

ANIBBLES

RHUBARCODE

Visual Communication
MA2 2023



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Growing up, when I was asked to “clear up the table” I would collect the dishes and all in the tablecloth and toss it in the bin.

When I was then asked to “put a sock in it”, well, you can imagine how that would be interpreted. My confusion surrounding idioms and homophones etcetera turned into questioning. I searched for the “cats and dogs” when it rained, concerned that those cats could “get my tongue”.

I turned to the mirror, and wondered how my untucked shirt turned me into a “sack of potatoes”. And how can my trousers also be a pear?

I inspected my face. Where are the “bags” supposedly under my eyes? I opened my mouth and looked down my throat. No “frog” in there today.



I ran my hand through my hair and grabbed the kitchen scissors. I then proceeded to save the hairdresser a job, and the “birds”, a “nest”.

I then turned away from the mirror to continue searching... searching. SEARCHING for this “HORSE” that EVERYONE is so “HUNGRY TO EAT”!

It seemed that everyone’s bodies and minds were ruled by invisible animals and inanimate objects. Luckily, I was not around during WWII Britain or else I would have been ousted as a spy.

Since maturing, these vivid encounters with figurative speech didn’t exactly fade, and now as a creator I now enjoy “turning the tables”. I created Anibbles because I want to turn the confusion and anxiety of encountering linguistics into a joyful thing. Make the non-verbal, verbal, and back again, make the figurative, literal and back again.



So why animals and why food?

It is because of their universality. I want to emphasize how animals and food transcend language, with language itself. I want to fuse the words we've assigned to them to strip them of meaning in order to pave the way for new meaning, while collapsing logic in the process. This is so that something we experience passively, becomes an active cognitive process, a rethinking of things. A re-cognition if you like.



I hope to
conjure
meaning from
meaninglessness

Whether *Anibbles* makes you laugh or groan or scratch your head, then now turn to a mirror.

See that sack of *Moush-Potato* staring back at you.



See how it distorts.



Cut your hair

and you might see a *Crowbergine* fly out.



If you open your mouth and peer down your throat,
you might even make out a pair of amphibian eyes in there.



Could it be?

Froghurt!

