



A Sense of  
Place



Jamie Binstead & Helen Janik-Foreman

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Visual communication students from UCA Canterbury, UK, response to Hofguf and Wagrain June 2022.

## A Sense of Place

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In the summer 2022, our project "Art meets Hofgut" was implemented with the excellent lecturer Kathrin Steinbacher from the University for the Creative Arts in Canterbury. Together with the artists studying in England, you spent a stay with us in Hofgut.

We were asked to create a series of site-specific images that will be permanently showcased in a newly opened hotel in Wagrain/Salzburg/Austria. The piece should be a celebration of the place, the history of the

place, the people and/or the community etc. Your piece could persuade, educate, inform, entertain, and/or celebrate.

Sense of place is also used to describe the distinctiveness or unique character of particular localities and regions.



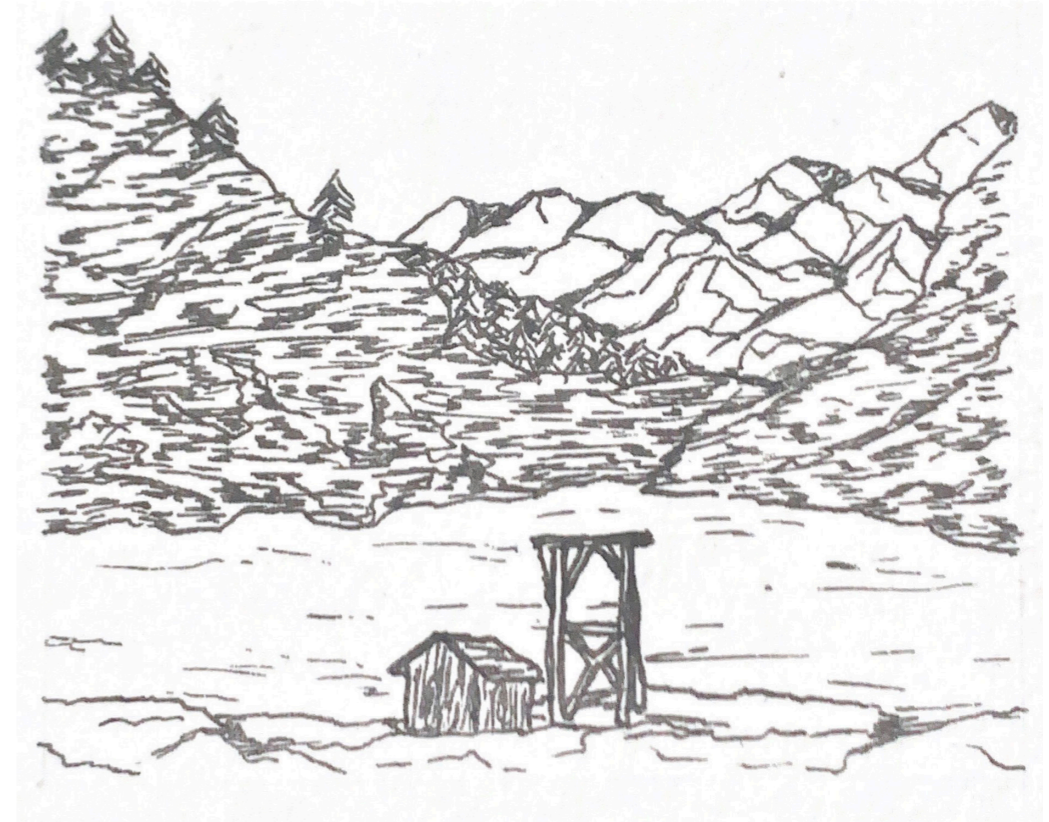
## Monday Cheung, Kelly Ho & Venus Wong

A collaboration between Monday Cheung, Kelly Ho and Venus Wong. During their stay at Hofgut they took time to sightsee and stroll around Wagrain. From the rustic and humble wooden architecture in the village, to the mesmerising woodland upon the hill, wood had such an indisputably dominating identity with its omnipresence in Wagrain and the surrounding area.

They had an instinctual sense of wood playing a vital part in the community, representing a sense of togetherness and unity which forged a sense of identity

and place. For that reason, these artists were inspired to create a series of hand-drawn paintings depicting different fragments of wooden scenery.

Referencing photographs taken during their trip they wanted to encompass their perceptions of the mood and vibe they experienced. Hoping to capture the simplicity and pacification of wood with strokes of liner combined with the fluidity of watercolour. Ultimately they aimed to communicate the feeling of a Wagrain journey by sharing their perspective on the sense of place.





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From the rustic and humble wooden houses and architectures in the village, to the mesmerising woods upon the hill.

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Representing a sense  
of togetherness and unity  
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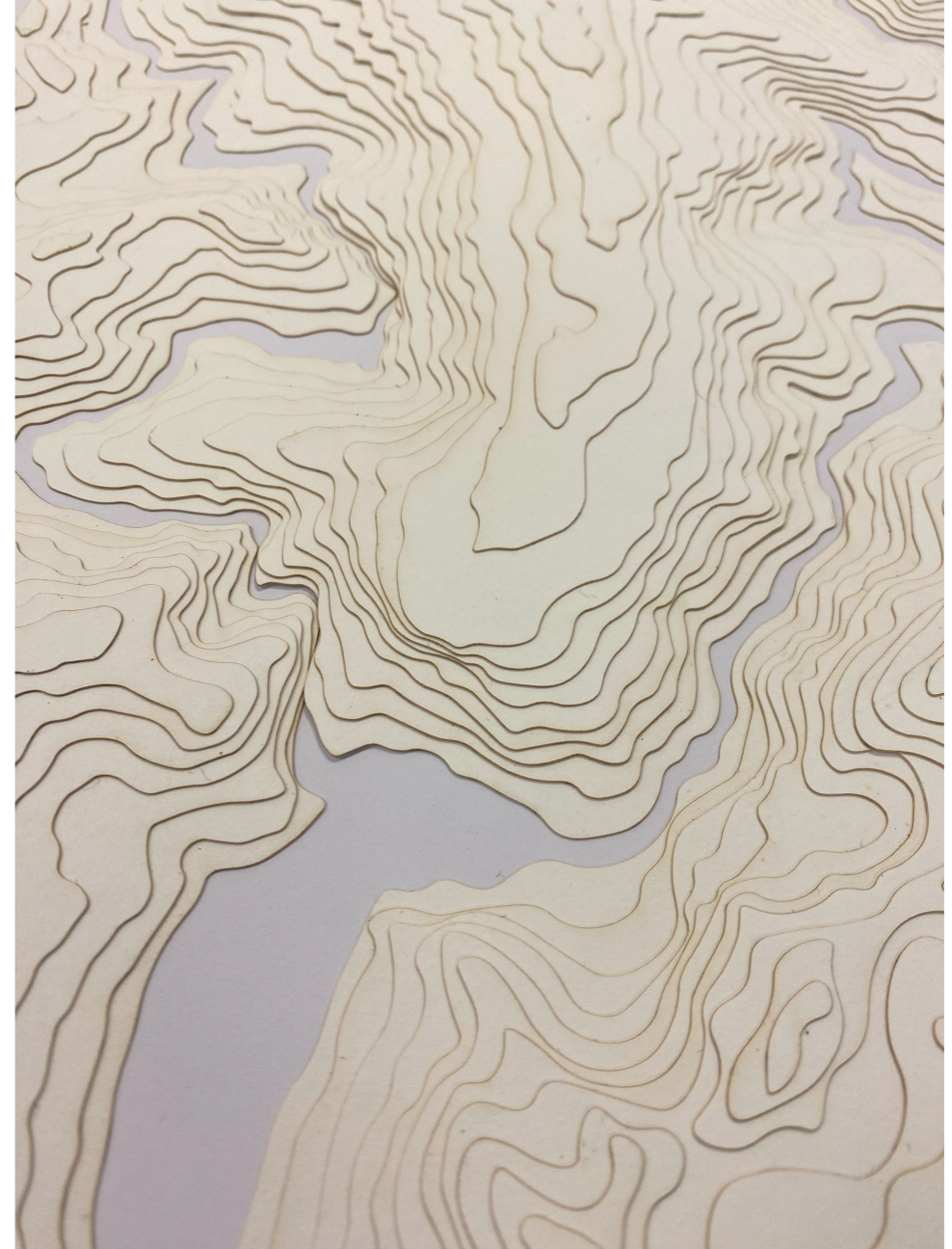


## Madeleine Firmin

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Domestic space, heritage and finding the balance between play and sophistication are three of the most compelling themes that I try to include within my work.

Documenting what has been left behind and reminiscing are ways that I understand my own environment. With this in mind, I pursue the use of analogue photography and visual communication to convey the idea of sentimentality and remembrance.







I hope for my work to act as a mirror for the viewer and encourage them to reflect on the way they recollect and approach the theme of nostalgia.



## Amanda Liu

During my trip in Austria, I made some observational illustrations by watching the Hofgut staff working and talking to each other. I only had five days, which meant I needed to capture their character before I left. When continuing to work on the illustrations in the UK, I was able to remember the personality of each person as I worked.

I used the photos as a reference I took to create long distance illustrations. I mainly selected photos of employees working to draw portraits. I captured how employees communicated with each other and was inspired

by them. I noted their dialogue as part of the illustrations, added into the background. I incorporated the dialogue to the environment, such as giving the words a shape or putting them on the wall in the background, this gives life to a still image.

Because I have always liked to record life in the form of illustrations, I chose this method to create a series of portrait illustrations as my final artwork.









Yeah.  
Almost done.  
Just need to  
clean the surface.

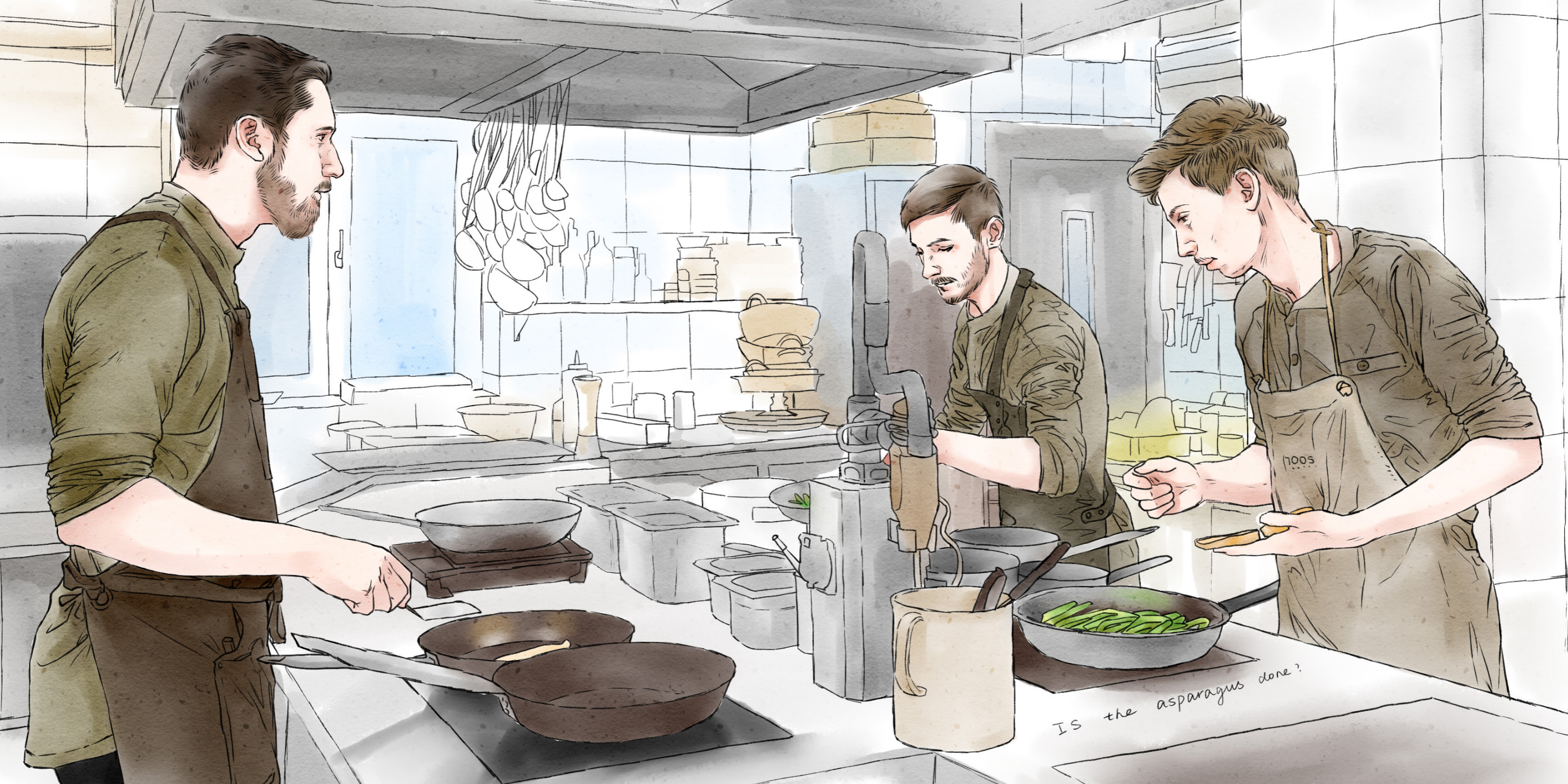
You alright?











IS the asparagus done?







Capturing their  
characters, illustrating  
their personality.

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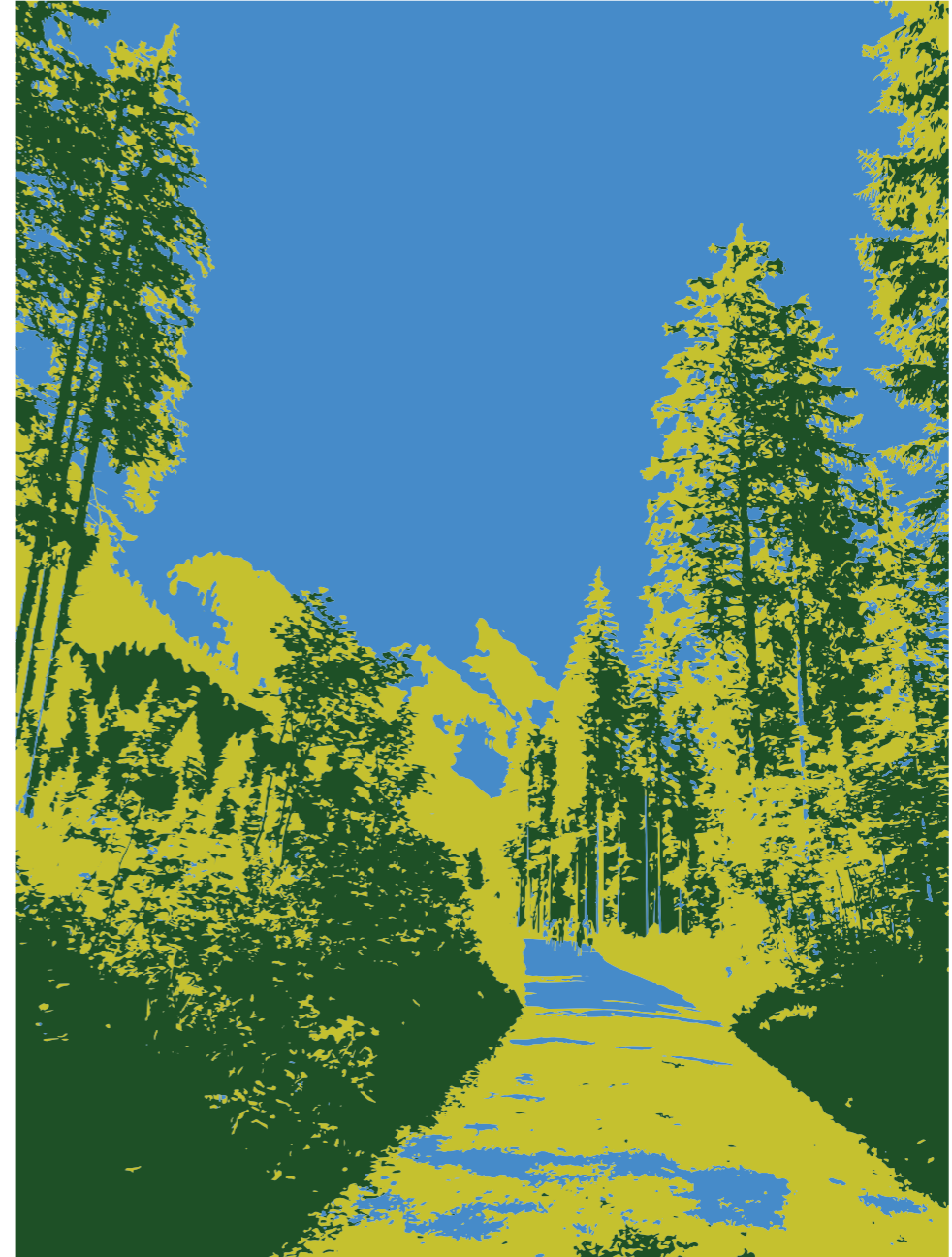




## Shivani Bhola

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This project revolves around the key theme of the “The sense of place” and what could be better than understanding the culture and the traditions of the Salzburg (Wagrain) which are at the heart of the people who live there.



## Lucía Hernández

In Austria I took so many pictures. Everything there is so beautiful and inspiring. I used those photos as a base to create my illustrations.

Coming from Spain, Austria was so different to everything I was expecting. My final pieces are the result of digital experimentation, mainly using the natural colours in Wagrain, reflecting the interior pallet of Hofgut, to evoking the same aura to take people back to the mountains.

My illustrations are crisp and simple with no distractions.

The images belong to real spaces in Wagrain and its surroundings. The specific locations including their coordinates to make functional, interactive imagery.

Documenting what has been left behind and reminiscing are ways that I understand my own environment. With this in mind, I pursue the use of analogue photography and visual communication to convey the idea of sentimentality and remembrance.





WAGRIN PARISH CHURCH  
47.333995404183746, 13.30351040866382



LAKE TAPPERKANSEE  
47.19300010617498, 13.32013292689453

## Zak Grey

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Having had the chance to develop my own photography practice, going from a pin hole camera to recently utilising a medium format film camera to make my images, my understanding of how versatile the medium can be in communicating to the viewer has grown with this development symbiotically.

“A sense of place” has allowed me to consider how I can inspire curiosity within the viewer using more experimental and congruous processes my photography. Especially in the sense that exploration and

curiosity can run tandem with each other to motivate one’s understanding and perception of their surroundings.

Both within and outside of this path of exploration, my work is driven by community lead projects and ones that propose how design can contribute to nuanced discourse on an international scale.

The following black and white images were captured in the village of Wagrain and on the footpath between Kleinarl and Tappenkarsee.















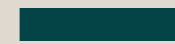








Exploration and curiosity can run in tandem to motivate ones understanding and perception of their surroundings.



## Yizhuo Zhang

I think 'sense of place' drives a person's emotions of a location. In Wagrain I had a strong sense of its unique history, culture and characteristics. My work aims to make people have emotional resonance, whether they are local or tourists.

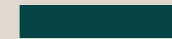
My work was developed by recording my emotional response, visualizing these feelings and expressing the culture and history of this location whilst capturing Wagrain's characteristics.







My work aims to make people have emotional resonance, whether they are local or tourists.



## Helen Janik-Foreman

My response to 'sense of place' was to embrace the rich local materials and sense of community. I looked to the sedimentary colours and textures of the surrounding areas. I designed a modern approach to folk art which takes basic shapes and textures from Hofgut and the surrounding areas.

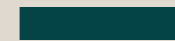
This pattern represents the local area and has the potential to be used as a wall mural or a pattern for future Wagrain community products and collaborations, embracing Wagrain's community with a pattern site specific to the area.







Embracing Wagrain's  
community with a pattern  
site specific to the area.



## Jamie Binstead

“If my eyes had legs they would have wandered off.”

These were the words I used to describe Austria. This was to be an experience that changed and inspired me. Gaining a new hobby which subsequently changed my creative practice. Austria was an incredible opportunity which will forever be an experience with a special place in my heart.

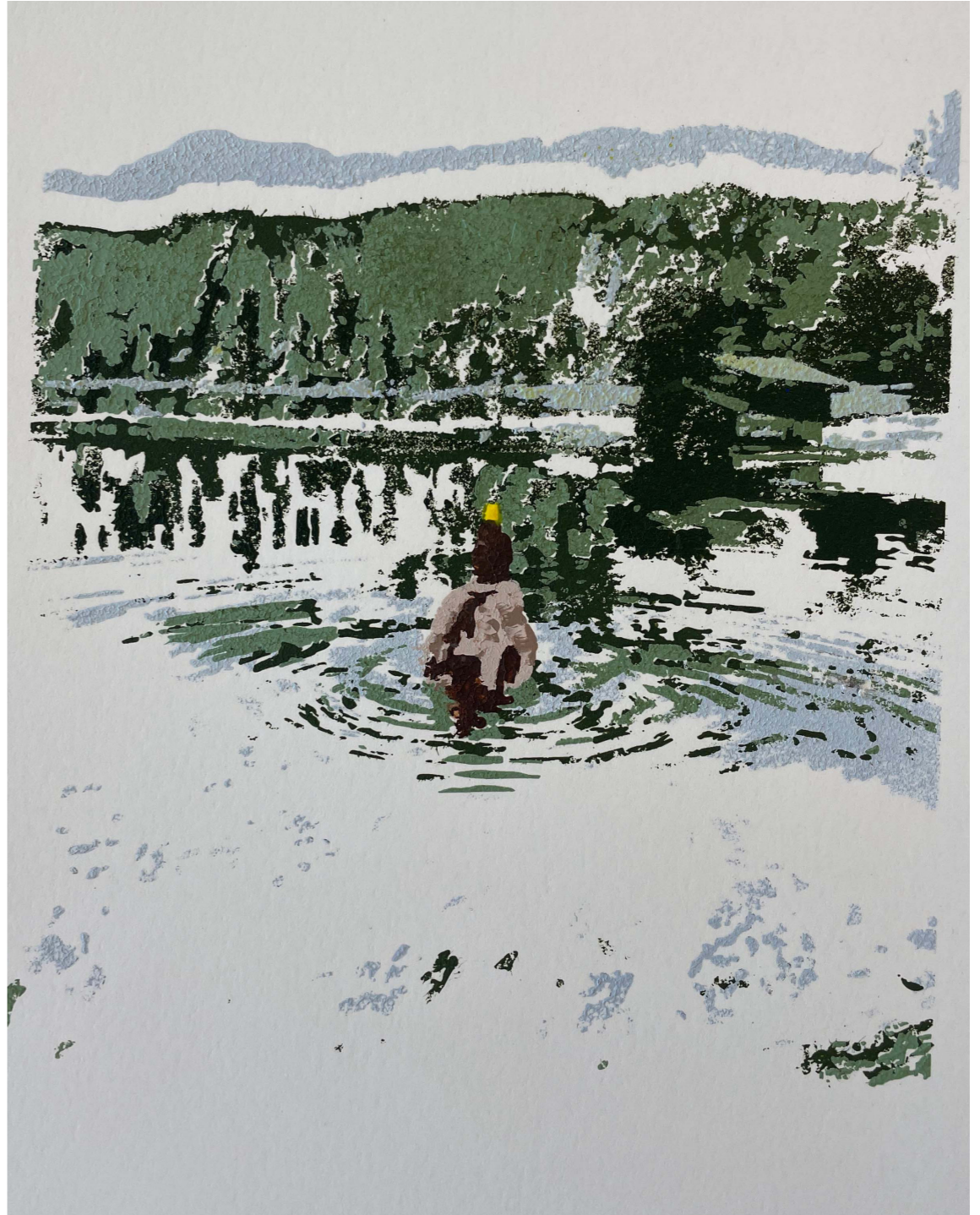
During my first ever hike to Glingspitze, I discovered a love for hiking where I also encountered a sublime moment of breathtaking beauty.

This inspired me to create two screen prints. The prints are the view overlooking lake Tappenkarsee and beyond.

They transformation the view from my sublime moment into a hand printed design, capturing it within multiple layers of vibrant colour. My sublime recreated with my hand.



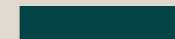








If my eyes had  
legs they would have  
wandered off.



## Kathrin Steinbacher

Kathrin Steinbacher is a multi award-winning and *Bafta* nominated animation director, illustrator and Lecturer at UCA Canterbury.

Kathrin finds depth in the vast variety of people, opinions and cultures by using narrative and documentary aspects as an essential component throughout her work.

A series that explores the feeling of coming home. All the routines of home-life have been washed away and you can see home for the first time, once again. The winter landscape of the

Austrian Alps feels warm and cosy even though the mountains look rough and cold. "I left home almost 10 years ago, we come back changed, but the place, it is still what it was, has always been. Just that it feels like you can now really see it for the first time." You see colour, shapes, patterns, light.













The Austrian Alps feels warm and cosy even though the mountains look rough and cold.





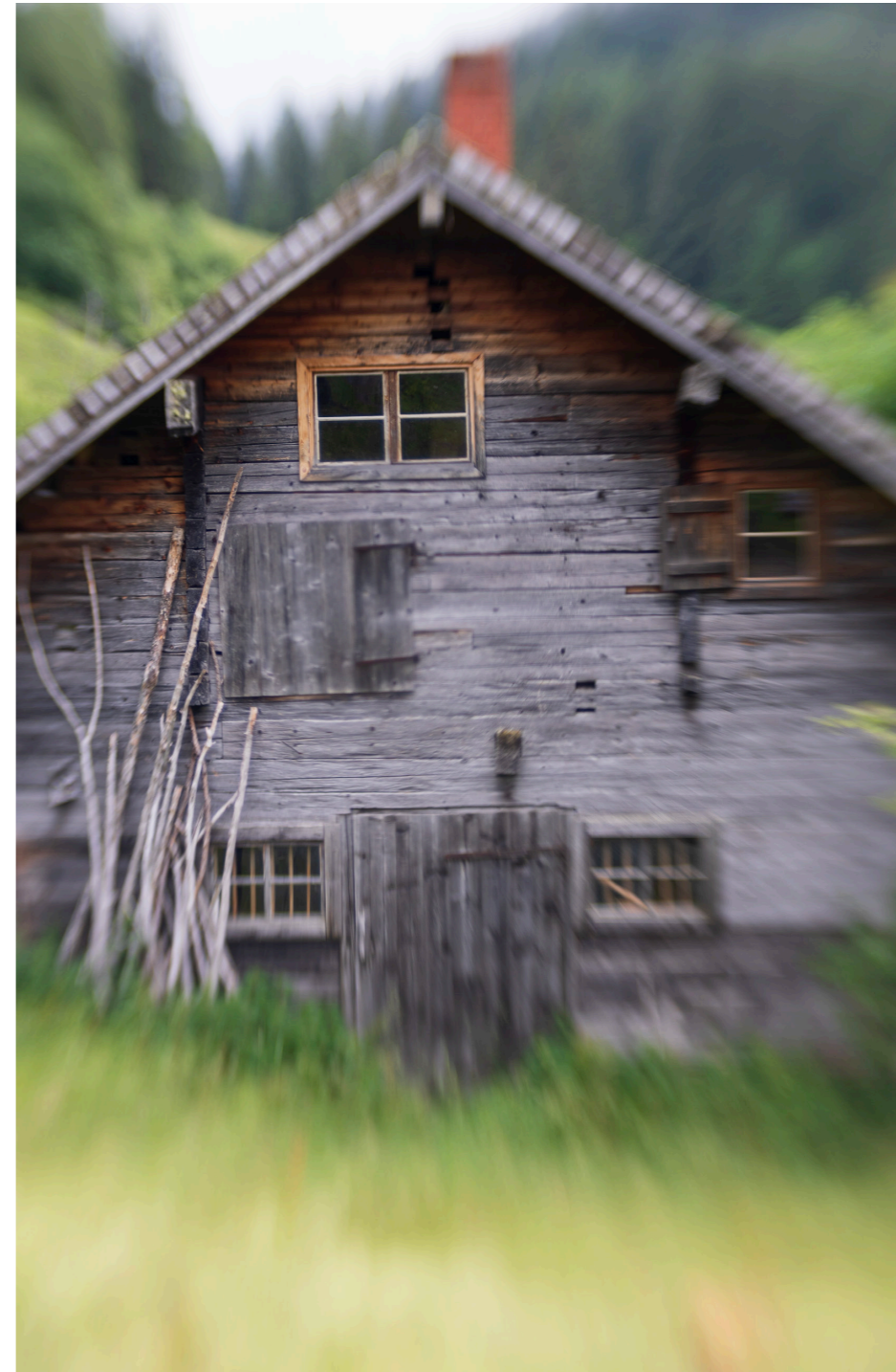
## Hugh Harwood

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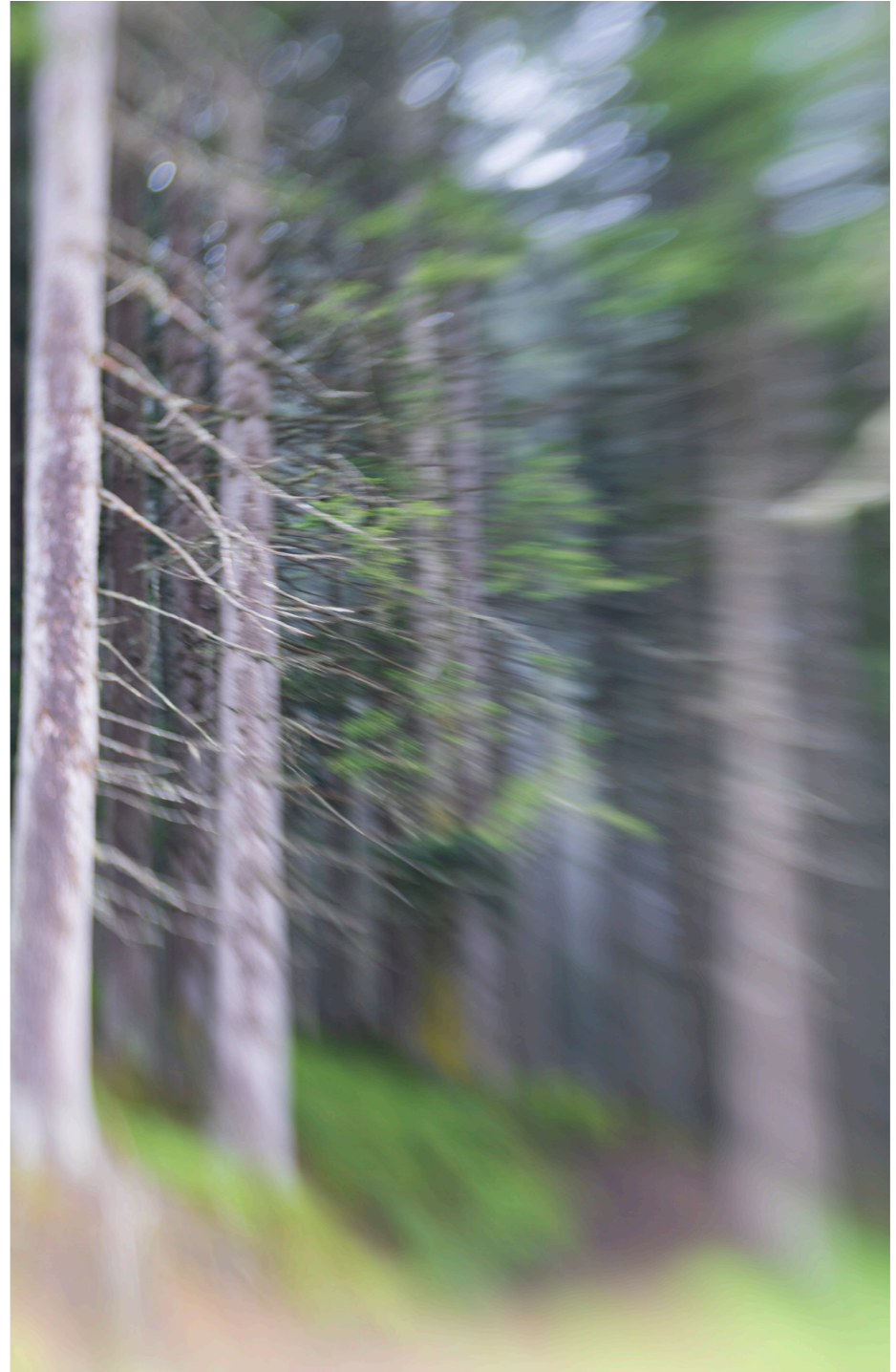
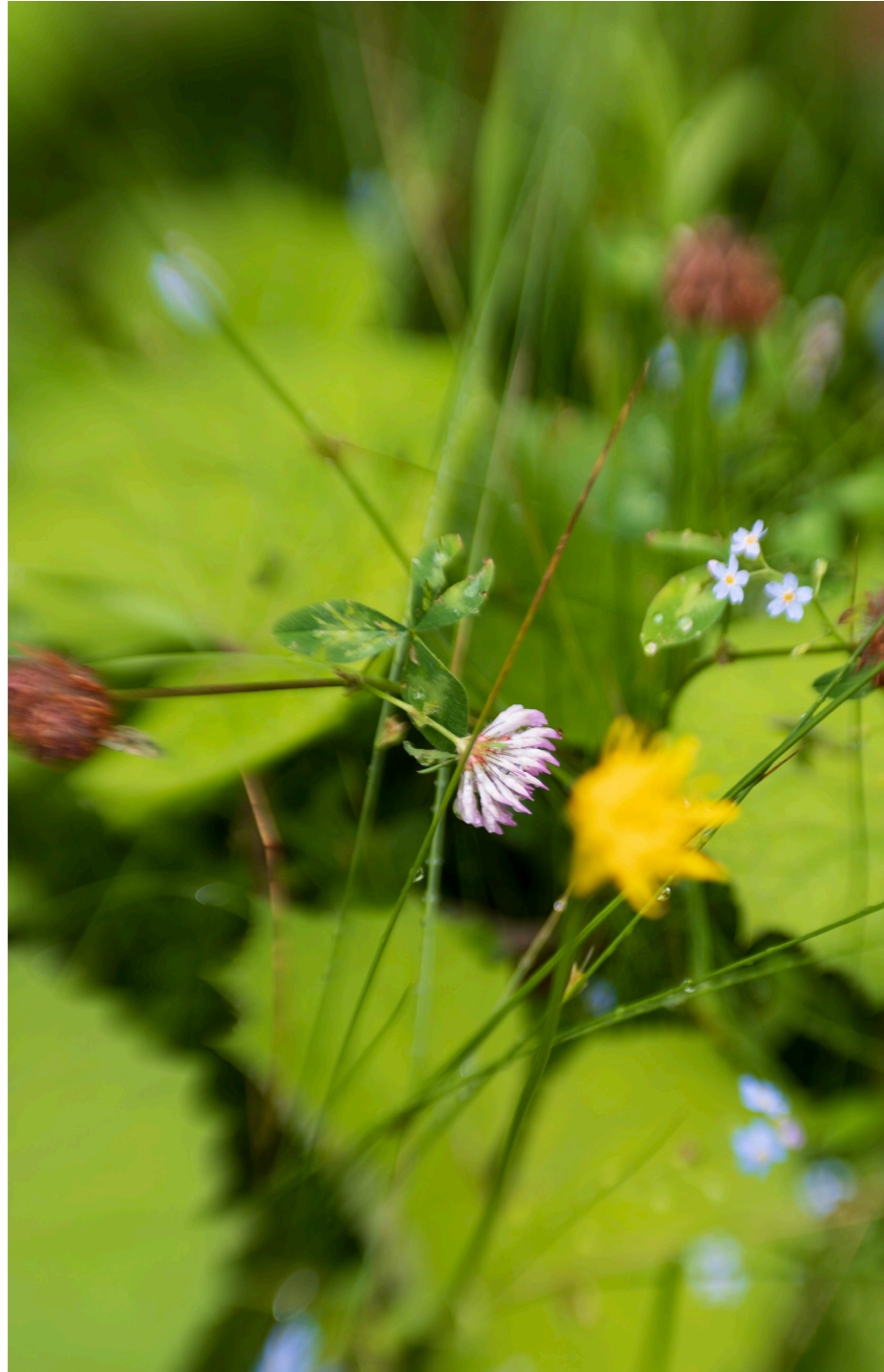
Hugh is Programme Director for the Visual Communication course cluster at UCA Canterbury.

Hugh is a lens-based artist practitioner preoccupied with the landscape and issues of 'Place'. Much of his individual practice is focused upon issues of history and time, as well as cycle and change within the environment.

Hugh has also developed many socially engaged collaborative art projects (with a diverse range of people, particularly within a health context) that explore through various media, issues of memory and identity.











Capturing moments  
of Austria, Wagrain.



Sights

Culture

Adventure

Challenges

Experiences

Memories

Creativity

Laughter





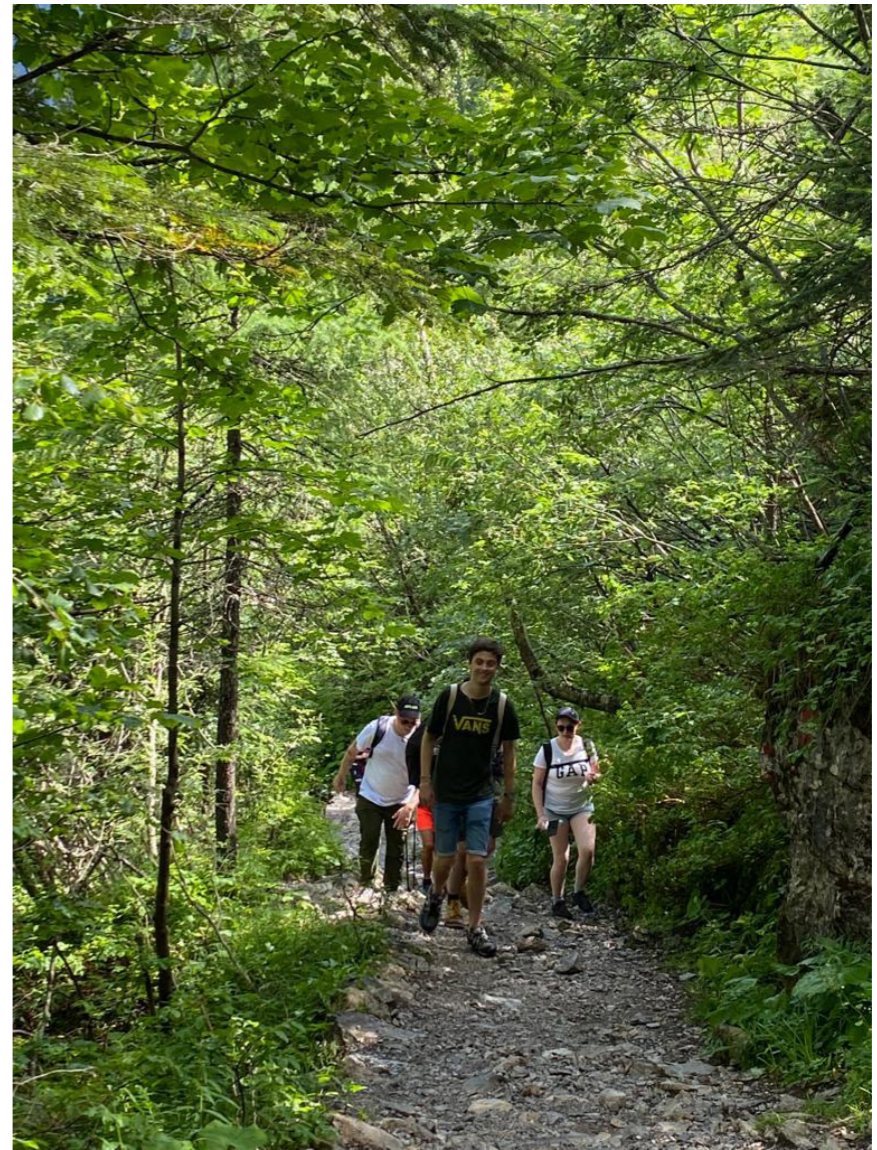
























































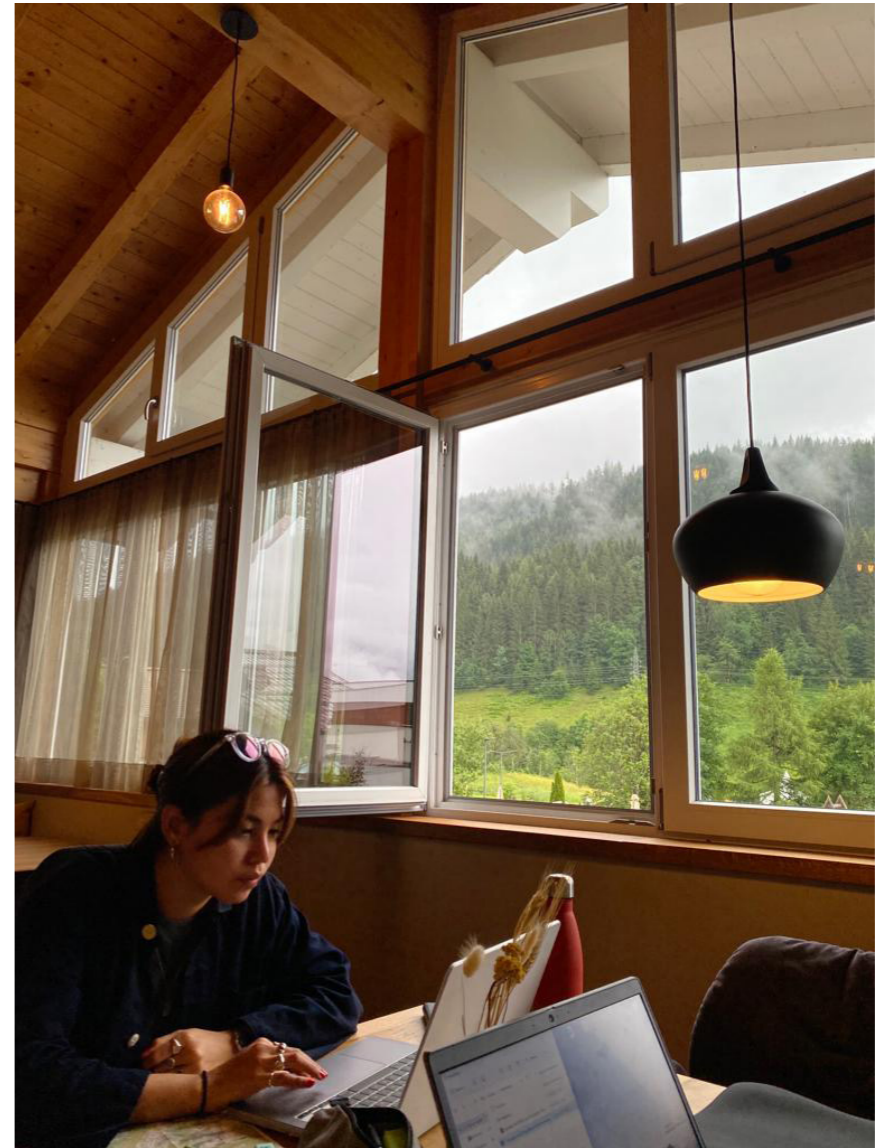
































From Austria with love.

