

Changemakers; building your personal Brand Sustainable employment
(ADAA5001)

Assessment 1 exhibition evaluation

Saba Humayun



I was thrilled to see my work has been exhibited in the exhibition from 30- 23 April in Denevor building and had a good respond from people who came to see the work of each student has done which creates a networking event to recognise the work and effort from the students. The Panoply exhibition has a big impact in my life because I visited Punjab after 12 years my Punjab my hometown and I was so behind of the culture and tradition as we don't get much stuff in the Uk like clothes, tradition food, and met my family as I haven't seen them from very long time. I got to discover different places and cities which was very nostalgic to see and memories my childhood.

I was really lost but I made it!

I spent about 3 weeks in Punjab and I went to the city where I born where I spent my childhood then where I was studying where I used to go and spend time with my family buy shopping eat the street food, I had documented each moment but I was lost as the street was not familiar to me people where changed but one thing that was still there is poverty I see poor people begging

for food to feed their family. Not much jobs for youngster, the traffic is all over the food and still no restrictions and all in see dozens of motorbikes every bike.

Whether is older or young person everyone riding a motor bike the cities are full of pollution and I was sick and lost.



In addition to that one thing out of that is the taste of the food is still the same the street food and saviour food is that best some people have a wheel cart and load different stuff such as, traditional food, vegetable, fruit, fresh drinks, juices and many other stuffs and that is not expensive compare to other groceries shops but people still do bargain and ask for very low price of stuff. People on wheel cart they are very hard-working people and loyal to the customers and sale fresh stuff to the people.

They live in poverty but happy with their life and when I was taking their photographs, they were friendly and overwhelmed and giving smile and were happy to share their story.

Each person has a story, and I was really astonished to talk to them and communicate with them in their language as Punjabi as I don't speak much and that really connect me well.





Here is another image I got is donkey cart that is loader cart where people load the stuff and take it where it needs to go, and it also used as wheel cart, and they take that everywhere and sale their stuff. Mostly poor family have that which is used as their family can make money out of it to survive.



However, documenting the Punjab for the exhibition it really helps me to recreate the whole childhood memories and captures each moment I spent there as when I was a child, I couldn't capture that because that time there was not much technology and had no money to buy any camera.

I am very glad this time that I got a chance to showcase my work through the exhibition for people to who visited and see our work so they can see the culture and tradition in Punjab and made people curious to visit punjab.

The defination of me exhibition

Each image talks to itself, each image has a meaning, each images tell something, each images have a question, each images makes sense to each other,

I was lost in my hometown!

What about you?



Here is my artist research who document about their hometown and those who went to their town after long time.

I found few artists from the morning call, website capturing a feeling, hometown art speaks to nostalgia adventure and beauty.

Jacqueline Lewis

jacqueline-m-lewis.pixels.com

Jacqueline Lewis never intended to photograph local images. A decade ago, when she began to market and sell images she had taken internationally, people began to ask her if she had any local pictures. So, the lifelong Lehigh Valley resident decided to take a 'staycation' and tour the Valley with her camera in hand.

“she thought, ‘Why don’t she just travel the Valley and see what it is?’ she knew the sights and that’s what she decided to do,” Lewis recalls. “She heavily concentrated in a snowstorm that closed down the turnpike and local roads. She went to the Colonial Industrial Quarter in Bethlehem and she got some wonderful images there that were very successful. she continued and did quite a few in Allentown, with a

concentration downtown. And then when she marketed my work, she didn't say 'local'. She said 'local and international images'."

In the years since, Lewis has done over 50 local shows and exhibits. The former marketing and communications professional has concentrated heavily on connecting with the public, and wants people to feel like they're part of her work. Whether it's an exhibit with the Lehigh Valley Arts Council (where she's a member) or selling her postcards at visitor's centers to help market the area, Lewis thrives on visibility and the public's ability to recognize places they've seen in her work.

"They become part of what they're looking at – they buy it because they're comfortable with it and like it. These are the kinds of pictures that people hang in their homes or their offices," she explains. "I've been very successful with Bethlehem Steel photos and with photos I've taken of (Allentown's) West Park. In most cases, it's what drew me to the picture. People will see my work and tell me, 'It's a beautiful picture.' And I say, 'It's a beautiful scene and I just tried to capture it the best I could'."

Unlike other photographers, Lewis will rarely take multiple photos at the same location. Though she's been in circumstances where she's caught herself waiting hours for the right light and shadows, she relies on her natural instinct to get the shot she wants no matter where she is in the world. Currently shooting in Portugal as of press time, Lewis expects to have a local exhibit of her shots of Venice sometime in early 2019.

"She was very grateful for the (artistic) eye and very blessed. She tries to exercise that with respect to what she was looking at," says Lewis.

"I love to talk with people and find out what they like and what they relate to in my photographs, whether that's in the Valley or someplace overseas. That's my whole point."

Katy Ells

prettypatinaphotography.com

What do you see when you look at an abandoned structure? Many of us simply see the passing of time and the decay of something that was once beautiful. But photographer Katy Ells sees what's beneath the rust, dust, and cracks to reveal the stories these places still have to tell. A self-described "old soul attracted to all things antique and vintage," Ells was introduced to the "beautiful world of forgotten places" in 2015.

"Once I was bitten with the 'urbex' bug, I developed an eye for rickety houses on the side of the road overgrown with foliage, or other decaying structures. The historic

story behind each location is a huge draw for me, as well. I always want to know how things came to be. My background is in film and TV production, and I feel my cinematographer's eye helps frame each still image with the hopes of having the photo tell a story."

The New Jersey resident heard about SteelStacks from friends who had attended concerts there, and the opportunity to shoot the stacks presented itself to her when she was a vendor at the 2017 Allentown ArtsFest (where she will be returning this year with HandMade Art Studios from Sept. 28-30). She takes countless photos at each derelict site she visits, and her favorite part of the process is studying her collection of raw shots and narrowing down her top choices, then editing them to be grittier, with rustic balance and pops of color. Her next hopeful Valley photoshoot location is the former Lehigh Valley Dairy building on MacArthur Road, which is in an advanced state of decay and may be up for sale soon.

"It's a stunning Art Deco building and just so happens to be from one of my favorite historic eras. I want to document the location before any construction or demolition begins. This is a very time sensitive hobby and I've missed photo opportunities by days because of demolitions," Ells explains. "I get location ideas from other websites in addition to customers and friends, so I'm not reinventing the wheel – I'm just showing it from a different point of view."

Jaded Bliss at Domaci Home

jaded-bliss.com/domacihome.com

Typography is the visual art of creating written words, and the internet and social media helped its popularity explode in a thousand different directions. Just how popular has it become over the years? A quick search of "typography art" on Etsy yields more than 175,000 results. Artists now have an unlimited amount of fonts to pick from, but choosing the best font for a project is a matter of being versed in the basic rules of typography and having an artistic eye.

Warren Clark, one of the co-owners of Southside Bethlehem's Domaci Home eclectic furnishings shop, asked his friend Courtney Klecka – who owns her own business, Jaded Bliss – to create Bethlehem-inspired typography art that could be sold in the store and online. The result was several pieces that call on all of the city's most popular attractions and events.

"Courtney has been creating typography art for a number of years now, and we knew that we wanted some of her pieces in the shop early on. We collaborated with her on the design, providing preferred colors and suggestions for place names, local attractions, and logos, symbols and graphics to include," says Clark. "We certainly do see an increase in the sales of these pieces during summer events, as well as during the holidays."

Domaci Home also offers other Bethlehem mementos that are popular with locals, including a locally-made Bethlehem Coordinates pillow.

“There’s certainly a sense of nostalgia with these items, along with a sense of hometown pride,” Clark notes. “Bethlehem has a lot to be proud of. We’re a vibrant city that celebrates the arts and which has a great appreciation for its history. For those who have moved away, and are putting these items in homes in other cities and states, it’s always great to have a little reminder of where you came from.”