

VISUAL DIARY SITE SPECIFIC EXHIBITION

Student – Adam Ellis

Lecturer Joe Coleman

To begin we were placed into our groups and mine consisted of three others. As soon as we found out which location we were doing I was already happy as this is the one I put my proposal in for. This being St. Mary's Church. After that we were asked to go to the mac suite and gain accesses to Chat GPT were we asked it to construct a layout of a week by week strategy. While we did that I thought to myself we could leap right forward here as I decided to directly call the church. After the long anticipation of the ringing phone, when I got through I spoke to a man named Justin who was the local reverend. I explained to him a very basic proposal as this was indeed early days. And to be honest I was shocked at how on board he was straight away for example he invited us to visit the next day so we could explain more to him.

The prompt given to ChatGPT

13:36



We would like to request over the next 8 weeks permission to set up a site-specific exhibition in St. Mary's Church, this will include a setup of work and to invite people here to view our work (Week 8, 25th – 29th of November opening night/day). We of course will remain respectful and professional in this process. We will be coming in frequently over this time period to plan and setup and will at all times keep you in the loop and provide constant updates to any ideas brought forward. This of course is a part of our university under graduate degree and will be graded, one of the things we must complete is the exhibition being open for a minimum of 24 hours. Any help is of course welcome towards our project as we look forward to working with you and learning about this amazing building.

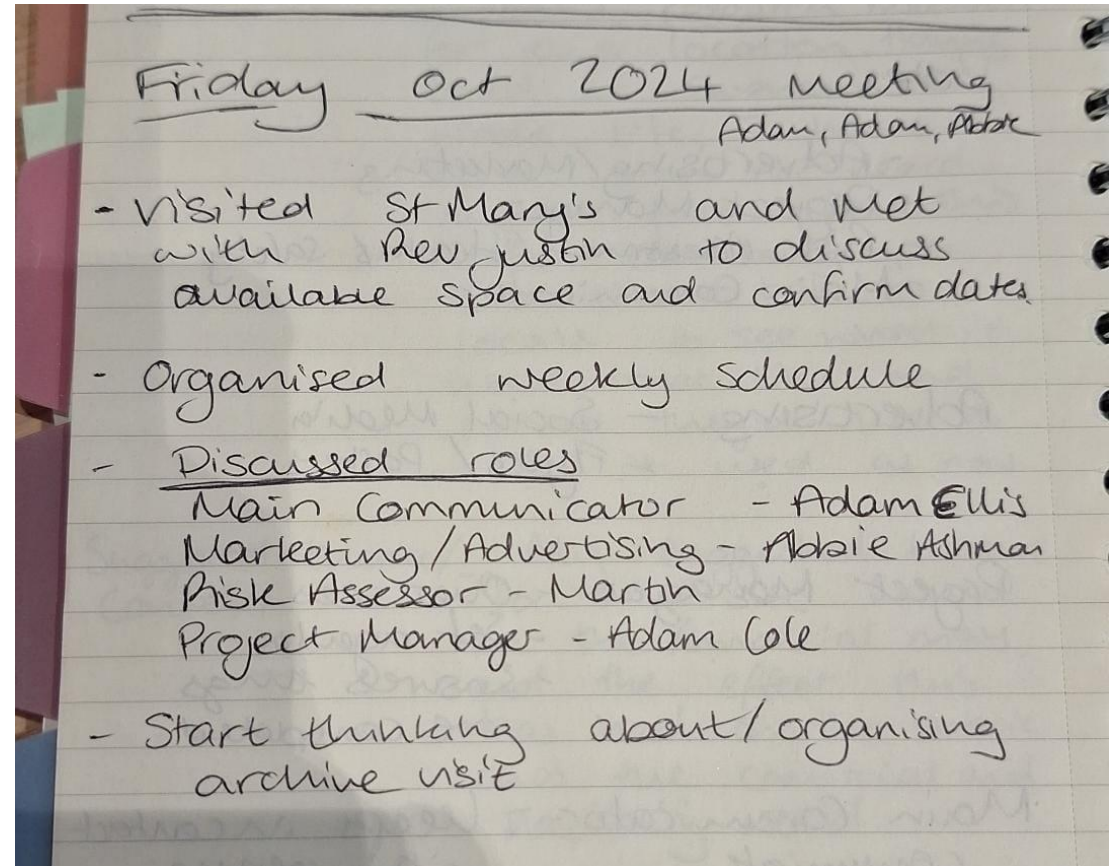


After speaking with the reverend I know knew that I was so wrong as to everything I thought about this church. It is swimming in history and context, so another word it was starting to come together.

After visiting the church we had official got and booked the venue, the current reverend was incredibly enthusiastic to the whole situation.

Then we decided to call a meeting and discuss our roles and jobs.

Main Communicator – Adam Ellis
Marketing/Advertising -Abbie Ashman
Risk Assessor – Martin Dykstra
Project Manager – Adam Cole



Due to ill health I sadly missed the previous opportunity to go to the Swansea archives, so as group we decide to go back but this time we had a subject in mind. We emailed in advance and give or take a few hours we had a date and time. We arrived at the archives, and were met with a pleasant surprise books after books of the history of the church.

After reading every given thing about it only one real thing jumped out. The legend of the Swansea Devil or old Nick. So who is this mystery man? It is a carving of a laughing devil almost like a gargoyle. His origins and carver are unknown all that is known that he is a Ayr loom found and given a slightly more menacing story. When the church was first made, old Nick was placed in the building opposite the church where an even more menacing statement was given. When you church is rubble and in flames my devil will still there laughing. So what did this mean? Nothing until the second World War where Swansea was hit by the blitz and quite high percentage of the marina area was levelled including the church. But guess who was left standing without a scratch on him? Old Nick, so was he right? Or just a fluke?

Weekly Task

What is the difference between a site-specific exhibition and a wall mounted exhibition?

In this essay I plan on explaining the difference between a site-specific exhibition and a traditional wall mounted exhibition, I will do this by comparing different venues and people's opinions combined with my own. Site-Specific Exhibition "As a site-specific work of art is designed for a specific location, if removed from that location it loses all or a substantial part of its meaning. The term site-specific is often used in relation to [installation](#) art, as in site-specific installation; and [land art](#) is site-specific almost by definition." Tate museum (2020) Tate Museum [online] available at [Site-specific | Tate](#) date accessed [17th of October 2024].

This is a brief rundown on basically what it is, for example this exhibited piece shown below. Can only work in Paris as that sized pyramid only exists there and furthermore the clever optical illusion can only be achieved from that vantage point. If you were to move the artwork for example to the pyramid in Egypt it would not work as the images and ratio in sizing has been specifically scaled to the pyramid in Paris, also the artwork would not be able to be seen in its true glory as the angle works only for those buildings' height. A physical and technical consideration, is the scale and exact, position. This place was chosen because the image printed on the floor wouldn't not work at ground level because it would be flat and confusing, same concept for if it was a higher angle it throws the whole scale and positioning out of balance. Leading to the work being ruined.





Another famous site specific in more recent times is the Port Talbot mural by Banks. As this mural was created in response to the closing of the steel works, and from which sparked a raise in concern to the closing of the steel works. "Fits perfectly with Port Talbot...steel works town is frequently covered in ash." CNN Style (2018) Gareth Thomas [online] available at [Banksy confirms he's behind new mural in Port Talbot, Wales | CNN](#) date accessed [17th of October 2024] In recent times the mural has been sold and moved etc. But bearing the that in mind it has lost its site-specific quality as it was based in Port Talbot. It could be argued that I'm wrong as this mural can be relocated to anywhere with pollution or ash for example a war zone as the same sort of message will come across, it is still as child playing in ash thinking it is snow.



- Wall Mounted Exhibition

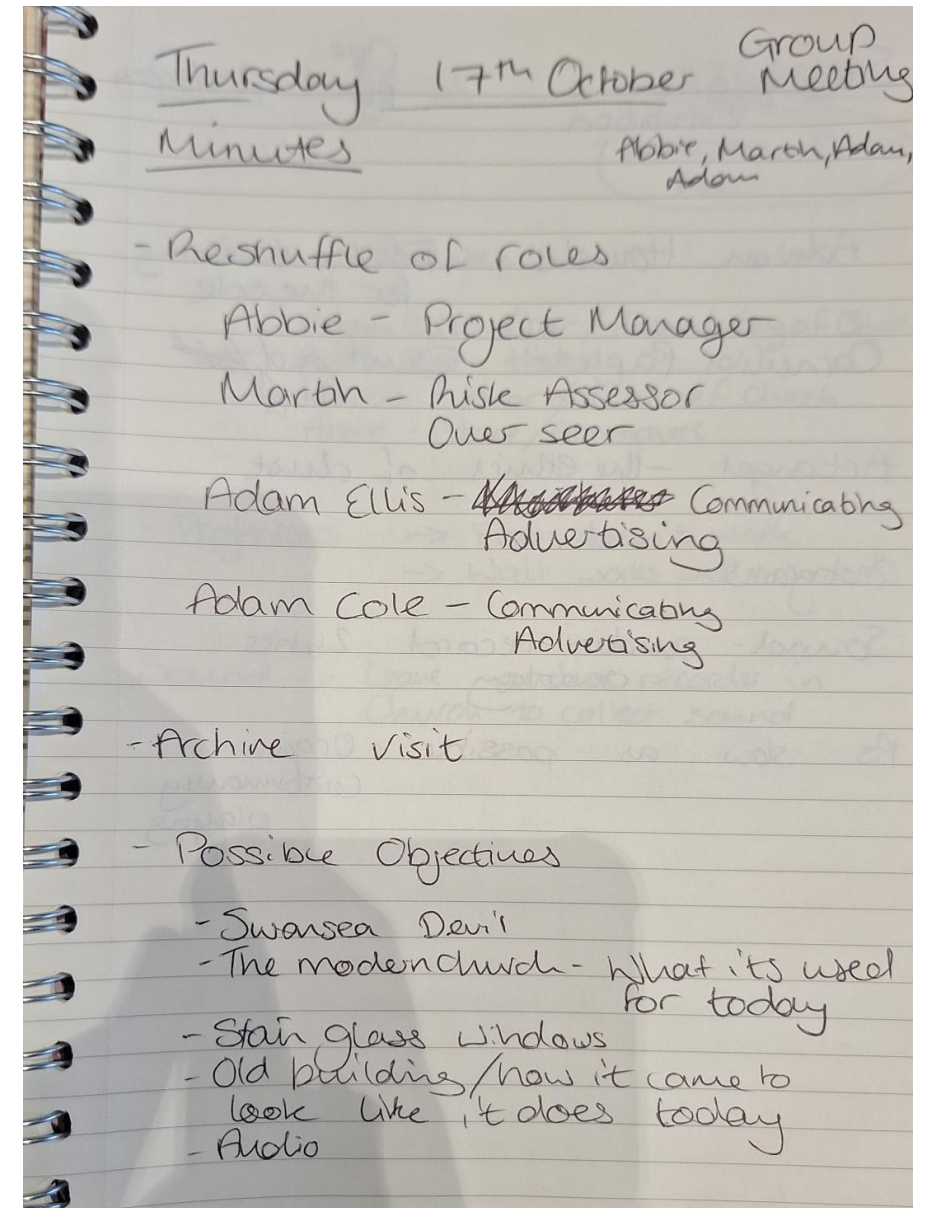
Moving on to the wall mounted variant, the explanation for the work is far more open and debateable. As there does not have to be a set theme for the location or in general, as it in my opinion is more based around the environment and studio space to complement the work.

As seen in the images you could have a series of corresponding artworks on a standard grey or white etc. Wall. As they work together as the frames are similar same for the artworks within. But realistically they could be hung anywhere as they are in all due respect generic work that works in most environments whether it's a museum or your bedroom. As all they require is a wall on bear minim with a sturdy nail in it.

Gabriele Steighorst work is mainly wax sculptures, and while they are not categorised as site specific as they work anywhere, they could be argued that they are. Because, wax's weakness is heat so you could display them in a scorching hot day in the middle of town as they would melt. So, they must be kept in the correct conditions to prevent melting or any kind of damage. Keep all that in mind it could now be said that her sculptures are in fact site specific exhibited pieces.

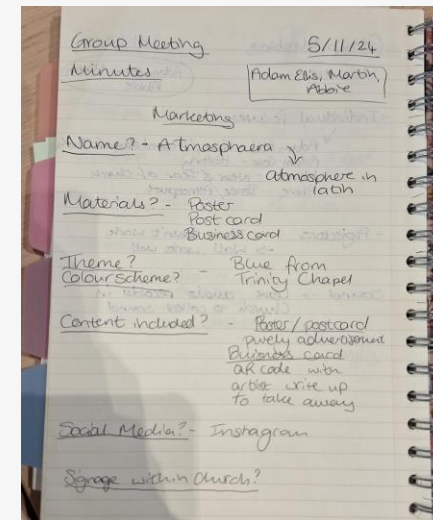
In conclusion and overall, all opinion, the difference in my personal opinion is debatable as one hand says yes, a site specific is special to that location and as a rule cannot be moved. But it can also be argued it can be moved, as I mentioned in regard to Banksy's Port Talbot mural. On the other hand, non-site-specific work is to me down to whether it can be moved and still work or has to stay in certain locations as spoken about with Gabriele Steighorst. So i believe it is subjective to the environment no the location

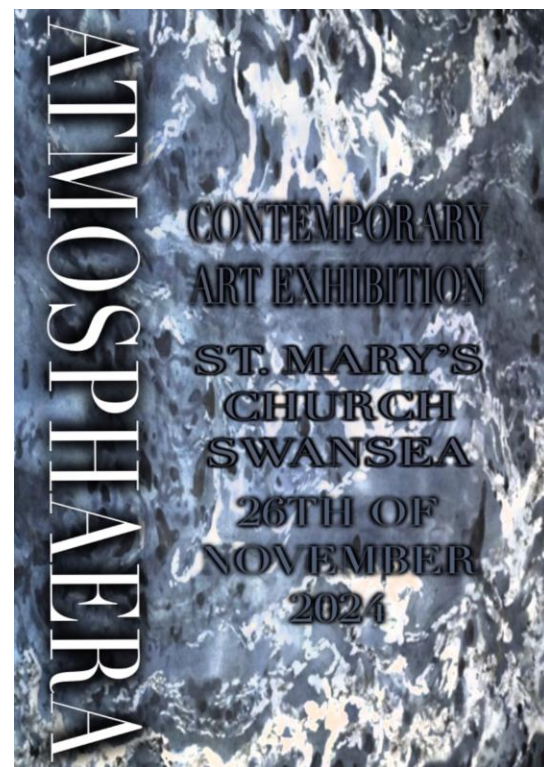
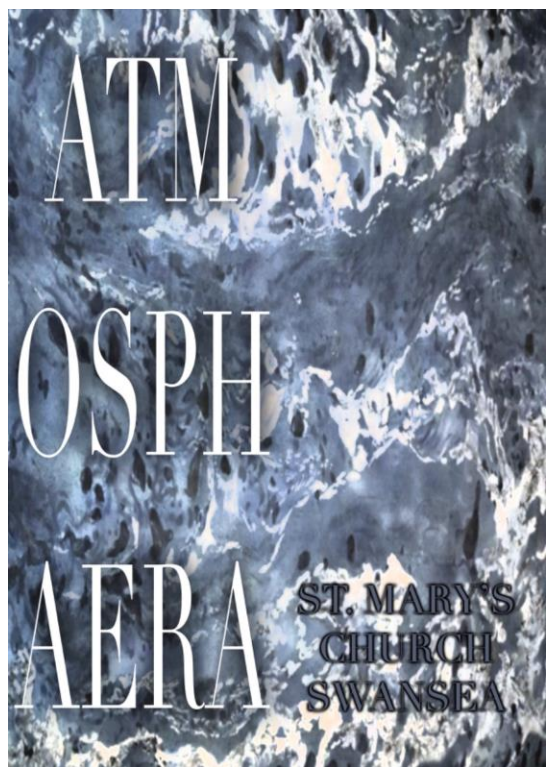
So now I had an idea as to what I wanted to create, my immediate first response was too semi re-create how old Nick once was perched in the rafters of the quadrant. So imagine a A0 print of the Swansea Devil placed in the corner of the entrance of the church so you may not notice him at first but then on your way out you would. So I began to search for where is old Nick these days. Turns out he only across the road in the Swansea museum, so called them and asked where exactly is he, and turns out they had placed him on a plinth looking down on us. I asked would it be a possibility that I book a time to bring him down to photograph and sadly the answer was no as he was too delicate. Which is fair enough given it's age.



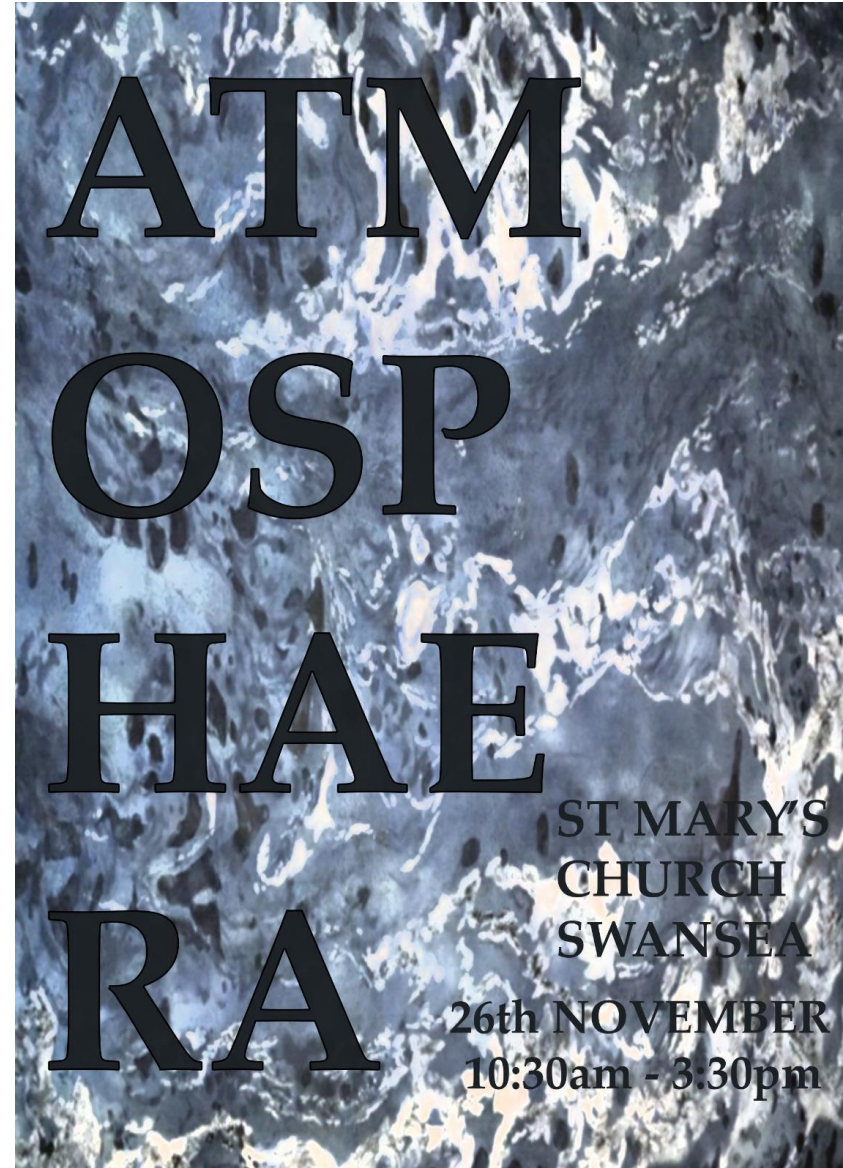
Sadly after a week of consistent ringing and emailing I got nowhere, plus in reflection back maybe a gigantic print of a devil in the churches rafters may raise an eye brow or two. So back to the drawing board.

As the newly elected head of advertising I now had the task of poster and hands outs etc. Immediately I was thinking of using a colour pallet based in the church. So I choose to use the mural in the back of the church representing the holy trinity. Keeping these key colours in mind I began experimenting and speaking with lectures for advice and opinions





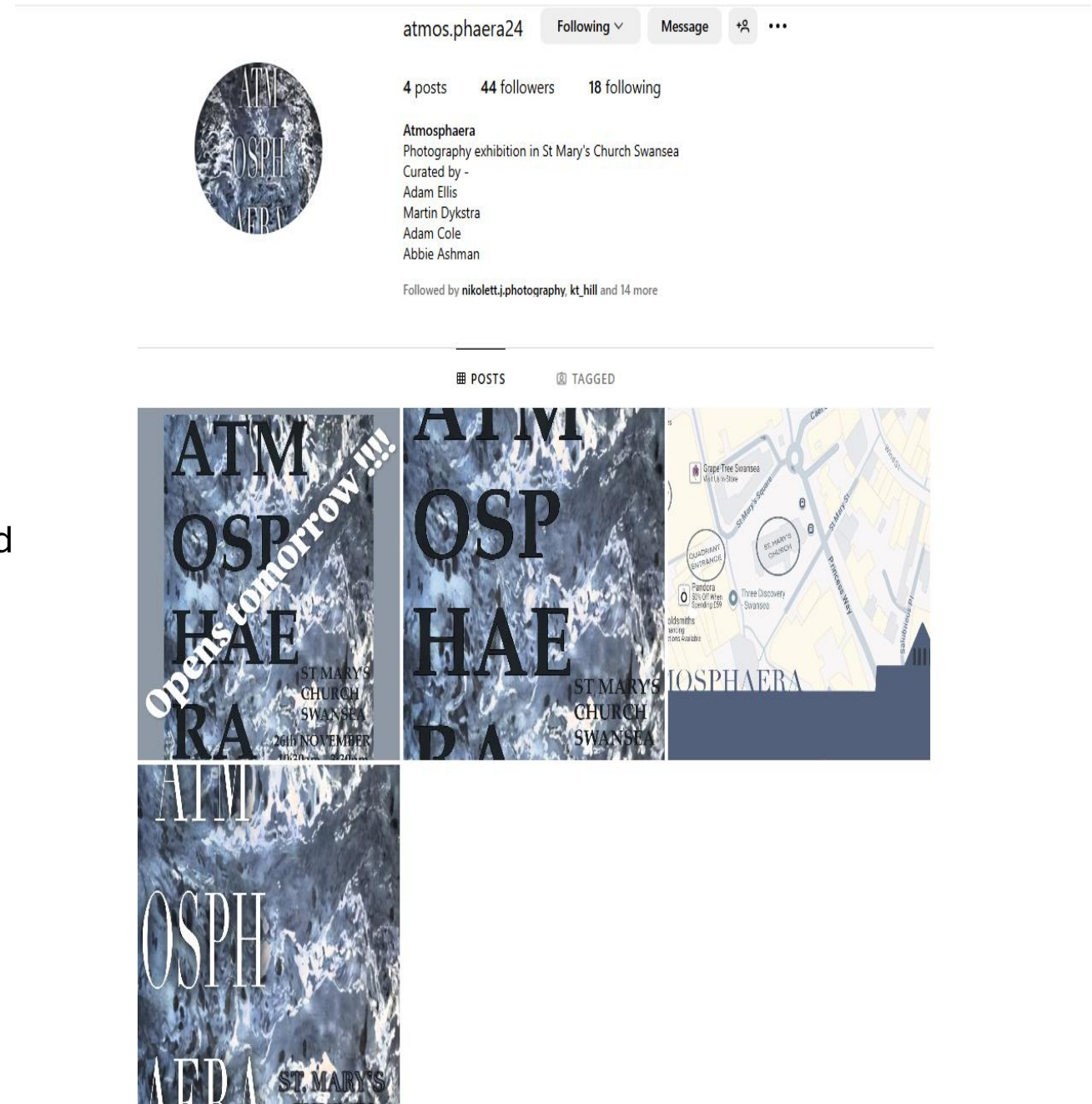
Again sadly due to ill health I had to miss a day, but unfortunately in my humble opinion it all went a bit sqwif. As I spent quite some time colour designing and carefully considering advise etc. But for some apparent reason one member of the group decided to take command and quite literally redo the entire thing. Which was a little irritating as I did message everyone in advance explaining my condition but still had accesses to the ipad and pc at home so any redesigns should have gone through me. Come the next day I was in a state of shock when I saw in my opinion the lesser version of the posters.



Going back to my work, I decided to go in a direction I didn't see myself going in projections. This late on I found this very bold. As I had no idea how to use it and what to project, until I did.

I decided to expand on the previously mentioned mural of the Trinity and basically making it move with the power of projection. After I had a chat with my lecturer and he did give an interesting take on a concept I though was standard. That being "why project onto a blank space?" This is actual a very valid point what if I projector onto something in the church? Like for example the painting of Peters denial of Christ that just happens to be there in the exact space I wanted to project in...wonderful.

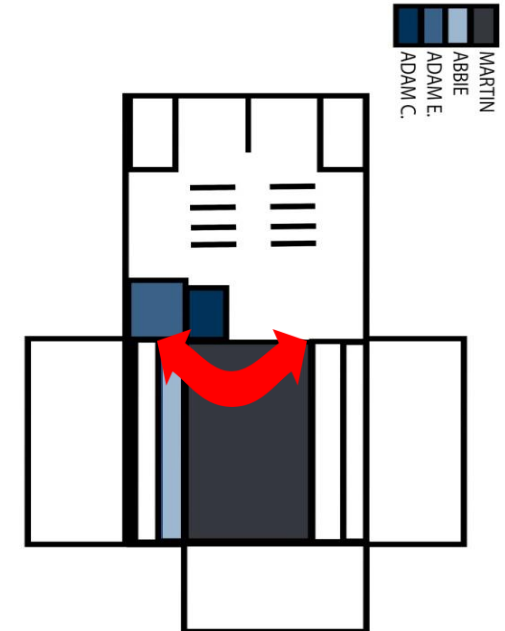
Resuming the rolls of advertising the Instagram was officially up and running, and successfully maintained by Abbie. As she had the most experience running a professional account, hats off.



And so the big day was here, we all knew what we were doing and began to set up and prepare for our guests. It was all going well to begin, I set up the projector cables all tidied so no trip hazard. But there was unfortunately a rather large issue. The projection onto the painting was not working well, as something I should have anticipated happened, the sun was high in the sky and the casted right through the window and onto the painting practically cancelling it out you could only hear the audio. This did prove tricky because it was a time game, and a dilemma as it was the question given time will the sun move behind a building or clouds or will it stay and I'll have to move it which is a big issue as on the leaflet it shows where we are all located and if I move I messes that up completely. I waited for a good hour and it was no different and opening time was around 5 or 10 minutes away. I spoke to a member of the group and we agreed move it and quick.



SITE MAP



As you can see on the map the red arrow indicates the switch of areas.

In its new home it has settled in quite nicely as its out of the sun light and in my opinion positioned in a better area, and I purposely made it clip the sides as I wanted an almost un tidy look to it as I felt it fitted in well with the work of constant motion and unsureness.

(I would have the videos in the power point but sadly kept meeting this message)

① File size too large: You can upload videos up to 256 MB. Please reduce the size of the selected video to upload.



Conclusion

In my honest and blunt opinion, many chances were missed as a lack of Communication and attendance of certain members, as the original idea was banners, A0 prints, leaflets dotted around everywhere. And so on, but reflecting back I believe there was no excuse and this goes for me too as we had basically a month and a bit too put this together so it just disappointing that we didn't really capitalize on this. Something I would have done different is have a better timetable as in a schedule of things to get done, which was done day one but was forgotten about and it all just fell apart. So overall I'm very disappointed in my work that I produced and believe that it could have been done better.

But I will end on a happier note, the group was a good combination of interests for example me with the projectors Abbie with videographic live stream and Martin with a traditional prints presented in an abstract form and OfCourse the audio of Adam Cole, so all combined did really make the place feel busy and like an exhibition. At least we all enjoyed each other's company and had a good laugh with each other.