

Ilusi distorsi visual pada louis vuitton exhibition series 3, London = Illusion visual distortion at louis vuitton exhibition series 3 London

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Abstrak

ABSTRAK

Penerapan mekanisme ilusi atau distorsi visual sebagai representasi konsep kreatif dapat menjadi faktor yang sangat memicu atensi visual pengamat. Skripsi ini mencoba mengungkap fenomena ilusi dan cara penerjemahannya dalam ruang nyata, serta bagaimana dialami pengamat dengan menganalisis Louis Vuitton Exhibition Series 3 di London. Ekshibisi ini menceritakan perjalanan koleksi Louis Vuitton dari masih berada dalam imajinasi perancang busananya hingga hasil akhir. Dengan mempertimbangkan proses perseptual manusia, didapatkan efek-efek seperti berada dalam new dimension, infinity, hingga dizzying experience. Disimpulkan dalam skripsi ini bahwa melalui ilusi, realitas dapat didistorsikan, dan perancang ekshibisi ini dapat menciptakan persepsi 'baru' yang menarik pengamat.

ABSTRACT

The implementation of illusion mechanism or visual distortion that represent creative concepts can be a factor that triggers the viewer's attention. This undergraduate thesis tries to uncover the illusion phenomenon and its abbreviation in reality, and how the they affect viewers by analyzing the Louis Vuitton Exhibition Series 3 in London. This exhibition tells the journey of Louis Vuitton collections beginning from the imagination of the fashion designer until it becomes a finished product. Through considering human's perceptual process, it can be implied that the effects found such as being in a new dimension, infinity, up to dizzying experience. It is concluded in this work that through illusion, reality can be distorted, and the exhibition designer managed to create a new perception that attracts viewers.