

The Brutal Truth About Today's World

by Steve Cutt's

I chose to review this project because I believe that Steve Cutt's 'The brutal truth about today's world' is an incredible example of social art and design today.

The concept of this project was to look at the changes that have occurred in recent years using illustration and animation to portray it in a particular way. Although Cutt's could be seen as looking negatively on some of what are magnificent technological advances in the modern world, he is also pointing out massive truths about what problems these have created for the planet and our society.

Steve Cutt's is a UK based illustrator and animator whom studied Fine arts in university and before becoming a freelancer in 2012 he worked at Glue Isobar as the main storyboard concept artist. His artwork is based on the excesses of modern society and he portrays this through 1930's and 40's style cartoons alongside modern comic books and graphic novels. He has worked on projects for companies including Toyota, Google, Coca-Cola and Sony. His work is not only nice to look at but also has a very important social meaning behind it, such as environmentalist and animal rights issues. He showed this in 2012 in his most popular film 'MAN', he has described the film as "looking at man's relationship with the natural world".



Cutt's seems to see the world in a darker light in the way that he creates his work. It has a very negative impact and makes you think about what the consequences of these advances have on the world. Whether you think they are good or bad; you can not hide behind the fact that although many positive things have happened in the last few centuries some of them have affected the world in a monstrous way.

“Do you see yourself as the master of of your appliances, or are they actually lording over you?”

- Martynas Klimas, 2015 (<https://www.demilked.com/modern-life-horrors-problems-illustrations-steve-cutts/>)

This statement by Klimas was said in a review of Cutt's work. Although this is a rather bold statement it begs a very good question; Can people in the 21st century live without their appliances? From phones and laptops to washing machine's and dishwasher's? we rely so heavily on these modern technologies that I believe it to be very unlikely that you would be able to cope without them, something that Cutt's shows in his work. This shows that this project is participatory as well as being



transformative; it could easily mark a change in the viewer and their opinion on the world using just one form of media, imagery.

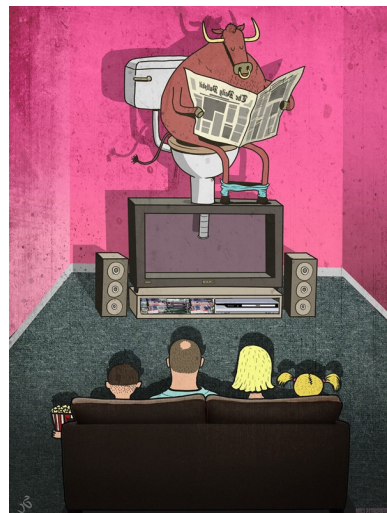


Cutt's not only looks at the things that we couldn't live without but he looks at the one thing that runs the majority of peoples lives – work. It has

always been necessary to work; you need an income to look after your family etc. but has it taken over peoples lives? Do people get any free time anymore or are even Sunday evening's taken over by yet those few extra things you need to finish off before Monday morning? These two illustrations represent the 'rat race' that is work. It suggests that to be 'happy' you have to exhaust yourself with the work 'trap' to get any scrap of income you can. It also shows the extreme efforts people have to go to to get to work in the first place – spending the rest of the day that you aren't at work commuting to work, squishing yourself onto public transport in your best attempt to get there for 9. When viewing this piece of art, you ask yourself is it all really worth it?



These are the other art pieces for 'The brutal truth about today's world';



In conclusion, I believe that this project is an excellent art and design social project. It gets the point across clearly and certainly makes you think, as well as being very appealing to look at. This is a strong project because it draws the viewer in; they want to find out more about the story Cutt's is trying to tell and why.

In my opinion this could be used for a worldwide campaign to get us to think about the way that we are living our lives.

Steve Cutt's excellently creates artwork that holds a lot of context. If I was to improve anything about this project myself I would add more detailed illustrations about the planet and how cars etc. are contributing to the issues ruining the planet.

However, Cutt's is an excellent illustrator and animator and I think that he is doing brilliantly in using his position in the world to get people to understand what this modern life is doing to them and maybe making them question if this is the way they want to live their lives.

Sources;

<https://stevecutts.wordpress.com/about/>

<http://www.boredpanda.com/modern-world-caricature-illustrations-steve-cutts/>

<http://www.stevecutts.com>