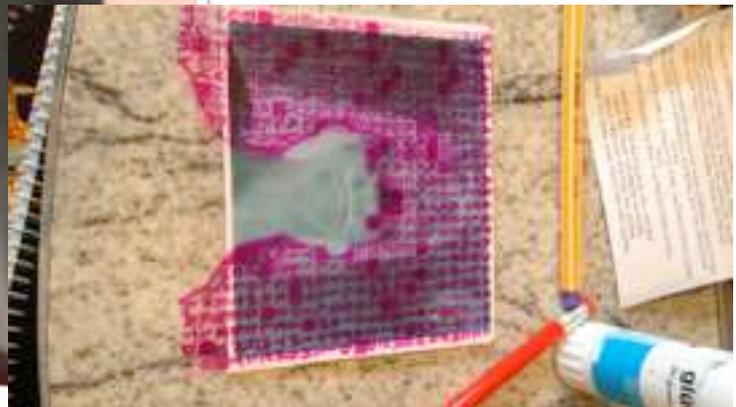


I went about doodling concepts and it started to become apparent that I wanted to try to convey the different states of mind we might find ourselves in. Negative, neutral and positive.

Starting with a negative frame of mind, obviously I was drawn to the colour grey, dark clouds, storms etc and I also wanted to convey the busy buzzing plague of irritation that negative thinking can feel like.....I toyed with using overhead projector plastic to flick back and forth on top of a photo of myself.



Initially I pictured lots of negative thoughts swirling around in the brain and then a giant word search where negative thoughts would crop up...but I then

remembered the binary code and how it falls down a screen, so this now drew on the weather imagery, as i started to think of pain, rain, stormy weather.....



I paid a visit to my uncle Bogdan Zarkowski, who is an epic photographer, artist and has an exceptional career history in graphic design.

<http://www.expiredposters.com>

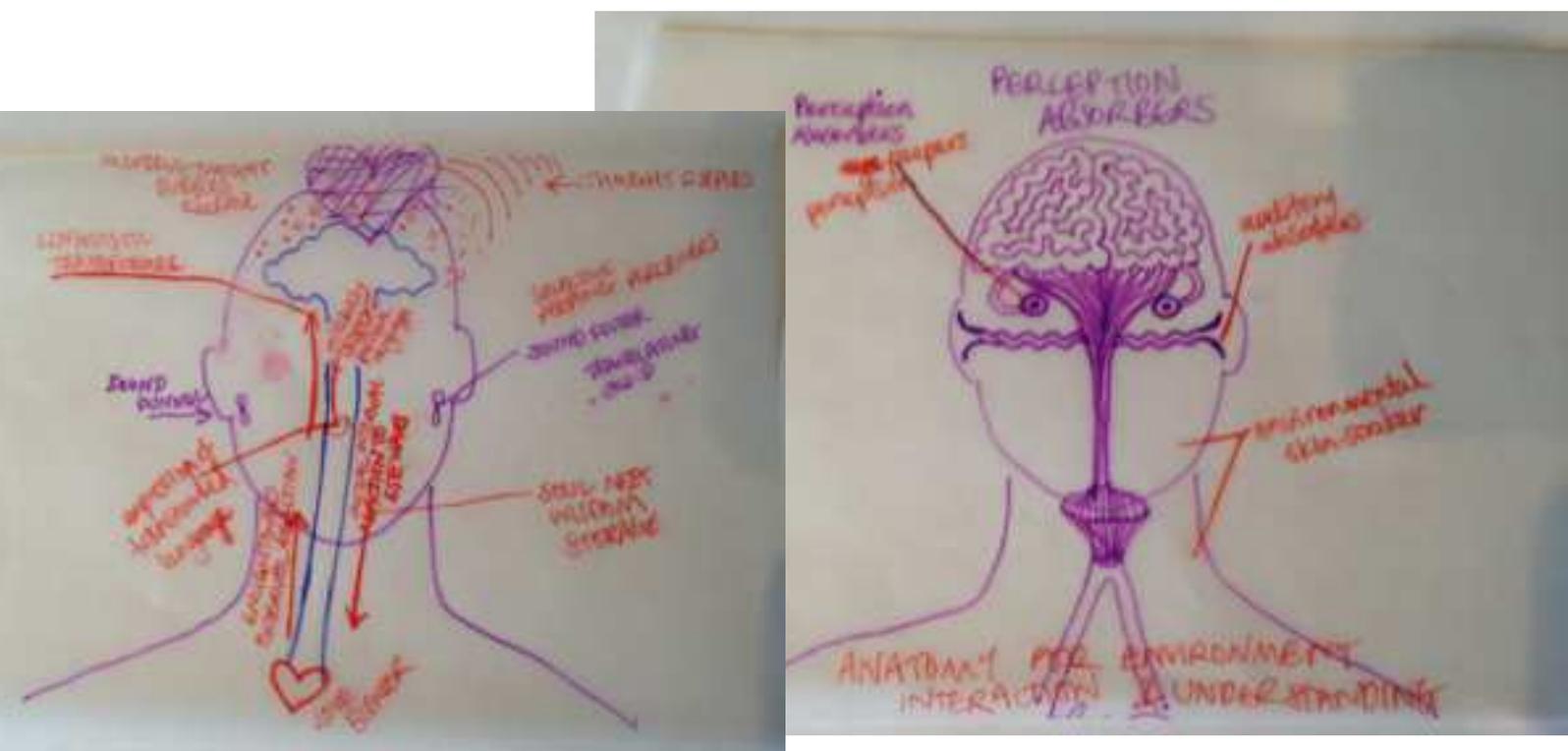
<http://www.urbanpicnic-streetphotography.com/street-photographer/bogdan-zarkowski/>

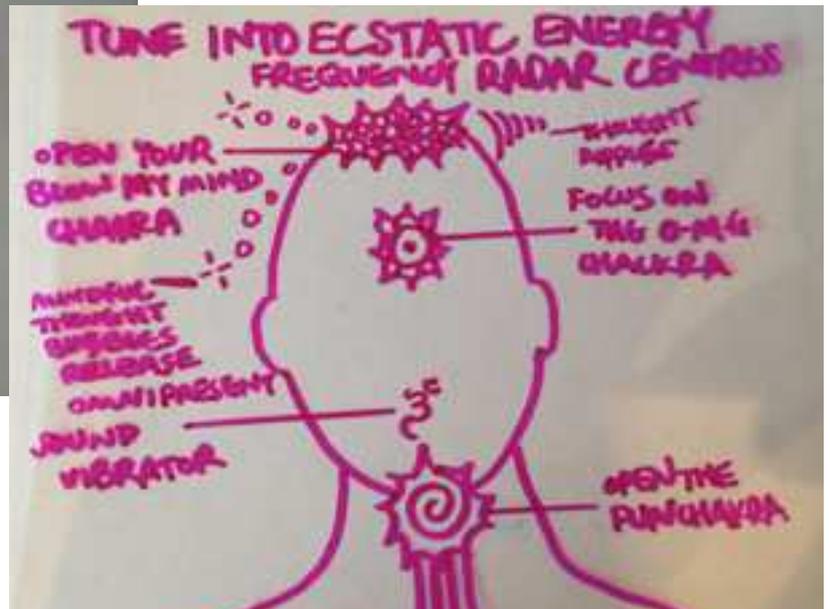
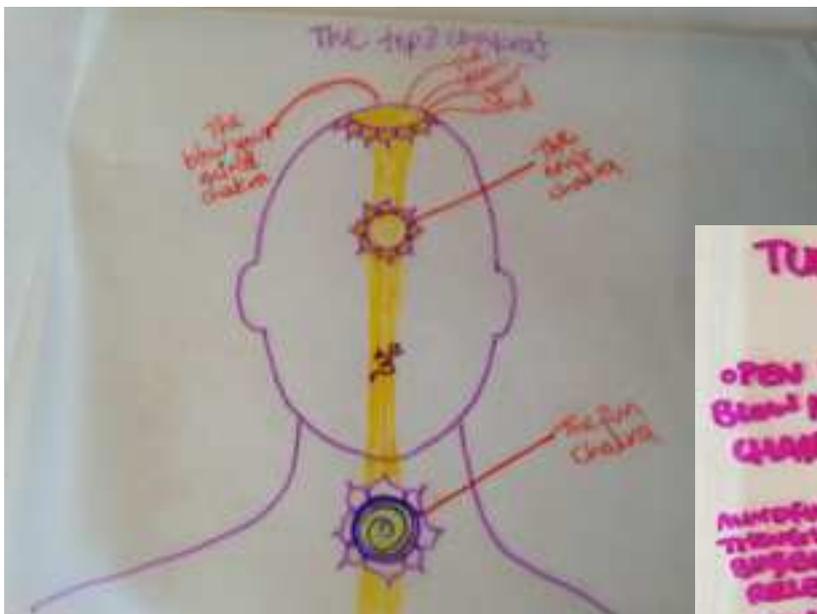
I shared my mood board of ideas, where I wanted to create a very sterile photo of myself much like a psychology bust.

<http://www.pinterest.com/meemusic/mind-matters-album/>

Which in turn sparked Wojek Bogdan to share his idea, to make an outline of a person's profile transparent, showing through the imagery of the background. This idea certainly sparked a new possibility that through computer wizardry you could layer images to merge concepts.

Wojek Bogdan very kindly allowed me to use photos from his store, which I picked to best depict the musical journey of the mind in the album. This now, meant all I had to do was focus on making the best photo of myself.





How, where, with what and whom could I make myself look like a mannequin, statue?...I immediately thought about becoming bald, wearing a swimming cap with a painted brain on it, I called up a couple of body face-painters, that said paints on rubber/latex are difficult to use etc etc. Google "brain hats" to see how much fun I had searching for inspiration.

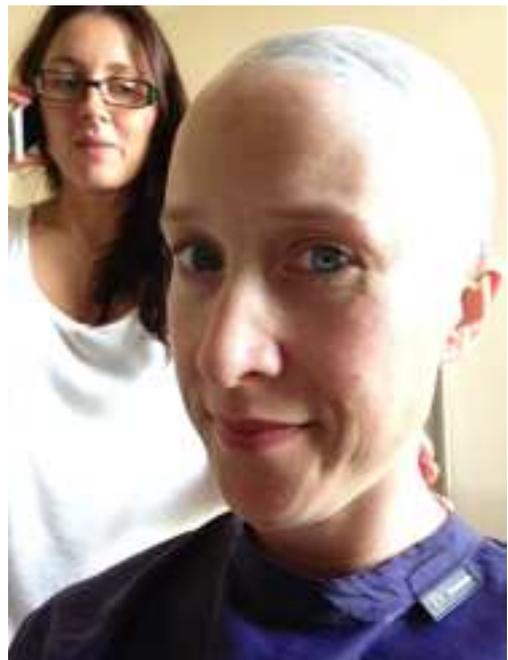
Finally I came across an image which showed a theatrical bald cap, home kit....phoned my friend Sjaan who works in film and asked about logistics....she seemed to think, that applying it myself would be tricky and that if I wanted it to look effective I should have someone do it for me.....



I begged and pleaded and finally with beautiful grace and a slight mischievous look in her eye, she accepted my request..."Alright GaleX", (short for girl Alex) says she, in her faint manchester accent, "I'll make you bald, but it won't be pleasant!"

The Day of Baldness!

I arrived at Sjaan's door, with a bottle of latex and some glue in hand...and surrendered to the very capable and (occasionally) gentle hands of my friend, as she proceeded to pour liquid hair spray on to my hair to stick it down, in a sort of comb over wrap. The purpose of this was to get an even shape to my bald head. Every time she wrapped my head the hairdryer dried the glue, but because of the length of my hair the weight kept unwrapping unsticking and falling, this made poor Sjaan's job very laborious. Finally we both stretched a cellulose bald cap over my stuck down hair and this is what it looked like....Weird.



Where's all my hair gone!

Then Sjaan's skilful hands tidied up the edges of the latex to prepare as smoother surface for spray painting / airbrushing on as possible

Freaky!



After my facial hair was painted white, I don't know what I looked like? Alien/Chemo patient, Asexual version of moi. Not beautiful in my mind, but I had achieved the goal of making it all about my head and brain area!

I wish I had photos for the next bit of the story. I then had to drive 30mins in my car to the photo studio, in 40 degree heat, my car drivers side window didn't work and neither did my AirCon! I left in the midday heat and I was really concerned about the paint cracking up in the dry heat which it did and my seat belt wearing away the paint by the collar bone which it did.

On top of which the Saturday lunchtime traffic meant that I caught nearly every red light. The first couple of times I pulled up to the lights, I turned my head to look at the car next to me and they gave a glance my way and then quickly looked the other way. I could only guess what their thinking was...even pedestrians seemed to notice and then pretend not to. I stopped looking at people in the end and pretended that I looked no different than usual. Which meant we all mutually blanked each other (a rather lonely way to exist).

I was feeling slightly insecure and worried what others might think, but I didn't recognise myself in the mirror, so no one here would either.

People's reactions seemed so serious and a little bit scared of my appearance and that's what made me feel awkward. I was having so much fun living out my vision, I had a constant little smile on my face the whole journey.

I arrived in Epsom. After a long time looking for a car park space, I walked toward the photo studio with my sister, couldn't find the address, so I stood in the shade cooling off while my sister ran up and down the street looking for the entrance.

While I waited and old man came up to me and said "You really should put a hat on in this heat, your head will burn if you're not careful!" Bless him, that was the only comment I received all day and what a kind remark he made. I thanked him as he walked off.

<http://lightrepublic.co.uk>

Jo from Light Republic greeted me with a double take and very kindly said "wow, you weren't kidding when you said you'd be bald!" She was amazed at Sjaan's handy work and was very interested in the whole process.

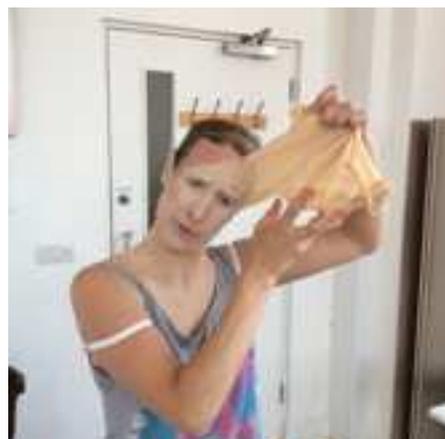
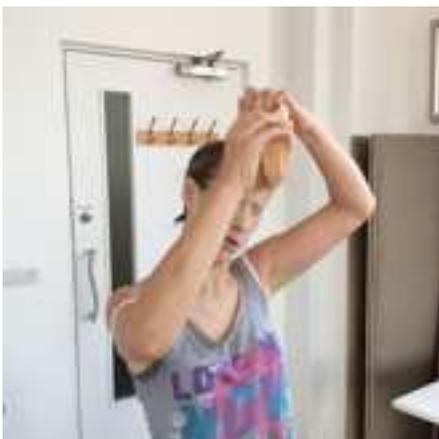
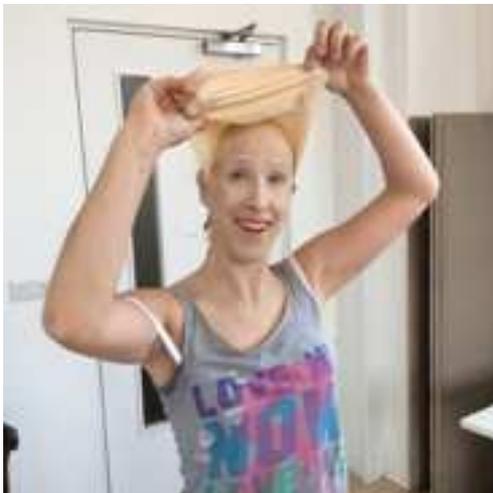
Jo couldn't have been more personable in making me feel relaxed. After all this was no ordinary photoshoot, smiling wasn't needed, beauty was not the aim.

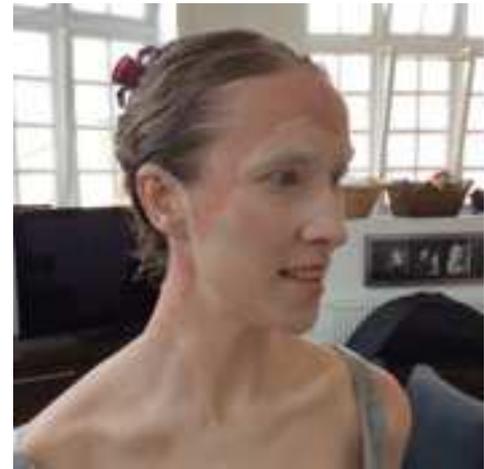
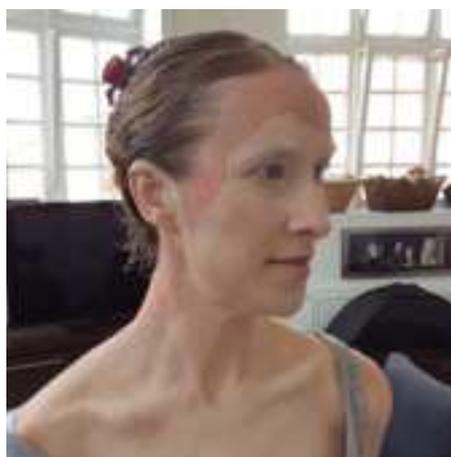
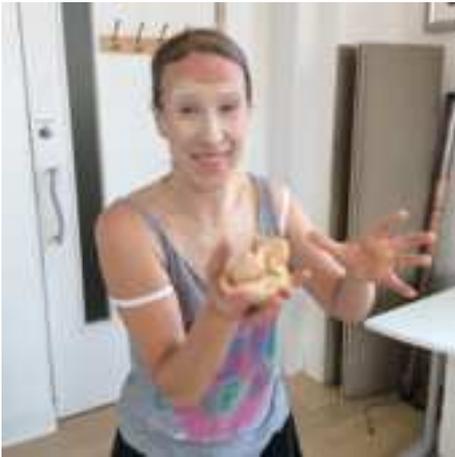
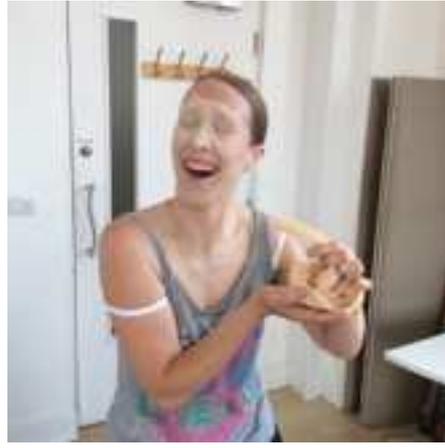
Keeping a straight face and trying to glimmer some soul out of my eyes was really very tricky! Thank you Jo for all your help and guidance during the shoot!



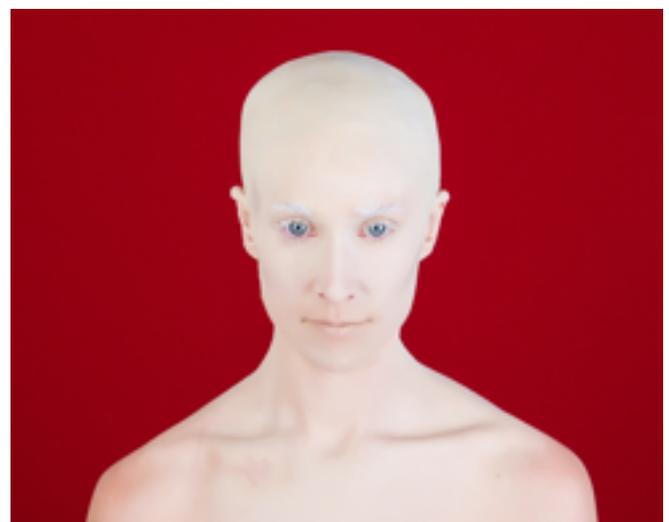


The shoot took an hour and I was getting really sweaty and hot under all that latex. Sjaan had warned me that my head would perspire, but OMG, when it came time to taking off the cap, so much liquid was trapped inside! Yuk! But I couldn't stop laughing! Such a weird and funny experience.





Thanks to Gary and the first lot of photoshop touch ups (cracked face paint), from Light Republic, these are examples of the photos I came away with. Big thanks to Gary and Jo, I completely recommend the use of Light Republic and their ability to make your vision be realised!



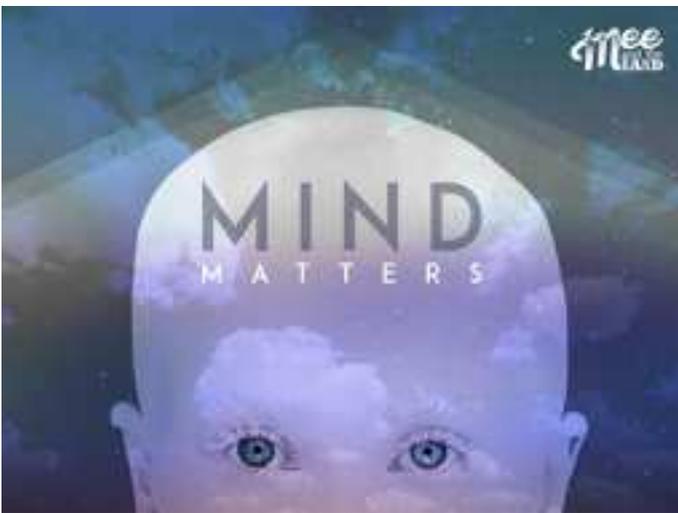
With the wizardry of photoshop, I attempted to make cut outs of my bald profile, but it was obvious I needed a professional Graphic designer.



Mr Adam Rowatt

What a dream it was to work with you. Your artistic flare and enthusiasm for this album's content and message just made it such a joy to create with you.

I had heard of Adam and his graphic design work and upon meeting him it was clear that he was the guy for the job. I instantly wanted to work with him, he's very modest, mild mannered and charming young man.



I thought it very apt that he work on this album, regarding mindfulness and manifesting unlimited possibilities through positive thinking. Adam is extreme proof that exploring the Mind's power over the body is a worthwhile venture.

If you need any graphic design work done, by a conscious, attentive, artist, I can vouch for Adam's clear communication, throughout the project and someone that applies listening to the brief through his application of imagery. The job was finished on schedule and I couldn't be more tickled pink! You can contact Adam on adamrowatt@me.com.

The album work is finished and prepared by Adam in an online Flipbook and also ready for print. You'll have to be patient and I am so looking forward to the big reveal and launch, the music is now in www.simongogerly.com capable hands and while he mixes and pitches, we 'twitches' in anticipation!