

CREATING THE VISUAL CONCEPT OF SUFFERING AND PAIN

By Graphic Designer Sharon Webber-Zvik

If I was sent to the end of this world, I would probably be standing on a cliff, being beaten by wind and darkness. If I was sent to look at all the sorrow in this world, it would have been only the feeling of helplessness and the sounds of hearts breaking. If I was sent to look at one's pain, great fear and sadness would be seen, whilst one's only wish is for some quiet and relief.

In my perspective, pain has to be more than a few electric pulses in the human brain. Like a small stone tossed upon the water creating rings of cause and effect, pain affects us all. We all suffer with the individual in pain.

We can all relate to pain - emotional pain and physical one.

The amount of sadness, helplessness and sorrow of suffering can't be as white clean, but should be represented respectfully.

I was honored with the request to create the visual concept of suffering and pain. Absorbing all I know and feel, translating my emotions into colors and textures, I created a very graphic and story-telling sketch. Most of the elements were hand drawn and woven crafted into the beginning of a religious ritual, the center of the design was placed on somewhat rough old floor. The ornaments and the colors as stains create the notion that something or someone was here before the viewer.

As epic and respectful suffering stories in the history of each culture can be, I tried to implement the metaphysics and the feeling that something larger than the human being affects the course of living. Tying these pieces of stained and torn fabrics around the old book, almost as it was an act of useless bandaging on a wounded person. That book and its content almost seem like a secret which belongs to a small circle of believers.

As I began working on this project, I decided to look at it not as a flat image, but rather as a standing building on our realistic world. What kind of materials should I work with? What kind of emotional reaction I wish for the visitors to experience? Should it stay within the boundaries of conservative museum and within the medical aspects of look and feel?

My decision then was to create a rough, stinging and slicing design. Something as uncomfortable as a bed of nails. I have chosen to draw and create materials as worn wood, cold metal, rust, leathers or skin, candle wax, etc. In my vision I needed to pass through the feeling of a large object or a scene packed to a small space. The feeling of stress and fear.

Can a person fully recover from suffering?

You may recover from physical pain but the suffering stays and grows with you. Like a beast within, feeding from your old pain and creating a new one as you grow and change. Matching my perspective on suffering, in a symbiotic way, the visual concept should live and grow with the program. It should evolve and reinvent itself.

One bright and sunny morning I was honored with the request to create the visual concept of Suffering and Pain's International program.

I personally felt like I was sent to look at the eyes of pain.