

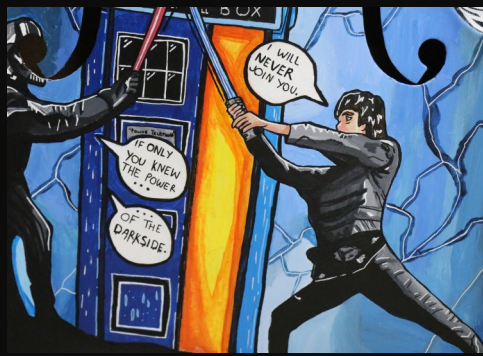
# *I Heard That You Reap What You Sow*

Mixed media (Acrylic paint and POSCA on wooden cello)

120cm x 40cm x 20cm

## **Artist Statement**

Identity is a tricky aspect of life to understand. It is intricately constructed from many different facets of the human experience, but that's not the problem. The problem is that we are simply incapable of deciding what these experiences make us. Traditionally, a key part of identity stems from the stimulation surrounding us. My major explores what it means to be a product of the world around you. The backside of my major depicts a boy – his bright nightgown clashing with the desperate position he is sitting in. A burning house is placed next to him, highlighting how he knows his home could be stripped from his possession at any given moment. Beyond the houses, two factory chimneys release clouds of smoke – a metaphor of the materialist/consumerist society we live in. Batman laughs at the viewer in the distance, establishing society's fear of what could happen if things went wrong.



## **Reflective Statement**

My work explores both personal and contemporary contexts and was inspired by modern-day artists who mainly choose to explore global issues which not only impact individuals, but impact collective societies as well. I personally enjoy how art can be used as a method which forces viewers to question their own personal ideologies. Tom Sachs' paintings and Banksy's murals allowed me to consider the topics of materialism/consumerism and the housing crisis. Ricardo Cavolo's paintings developed my understanding of how pop culture can be used to create both personal and contemporary meanings. I connected my major work to similar ideas by utilising the visual language of burning houses and factory chimneys, as well as several sci-fi figures.

## The Concept

The concept of my work was provided, as per the requirements of the assessment task. This concept was a question - WHAT AM I? I needed to find ways to visually respond to this question and also had to decide upon a focus drawn from this question (seen below).

## My Focus

For my major work, I chose to explore a certain focus. This focus considered what it means to be a product of the world around you, and how one can choose to ignore what is happening around them, or oppositely, support/take action with what is happening around them.

## Task Outline

### ART AS LENS

- ◇ For my work, it was required for me to apply a lens or a viewpoint to explore identity. Therefore, I decided to utilise a pop culture lens, which is displayed quite clearly through my piece.
- ◇ It was also vital that I explored how artists work with processes to create new ways of thinking, meaning and representations. I explored these aspects of creating art through the artists mentioned in my reflective statement above.
- ◇ One of the most significant learnings taken from researching artists was their use of visual language. It was a requirement for the task to make use of visual language in order to connect to a focus and concept.
- ◇ For my work, I had to experiment beforehand. I began by examining and considering portraiture, specifically self-portraiture. I then considered the idea of a place, utilising texture, restricted colour palettes and abstraction to do so. From this experimentation, I decided what I wanted to incorporate in my major work and how I wanted to create it on the whole (my major work being the cello). However, I decided upon a fresh slate for my major. I enjoyed the experimentation, but didn't think what I had learnt from it was right for what I was trying to achieve in my major.
- ◇ I also needed to consider how an audience might respond/react to my work, hence meaning I was required to understand and create purposeful ways of audience engagement. By making use of a pop culture lens, I allow audiences to develop individualised/personal connections to my piece, particularly because I incorporated well known pop culture figures. I also thought that it was important to leave my use of visual language open enough to encourage viewers to interpret my work how they see best fit.

# CELLO

- Might change idea for front.

FRONT.

Maybe fill with original characters?

UFO

Interest in space, the unknown. Stage setting?

love of music, Guitar player particularly live music

SIDES?

If time permits:

- potentially use quotes (i.e lyrics, novel excerpts)
- Checkerboard pattern
- Split into 2 halves

\* difficult to work with due to strange shape.

- one space/night sky
- one sky/day

# MAJOR

# SKETCHES



eyes along the neck ???  
relates to metaphorical portrait (kind of)

Friday the 13th Mask  
relates to birthday in an implicit way.  
marching band

fire on stage

could also potentially represent overpopulation

House on fire

more people, the less room for the natural world???

person sitting in house

Currently there is a housing crisis. People are losing their homes, living in cars, and finding it difficult to actually live.

HA HA HA HA HA HA HA HA HA HA  
- Batman who laughs represents the fear we all have of becoming the worst versions of ourselves, and what would happen if things went wrong. (Batman who laughs)  
reference (Batman)

BACK.

factory chimney

- chimneys represents pollution and over construction of materialistic objects which overtake the human mind/humanity.

Fear will eat you alive

By working on a cello as a surface, I have the ability to consider both a personal and contemporary context. The ultimate idea of the task was to explore identity – a visual response to the question ‘what am I?’. On the front of the cello, the comic-resembling style reflects upon me as a person and what I enjoy. The back of the cello takes on a more universal meaning, exploring issues which I think are important and need to be addressed in society.

As mentioned previously, I have been heavily inspired by several other artists, particularly those who choose to delve deeper into the importance of visual language. These artists are Banksy, Tom Sachs and Ricardo Cavolo as well as the further influences of several comic book artists.

