

Introducing The Brand:

**ZZZZ's**

[zzzs.threadless.com](https://zzzs.threadless.com)

Created By Rachel Grabow



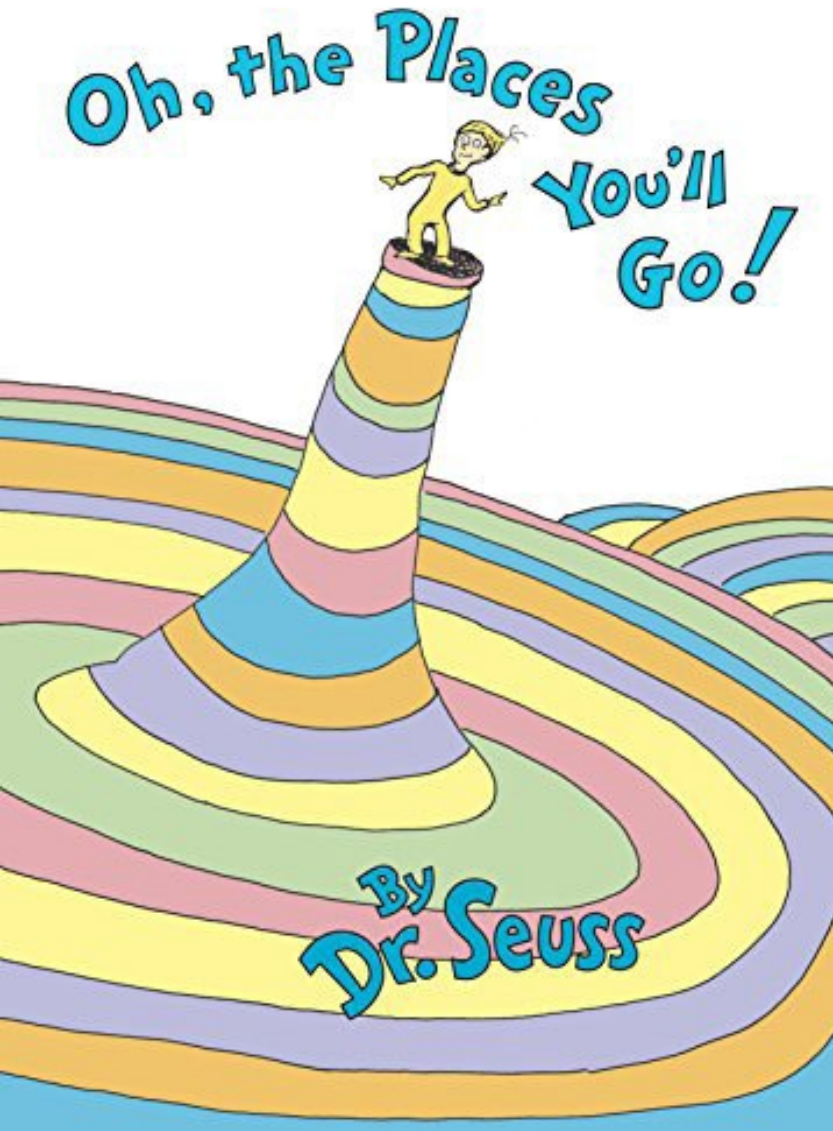
# Artist/Designer Statement:

When I sleep, my mind runs through countless interactions, memories, and simple joys. My brand, zzzz's, visually represents the intersection between a subconscious flow of thoughts and spontaneous making. zzzz's is an online shop with apparel, home decor, accessories, and prints. The artwork depicts a variety of topics that connect to young adults in a creative, playful, and engaging way through line drawings and doodles. To inspire and inform these drawings, I conducted experiments with nostalgic materials, environments, processes, and media. This allowed me to connect with a carefree mindset and create artwork that was less about the outcome, and more focused on the process of creating.

In my creative practice, I use graphic design and drawing to engage with my interest in entrepreneurship and marketing. This project not only connected to my artistic goals, but also reignited my passion and joy for creative making. The goal of zzzz's is to give people products with artwork that will make them smile when they interact with it on a daily basis.



# Contextualization:

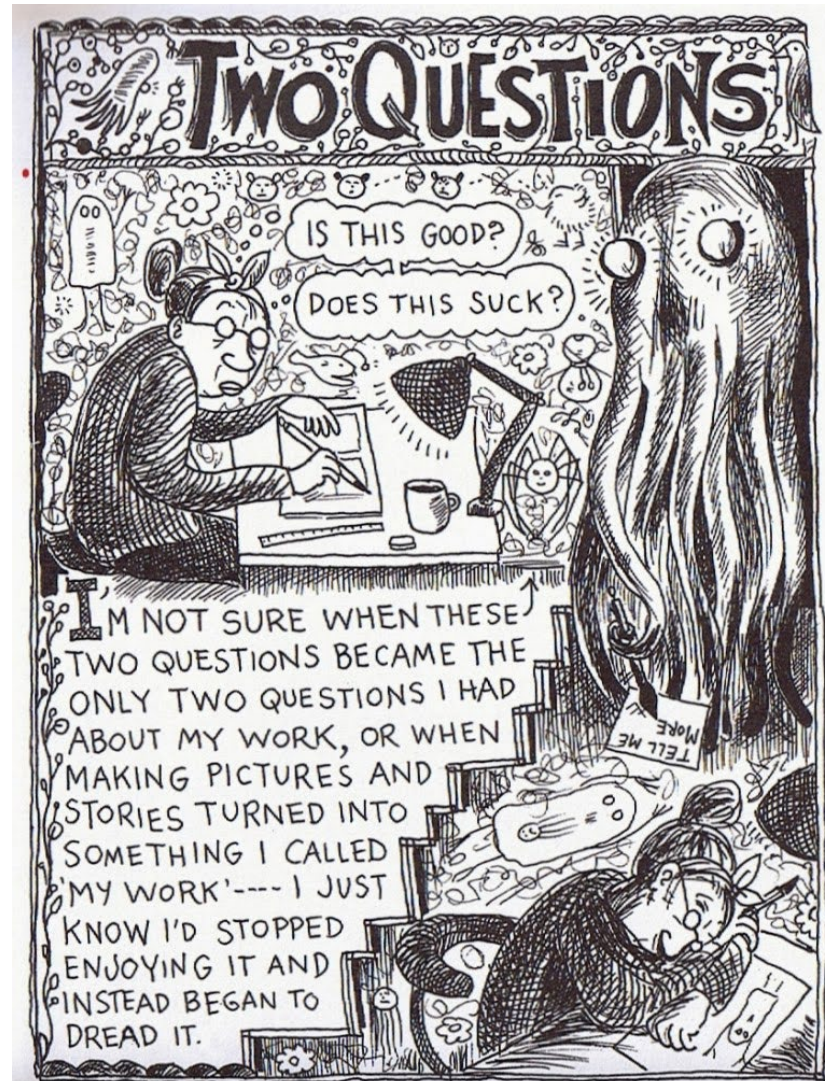


The children's book "Oh the Places You'll GO!" by Dr. Seuss is about growing up and what people experience throughout their lives. It compares life to fun journeys with ups and downs using fun drawings and rhymes. This large topic portrayed in a childlike, fun, and understandable way is a theme that appears throughout a lot of Dr. Seuss's work. This book inspires me and my project because it was my mom's favorite book to read to me as a kid, and I think its message is very prevalent in my life today. As a senior in college, my life is full of changes and moving forward and being pushed into adulthood. Connecting this idea to my childhood through this children's book and the memories I have associated with it has helped me get into a calm and happy mindset with creating.

I have been using a lot of my old children's books to inspire the environment throughout this project, but I will be using this one even further. I want to draw over Dr. Seuss's drawings and writing and make new scenes out of his. I think this will be a fun experiment that will lead to interesting images and an enjoyable process of creation. I want to read this book and simultaneously create whatever I associate each page and word and artwork with all together at the same time, instead of just reading and then creating afterwards. I think this will be an interesting experiment to do as it slightly differs from my past ones, but it connects to my project as a whole.

Lynda Barry's essay, "Two Questions" discusses her struggle with creation as she grew up. The two questions that creep into her life and block her creativity are "Does this suck?" and "Is this good?". These two questions prevent the feeling she had as a kid when drawing or making art that didn't have or need reason. She started over analyzing her work and asking those two questions caused her to lose that feeling and way of making. She ends up getting that feeling back by simply not knowing the answer to those questions. By not knowing, you eventually just create until something happens, the same way you do without realizing as a kid. The essay itself is very artistic and covered in doodles. I enjoyed the handwritten and complex detail the words and accompanying drawings had. The purpose of this essay is to spread awareness and address that everyone goes through this, especially artists. Everyone used to be able to create art as kids by just playing and putting things on a paper. We all lose this when those two questions come into our minds and make us question ourselves, our work, and our reason for creation.

This essay is relevant in general because it draws attention to a very common issue many people, especially artists, face. For myself, I relate completely to Berry's writing and experience. As I was reading I felt like it was about me. It was very helpful in giving me advice as well as making me feel less alone in this feeling. I have been taking Berry's advice about being okay with not knowing the answer to the questions when I create. So far through my work and experiments in this class so far, I have done this successfully and really liked some of my work. I want to push this further to be able to create spontaneous work with more detail and meaning, even if that meaning is just to be there and exist. I really love how the answer is to say "I don't know" and just continue creating because it is so simple, but difficult to achieve as many people always feel like they need an answer.





# *Where the Sidewalk Ends*

*the poems and drawings of  
Shel Silverstein*

I, along with many other people my age, grew up reading this poetry book or having it read to us by our parents. It is considered a "classic" if you will. This source represents the simple things in life being transformed by a creative mind into a relatable and comical entertainment form that almost everyone can appreciate. Shel Silverstein's poetry book titled "Where the Sidewalk Ends" is a cumulation of short poems and drawings that correlate to each of the poems. The poems are simple, sometimes silly, sweet, and often about the randomness of small things in life. The audience is definitely family friendly with an appeal for all ages. Adults and children can laugh at the simple and creative line drawings and easy to understand yet intriguing poetry. The purpose of this poetry book, as well as Shel Silverstein's other poetry books, is to entertain and share his artistic mind through both writing and drawing. His poems and drawings make people happy. When I was a child, my parents, especially my dad, would read this exact poetry book to me. I have the exact copy that we would use. It is one of the older versions of it with a plain brown cover, yellowed pages, and that old book scent. Touching these pages again brings me back to the time when I did the same as a child. I still recognize certain poems and drawings within it. As I went through it, I texted my dad some of our old favorites and both of us reminisced about that time from my childhood.

This book influences me and my project because it reminds me of my childhood. It sparks a happiness and nostalgia that puts me in the mindset to create just for fun. I take inspiration from Shel Silverstein in this way. He has this childlike enjoyment for creation about him that you can see through this poetry book. I tapped into this feeling within myself for the work I created in my project. I used this to get into that childlike mindset before creating artwork, and it worked. I created artwork for pleasure and enjoyed what I created.

Mr. Doodle is a well-known artist known for his signature doodle style and implementing that onto just about everything. He has merchandise with it, prints, installations, and makes videos that show the progression of him doodling. Most recently, he covered his entire house in doodles, inside and out. His artistic style is fun and quirky and has similar elements to mine. We both enjoy black and white doodles that cover large surfaces and fill a space. He often covers walls in rooms with these doodles (especially characters) and I plan to do something similar in my studio. A big difference between our doodles, is mine often include words and small narratives throughout, and have different themes while his are more consistent.

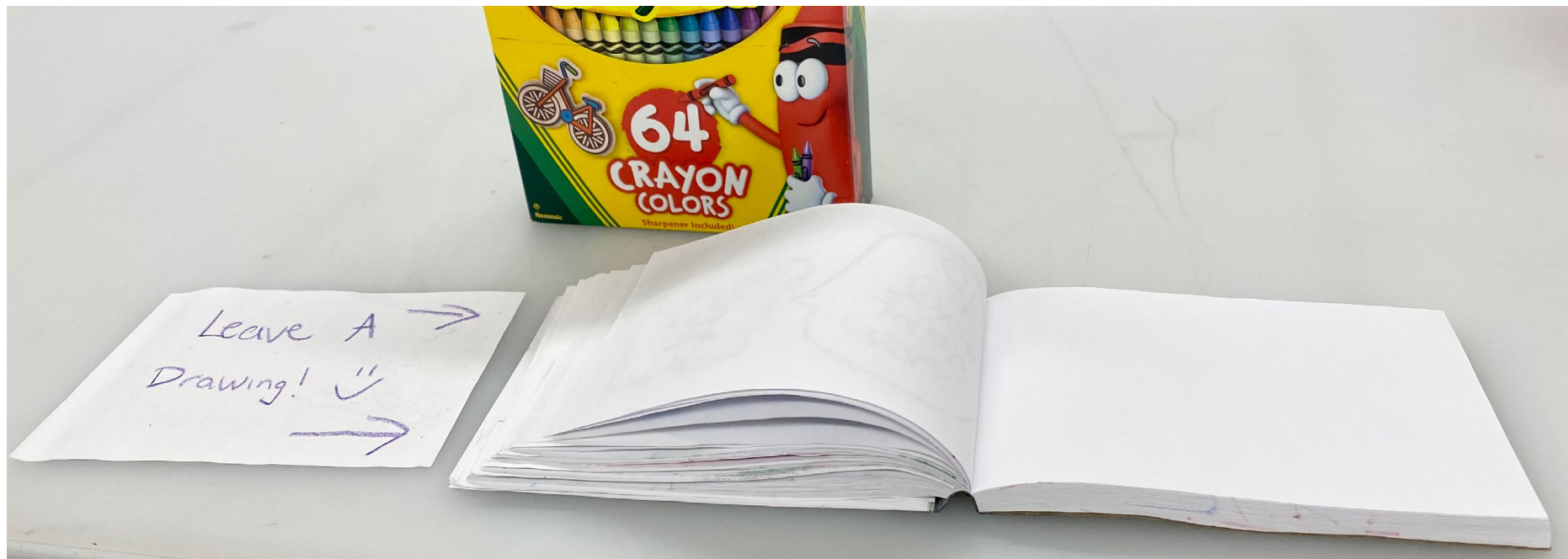


In relation to my project, I want to create an environment that is covered in my drawings, and encourage people to color in the walls and coloring books I will be making. When I see Mr. Doodle's work I instantly feel a fun sense of playfulness, curiosity, and childlike environment. I want to emulate that same feeling in my own artistic way through my drawings and environment I create. I have many ideas on how to do this alongside my coloring book. I want to cover my walls in drawings using markers. I will also have a small table I will draw over with materials on top of it and a sign that will encourage people to color in my walls, and take a coloring book. My act of creating the book and drawings connects me to my childlike mindset about art, creation, happiness, and passion, and my goal is to use my studio space as inspiration as well. Then, the coloring book will allow people to continue to explore that mindset overtime. Mr. Doodles work, especially his environments, create a similar feeling to the one I want to inspire people with in my project.



An observation and inspiration based experiment I ran throughout the entire year of this course, was this "Leave a Drawing" notebook. I left a pad of paper and a box of crayons out on my table and would return every day to see drawings people would leave.

Observing this small interaction taught me a lot. It especially taught me that people love to create. Especially with a nostalgic material such as crayons. Seeing the compilation of all of these drawings inspired a lot of my final designs, and led to my decision of having an interactive part of my final exhibition where people can leave a drawing and participate in similar activities.



# Creative Process:

Throughout this project, I created a series of designs that eventually became the artwork for my brand's apparel. They are all consistent in drawing style and have the zzzz's logo, but vary on arrangement. This design is entitled "Fun Tub". It, along with the next design (Arm-Ankle), were created over the course of many days. I covered my table in a large piece of paper, and gradually added drawings to each. The drawings contain a wide variety of themes and characters along with some words. For "Fun Tub" specifically, the designs are smaller and more condensed, with more words. This drawing was the first step towards a personal goal I had to enjoy creating and drawing for the fun of the process.







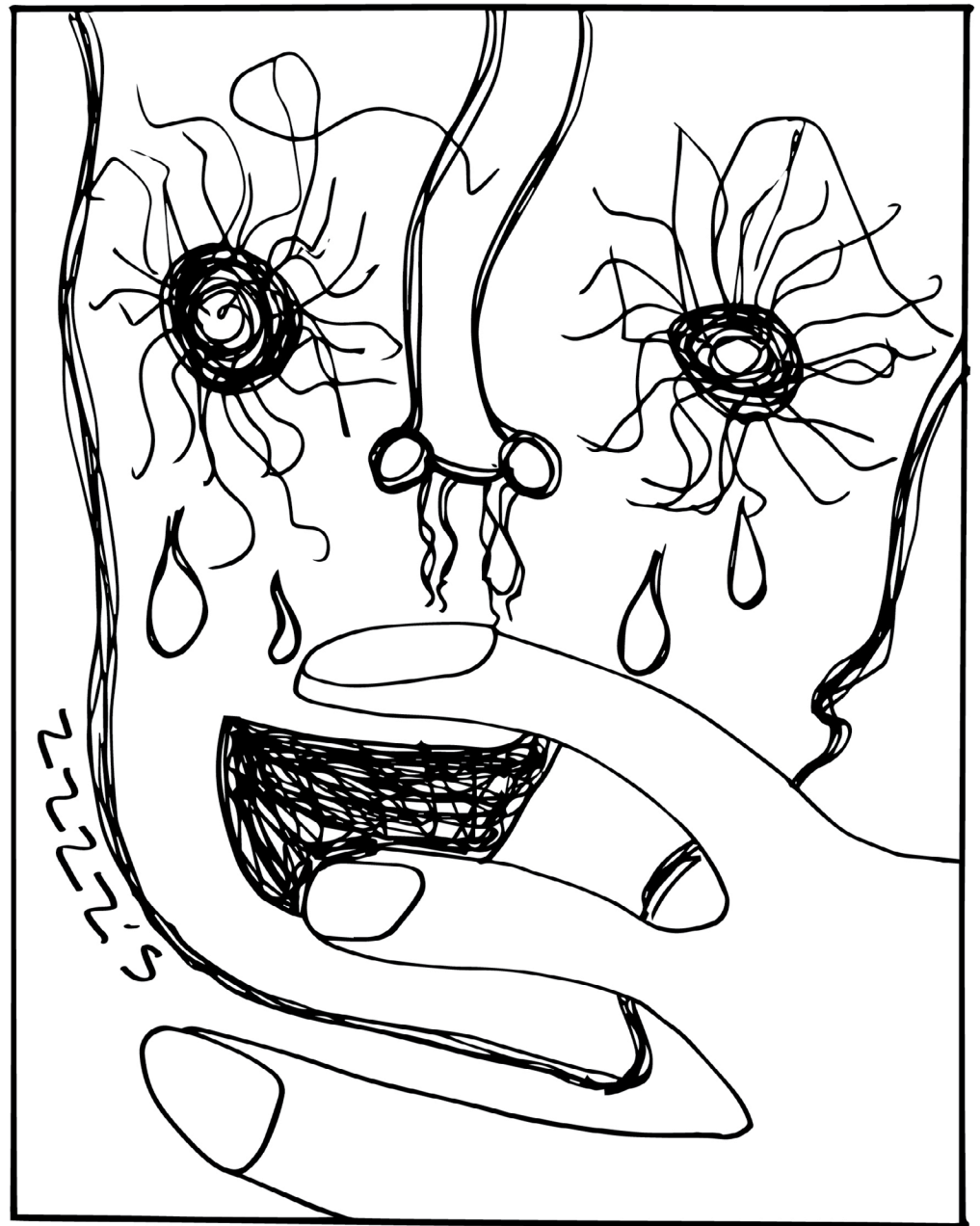
This design entitled "Arm-Ankle" took a similar process to the previous one (Fun Tub). I drew on a large piece of paper and added to it over the course of many days. The difference between the two, is with "Arm-Ankle", I really considered art and design principles and scale variation in addition to the enjoyment and process. I was more intentional and went back into the work to edit / add elements.



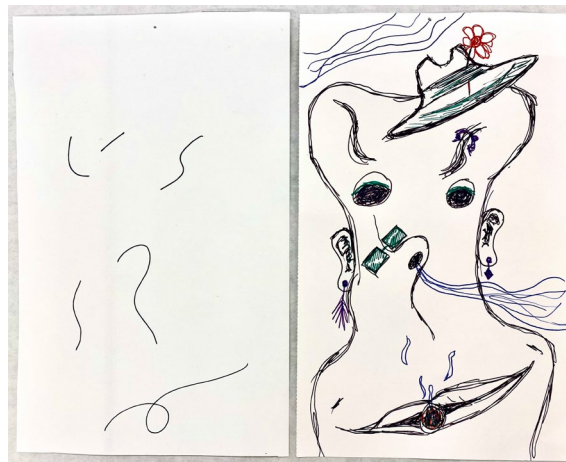
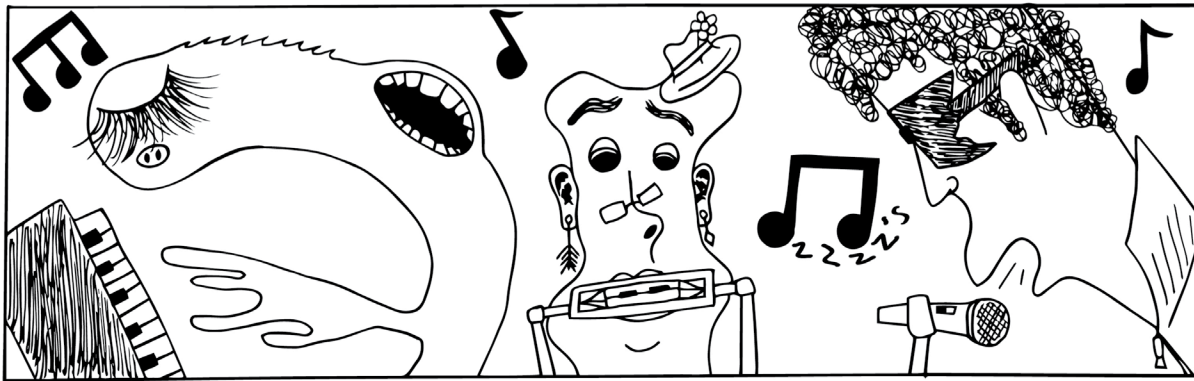
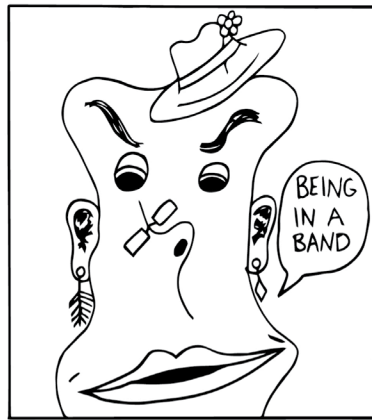
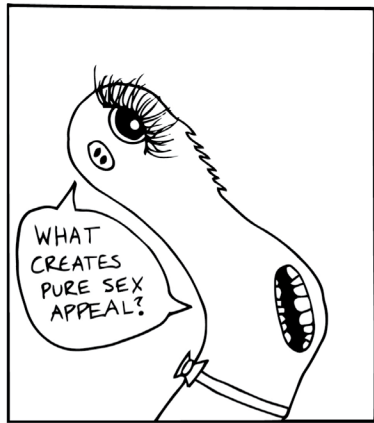
Both of these designs, "Queer Pears" (left) and "Crab Rangoon" (below), were taken from my larger drawing, "Arm-Ankle", and slightly edited to become their own designs. I listened to feedback and noticed that these designs were two people pointed out often and resonated with. I acted on these observations and created separate designs to appeal to a larger audience with my work.



The process I used for the below design, "Shampoo Comic", (right) along with many others in my work is what I call scribble drawings. This is an activity I used to do with my Dad as a child, where we would scribble on a page for each other. The other person would complete the scribble and turn it into a drawing. I collected scribbles from peers and used this method not only to create work, but also to get into a mindset for enjoying creating process art again, like I did when I was a kid. Below, you can see the inspiration for the comic from the original scribble I created the artwork from.



"OH NO... I GOT SHAMPOO IN MY EYES"



This design titled, "Band Comic" also used the scribble drawing process. In the top left, you can see the final comic I created. Surrounding the final comic, are the scribble drawings (before and after) that inspired the characters I then combined into a singular comic. I also left instructions in my final exhibition and examples like these for people to create their own scribble drawings.

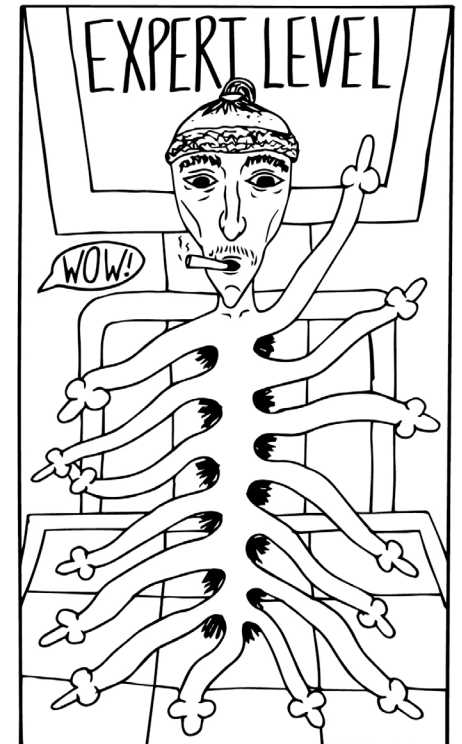
This final comic is titled "Dancer Comic". I used the same scribble drawing process to create the character pictured in the top right. This led to the inspiration for the final comic on the bottom right. Something unintentional that occurred when I was creating, was the inclusion of nostalgic themes. I used nostalgic resources and processes like the scribble drawing method and was inspired by books from childhood. This led to subconscious connections to other childhood moments like Dance Dance Revolution. There is this playful theme throughout a lot of my work for this project.



"NO ONE CAN BEAT THE EXPERT LEVEL OF DANCE DANCE REVOLUTION"



"STEP ASIDE."



This design is entitled "Scribble Faces". I used the scribble drawing process to create this design. The difference between this drawing and the comic however, is that I did not use the scribble drawing to inspire a comic or further development of the work. I kept the scribble drawing as is, and incorporated multiple characters in the drawing.



At this point in my creative process, I had developed a noticeable style in my work and was really enjoying making. I thought back to many classes in high school and college where I was instructed to draw a self portrait. In the past, I had always disliked this process, so I decided to try and use my process and reignited love for making to draw myself again. "Growing Up" (below) is the design that came out of this process. I drew myself throughout different stages that stuck out to me in my life. From there, I observed how people resonated with the work. There was a lot of positive feedback on the "Baby Face" (right) especially, which led me to create a separate design with only this drawing.



This design entitled "Family Portrait" was inspired by another nostalgic method I used to create. I hosted a making party with a few friends with music, drawing materials, and snacks from our childhood. Then, we played exquisite corpse. This is a game where you pass around a piece of folded paper. Different people draw different parts of a character (head, torso, legs, feet). You then unfold the paper and reveal the character. An example of one we created in color is below towards the left of the page. For the final design on the right, I combined multiple of our exquisite corpses into a family format and redrew them in my artistic style. I also left instructions in my final exhibition and examples like these for people to create their own exquisite corpses.





# Photo Shoot:

I conducted a photo shoot of myself with various final apparel and accessories to showcase the brand side of my project. I created an Instagram (@zzzzs.brand) for the brand to post these images along with the final designs to promote marketing and sales. This combined my interests in art & design with entrepreneurship.







# Online Shop

# zzzz's

+ FOLLOW



MEN'S ▾

WOMEN'S ▾

HOME ▾

ACCESSORIES ▾

SEARCH Q



Queer Pears

Classic T-Shirt



Growing Up

Classic T-Shirt



Baby Face

Classic T-Shirt



Fun Tub

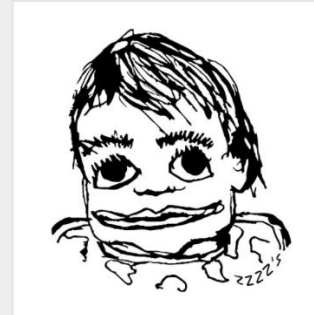
Classic T-Shirt



Queer Pears



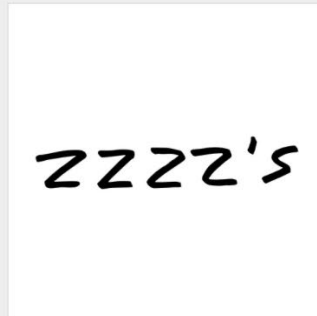
Rangoon



Baby Face



Family Portrait



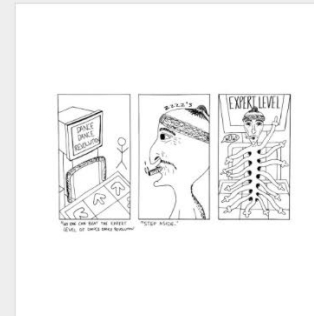
zzzz's logo



Growing Up



Shampoo Comic



Dancer Comic

[zzzs.threadless.com](http://zzzs.threadless.com)

(website hyperlinked)

# Social Media:

4:01 zzzzs.brand 9+



12 Posts   68 Followers   75 Following

zzzz's  
Brand  
Let your mind do its thing.  
created by @art.by.rachelgrabow

[zzzs.threadless.com](https://zzzs.threadless.com)

**Professional dashboard**  
272 accounts reached in the last 30 days.

Edit profile

Share profile



@zzzs.brand  
(instagram hyperlinked)

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4:01

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**Professional dashboard**  
272 accounts reached in the last 30 days.

Edit profile

Share profile



# Final Exhibition:





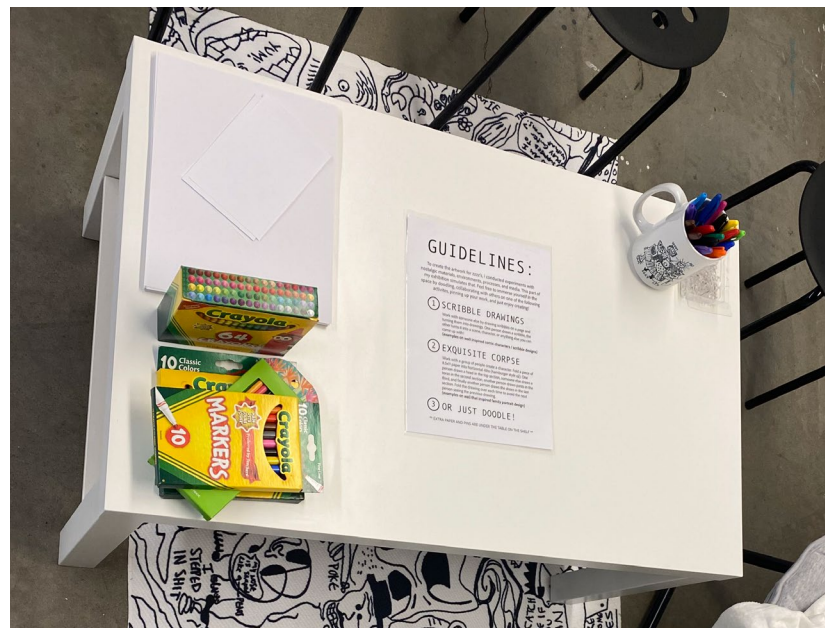
My entire exhibition is meant to surround you in my brand, and therefore my mind. This area of my exhibition space is meant to be interactive. There is seating and materials on the table as well as paper and pins to interact with. I left instructions to the activities mentioned previously like the scribble drawings and exquisite corpse, or people can just leave a drawing. On the wall, there are examples of my drawings from the activities, along with large writing to show you can pin your work up too. The surroundings with the tapestry, pillows, and blanket are meant to showcase products you can buy online, as well as immerse you in the brand and drawings to help inspire creativity.

# YOUR WORK HERE ↓

SCRIBBLE DRAWING EXAMPLES



EXQUISITE CORPSE EXAMPLES



**GUIDELINES:**

- 1 SCRIBBLE DRAWINGS
- 2 EXQUISITE CORPSE
- 3 OR JUST DOODLE!





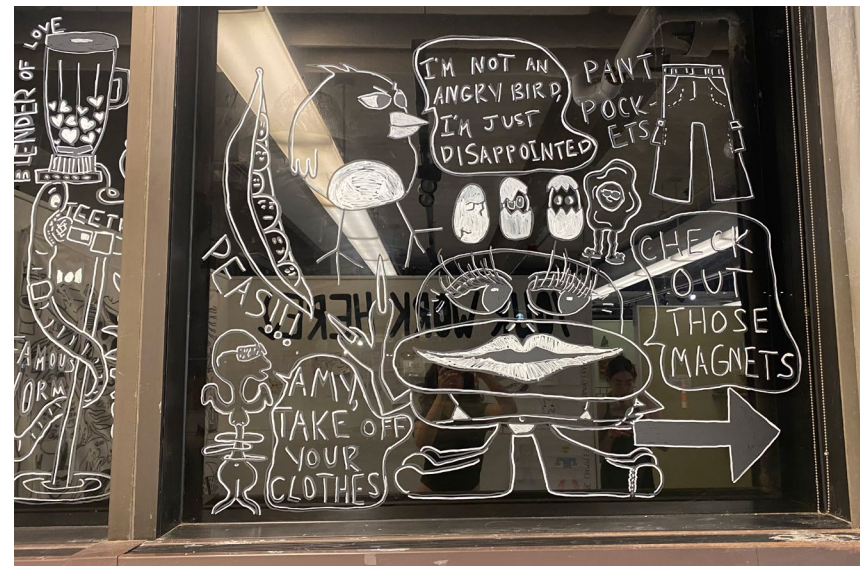
This area of my exhibition showcases more of the brand side of the project. It showcases examples of the apparel you can buy, as well as decor and accessories. There are also business cards you can take with you with information about myself and a QR code that links to the online shop. The walls are covered with the more finished work and photography from the designs I created. The wall behind the apparel shows my finished comic drawings. The wall behind the business cards shows some of the photos from the shoot where I am wearing the apparel and interacting with a few products. This part of the space again immerses you in the brand, but is more intentional marketing wise to showcase what the shop has to offer and what you can buy for yourself to continue your experience with zzzz's.







The back windows and wall of my exhibition are meant to further the immersive experience of my space and drawing style. I covered the back wall and windows in drawings. I did not plan these drawings out before installation, because I wanted to stay true to the process oriented artwork I created throughout this project. On the windows, I drew in both black and white markers so that it was visible at day and at night (images showcasing both on this page and the next few). I also drew a large QR code that links to the online shop. This is visible immediately facing you when you walk into the space. This not only promotes sales, but gets people to interact with the work from the start of their experience in my exhibition. The artwork also interacts with the QR code and some of the products you can buy, like the magnets.







## Conclusion / Reflection:

The main thing I will take away from this project, is my reignited love for creation. My goal with this experience was not to create a successful brand, but rather to re-learn how to enjoy the process of making. I used my passions, and education in a collaborative way. This not only incorporated my skills in Art & Design, but also included my minor in entrepreneurship and experiences with creative marketing and advertisement. This project cumulatively represents everything I have loved learning about throughout my life from drawing as a child through college.

I plan to keep using this style of creation by continuing this brand, and just generally throughout my own creative practice. I now know how to create for fun again, and I never want to stop. I am proud of what I have accomplished through this process. It was beyond successful for myself and my own personal goals, as well as my intent to make people smile and want to interact and create themselves.