



# MARTY SUPREME

# ORIGIN:

- A single, physical Marty Supreme movie ticket found discarded in a Union Square tree pit.
- **Initial Observation:** This paper stub represents a "fading ritual" of tactile memory, transitioning from a proof of participation to urban waste.



# PRESENT:

- **Marketing Hierarchies:** Research into A24 and Nahmias revealed a shift where \$250 limited-edition jackets are replacing \$12 tickets as the primary markers of fandom.
- **Urban Ecology:** The discovery that tree pits act as "accidental archives," trapping cultural residue like branches and paper stubs through environmental forces like the Venturi effect.



## Reframing Statement:

"The movie ticket is no longer a simple piece of litter; it is a stratified artifact that reveals the tension between disposable memory and the wearable permanence of consumer status".

## The Shift:

Moving from studying the loss of the ticket to mocking the excess of the merchandise.



# REFRAME:

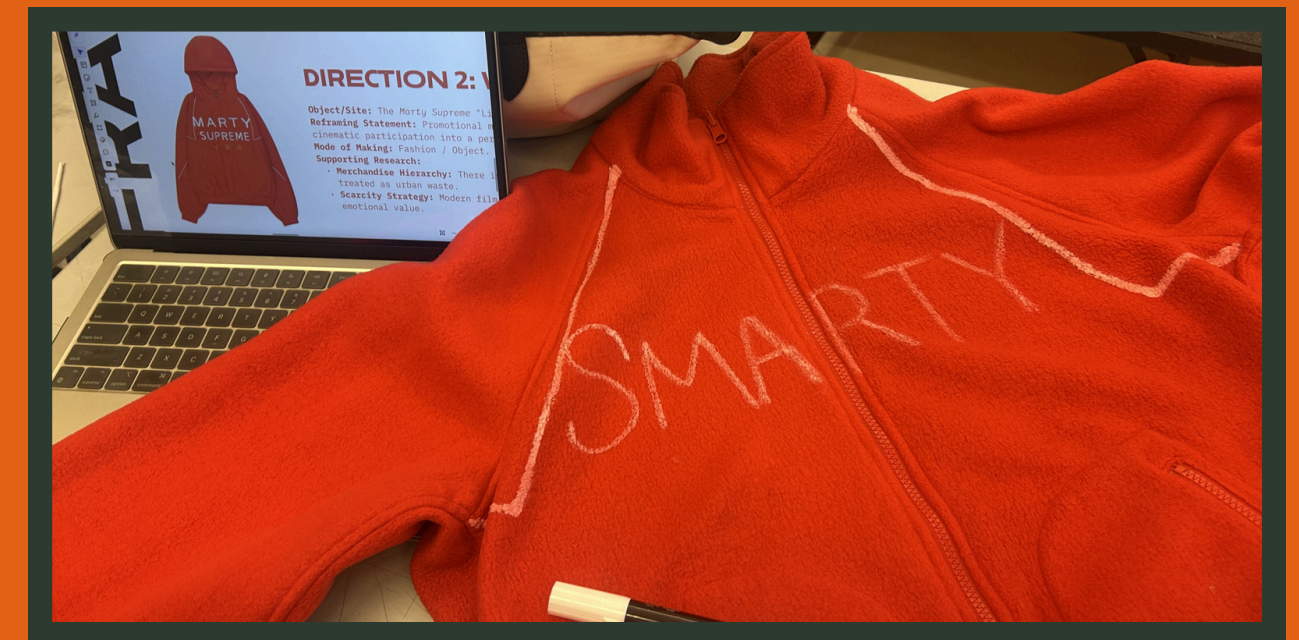
# ESCALATION:

## The Experiment:

Exploring "Ready-made" culture by removing everyday objects from their original context to trigger new narratives.

## Design Decision:

Choosing "Puffy Paint" to create the knockoff "Smarty Mupreme" branding. This material choice mimics the high-street aesthetic but uses "low-brow" craft materials to highlight the absurdity of promotional price tags.



# RESOLUTION:

## Final Work:

A puffy-painted, DIY jacket that functions as a "counter-artifact".

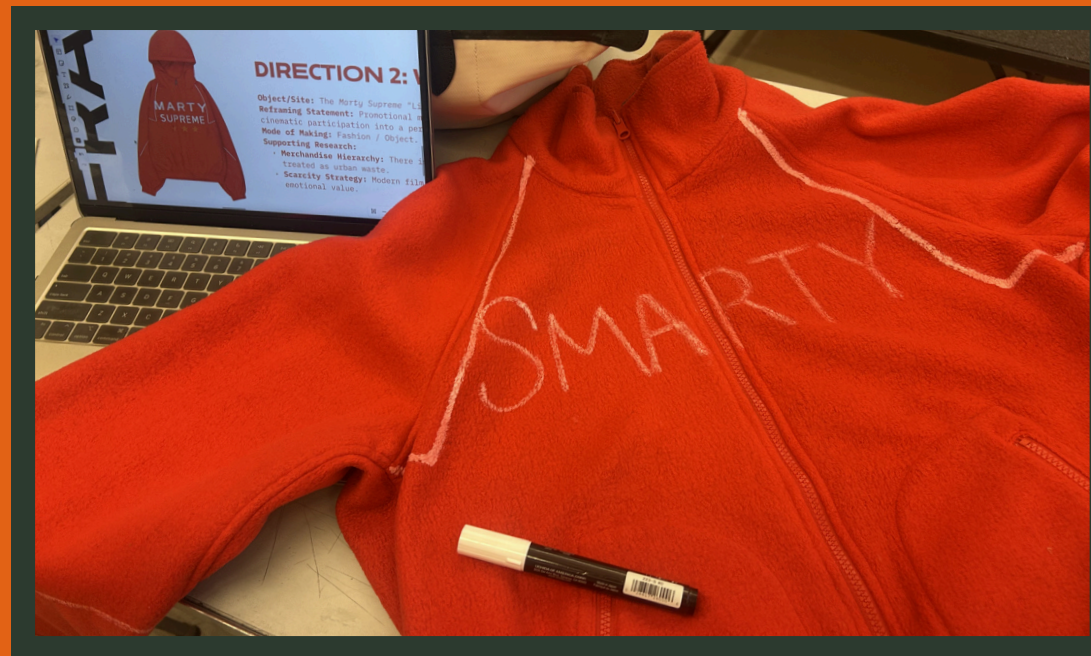
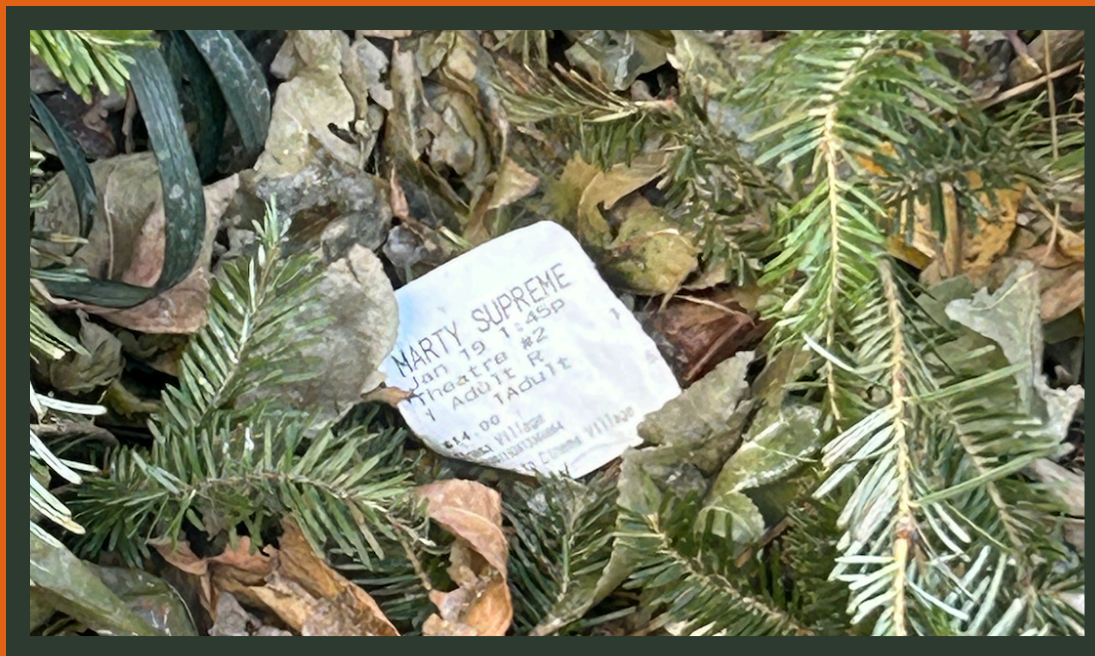
## Conceptual Embodiment:

It mocks the "scarcity strategy" of modern film promotion by creating a handmade version of a "coveted" status symbol, bridging the gap between the discarded \$12 ticket and the \$250 streetwear item.



# PRODUCTION REFLECTION:

During production, my focus shifted from the environmental decay of the ticket to the performative nature of the merchandise. I realized that the "Smarty Mupreme" jacket was a more potent way to critique how commercialization dictates our emotional attachment to objects. I intentionally left out the data mapping of urban wind patterns; while the physics of how a ticket reaches a tree pit is fascinating, it distracted from the core narrative of fashion as a "membership token".





# PROJECT 01

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Photos taken by Olive Giarratano (@olvastr.tif)  
Union Square, NYC.





# THANK YOU!

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