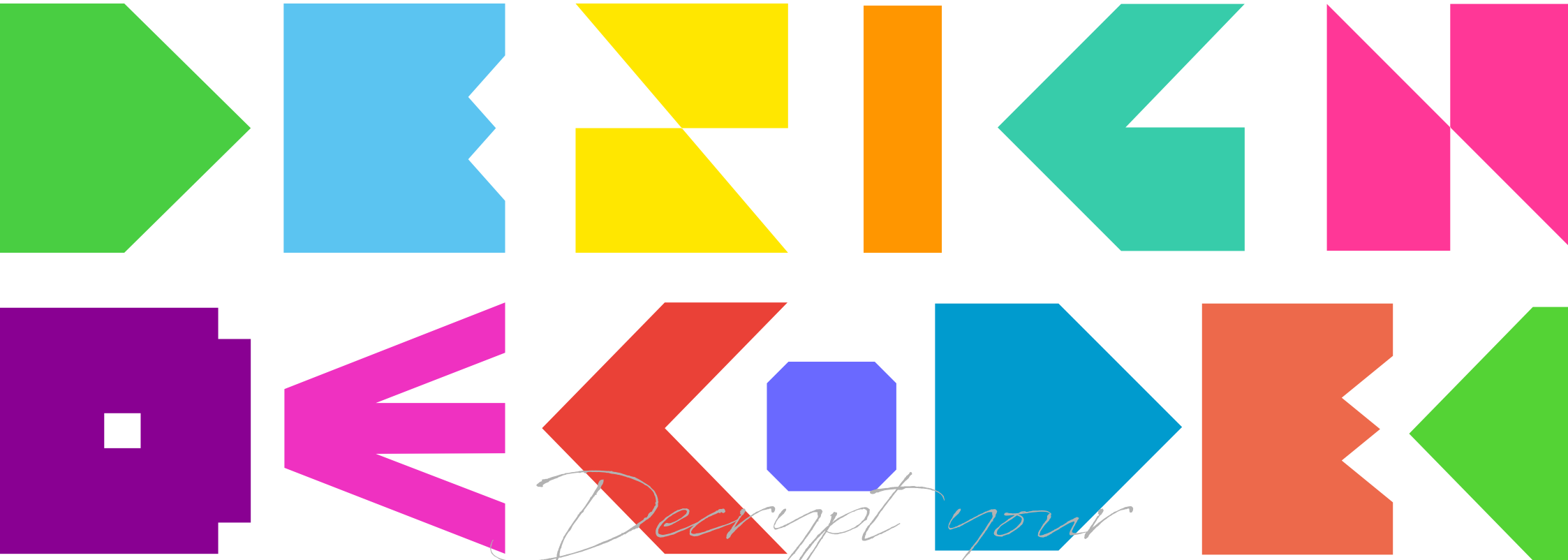


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*Decrypt your  
visual creativity*

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## Suzani Azmin

### Mind Blowing Coffee

This artwork is a digital illustration associated with visual communication and psychology. The artist connects the subject matter of coffee as a visual stimulus to implicit the meaning of mind stimulation. It is a conceptual art that manifests the mind stimulation towards drinking coffee. According to coffee & health.org, there is a research saying that caffeine in coffee is known to have stimulating properties on human cognitive function, including positive effects on alertness, concentration, learning, memory and also mood.

It can be described as taking coffee to stimulate, activate or enrich the mind. In relation to this artwork, the artist illustrates a cup of spilled coffee with an overflow effect as a metaphor to symbolize the mind stimulation. The artist describes it by using the word "Mind Blowing" which is set as a brand name of the coffee in this artwork. The letter "l" in the word "Mind" is stylized and

exaggerated to express the effects of stimulations. The splashy effects of coffee which overflows and explodes is made to show the cup of coffee is overloaded and to express how the mind reacts when it is full of thoughts. When this happens to a person with scater-brained, one of the ways to get a better focus is to consume coffee as a mind stimulation. Smudgy paint at the background is added to create a more dramatic effect to the subject matter.

The deep purple colour is used as a background to give a more intense feeling and commercial look that connects to the current trend. It is suggestive to have this illustration concept for advertising purposes and method to educate people in the cognitive area as implicit sense by using visual communications as a stimulus.



**SUZANI AZMIN**  
Mind Blowing Coffee

Digital Illustration  
29.7cm x 42cm



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