

REPETITION

Kinetic Typography from Spoken Word

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Phil Kaye's *Repetition* details the power of words and language through spoken word. Repetition leads to desensitization. The impact and meaning of these words lies within our usage of it - whether that be in using it too often or too little. We are the tamers of language, able to break or empower it. The decision is ours in how we learn to control it and its influence on us.

Harmony between simple, modernist elements and the hand-drawn offer insight into the underlying message being told. Their contrast reveals the power struggle between man and language outlined by Kaye.

My mother taught me this trick
If you repeat something over and over again
it loses its meaning
For example:
 Homework, homework, homework,
 homework, homework, homework,
 homework, homework, homework
See, nothing
Our lives, she said, is the same way.
You watch the sun set too often,
it just becomes 6 PM
You make the same mistake over and over;
you'll stop calling it a mistake
If you just
 wake up, wake up, wake up,
 wake up, wake up, wake up,
one day you'll forget why.

This became my favorite game
It made the sting of words evaporate.
 Separation, separation, separation;
see, nothing
 Apart, apart, apart;
see, nothing
I am an injured handyman now
I work with words all day
Shut up, I know the irony!
Soon after my parents' divorce,
I developed a stutter
Fate is a cruel and efficient tutor
There is no escape in stutter
You feel the meaning of every word drag itself
up your throat
 S-s-s-separation

I am not wasteful with my words anymore.
Even now after hundreds of hours of practicing
away my stutter,
I still feel the claw of meaning
in the bottom of my throat.
Listen to me,
I have heard that even in space;
You can hear the scratching of a
 I-I-I-I love you.

Repetition

Power

Rhythm

Echo

Language

Communication

Self - Preservation

Control

Domination

Symbolic

Meaning

Ownership

Impact

Toll

Coping Mechanism

Integrity

Desensitization

Voice

Dynamics

Relationships

Introspection

Mirror

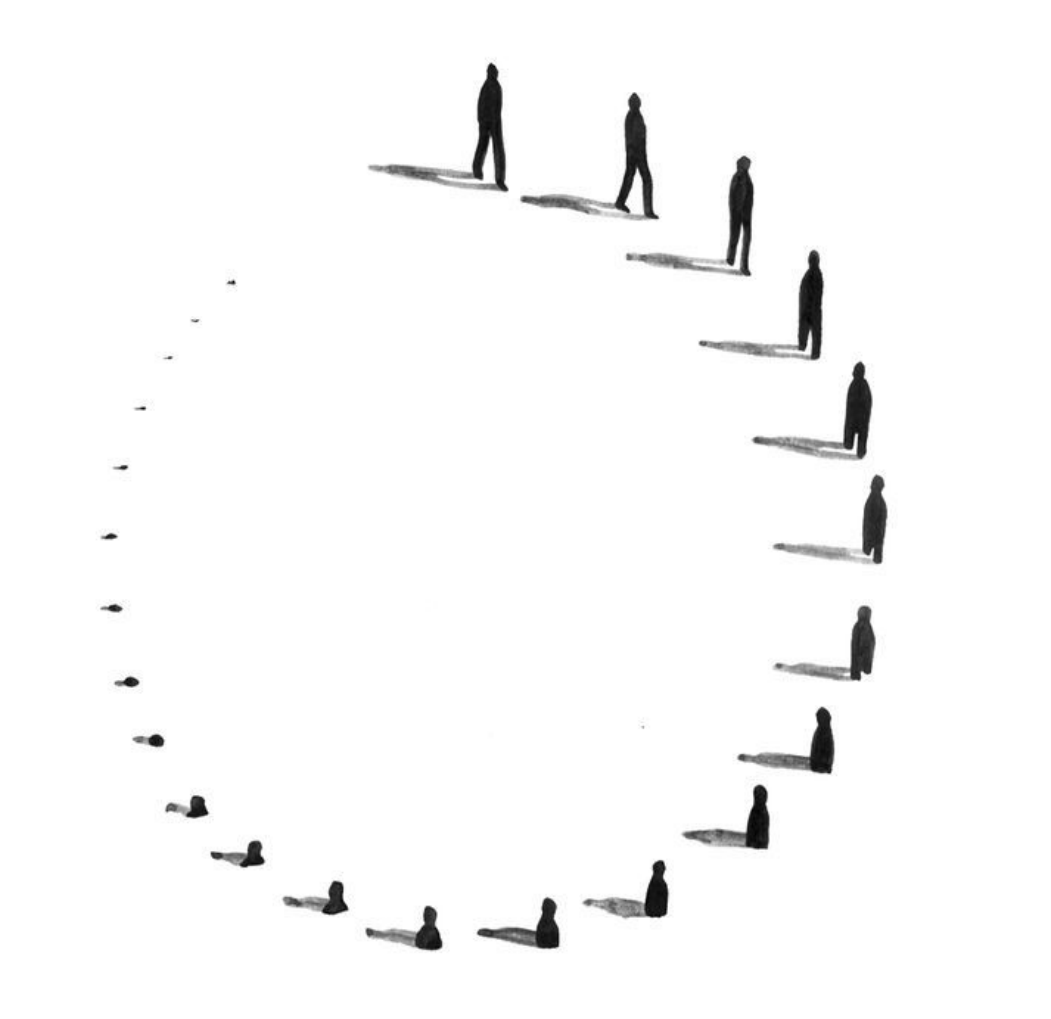
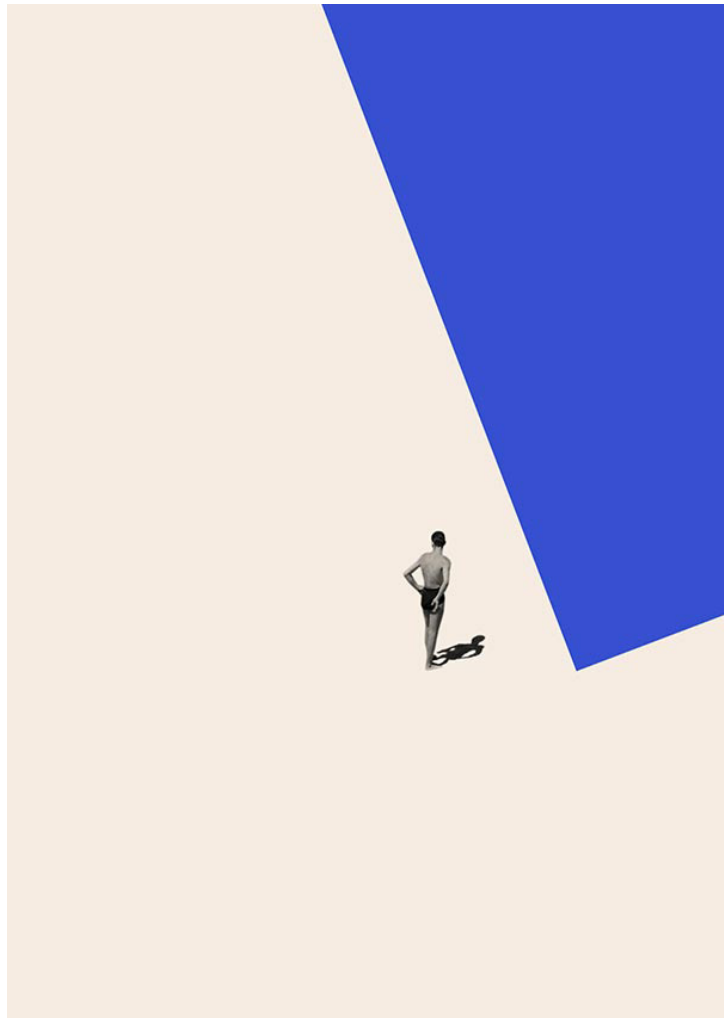
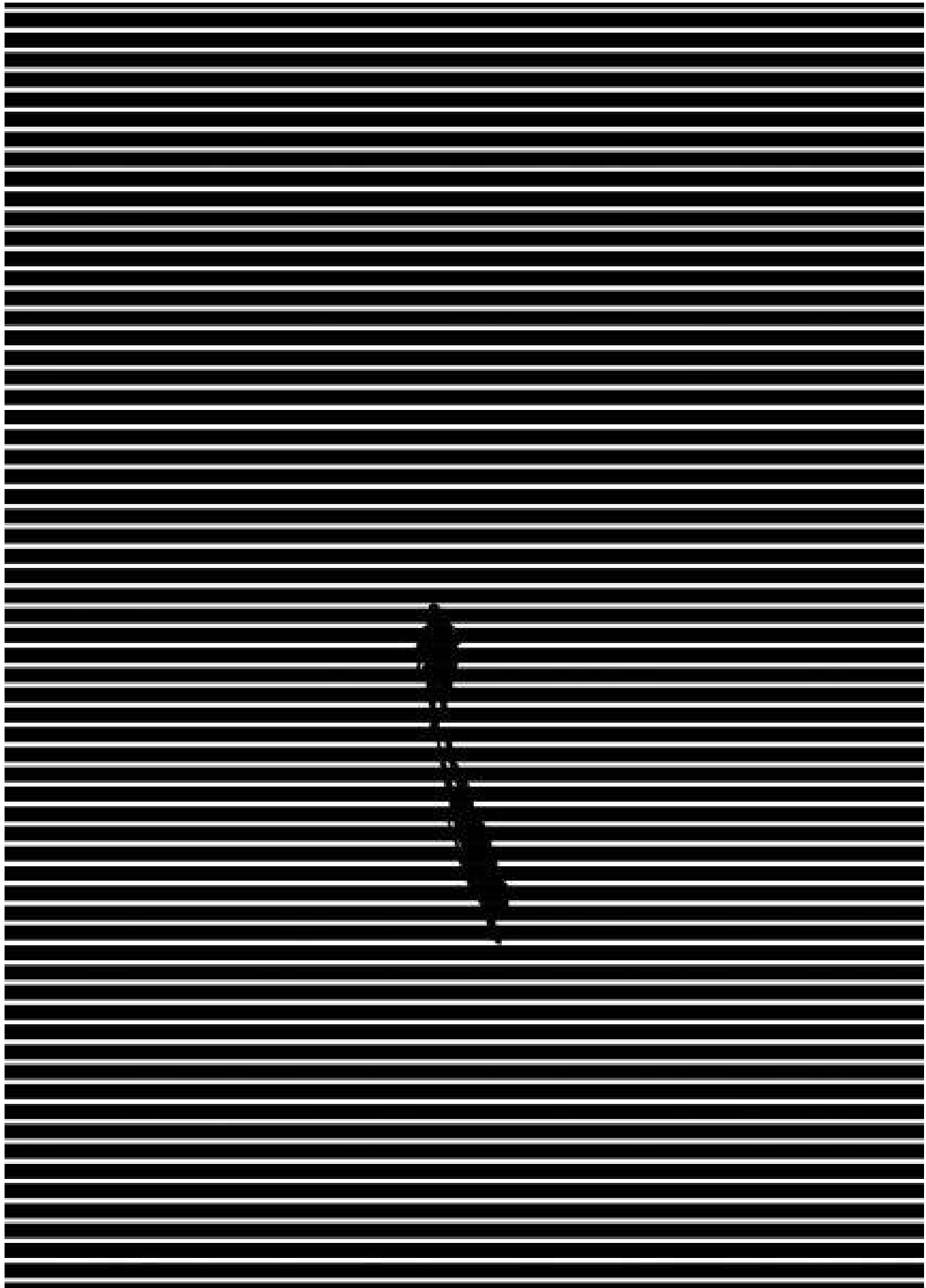
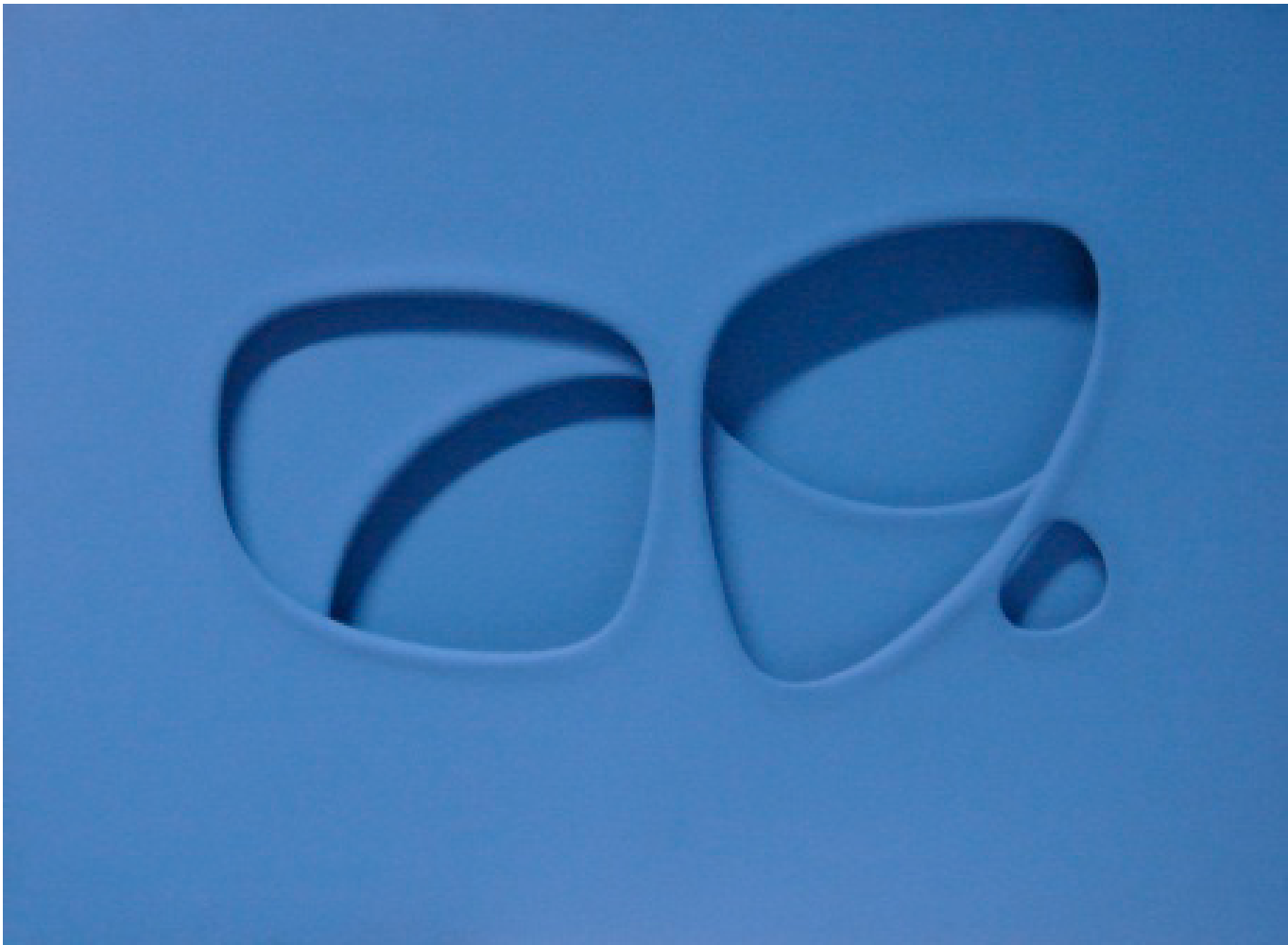
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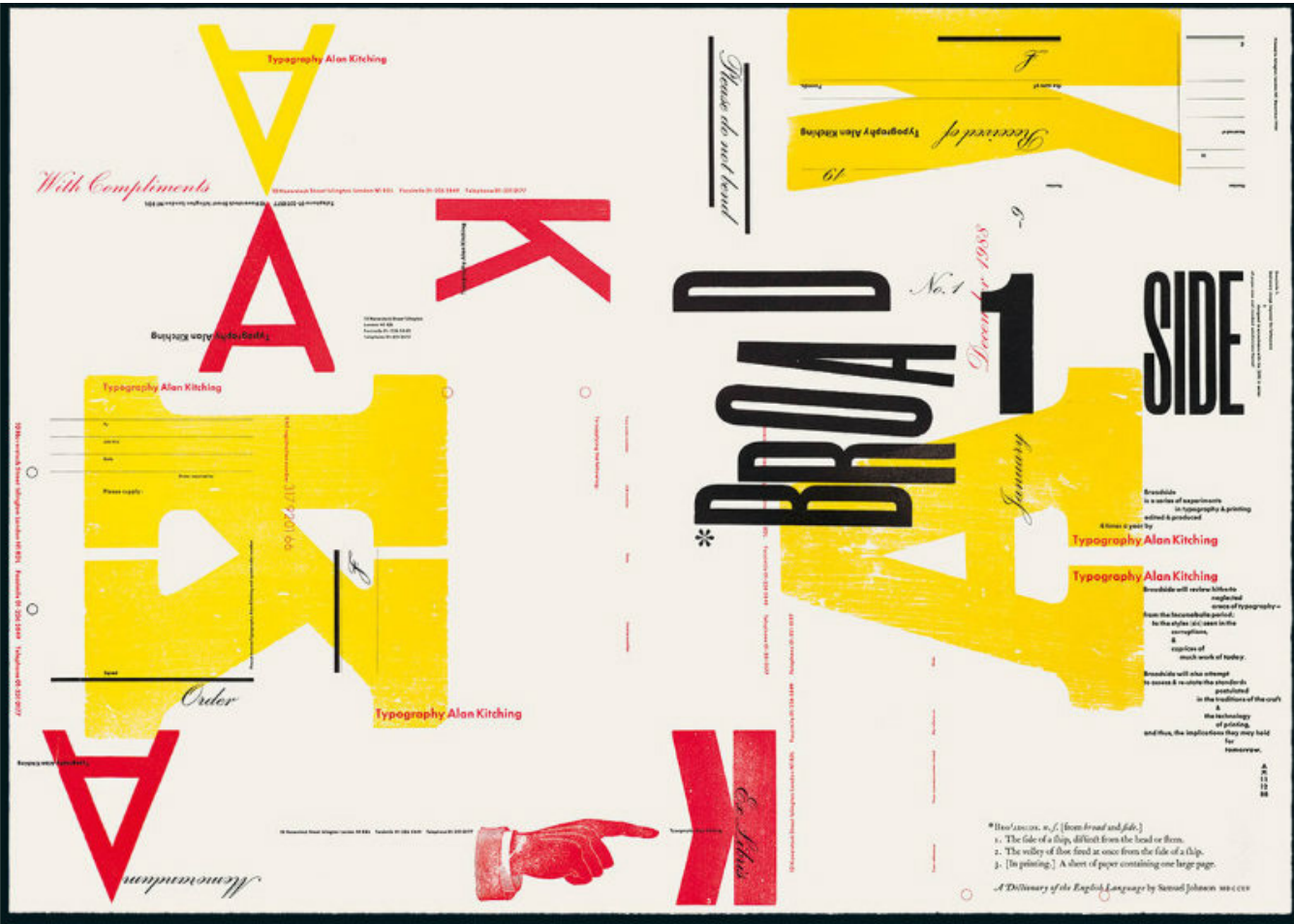
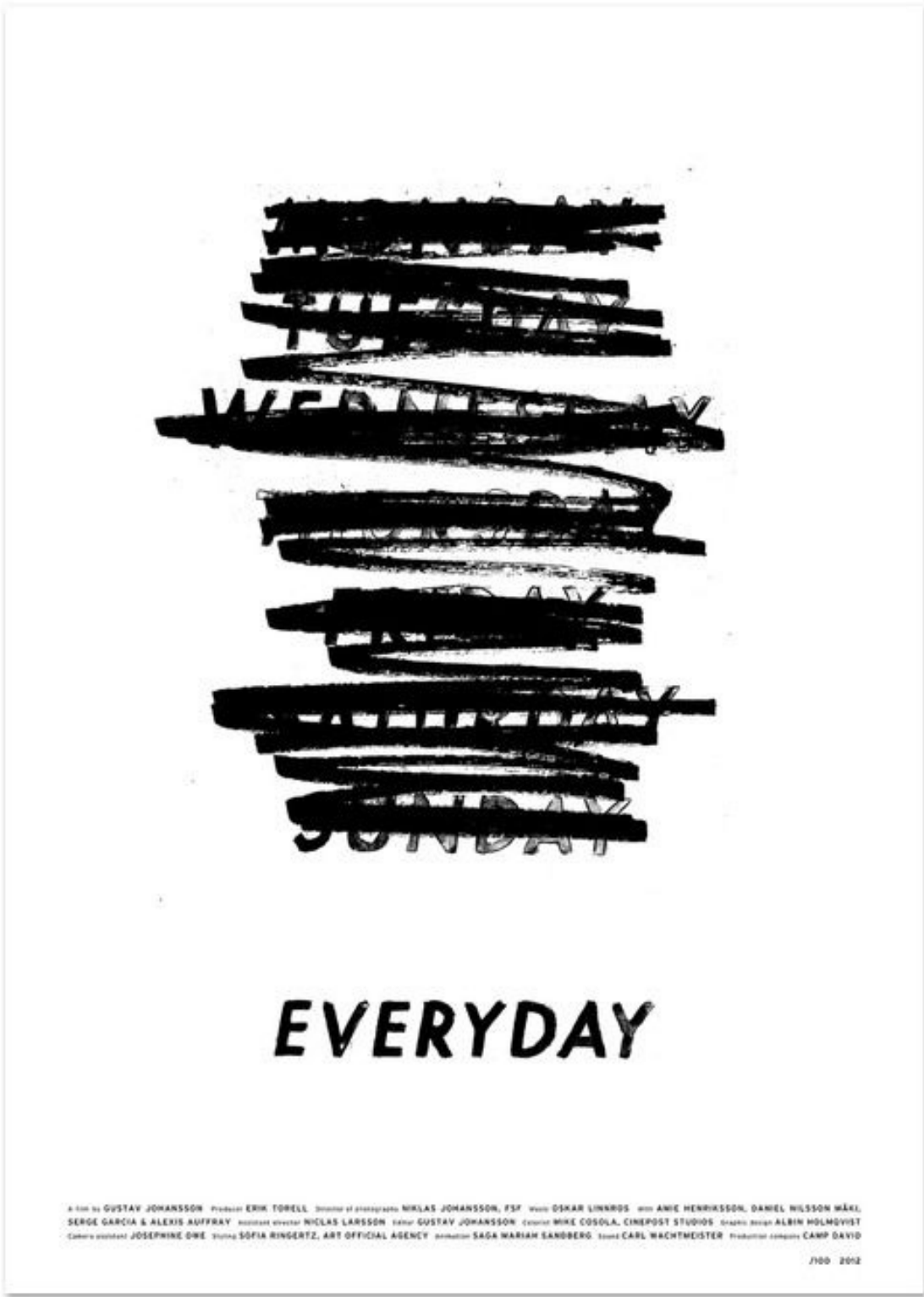
Choice

Storytelling

Careful

Reclamation





ACUMIN PRO

EXTRA LIGHT

abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()

BOLD

**abcdefghijklmnopqrstuvwxyz0123456789
!@#\$%^&*()**

BLACK

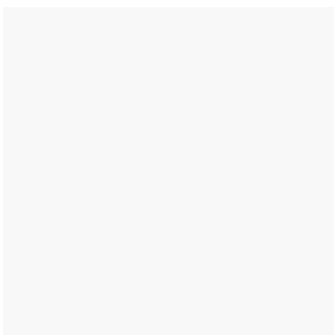
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CYMK: 99 - 76- 24 - 08



HEX #0A0A0A
R: 10 G: 10 B: 10
CYMK: 74 - 67 - 66 - 86



HEX #F8F8F8
R: 248 G: 248 B: 248
CYMK: 02 - 01 - 01 - 01