When we were asked to participate in this project, my first thought was of my grandfather who passed away a few years ago. He was a maths fanatic. I remembered his desk drawer where there were rulers, squares, callipers, protractors, pencils and a rubber. My grandfather and I would often play and draw circles and weird geometric figures. I did not follow my grandfather and become a mathematician. However, I have found there is a lot of maths in graphics, especially in vector design.

Mindful of the Renaissance notion that the golden ratio is ‘divine’ and the secret of true beauty, I wanted to check this out. I drew a logarithmic spiral and found that this beautiful shape is used to depict many beautiful things: hair curls, shells, etc. I flipped these elements and repeated them, noticing that the mirrored spiral created the shape of an idealised apple, which when rotated, became the ideal ass – I have used maths to depict ideal beauty, albeit a little obscene! Mathematical perfection becomes a perversion. The letters for the title are also based on this logarithmic spiral.