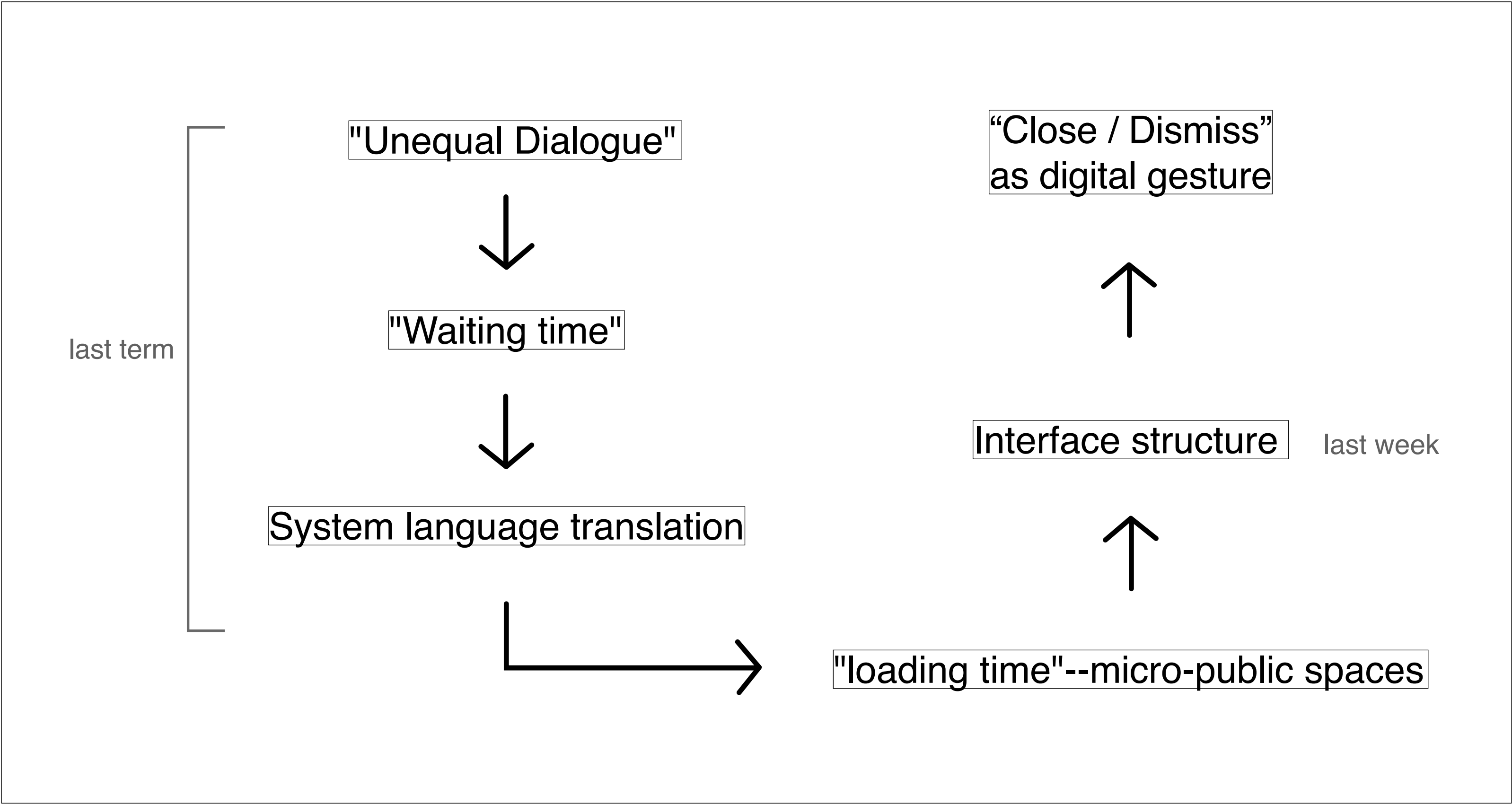
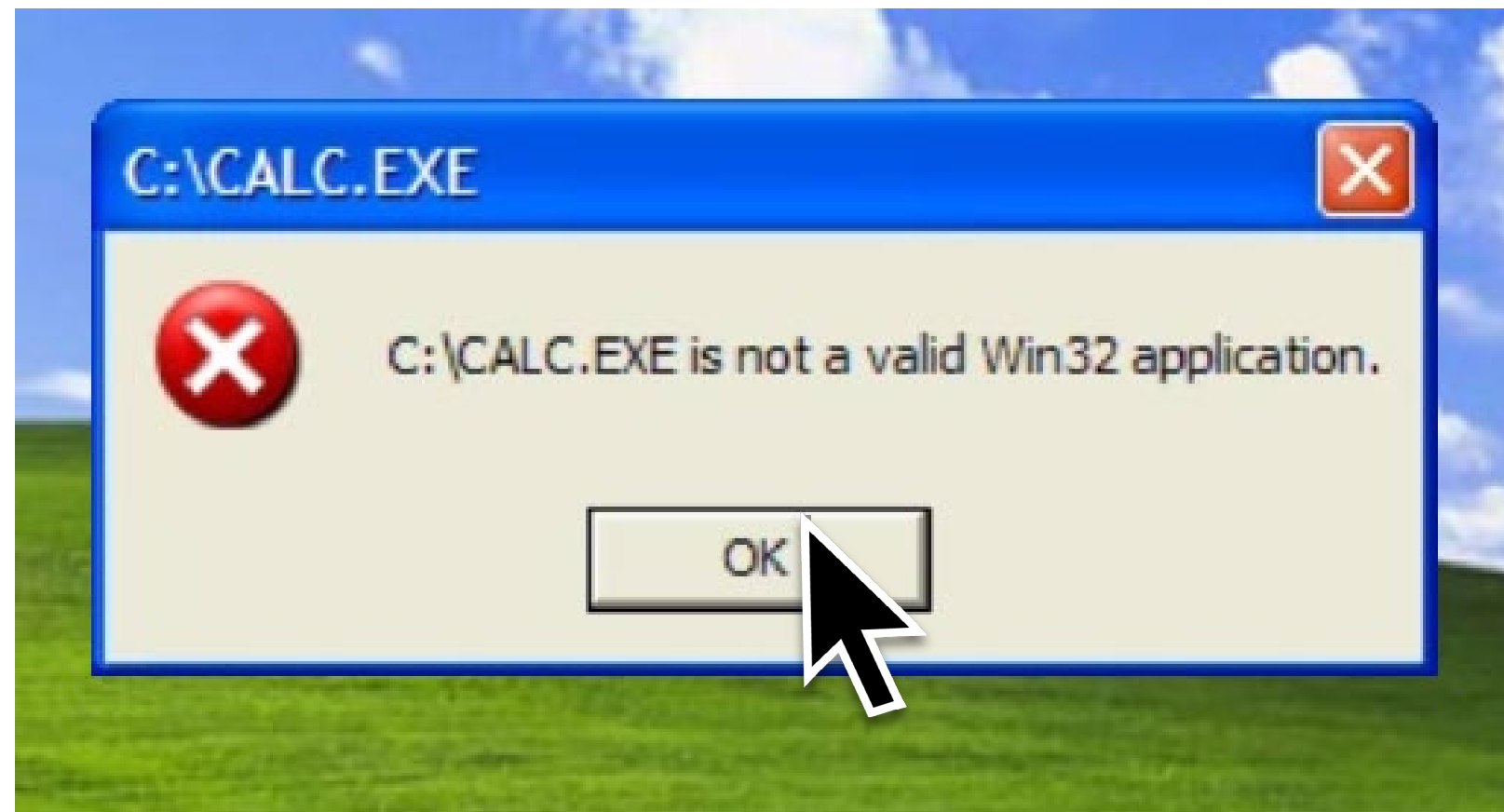


Research Shift Overview



Enquiry & Intention



**“Close / Dismiss”
as digital gesture**

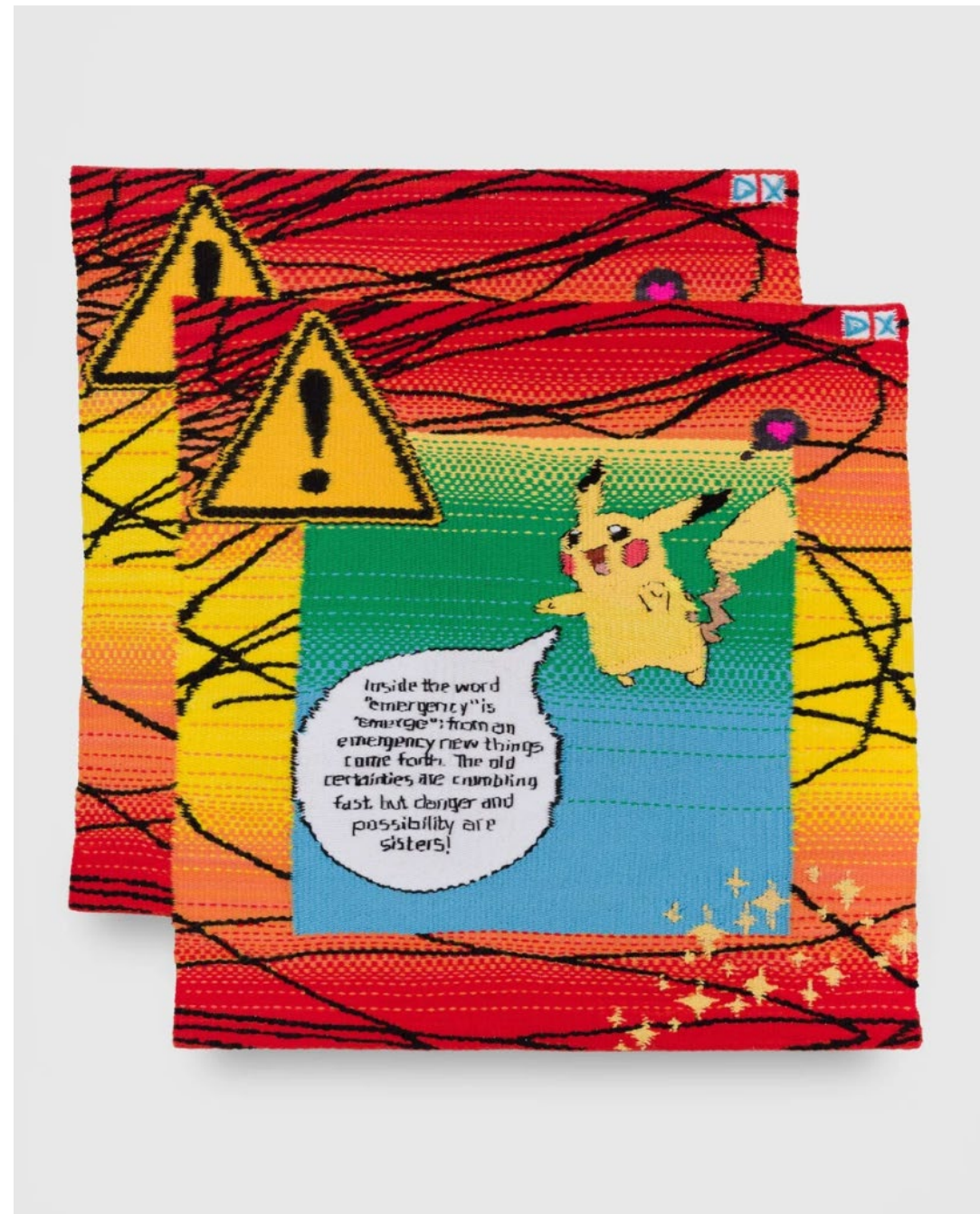
———— **Social Behaviour**

“Closing” as a cultural, emotional, and social gesture.

Enquiry:

How does the seemingly functional interface action of “closing” in interface design shape and mirror our everyday tendency to avoid ?
(such as habitual avoidance, refusal to engage, or the dismissal of complexity?)

Reference 1



Kayla Mattes

Kayla Mattes' work uses hand weaving to rebuild the visual language of digital interfaces, turning virtual elements like pixels, windows, and icons into tangible fabric forms.

My thoughts--

Her way of using handmade materials to embody digital language made me think about how to transform interface function words like "close" into tangible and emotional visual structures.

Visual experiment 01

How has the “close” design in interfaces gradually deprived us of the ability to pause and confront?
— Design makes "avoidance" appear to be a rational choice.

Method: Collage of digital interface language and real-world imagery.



Interface:
error messages
(visual framework)

Background:
real-word photograph
("close"&"avoidance")

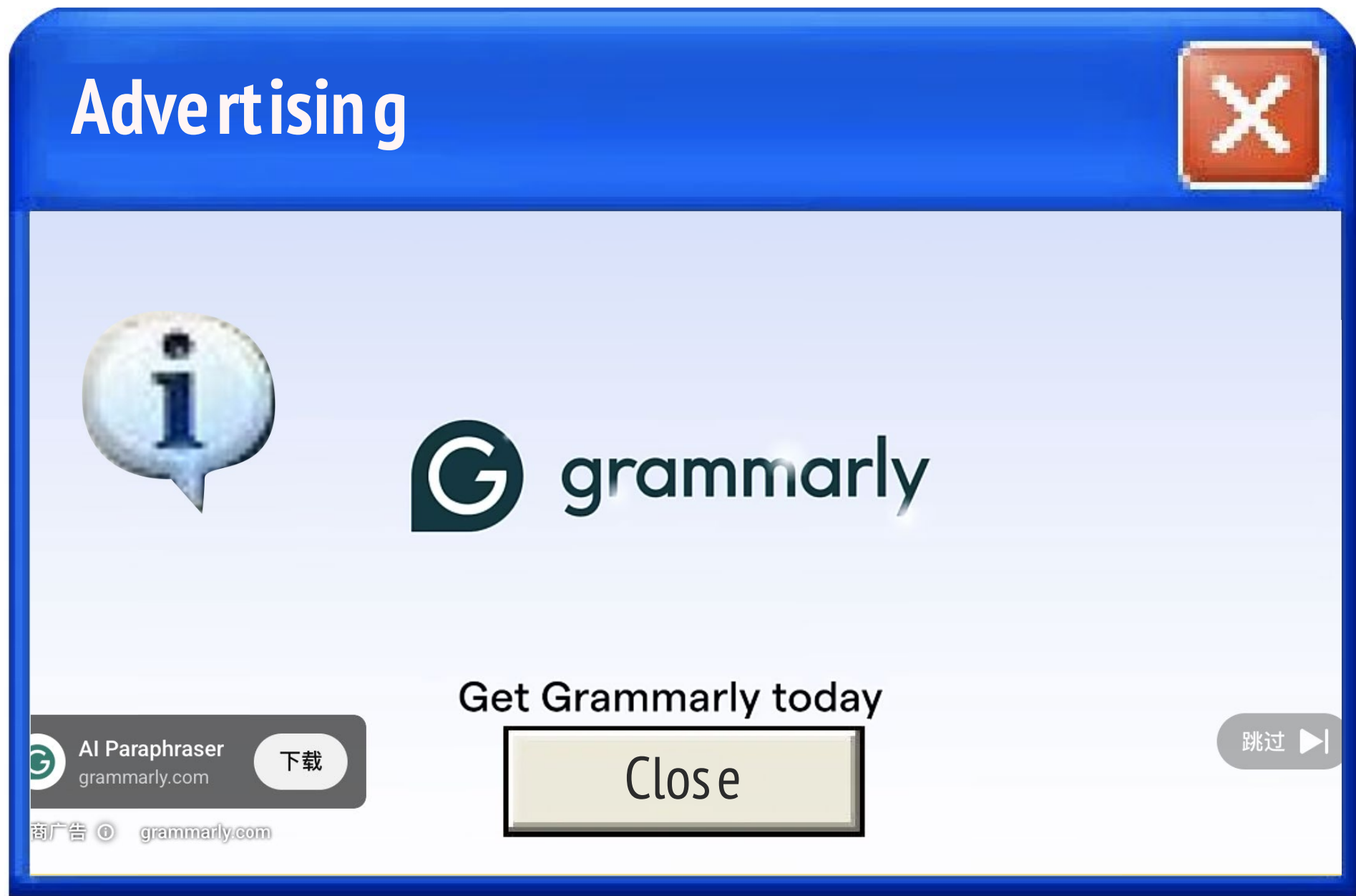
Intention:
I want to highlight and make visible the act of avoidance, and show how the “closing” logic of digital design makes escape feel rational, easy, and acceptable.

Text:
replaced button semantics
(subjective, emotional language)

Everyday avoidance



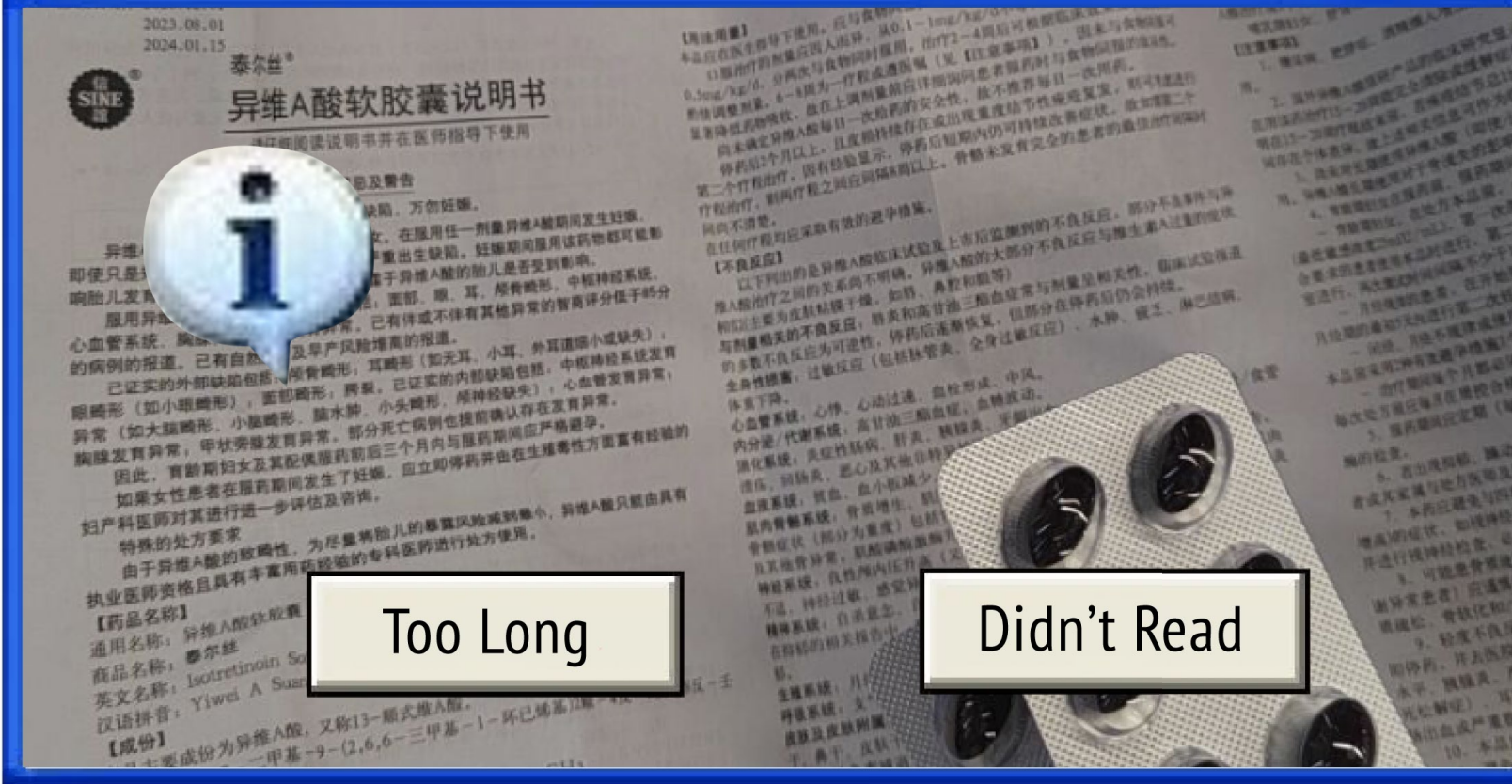
Outdoor advertising



Video ad



Package insert



Too Long

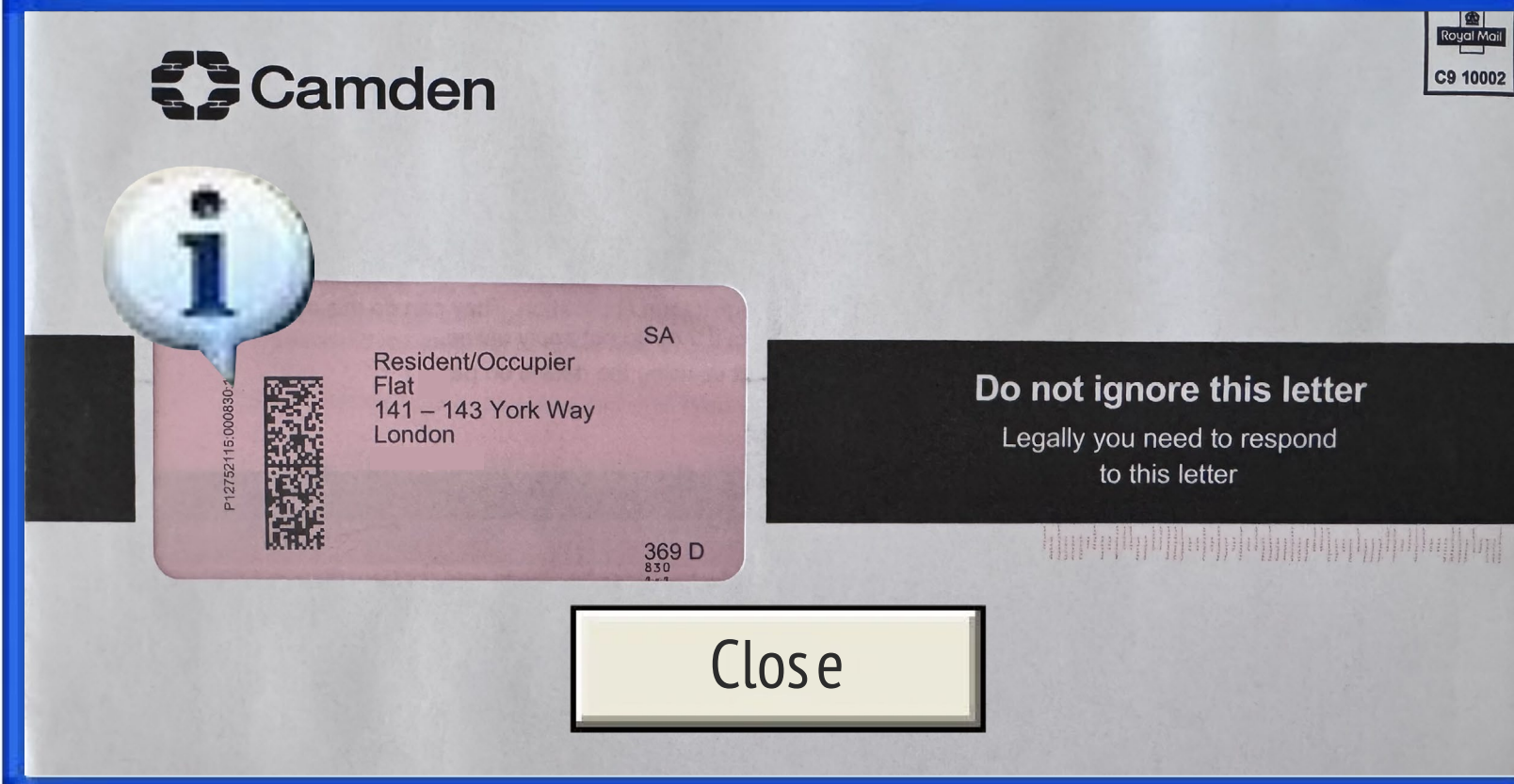
Didn't Read

Payment notice



I don't want to see

Letter



Close

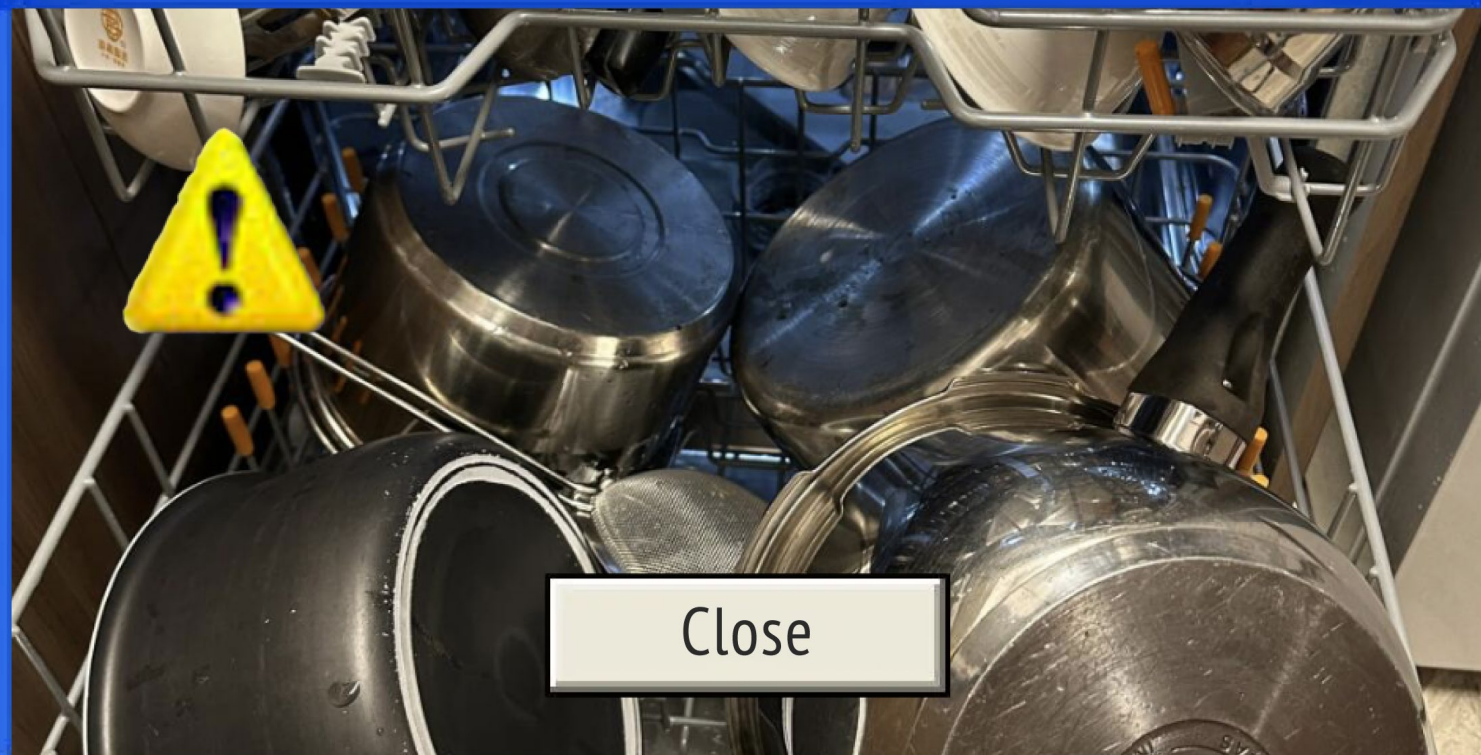
A pile o f letters



Ignore

Emotional avoidance

Unwashed dishes



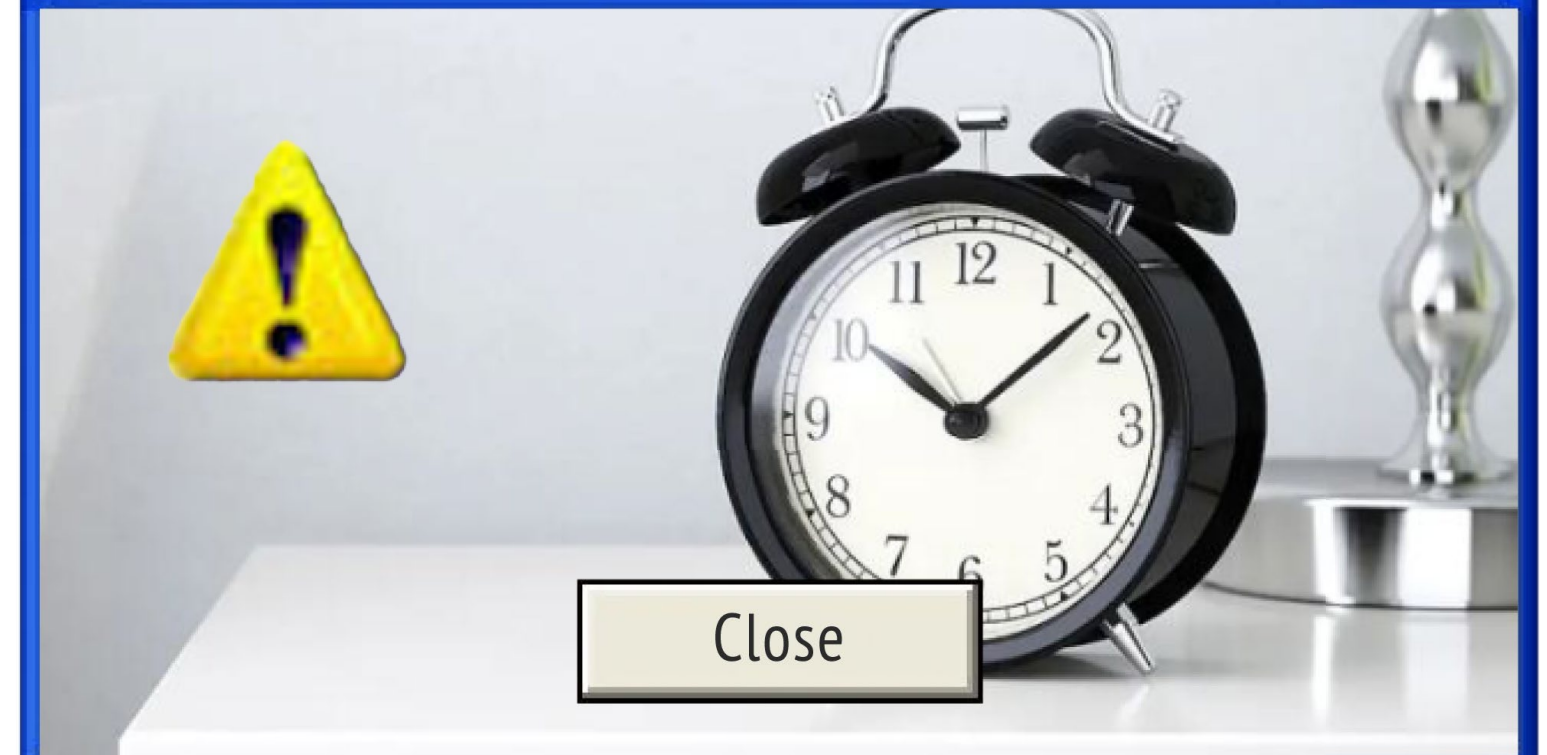
Close

The Messy Room



Later

Alarm clock



Close

Emotional avoidance



Social avoidance

Parade



OK

The homeless



Skip Reality

Reference 2

Keiichi Matsuda

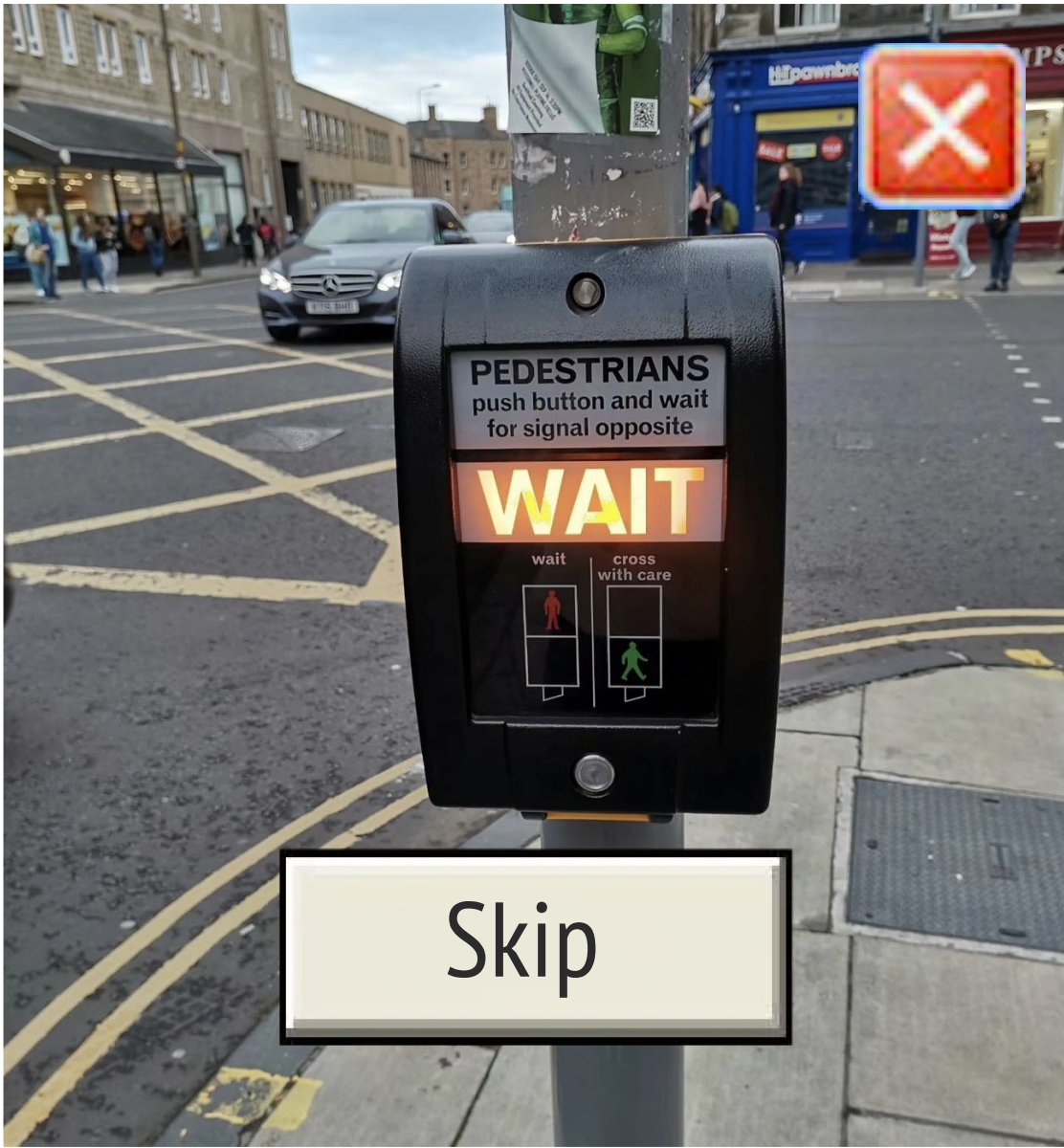


Keiichi Matsuda's Hyper-Reality overlays interface visuals (ads, prompts, and pop-ups) onto real environments, creating a hybrid world where digital information and everyday perception intertwine.

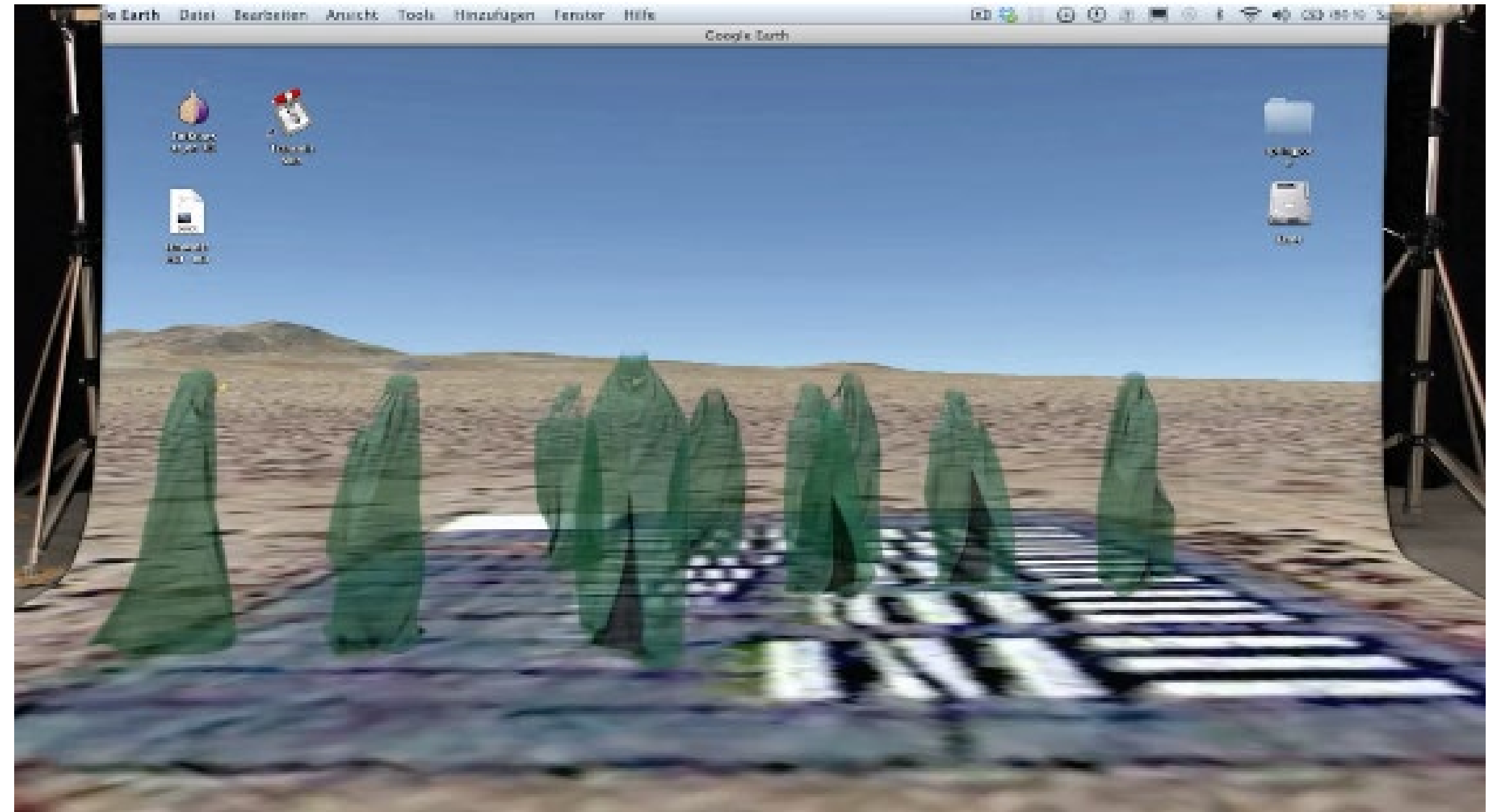
My thoughts--

His work inspired me to explore a variation of the same method: isolating the “close” button and embedding it into real-life scenes, allowing system language to subtly infiltrate reality.

Visual experiment 01



Reference -- T2



Hito Steyerl — How Not to Be Seen: A Fucking Didactic Educational .MOV File

Steyerl's video mimics an instructional film, humorously teaching viewers how to “become invisible” in an age of total surveillance. By overlaying computer interfaces onto real landscapes, she reveals how digital systems control what is seen and unseen.

My thoughts--

In my project, I examine closing as a digital gesture of avoidance — a social behavior shaped by system design.

In contrast, Steyerl treats disappearance as a political act of resistance against systems of control.

Her work makes me reconsider whether avoidance might also be understood as an active refusal, a form of resistance, or even a strategy of self-protection in the digital age.