

Exhibition evaluation

Name: Serena Weston

Course: Documentary photography and visual activism

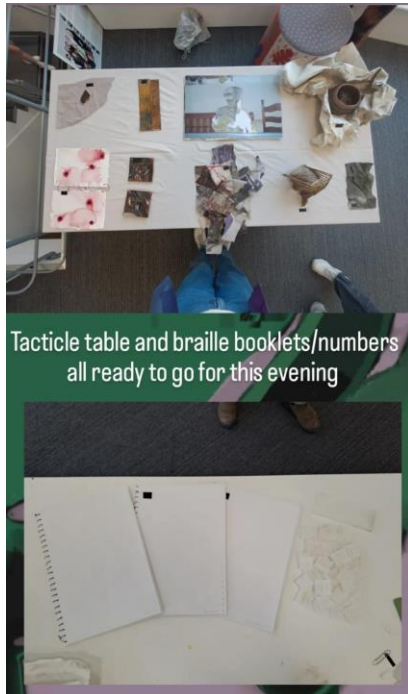
Exhibition Name: Damage control

When we started this project, we worked through lots of different ideas and concepts for the exhibition when it came to posters, leaflets and statements. As a collective group using a pole system we worked through some names for the exhibition 'damage control' when we had the name for the exhibition, we the design team was able to start making some mockup poster so we could figure out as a group what we wanted the poster to look like. Once we had the poster, we were able to start promoting the exhibition on Instagram so we could reach a broader audience by showing snippets of all are works but not the works we were putting on at the exhibition but work that is similar so that our audience has an idea of what are work looks like.

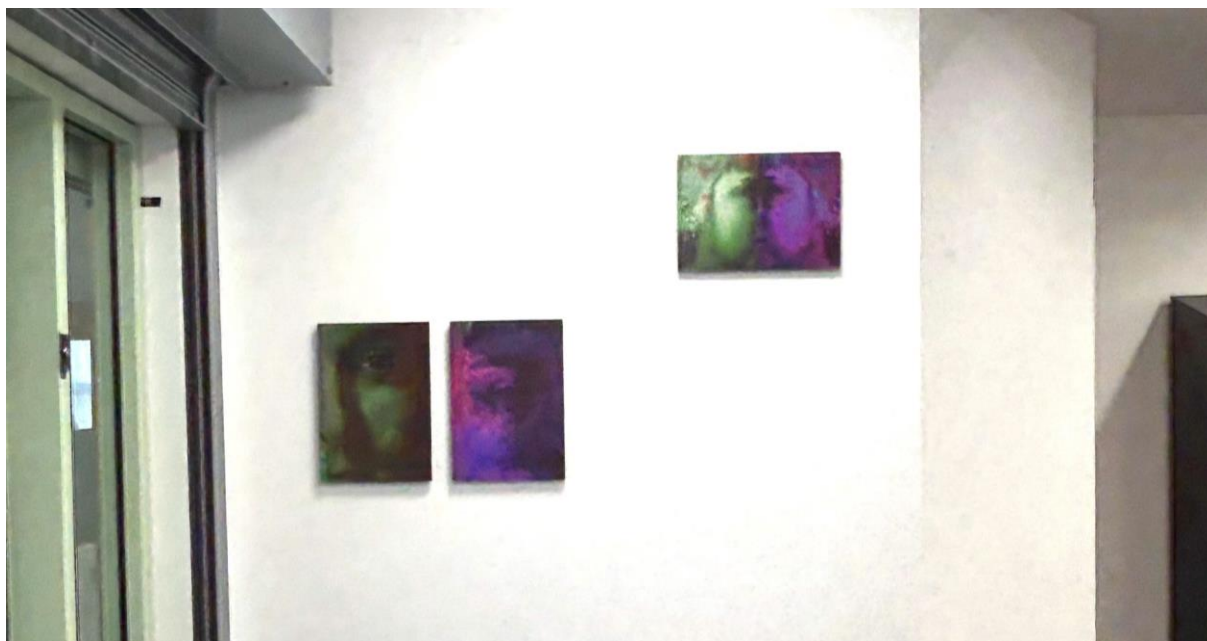


During one of the meetings, I suggested that we should try in some way to incorporate braille into our exhibition so that the blind and partly sighted people are able to enjoy our work like everybody else. With help from Victora and Cel from fine art we were able to get into contact with Anita from Sightlife Wales to help us find a way to make are exhibition as accessible as possible. The reasoning behind having the braille incorporated into the exhibition was something that i have always wanted to do because of the way art and photography exhibitions never taken into consideration that people that are blind or partly

sighted would want to experience art for themselves so having the braille in statement describing the work to them can give them an idea of what the artwork is. For the exhibition Cel thought of the idea of having a tactile table so that people could touch the materials that some of the works were made from I thought this was an amazing idea because when my mum and my little sister came to see the exhibition, my little sister additional needs was able to interact with the tactile table and not touch the exhibition works that weren't interactive.



When it came to what teams I was in for creating this exhibition I was part of the inclusion team and the hospitality team but I didn't contribute as much to the hospitality team as much as the inclusion team I did try and stay as up to date with it as I could so when it came to trying to work out where the best place to buy drinks I suggested Lidl because I know how cheap things can be there. When we were trying to figure out where to put the bar which became a constant disagreement but when it came to decide where to put the bar we choose the best place to put it was the upstairs part of studio Griffith close to the computers so that it was out of the way of foot traffic of people coming in and out of the studio Griffith.



When I started creating images for this exhibition I was using the same kind of imageries as the ones in my book project finding was to connect my book project to the image that I'm going to put into the books these works were a collaboration with my friend Anya May from first year fine art showing are connection as friend through imagery. By using photoshop I created these images by almost over manipulating the image to create them completely different to the original image. I did consider putting these images into frames but after some consideration I decided to mount them onto MDF boards so they could be mounted straight onto the wall if I was going to do these any differently I would have made them bigger so having them as A2 or even A1 but still mounted them onto MDF boards. I wanted these works to be something completely different to my work in my first year still trying to send a message to my audience without creating black and white images but colorful and vibrant images.

There were parts of creating these images that was quite stressful which was mounting them on to the boards which for two of my prints I had to redo due to the images moving when putting them into the heat press which caused them to have a white line on the side of the images but once they came out the way I wanted them and figured out how to lay them out on the wall I was quite proud of how they looked. The only issues I had with my work was that when people on the opening night walked completely past it or didn't stay to look at it because it was right next to the door it disrupted the flow of people. Which I did understand that I was put close to the fine art corridor because of my collaboration with Anya.