

Function

- To be worn as a fashion accessory
- To make a fashion statement
- To convey a particular characteristic of the wearer
- To show a knowledge and appreciation for art and design.



Fitness for Purpose

- This piece of jewellery is made from polyurethane foam and light-weight fiberglass material and is therefore comfortable and practical to be worn for a long period of time
- The delicate details protruding from the main body of the bracelet may make it inconvenient to be worn in the same way that every-day jewellery could be worn, making this a piece to be worn on special occasions.
- The vibrant, contrasting colours, and unusual details, succeed in making this a statement piece of eye-catching jewellery

Materials and/or Techniques

- Chang uses predominantly found or recycled materials in his work such as old toothbrushes. These were used not only as a sustainable option but also for their vibrant colours.
- Chang's use of plastic reflects the usage we live in that uses an abundance of this throw-away material.
- The addition of precious metals and gems creates a high contrast to the low-cost plastics and cumbersome shape and size.
- Chang did not use much machinery, preferring to use hand tools. This helped to ensure he had more control over materials and the final outcome of his work.

Peter Chang Plastic Bracelet 2004



Target Market/audience

- Women or men with a strong and unusual sense of style looking for something unique with which to make a statement
- Every piece of jewellery was hand made by Chang himself from the beginning of the process sourcing materials, through to the final finish of the product. Due to his high level of skill and the vast amount of work completed by hand, the bracelet would be expensive and therefore would only be purchased by someone with a high disposable income.
- This bracelet would not only be a sign of wealth, but a sign of someone with a taste in high-end cult design. The design is one for a niche market and taste.

Sources of Inspiration

- Chang's Chinese heritage played a big role in the inspiration for his designs. This can be seen in the use of ornate decoration, exuberant colours and vivid patterns.
- Inspiration is taken from Science Fiction and fantasy as can be seen in the alien-like ornate forms on this piece.
- Nature – the use of predominantly organic lines, shapes, and forms as well as having aesthetic elements reminiscent of sea creatures (coral-like forms and colour combinations that can be found in exotic fish.
- Nature – colour plays a big part in nature, particularly on occasions where animals are trying to make themselves stand out, or to send a particular message such as a mating ritual or a warning. This bracelet reflects this through its colour as a way of drawing attention to the wearer and portraying a message of confidence and of character.

Style / Aesthetics

- The unusual, protruding 3D forms of Chang's design clearly show a link to his training as a sculptor.
- Chang's bangle has a sci-fi aesthetic due to the organic, alien-like forms that seem to grow from the piece.
- Surrealist style inspired by his time working with Stanley William Hayter. This can be seen in his organic lines and use of contrasting colours.
- This piece is amongst others that were not only designed to shock, but to promote discussion

Visual Impact

- The bracelet looks quite cheap due to the shiny, colourful plastic finish but the process that has been taken to make it shows a high level of skill and craftsmanship.
- The bracelet is made in a large, over-size scale, combined with the use of vivid, contrasting colours, this would make a bold statement.
- The unusual features and ornate details of this bracelet, combined with the thick, clunky main body makes this very unusual and attention grabbing even for people without a knowledge or understanding of design.

Social and Cultural Influences

- Chang was a self-taught jewellery maker who studied sculpture and graphic design. This is reflected in the sculptural, 3-dimensional features of his jewellery designs, as well as his understanding and use of bold, vivid colours.
- Due to his parentage (English and Chinese), Chang would be influenced by both western and eastern cultures such as a strong interest in sci-fi, pop culture as well as the eastern cultures' use of colour and lacquer-work.
- Chang would often use old signage that was gathered from Chinatown in Liverpool to work on projects such as sculpture and jewellery. This developed his fascination with recycled materials which he would continue to use as his work developed. This also meant that he was working with colours that were popular to business owners in the area. This is why the colours red and yellow are so prominent in his designs.
- Chang was exposed to a great deal of surrealist art and design when working with Stanley William Hayter. This influence can be seen across all of Chang's work from the unusual shapes and details to the contrasting combination of colours and patterns.