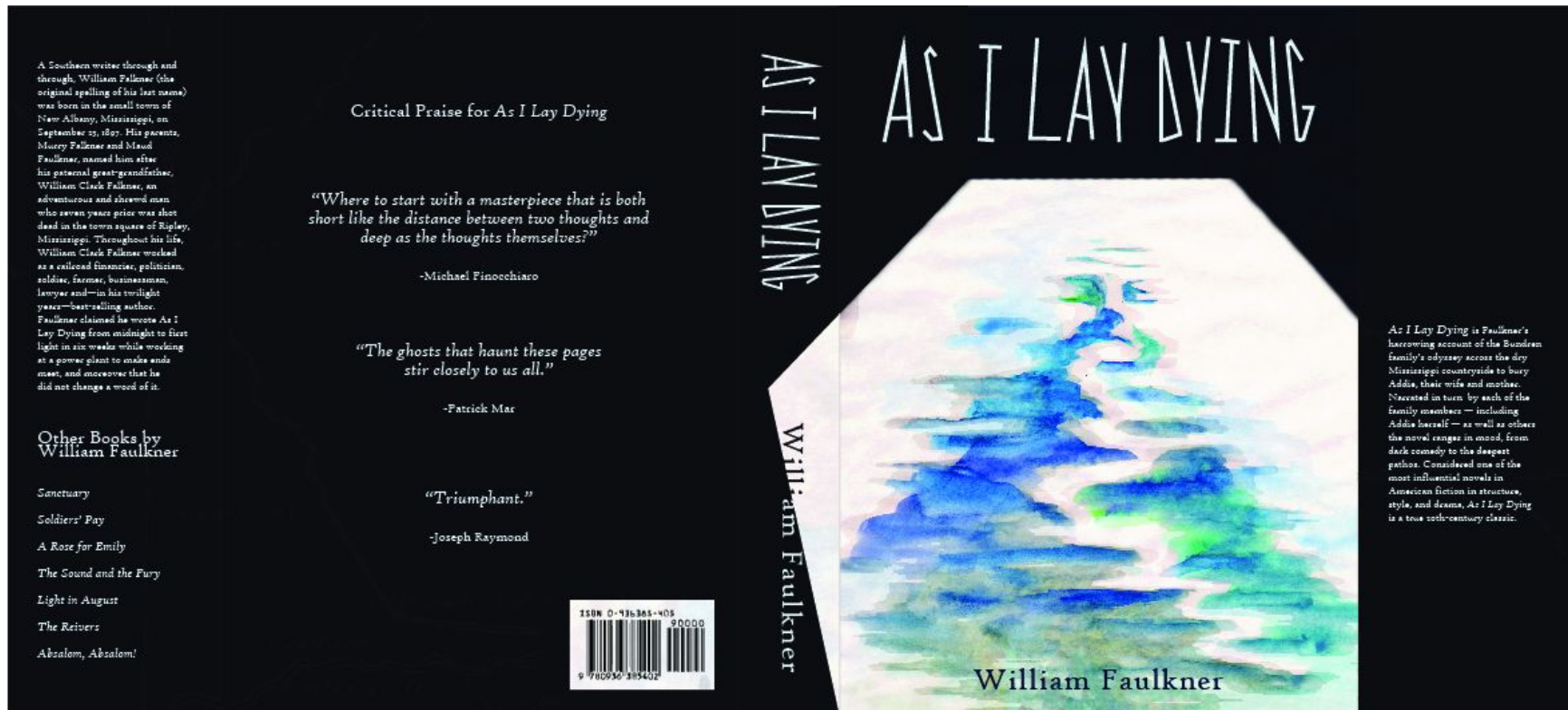


Figure 4: As I Lay Dying (Full Book Jacket)

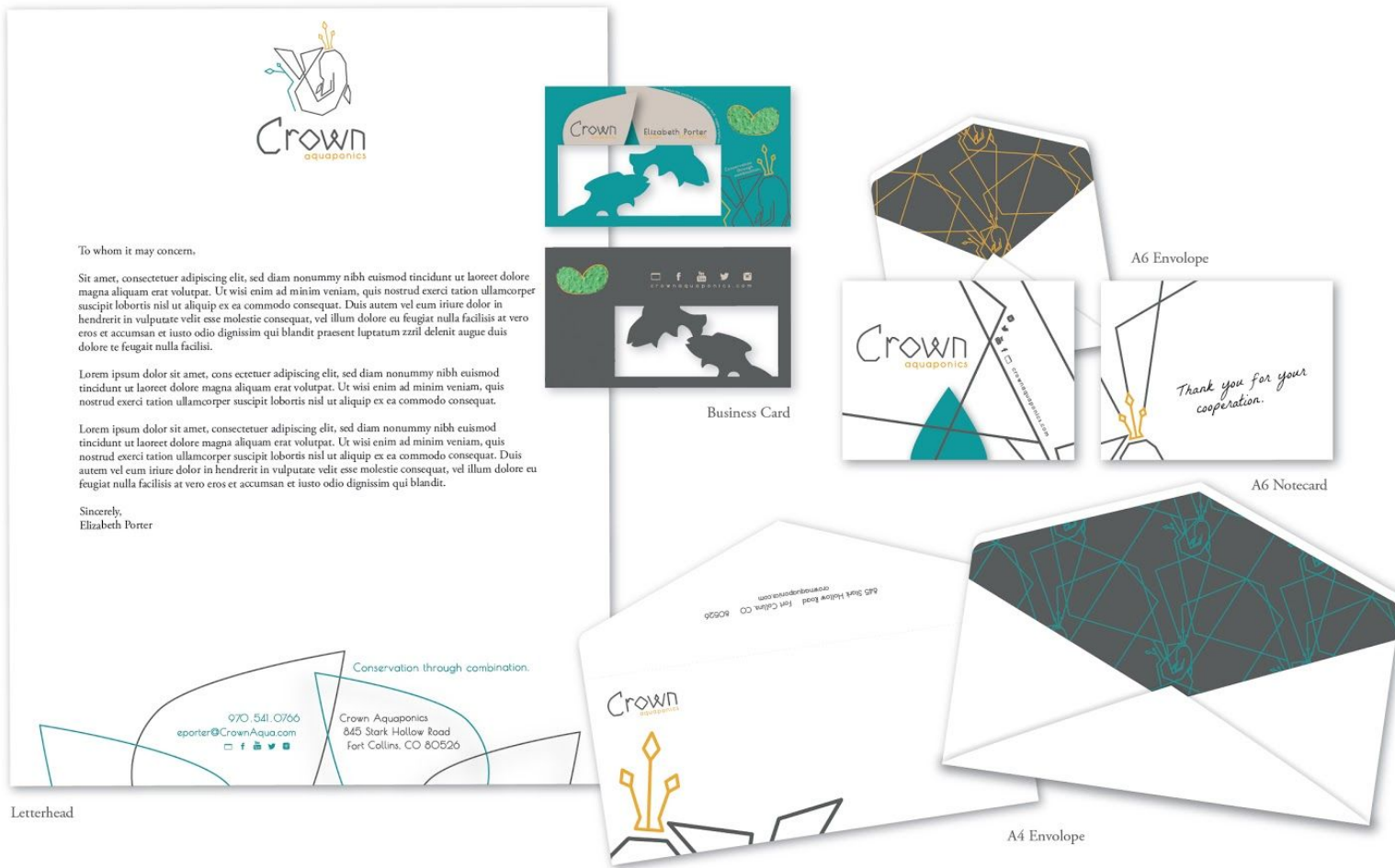




Figure 5: Crown Aquaponics (Stationery)


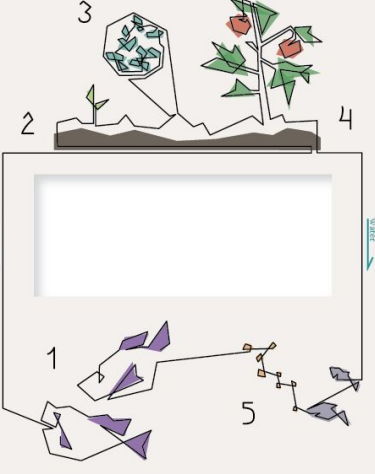


The grass

really is greener.



crownaquaponics.com

What is Aquaponics?

Aquaponics is the process by which we are able to grow the freshest fruits, vegetables, and fish in a system that is mutually beneficial to all. Our system of aquaponics closely mimics the natural relationships between plant and aquatic life, allowing us to grow the best produce your money can buy. Combine that with the fact that aquaponics systems can be set up in relatively small spaces near consumer centers, cutting out costly transportation. We're dealing a game-changing blow to big business, and you're helping us do it.

Still curious? Here's the specifics of how a basic aquaponics system works, for all you minds out there.

1. Waste produced by the fish contains vital nutrients for healthy plant growth.
2. Water is pumped from the fish tank below into the growing medium.
3. Nitrifying bacteria convert the ammonia from fish waste into nitrogen, which the plants absorb as natural fertilizer.
4. The water, cleaned and aerated by the plants, is returned to the fish.
5. Our fish are fed only the freshest, unprocessed, highest quality marine protein and plants.

Are you hungry for more?
Our facilities are open 7 days a week to educate consumers on the local and global importance of sustainable farming.

Visit our website for more information or to schedule a group visit. We hope to see you soon!

Our Mission

Here at Crown Aquaponics we strive every day to bring you the best, freshest, most environmentally conscious fish and produce you've ever tasted. By operating in the heart of the city and reclaiming abandoned or neglected buildings, Crown Aquaponics fosters an environment of sustainability. Try our products once and you'll instantly feel the benefits for your community, your family's health, and the future of our beautiful planet.

Our Practices

Crown Aquaponics utilizes some of the most cutting-edge, industry-leading aquaponics techniques to grow the highest quality produce for you and your loved ones. We raise all organisms with respect, from the smallest seedling to the largest tilapia. Our fish are fed a proprietary blend of marine protein and roughage that not only grows the healthiest crops and catches, it fertilizes our crops for robust lettuce and tomatoes without the use of herbicides or pesticides. When you purchase a Crown Aquaponics product, you can rest easy knowing you are purchasing the freshest, highest quality, responsibly farmed fish and vegetable.

Still skeptical? You'll only need one bite to decide.

Figure 6: Crown Aquaponics (Brochure)

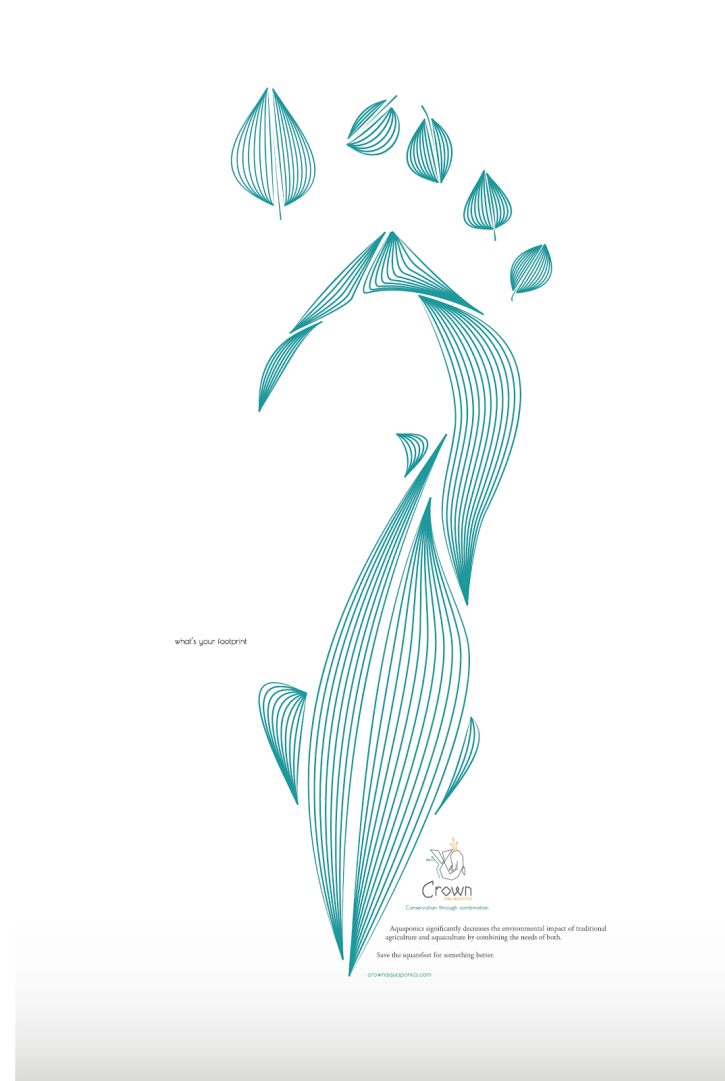
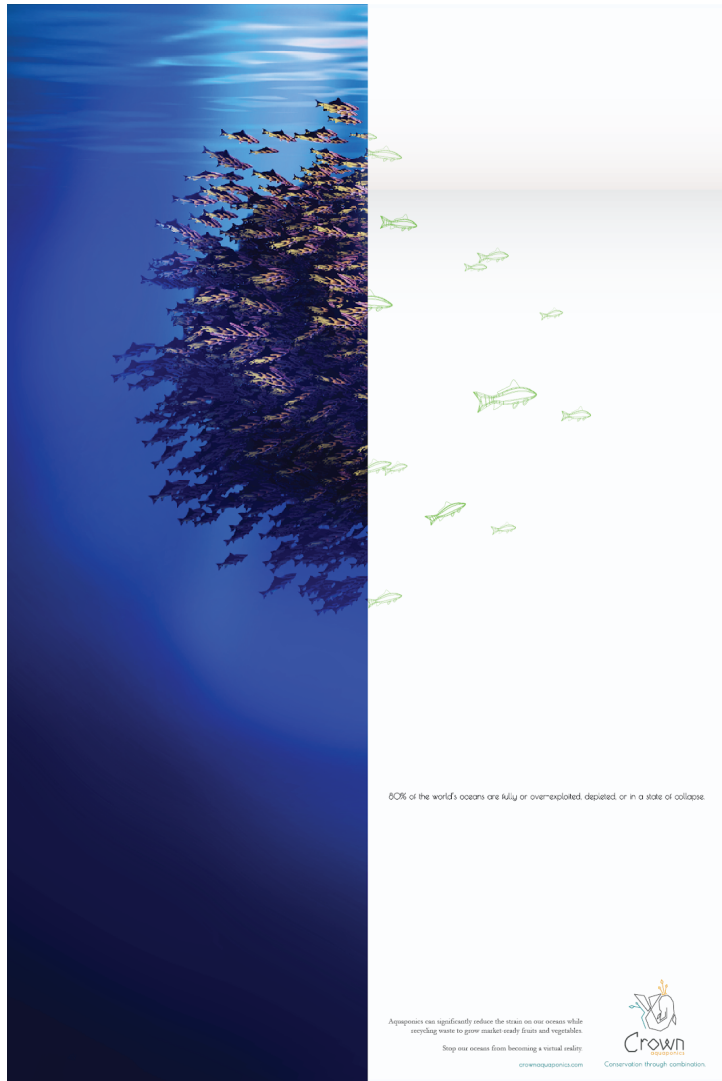


Figure 7: Crown Aquaponics (Posters)



Figure 8: Crown Aquaponics (Environmental Branding)

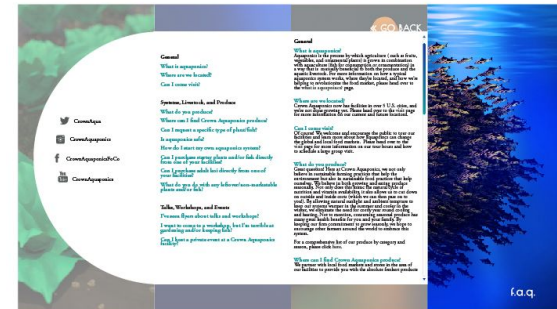
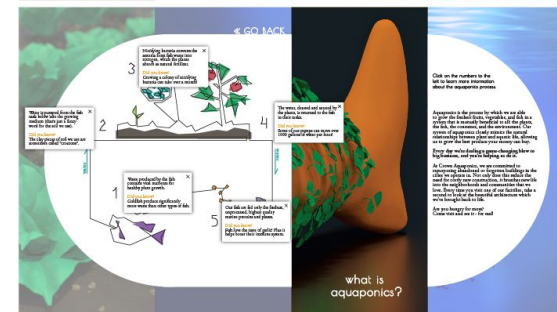


Figure 9: Crown Aquaponics (Website Layout)



Figure 10: A Monument to Us



Figure 11: Sense Chart