

THIS MACHINE KILLS

PIPER ROBBINS

UNIVERSITY OF ILLINOIS AT CHICAGO



The average American lives as though there were 4 planet earths. We consume too much energy, animal products, plastics and produce too much waste. We buy pointless products, like bottled water, for no other reason than we have been ‘trained’ to by advertising and billion dollar marketing campaigns. It’s changed our culture, therefore, it’s changed our habits. We also have the 3rd largest National Parks System in the world. In the early days of our country, we valued the natural resources of our country, so we protected them from people seeking to exploit them. Today, we are fighting a battle we’ve already fought, and we’re losing.

As the industrial revolution changed our daily lives, it also fueled the fire of capitalism. We knew things could be easier, so naturally, we chose to make things easier. This has evolved over time, as a tool for companies to update and mold to their specific product. The need to make things easier. ‘You’re drinking too much soda. Water is better than soda. Buy a water instead of a soda.’ Now, we purchase, and pollute our early with countless plastic bottles. Bottles that contain something that we can get for free from multiple sources.

The world I’m creating for CAVE2 will feature natural landscapes, light vegetation, and the phrase “This Machine Kills Fascists”. Woody Guthrie, a country music singer and songwriter in the 1940’s, originally coined this phrase upon writing it on his guitar. The phrase, has been reused over the years and applied to images that would probably make Gurthrie turn in his grave, such as guns and other various weapons. This phrase to me speaks to the purity of music and free speech. How an idea can kill another idea. Not the literal machine killing a fascist. In my rendering I hope to reflect the same powerful idea. Demonstrating the type to be almost growing out of the foliage or part of the mountain itself. Showing the power of a statement when it’s literally coming out of the earth.

View work at - <https://piperrobbins.com/This-Machine-Kills>

Additional Sources

Bradshaw, G. A. 1959-, P. A. 1963- Marquet, and Kathryn L. Ronnenberg. *How Landscapes Change: Human Disturbance and Ecosystem Fragmentation in the Americas*. Berlin ; New York: Springer, 2003.

Muir, John. *Wilderness Essays*. Salt Lake City: Gibbs Smith Books, 1988.

Scranton, Roy. “*Learning How to Die in the Anthropocene*.” *The New York Times*, The New York Times, 10 Nov. 2013,

Breaking Boxes – Typography and Augmented Reality Adapted from a talk given by Andrew Johnson at Dynamic Font Day 2018 in Munich, Germany.

