

FREJA KROGH-ANDERSEN

THE AWARENESS OF THINGS*

- *Mono no aware, an exploration on what triggers our senses



MATTER SPACE STRUCTURE

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It starts like this; with a memory. Sometimes the memory is an image. Like a photograph. So crisp, clear, that you have to resist the urge to walk right into it. Other times, it's more of a feeling. How it felt in that exact moment. A wave of remembrance that hits you so strongly, and goes right through your core.

The memory is a funny thing, because you keep some things, while others are completely discarded. The memories that have left impressions. Imprints. It's not just the memories themselves, it's the context that makes them memorable. They almost become memory rooms.

Why do some experiences affect us more than others?

In the case of Tadao Ando's *Chichu Art Museum*, the experience is tailor-made. The site, the organization of the different spaces, the mysticism around it. Ando is a conductor. Not of what you feel, but that you feel, and that you are as present as possible. The aim is to experience. What, is of less importance.

«[...] there is no point in doing it if it's not going to create some sort of emotion»

— The Savage Beauty, 2011, Alexander McQueen

Looking at favorite fictional works more than a decade later, how does that feel? Do the words affect me in the same way? What visual impulses does the texts give me?

Through both writing and reading, this work explores the connection between literature, words and the physical object. Each image, object, sound, is there to trigger something, to enhance the experience.

What triggers our senses? What leaves an impression?

This work is an exploration on how and why we experience.

Keywords :
Experience, Memory, Literature,