

Zoarmax 133 is a visitor from another planet, on a mission to understand our unfamiliar world. Using his alien technology, he scans three objects: a mouse, a flower and a gun. His scanner declares the mouse and the flower "Cool," but can't make sense of the gun. Zoarmax 133 then journeys around the world to find out whether the gun is "Cool" or "Uncool." Go with him and decide for yourself!



ZOARMAX 133'S BIG QUESTION



KIN LOK



Art Center College of Design

Founded in 1930 and located in Pasadena, California, Art Center College of Design is a global leader in art and design education. Art Center offers undergraduate and graduate degree programs, as well as non-degree public programs for all ages and levels of experience. Renowned for its ties to industry and professional rigor, Art Center is the first design school to receive Non-Governmental Organization (NGO) status from the United Nations, providing students with opportunities to create design-based solutions for humanitarian and nonprofit agencies around the world. Since its establishment, Art Center alumni have had a profound impact on popular culture, the way we live and important issues in our society.

Designmatters at Art Center

Designmatters is an educational department focused on a social impact art and design agenda. It partners with all disciplines taught at the College to develop curricula, project-based learning, and research opportunities that result in real-world outcomes benefiting local and international communities. Projects are implemented through unique partnerships and alliances with global development agencies, NGOs, nonprofits, government organizations, academic institutions and leading industry. They are made possible by national foundation and government grants, and partner sponsorship.




Designmatters manages a portfolio of a dozen funded collaborative projects that are integrated annually into the College curriculum, and also oversees the undergraduate course of study in the Designmatters Concentration; the Artmatters Concentration (in partnership with the Fine Art Department); and the Graduate Media Design Practices/Field track, an option in their MFA program.

designmattersatartcenter.org


designmatters

● Art Center College of Design





ZOARMAX 133'S BIG QUESTION



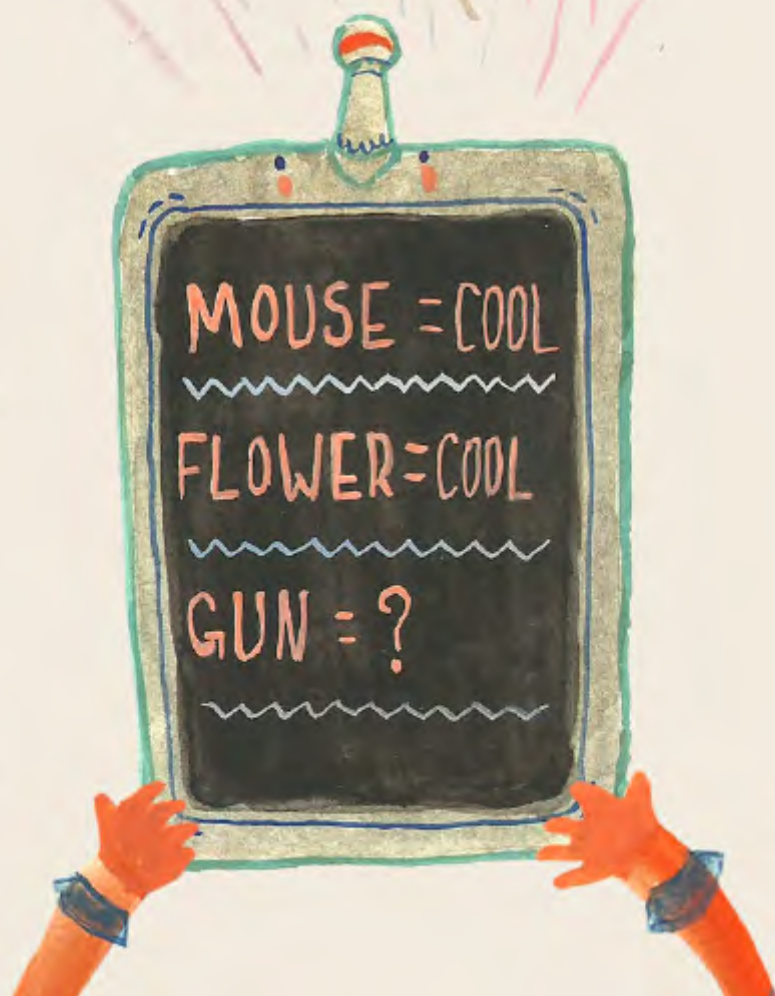
KIN LOK



ONE DAY ZOARMAX 133 LANDED ON EARTH.
WITH HIS SCANNER DEVICE, HE SCANNED THREE
OBJECTS: A MOUSE, A FLOWER AND A GUN.




"OH, A MOUSE IS COOL AND A FLOWER IS COOL...
BUT HMMM, WHAT ABOUT THE GUN? WHY DOES MY
SCANNER JUST HAVE A '?'"



"HOW CAN I FIGURE OUT IF GUNS ARE COOL OR UNCOOL?"

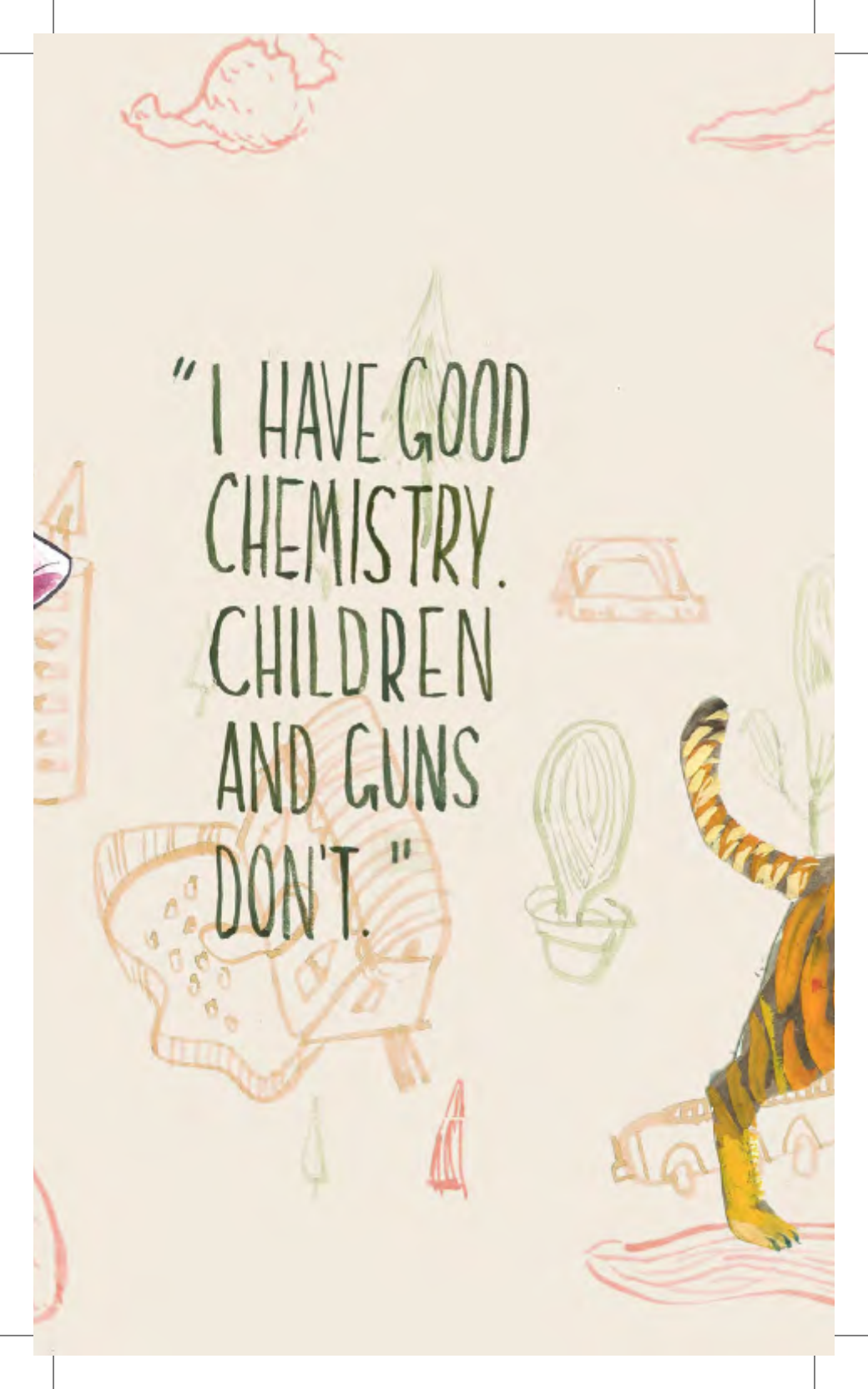




"I KNOW, I'LL GO OUT AND I'LL ASK EVERYONE, I MEET
TO SEE WHAT THEY THINK!"

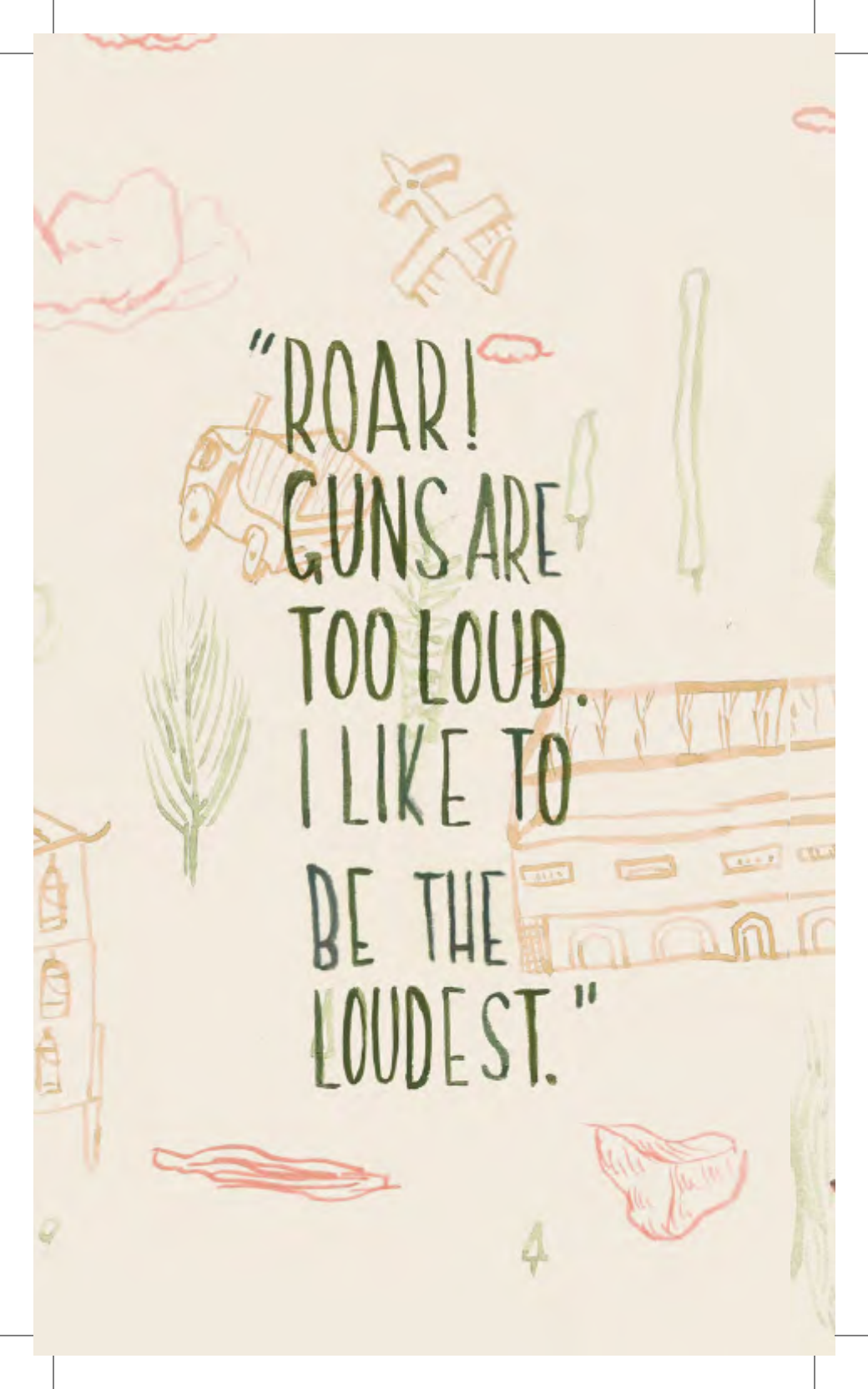






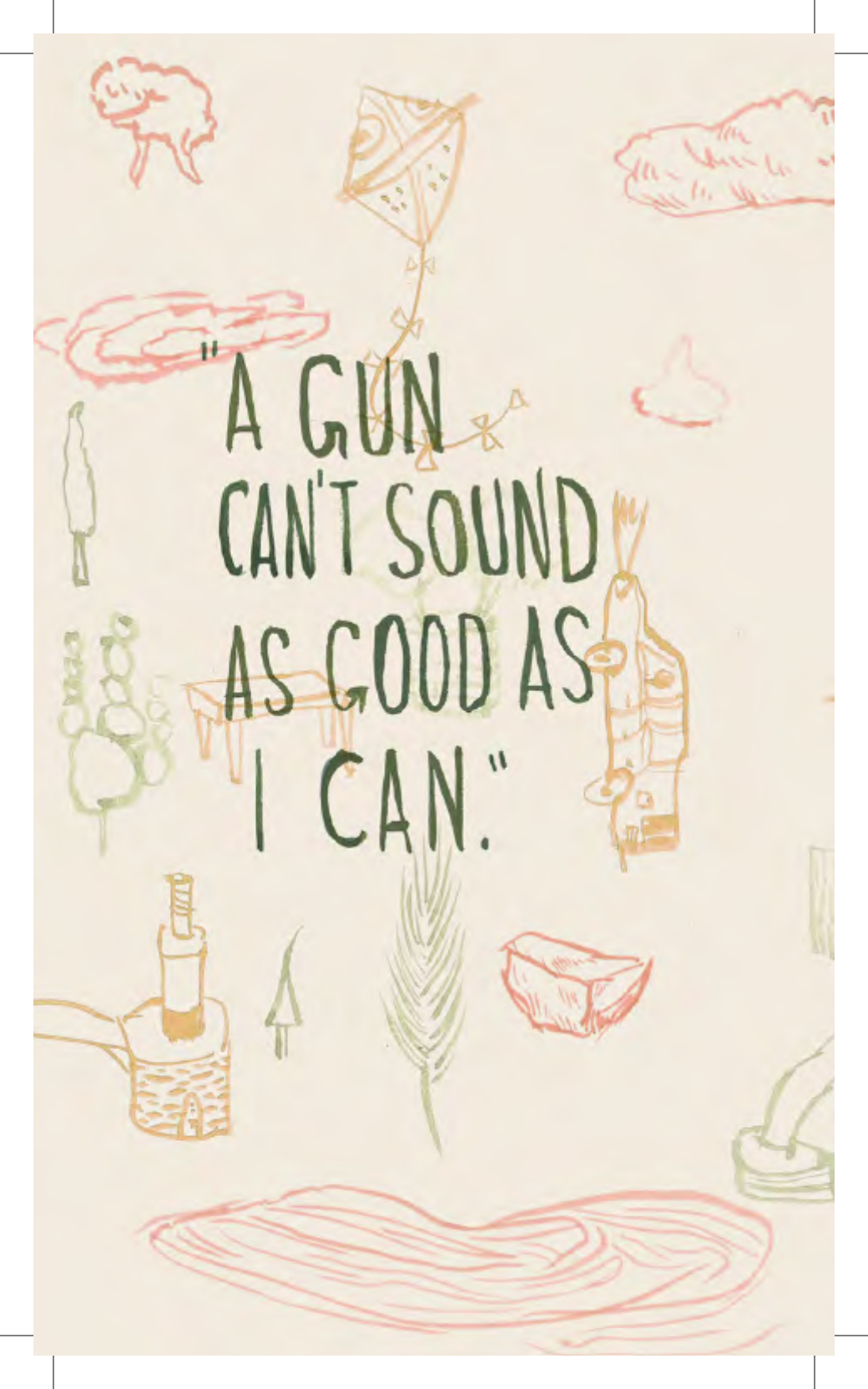
"I HAVE GOOD
CHEMISTRY.
CHILDREN
AND GUNS
DON'T."





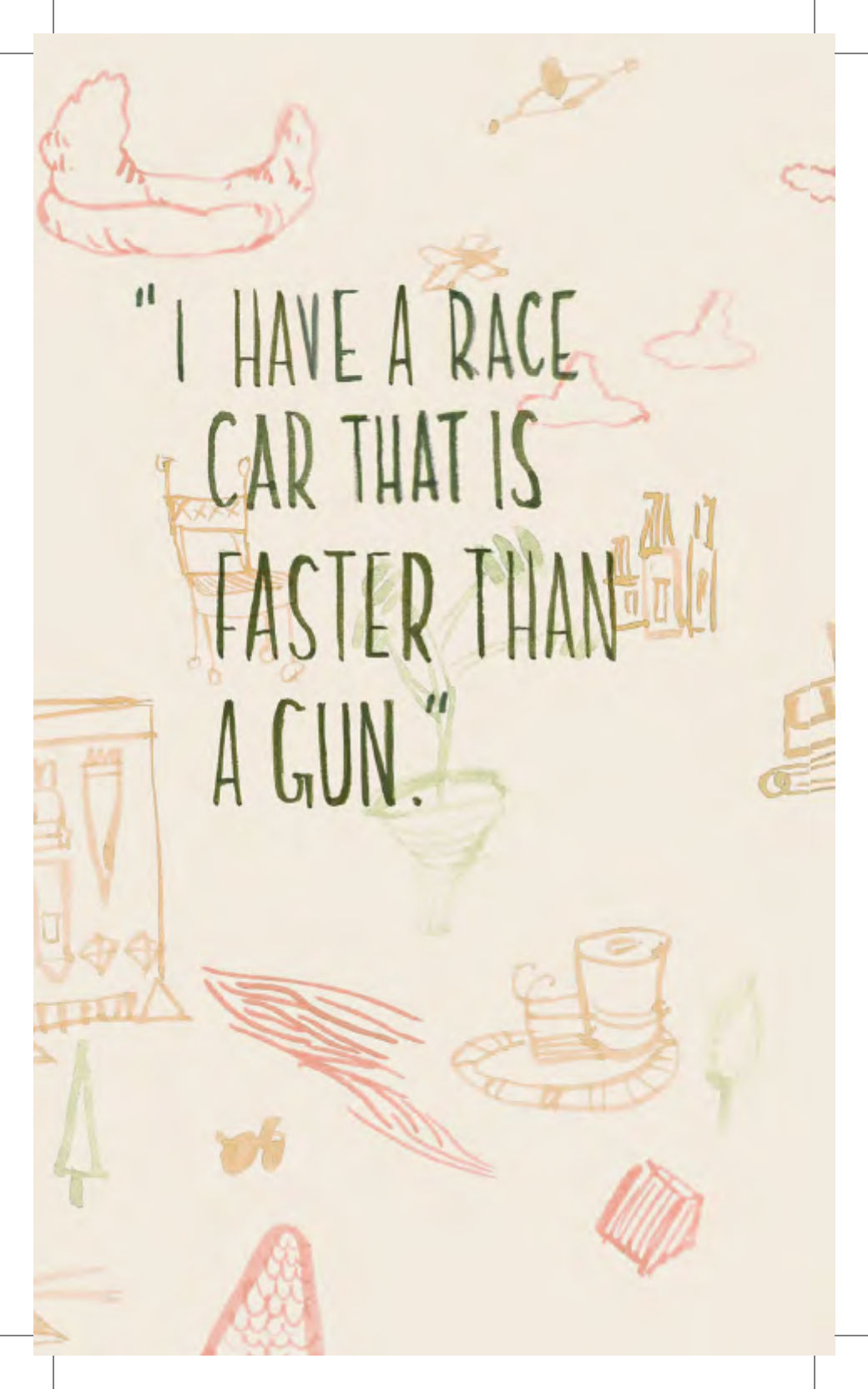
"ROAR!
GUNS ARE
TOO LOUD.
I LIKE TO
BE THE
LOUDEST."





"A GUN
CAN'T SOUND
AS GOOD AS
I CAN."





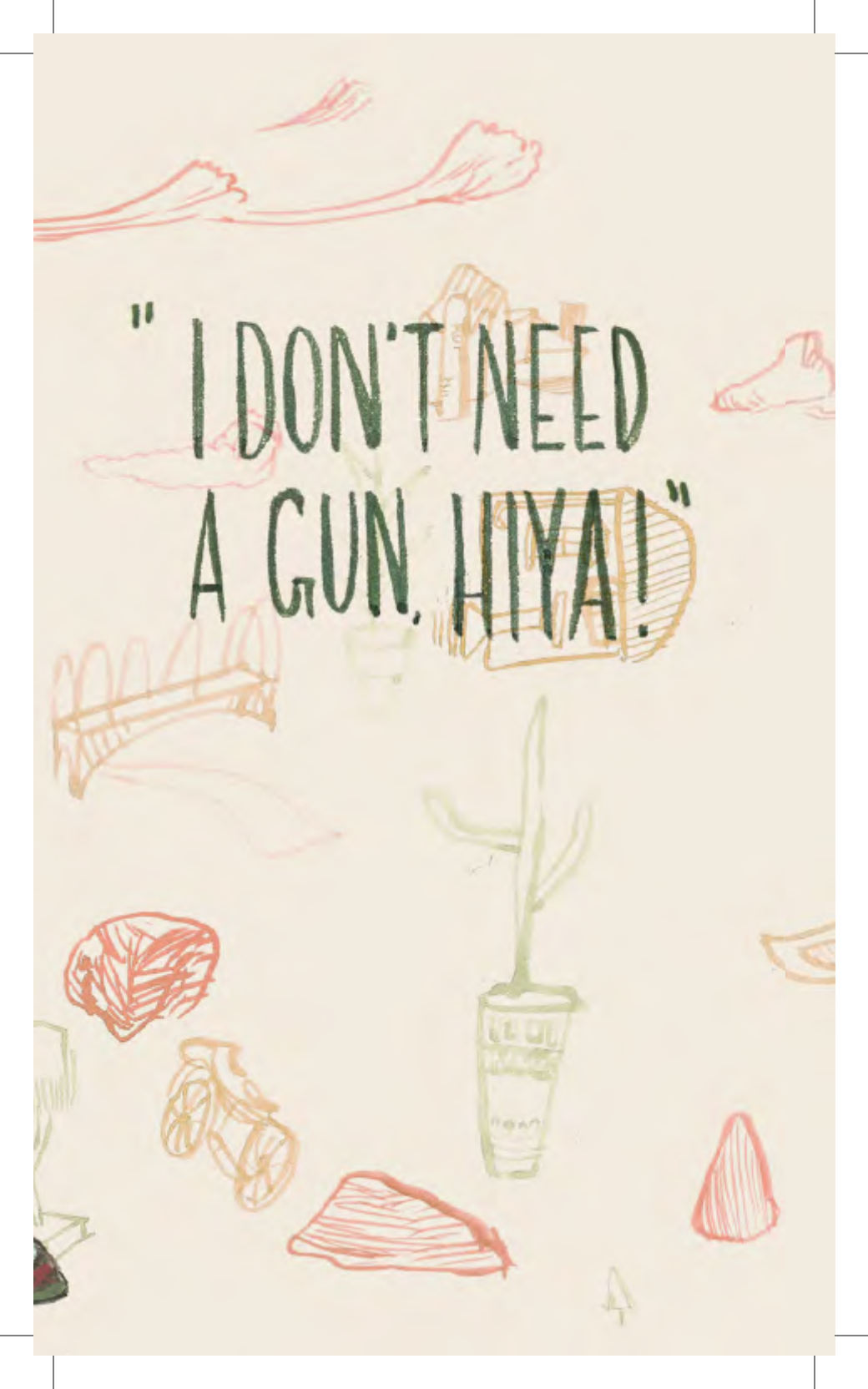
"I HAVE A RACE
CAR THAT IS
FASTER THAN
A GUN."





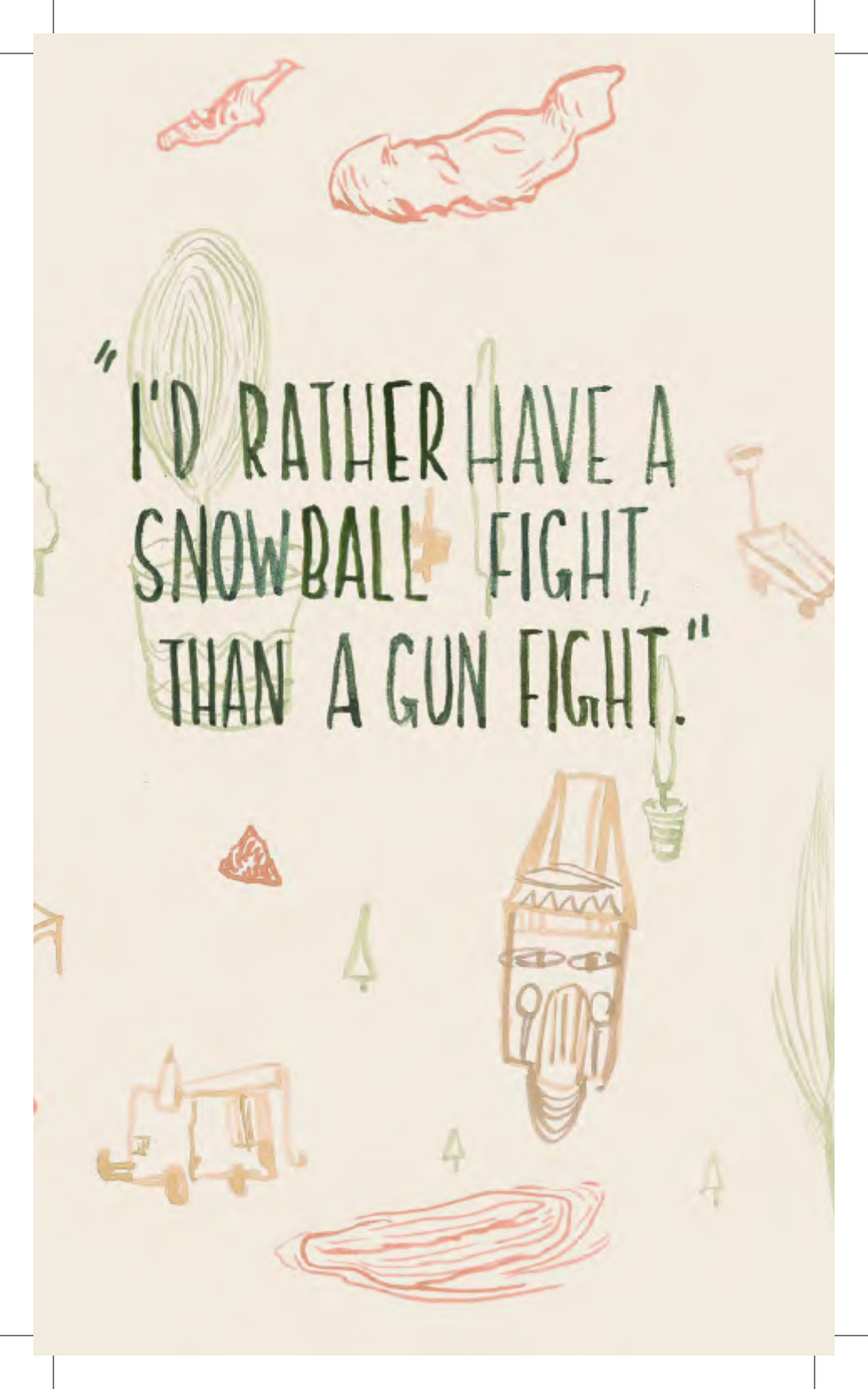
"GUNS BREAK
THINGS,
I BUILD THINGS."





"I DON'T NEED
A GUN, HIYA!"

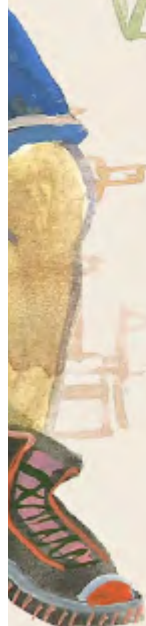
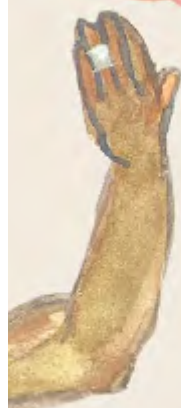




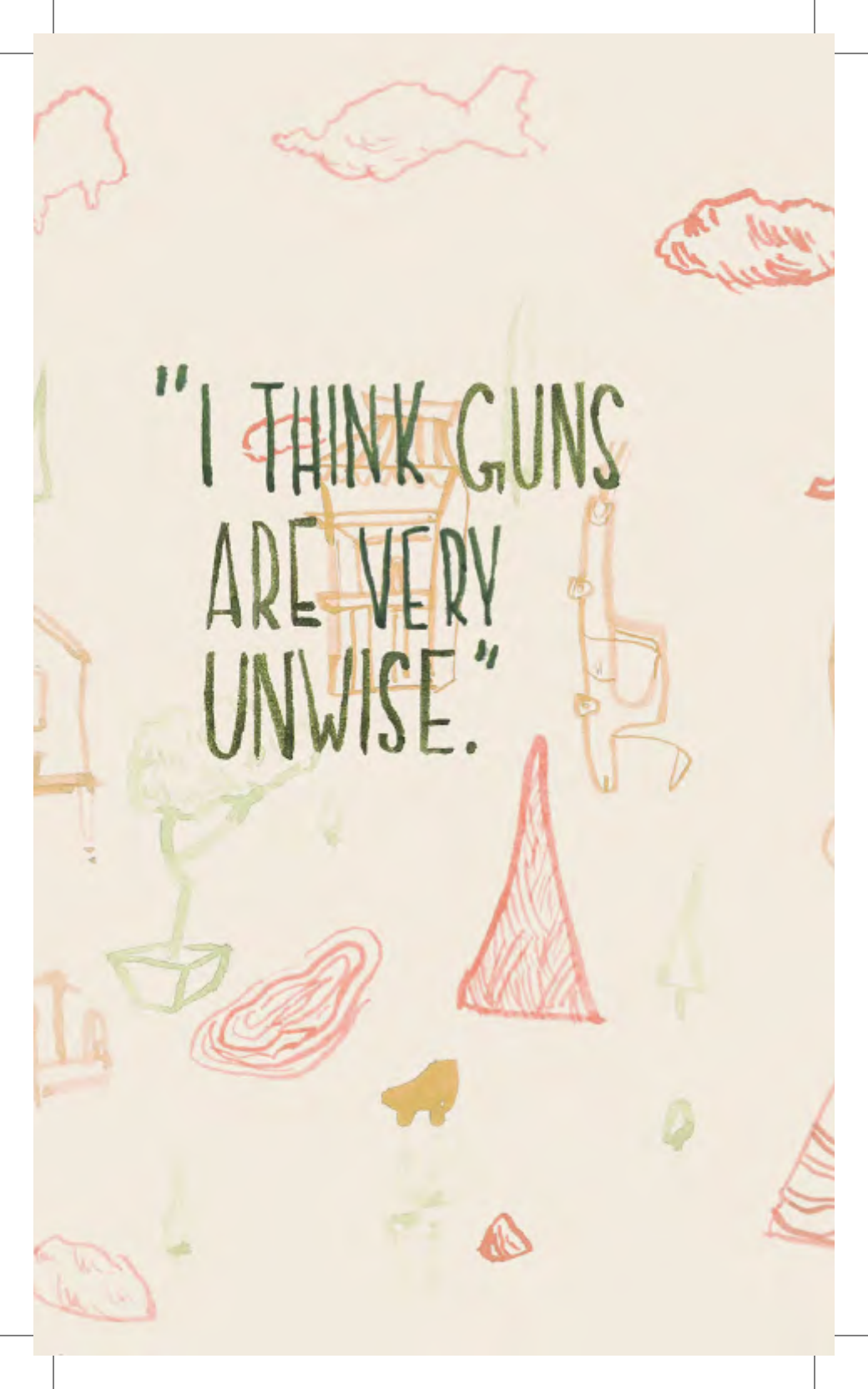
"I'D RATHER HAVE A
SNOWBALL FIGHT,
THAN A GUN FIGHT."



"I SHOOT HOOPS
NOT GUNS."







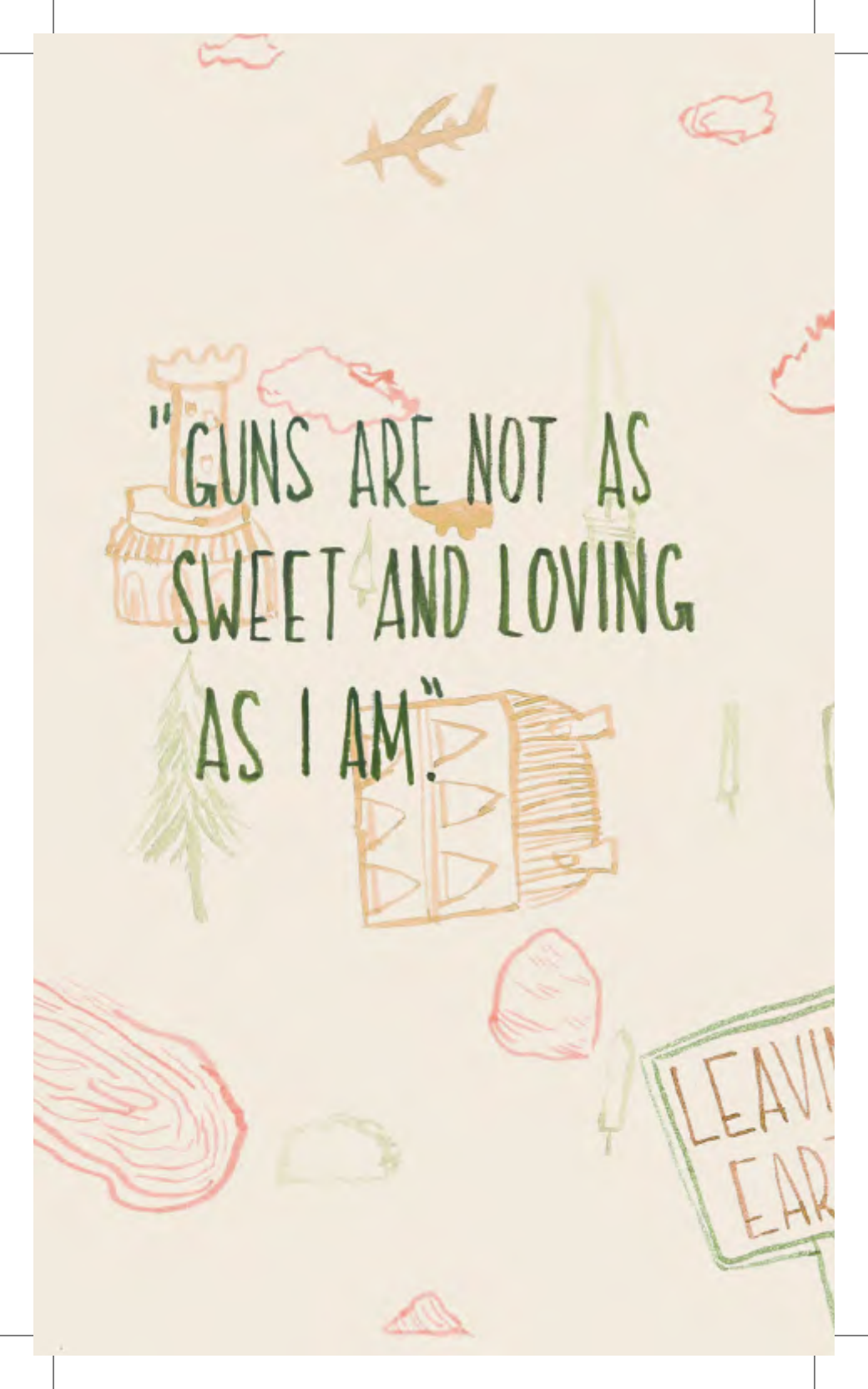
"I THINK GUNS
ARE VERY
UNWISE."



"GUNS DESTROY
BEAUTIFUL THINGS.
I CREATE THEM."







"GUNS ARE NOT AS
SWEET AND LOVING
AS I AM."


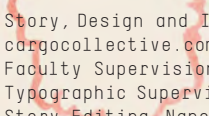
LEAVING
EAR



"SO I THINK GUNS ARE UNCOOL.

WHAT DO YOU THINK?"







Story, Design and Illustration: Kin Lok
cargocollective.com/kinlok
Faculty Supervision: David Tillinghast
Typographic Supervision: Vina Rostomyan
Story Editing: Nancy Greystone

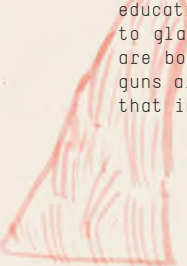
Nathan Cummings Foundation

The Uncool project was made possible through the generosity of the Nathan Cummings Foundation, which supports projects and organizations operating at the intersection of art and social justice. NCF is rooted in the Jewish tradition and committed to democratic values and social justice, including fairness, diversity, and community. The nonprofit family foundation seeks to build a socially and economically just society that values nature and protects the ecological balance for future generations; promotes humane health care; and fosters arts and culture that enriches underserved communities.



THE NATHAN
CUMMINGS
FOUNDATION

Uncool: A Designmatters Initiative



Students created this book as part of **Uncool: The Anti-Gun Violence Project**, a funded educational initiative led by Designmatters at Art Center College of Design. This 14-week studio, hosted by Art Center's Illustration department and its Chair, Ann Field, focused on the development of children's books as a vehicle for anti-gun messages. Led by faculty member David Tillinghast, and through consultation with guest experts working in child development and education, the class examined ways that young children are exposed to glamorized images of guns. Inundated with messages that guns are both fun and empowering, many children grow up feeling that guns are cool. The challenge of the class was to devise materials that inspire the opposite belief—that guns are actually **Uncool**.

