



Pictogram-me by Professor Ashley Booth and Associate Professor Linda Lien, Faculty of Fine Art, Music and Design, University of Bergen, Norway. Supported by The Norwegian Artistic Research Programme.

In Pictogram-me we aim to highlight the experiences of those who have a difficult daily life, a challenging existence. By the help of pictograms, we wish to contribute to increased reflection on life's complexity. The Pictogram-me project aims to experiment and investigate whether

pictograms, which are normally accepted as simple and not very flexible visual messages, can express more complex social messages. Pictogram-me is inspired by Isotype, a symbol system developed by Otto Neurath in the 1920's to explain and illustrate social and economic issues to the general public. Isotype is said to be the origin of modern pictograms. Neurath's vision was: Words divide, pictures unite. Isotypes visual representations of facts and statistics aimed to make information available to all, including illiterate and those with reading difficulties. Pictograms were used as a visual language to

democratize communication. In Pictogram-me we have cooperated with people with different challenges. The process has been experimental, involving bachelor students in visual communication, dancers, artists, anthropologists, philosophers and organizations like the Salvation Army, drug clinics and Megafon Street Magazine. The outcome is a growing collection of pictograms, together with physical and digital tools for communication and conversation. When words end, pictograms begin.

www.pictogram-me.com