

A SNAPSHOT OF MELBOURNE MALE YOUTH CULTURE

WHAT WE SET OUT TO DO:



the lab



THE GOAL: To discover the themes and visual codes that Melbourne male youth define as cool.



THE METHOD: A multi-media ethnographic study.

STAGE #1

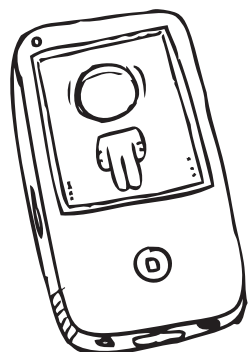
Out and about in Melbourne...

THE BRIEF: Photograph things you see that are 'cool' and explain why.

 4 days

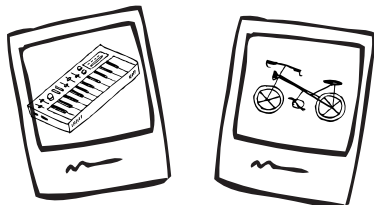
 x 10 photos each

THE TOOL: A customised mobile application.



STAGE #2

Back at the lab we looked through...



300 photos with commentary



9 collages made from their photos and quotes capturing the big themes

STAGE #3

Online community workshop...

THE BRIEF: Pick out the theme/s you see and discuss what it is and why it's significant to you and your peers.

THE METHOD: Crowd interpretation

WHAT WE LEARNT

What do they define as cool and why?

The 5 big areas:

CHILDHOOD
NOSTALGIA

RETURN TO
THE WILD

WITH MY
2 HANDS

THE GOOD
OL' YEARS

OUR
FATHERS'
SONS 