

01.

the idea

The first concept is a reference to the violent nature of obtaining the pigment: by crushing female cochineal bugs. I wanted to create a blend of blood splatter and power-like texture to convey the gruesomeness. The goal was to emulate the insects crushed to make pigment with carmine letting on top. I used different brush strokes to create a rough and textured look.

01.

concept ■



02.

the idea

For the second concept, I incorporated the persian word “qirmiz” which stands for “crimson” or “red”. It is one of many root origins that the word carmine derives from. I used a monochromatic color palette to imitate the many different shades of carmine. I wanted to go for a fun, playful look and adding a sticker effect made it pop out.

02.

concept



03.

the idea

The third concept was inspired by the cochineal insect harvested to attain the pigment. I wanted to create a ruby like jewel in alignment with the symbolism of status, power, and authority that the color carmine became over time. I thought that a brooch or pendent was perfect as it was previously used by people of status as an identifier in many ancient civilizations. My cochineal jewel embodies the core essence of the insect and its color but also its symbolic meaning and cultural influence over time.

03.

concept

