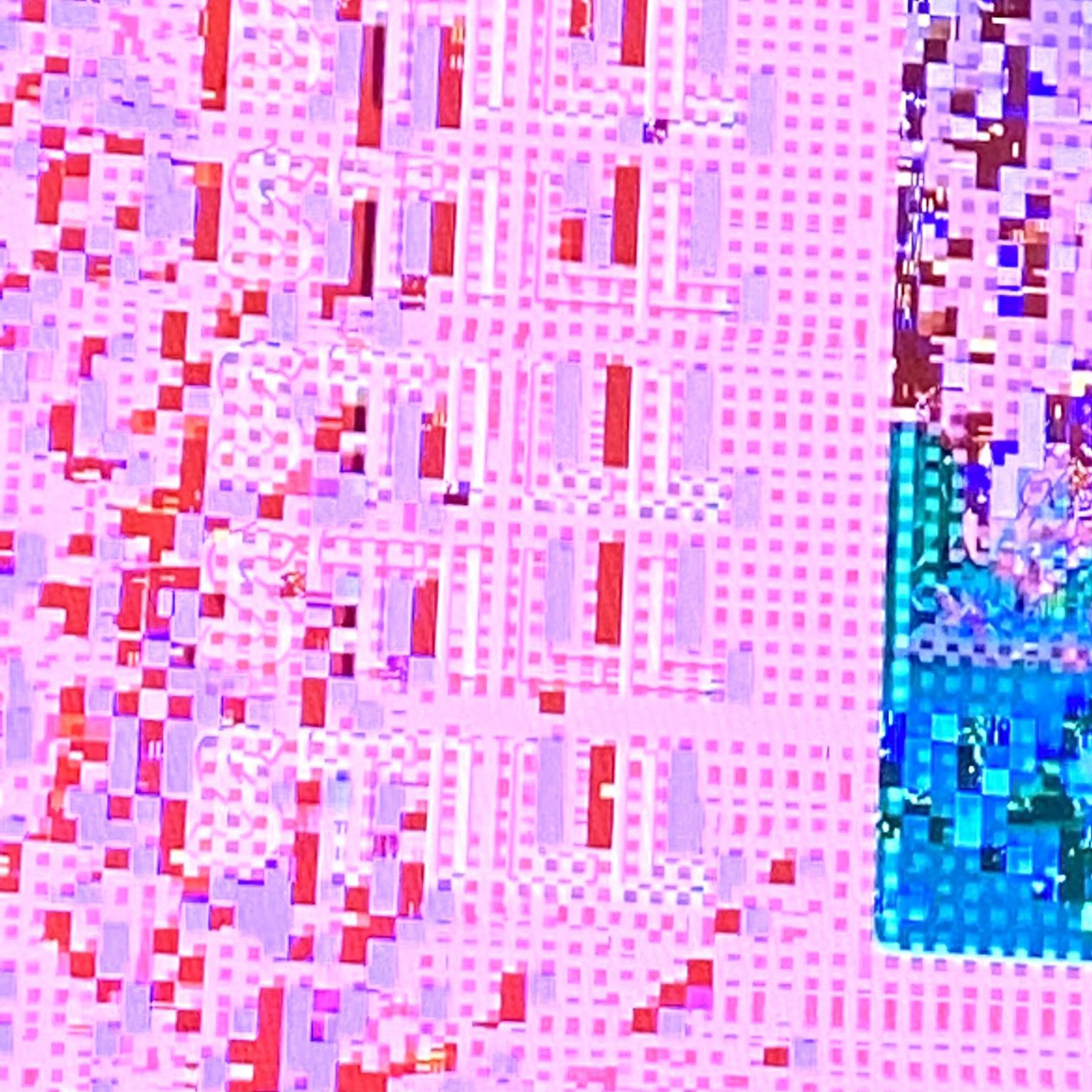


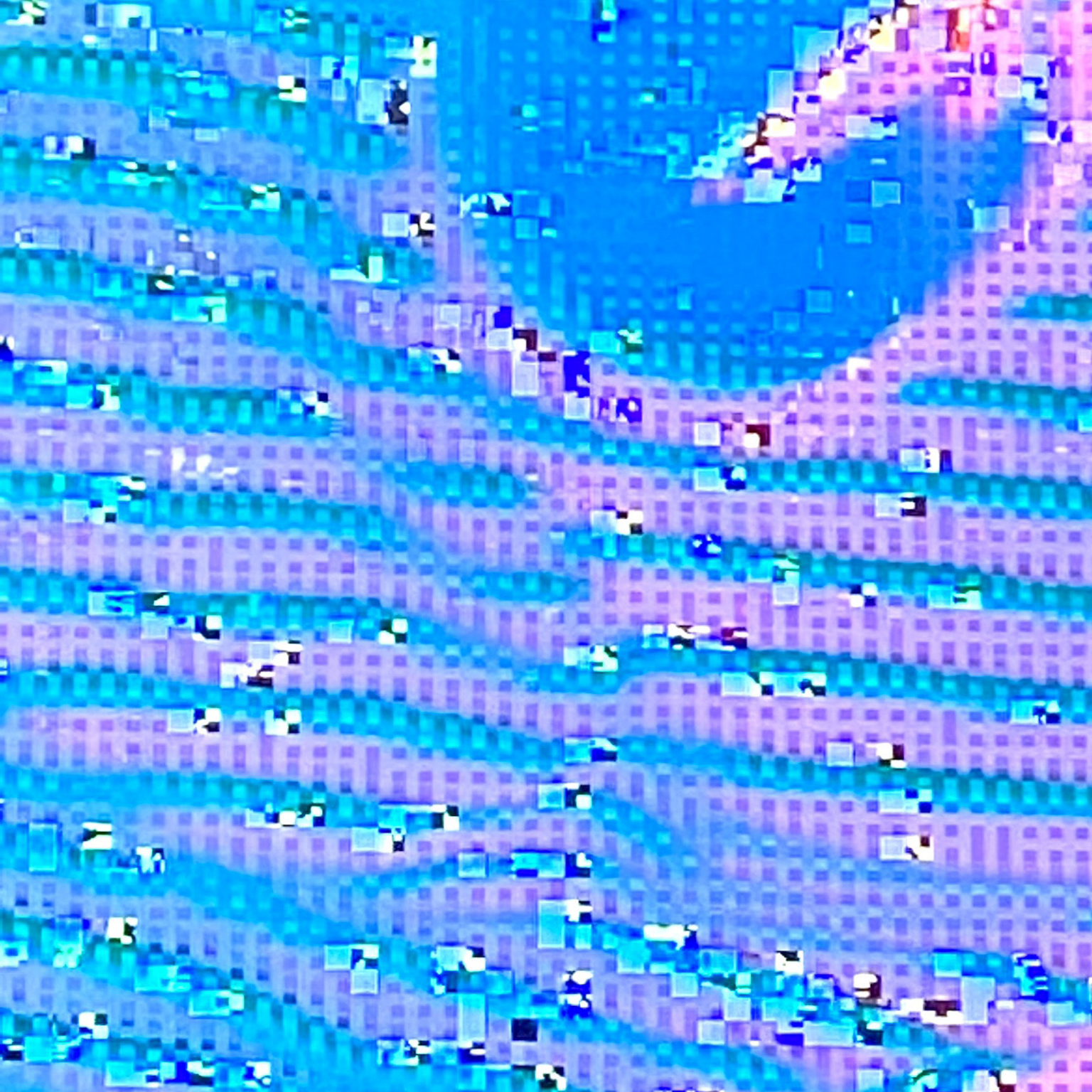


FUGITIVE

i-o-i-p

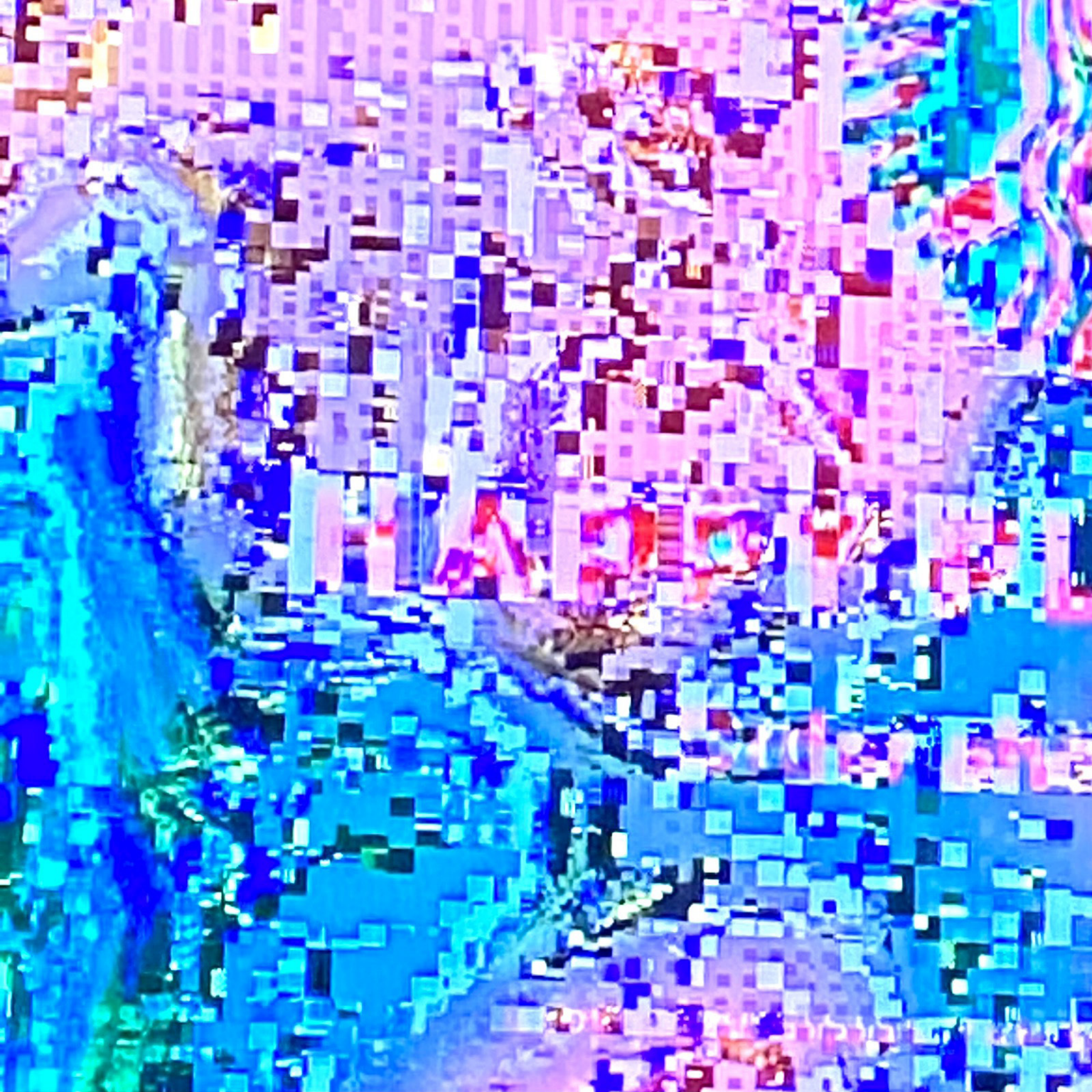
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**THE BEST
LOOKING THING**
in the whole wide world!

COME TOGETHER
coffee & panco's
24/7

The advertisement features several IHOOP products arranged on a dark background. At the top left is a small blue circular logo with the word "IHOOP" in white. To its right is a yellow rectangular box for "CUP NOODLES". The box has the IHOOP logo at the top, followed by "CUP NOODLES" in large letters, and "TOMATO & CHICKEN FLAVOR" below it. Underneath are three bullet points: "Quickly Prepared", "Easy to Eat", and "No Boiling Required". Below these boxes, six individual cups of IHOOP noodles are displayed in two rows of three. Each cup is blue with the IHOOP logo and a picture of the noodle cup. In the bottom right corner, there is a blue circular inset showing a white bowl filled with IHOOP noodles and a red chili pepper. Above the bowl, the text "Instant Noodle Bowl" is written in English, and below it, "Mie Instan Mangkuk" is written in Indonesian.

SORRY
SOCIAL DISTANCING







FUGITIVE

Frontis
Static
Static
Static
Room
Static
Painting
Restaurant
Rifles
Static
Rendezvous [Sketchy]
Reverso

"Fugitive" is a graphically situated sandwich. At its core is the visual matter – fugitive/off-color information -- surrounded by the frontis and reverso of dark-ends.

I'm compelled by the inexactitude of the dissonant harmonies, because I am either unable or refuse to conjure up some sort of a spatial specificity. The fugitive is buoyant. Its behaviour ebbs and flows, maintaining bodily equilibrium.

In short, this is a narrative of escapement – bouncing along – being as much dependent on, as it is in-service to, the laws it tries to ignore.

i-o-i-p

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