



Presentation on an Inspirational Website

By Brian MacMillan 2017

Simon Stålenhag

My presentation will discuss Simon Stålenhag's artwork and how it is presented in a photo-essay on Bored Panda:

<http://www.boredpanda.com/scifi-girl-robot-traveling-artbook-simon-stalenhag/>



Stålenhag: Swedish Digital Painter



Style

- Hyper-realist
- Monumental
- Contrast “normal” American scenes, for example Arizona suburbs, with images from a technological dystopia.
- Set in US southeast (Arizona and New Mexico).
- Despite location, pictures are often dark and feature rainclouds.



Style

Despite photo-realism, the images are paintings



Stålenhag Themes: Overview

All of the pieces in the photo-essay examine the relationship between humans and our machines.



Theme: Technology is Overwhelming

Machines dwarf the human landscape and can be beyond our ability to control and/or fix when broken.



Theme: Technology is Alien



The viewer is often an onlooker, not a participant, in the technological world.

Theme: Man-machine

The subjects in the essay are integrating with, and perhaps being controlled by, their machines.



Theme: Nature Has Been Destroyed

The landscape is about humans and machines; nature is defeated, or at very least contained.

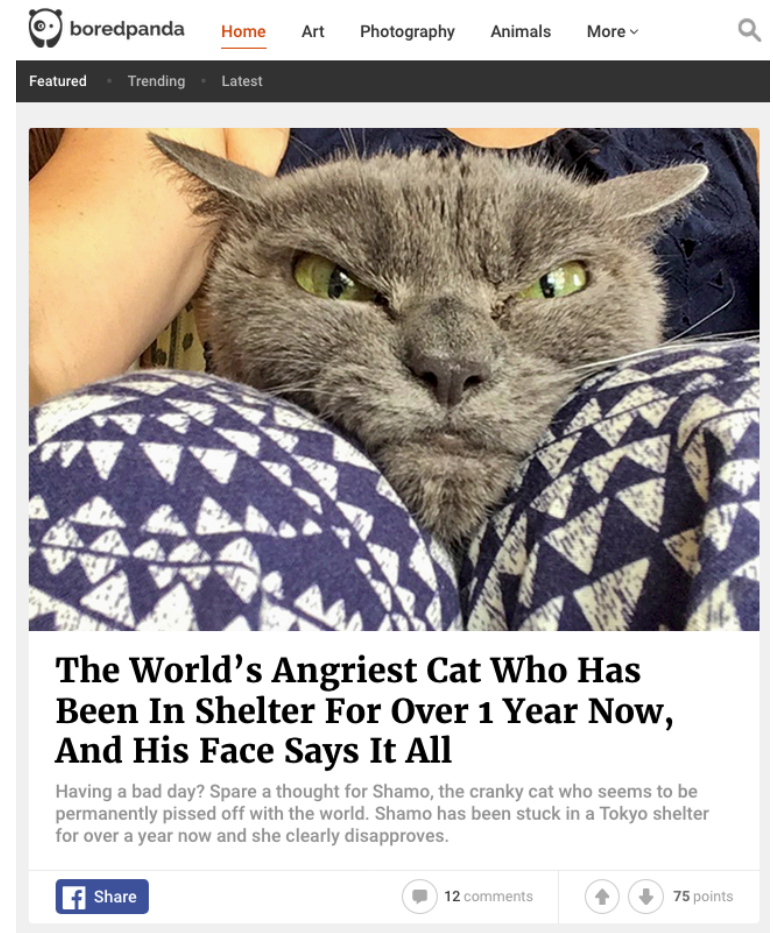


Theme: Technology is a Difficult to Comprehend Threat



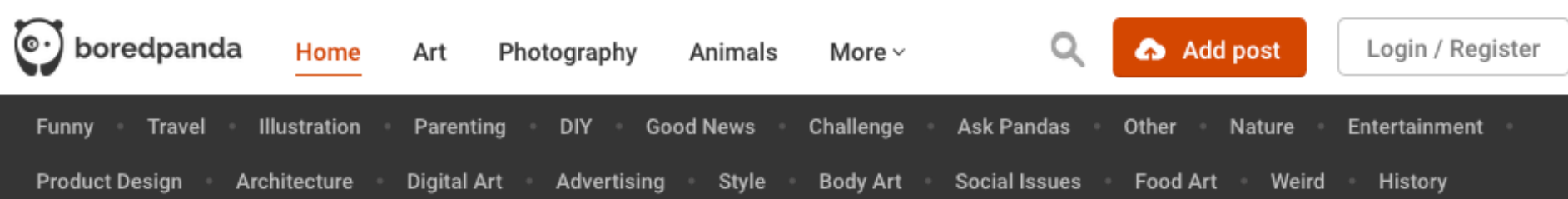
Critique of the Stålenhag Presentation on Bored Panda

- Bored Panda describes itself as “a leading art, design and photography community for creative people”.
- It is my go-to site for cat videos.
- Bored Panda’s business model is based on Facebook likes, reposts and audience generated content.

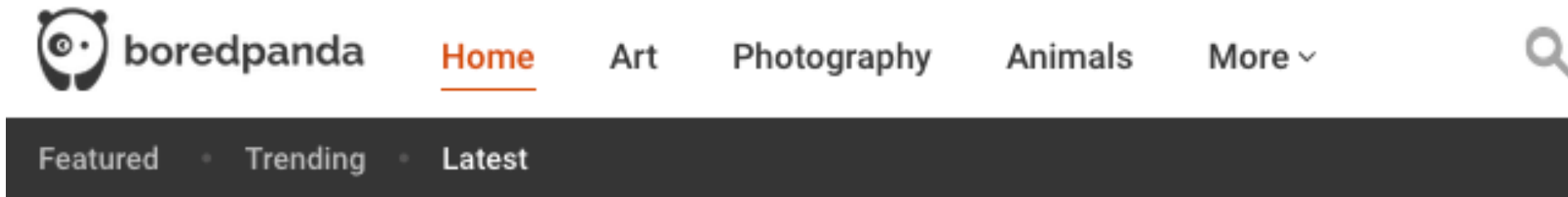


Style of Bored Panda: Menus

Extensive content requires two dozen different menu items



And three filters, *Featured*, *Trending* and *Latest*.



Bored Panda: Layout

The BP site has two main layouts, one for desktop, the second for phones and tablets.

The site has two main views: the overview page and a posts (article) page.



The desktop view for the main page features a main story on the left and an aside, for likes and advertising, on the right. Space for the right sidebar is created using the margin right setting of the section.posts elements.

The max width of the main container is 1020px, which accommodates a 3 column 960px layout and social media sidebar.

Figure: The Bored Panda topic page inspected.

BP: Layout for Overview Page, Cellphone View

Post images are placed above a text excerpt.

The cellphone view has a max-width of 63.75 ems.

The screenshot displays the Bored Panda website interface on a mobile device. At the top, the site's navigation bar includes the logo, a search icon, and a 'Login' button. Below this, a secondary navigation bar lists categories: Home, Art, Photography, Animals, Travel, Illustration, DIY, Good News, and Funny. The main content area is divided into 'Featured' and 'Trending' sections, with 'Latest' selected. The featured post is titled 'Hands Sign Of Labour' and features a large image of dirty hands holding a hammer. The text overlay on the image reads 'Dirty hands are a sign of clean money'. Below the image, the post title 'Hands Sign Of Labour' is displayed, followed by a text excerpt: 'Conceptual photography Dirty hands are the sign of honest, though not necessarily clean, work and labor and thus the income from such work is what we could call clean money. A person working with his or her hands, generally, has signs of this...'. The author's name, 'Ro L'Algonquin', is shown below the excerpt. At the bottom of the post, there is a 'Share' button and social media icons for comments (0), share, and download (1). The browser's developer tools are open at the bottom, showing the CSS for the main container with a max-width of 63.75em.

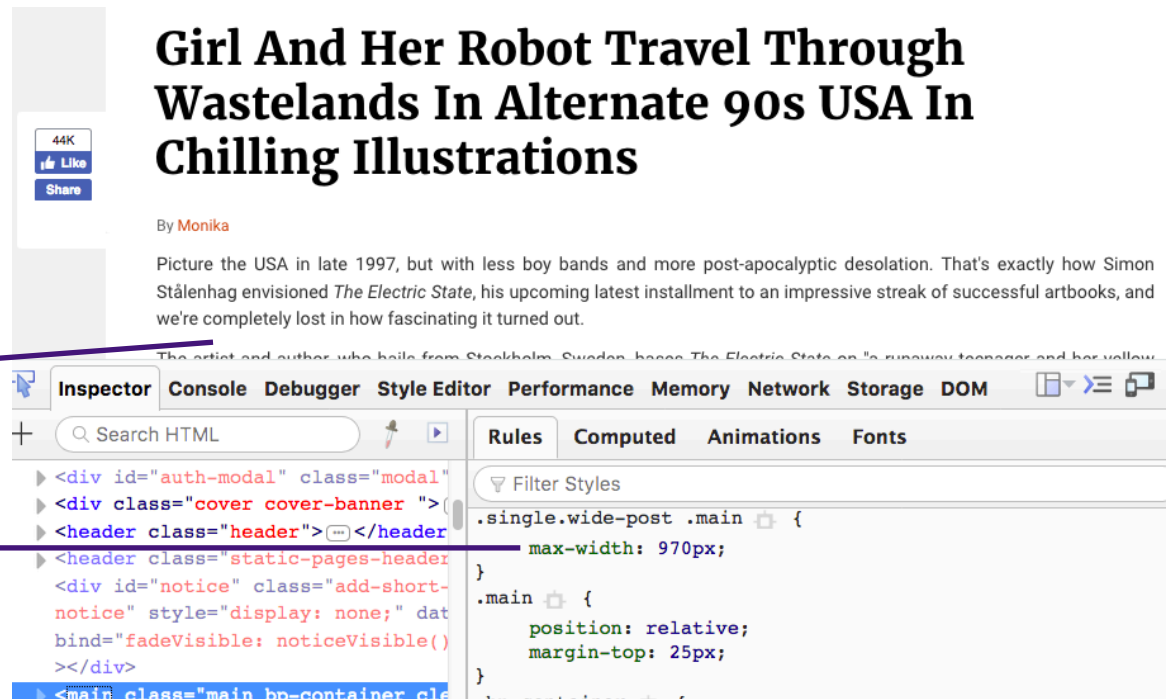
```
.main {  
  padding-left: -625em;  
  padding-right: -625em;  
  max-width: 63.75em;  
  -webkit-box-sizing: border-box;  
  -moz-box-sizing: border-box;  
  box-sizing: border-box;  
}
```

BP: Layout for Post Pages

Social media sidebar

1 column

Max-width 970px



The screenshot shows a WordPress post page layout. On the left is a social media sidebar with a 'Like' button (44K) and a 'Share' button. The main content area features a large title: 'Girl And Her Robot Travel Through Wastelands In Alternate 90s USA In Chilling Illustrations'. Below the title is the author 'By Monika' and the start of the article text: 'Picture the USA in late 1997, but with less boy bands and more post-apocalyptic desolation. That's exactly how Simon Stålenhag envisioned *The Electric State*, his upcoming latest installment to an impressive streak of successful artbooks, and we're completely lost in how fascinating it turned out.' The bottom of the image shows a browser's developer tools window with the 'Inspector' tab active. The HTML structure is visible, including a header and a main container. The 'Rules' panel on the right shows a style rule for '.single.wide-post .main' with a 'max-width: 970px;' property highlighted.

Girl And Her Robot Travel Through Wastelands In Alternate 90s USA In Chilling Illustrations

By [Monika](#)

Picture the USA in late 1997, but with less boy bands and more post-apocalyptic desolation. That's exactly how Simon Stålenhag envisioned *The Electric State*, his upcoming latest installment to an impressive streak of successful artbooks, and we're completely lost in how fascinating it turned out.

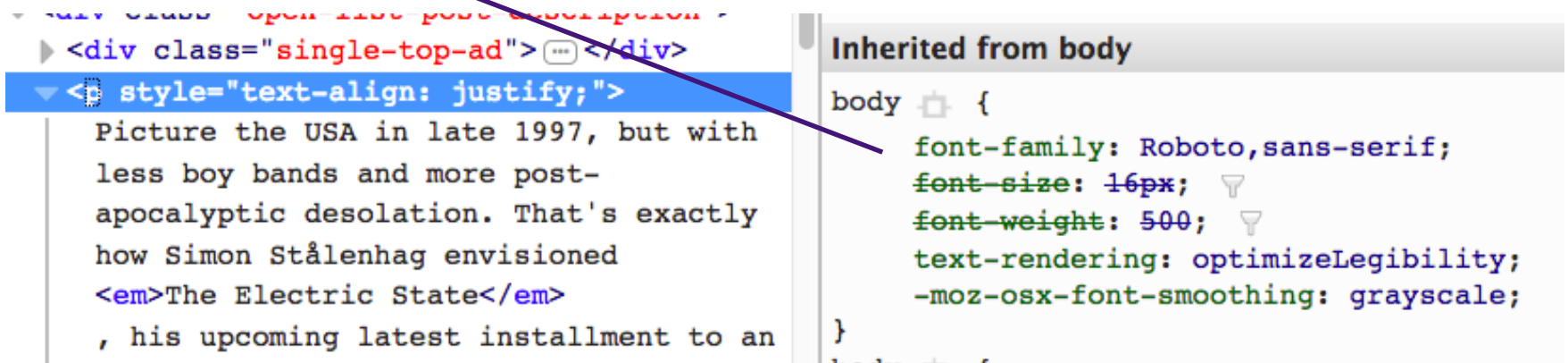
The artist and author, who hails from Stockholm, Sweden, bases *The Electric State* on "a runaway teenager and her yellow

```
<div id="auth-modal" class="modal">
<div class="cover cover-banner">
<header class="header"></header>
<header class="static-pages-header">
<div id="notice" class="add-short-notice" style="display: none;" data-bind="fadeVisible: noticeVisible()"></div>
<main class="main bp-container cle
```

```
.single.wide-post .main {
  max-width: 970px;
}
.main {
  position: relative;
  margin-top: 25px;
}
```

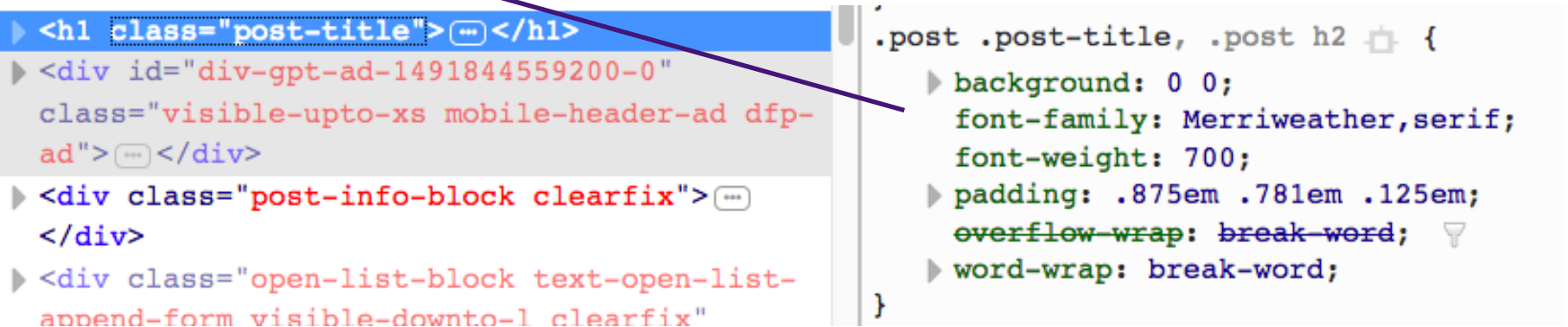

BP: Typefaces

Roboto, sans-serif for body text



The image shows a browser developer tools interface. On the left, the HTML pane shows a paragraph element selected: `<p style="text-align: justify;">Picture the USA in late 1997, but with less boy bands and more post-apocalyptic desolation. That's exactly how Simon Stålenhag envisioned The Electric State, his upcoming latest installment to an`. A blue arrow points from the `font-family` property in the CSS pane to the paragraph element. On the right, the CSS pane shows the 'Inherited from body' rules: `font-family: Roboto,sans-serif; font-size: 16px; font-weight: 500; text-rendering: optimizeLegibility; -moz-osx-font-smoothing: grayscale;`

Merriweather, serif for headlines



The image shows a browser developer tools interface. On the left, the HTML pane shows a headline element selected: `<h1 class="post-title">`. A blue arrow points from the `font-family` property in the CSS pane to the headline element. On the right, the CSS pane shows the rules for the selected element: `.post .post-title, .post h2 { background: 0 0; font-family: Merriweather,serif; font-weight: 700; padding: .875em .781em .125em; overflow-wrap: break-word; word-wrap: break-word; }`

Conclusion

- Bored Panda is a good venue for the promotion of Stålenhag's art. It has a very large readership that is connected to diverse social media outlets.
- Bored Panda's conventional style does not distract from the content.
- Stålenhag's art itself is monumental, so is best suited to gallery presentations.

Girl And Her Robot Travel Through Wastelands In Alternate 90s USA In Chilling Illustrations



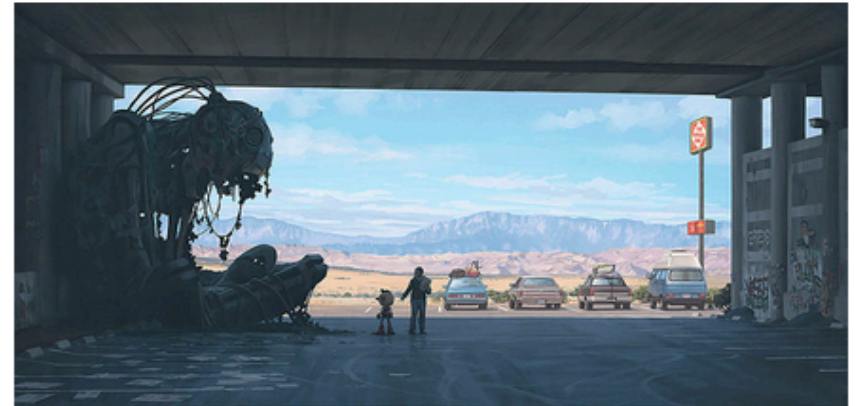
By [Monika](#)

Picture the USA in late 1997, but with less boy bands and more post-apocalyptic desolation. That's exactly how Simon Stålenhag envisioned *The Electric State*, his upcoming latest installment to an impressive streak of successful artbooks, and we're completely lost in how fascinating it turned out.

The artist and author, who hails from Stockholm, Sweden, bases *The Electric State* on "a runaway teenager and her yellow toy robot," an unlikely pair that travels the West Coast in the aftermath of a massive technological meltdown, which has apparently resulted in brutal warfare between monstrous 'battle drones' and sheepish humans controlled by individual Virtual Reality helmets. It's a dark, confronting saga, and one Stålenhag vividly illustrates to the point that it looks terrifyingly real. His attention to detail mirrors that of his previous efforts, *Tales From the Loop* and *Things From the Flood*, while exploring similarly morose themes.

The Electric State has partially been a community effort, with over 5 thousand fans plunging forward to support the book's development on [Kickstarter](#), resulting in more than \$300,000 in donations. If you're like us and can't wait to get your hands on a copy, there's good news and bad news; you'll have to wait until December 2017 for the physical release, but it is set to include texts written by Stålenhag himself explaining each photo. Check it out below, and let us know what you think!

More info: [Official Website](#), [Tumblr](#) (tvt: [DesignYouTrust](#))



#1

