

## Poster: 'Word-Mass': metonymic meaning expansion

This poster will show a reproduction of an original artwork 'Word-Mass' which I will create specifically for this conference, along with an explanatory text. 'Word-Mass' is a development of my digital artwork 'Words Articulated' (2009). 'Word-Mass' is composed of a mass of interconnected words, forming a poetic visual network of metonymic and synonymic relations. The 'Word-Mass' poster will have a companion piece in the form of a series of booklets, 'Signifier/Signified', which will be given to each delegate in their conference pack (see Companion Artwork proposal below).

The poster and accompanying booklets, 'Signifier/Signified', interrogate metonymic part-whole relations, notions of displacement and seriality, and 'meaning expansion within a domain matrix'. It offers delegates an opportunity to engage in 'material thinking', in which written language acts as a material substance that gains new meanings in different contexts, as well as to reflect on the notion of 'différance', a term coined by the philosopher Derrida to capture the combination of difference and deferral.

### Companion Artwork: 'Signifier/Signified'

Prior to the conference I will create a large-scale print-work, 'Word-Mass', (see 'Poster Presentation' above). 'Word-Mass' will be divided up into small units to create a series of unique miniature booklets - to be given to each delegate - titled 'Signifier/Signified'. Each booklet will be numbered, dated and signed by the artist, and will include an explanatory text. A reproduction of the original 'Word-Mass' will be displayed in the Poster Session.

Each booklet will be aesthetically pleasing, yet puzzling - its meaning seemingly unstable and susceptible to change in varying contexts. Each booklet is *part of a whole* (Word-Mass), but it is not clear if it acts as a 'stands for' entity in a *part-for-whole* relation.

It is anticipated that, driven by our desire to rationalize our world, delegates will collaborate with each other in an attempt to piece together the booklets to make meaningful and poetic conceptual connections. Through this social interaction the potential for new variations of 'Word-Mass' will be generated across cultural backgrounds and research specialisms, ultimately making delegates active participants in an exponentially expanding version of 'Word-Mass'.

Delegates will be encouraged to photograph their booklet, or booklet groupings, in a variety of contexts to record how language and locality might interact in novel ways. These photographs will be displayed on the 'WordPress' conference blog site: <http://artblog.susanryland.co.uk/>.