

Student Name: Olivia Christine Evans

P Number: 1901546

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Ways of perceiving

The theme of my exhibition is colours. I'm looking at the psychedelic and the pop art movements from the 60s and 70s. I will also look at contemporary artists who are still using these movements in their work today. I have chosen to do my exhibition at Camberwell's contemporary art Gallery in South London. The building is a Victorian Fire Station on Peckham road in which can be seen in figure 1,2 and 3. I have chosen the building as part of my colour exhibition because of the coloured windows and how it reflects into the room, which then adds to my theme.



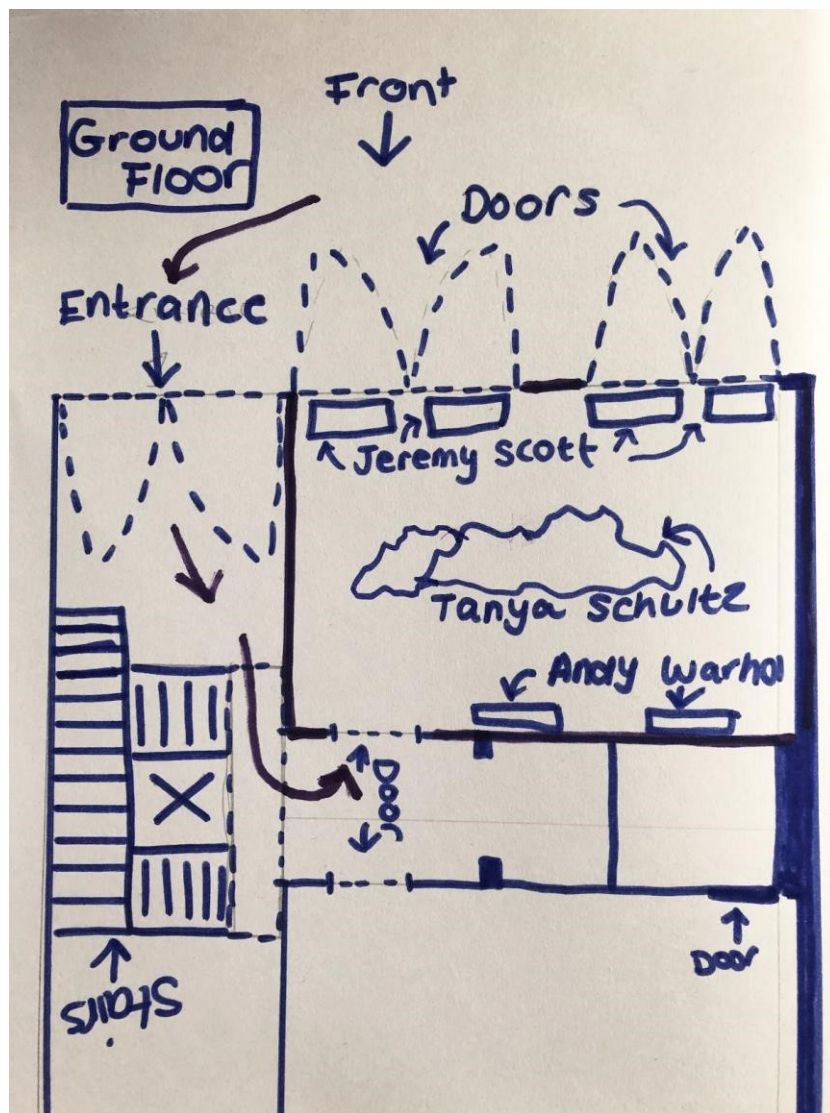
Figure 1



Figure 2



Figure 3



For my exhibition I have drawn a map to explain what artwork will be going in the gallery space. I will place Jeremy Scott's work by the coloured windows so that the colours can reflect on the clothing and give it more of an exhibition feel to the contemporary fashion. I will then position Tanya Schultz candy sculpture work in the middle of the space so people can walk around the sculpture and see all around it. I will add an historical artwork to reflect on my theme. This will be Andy Warhol's work across from Jeremy's Scotts fashion pieces as it shows the same movements but in different eras.

Jeremy Scott- contemporary fashion designer



Figure 4

figure 5

figure 6

figure 7

Figure 4,5,6,7 will be displayed by the colourful windows on mannequins because when the light comes through the windows the colours will refract onto the clothing and it also creates a good background display. These fashion pieces were created by Jeremy Scott, based on the pop art movement, but he's made them contemporary by making them into Modern style clothing. I also like the way that all the outfits match and have the same bold colours in them. Instead of coca cola logo it has the word, God with trademark at the bottom. He done this because people will instantly recognise and identify the logo even without it being the right words.

“Contemporary art in the beginning of the twenty-first century has remained largely aloof from growing fascination with futurity” (Schavemaker, Folkers and Lindner, 2015, p9). At the beginning of the 21 century everything was futuristic and different, especially the fashion in 2001 but now we see a lot of eras coming back into fashion. Even now the historical art movements are making their way into fashion by looking at Jeremy Scott work that has been inspire by pop art. This then will show the views that the eras coming back and this will fit in my theme for the exhibition.

“At the start of this new millennium, artists, curators, and theorists have frequently adopted a retrospective view in which they set out like archaeologists to excavate, preserve, and interpret the past” (Schavemaker, Folkers and Lindner, 2015, p9). This means they are looking at the past to see what ideas they can get from it so that they could include this in their work. This shows art movements are continuous.

Andy Warhol- historical artist



Figure 8



Figure 9

I have chosen figure 8 and figure 9 because I am going to add some historical pieces to show how historical movements are influencing contemporary art and fashion today. I also think these have some sort of emotion towards them because of the colour and the images of Marilyn Monroe who is well known as an Hollywood actress and model in the 1950s and early 60s. I am going to display these two silk screens on the wall opposite Jeremy Scott's contemporary pop art fashion because you can then see the connection that I'm trying to show with these pieces.

“One could even claim that it has been excessively fixated on, and oriented towards, the past. Archiving, nostalgia, heritage, commemoration, memory, re-enactment, reconstruction and documentation have been popular themes and methods in the contemporary art world” (Schavemaker, Folkers and Lindner, 2015, p9). This means that contemporary artists are repeating history and using historical art movements but making them more modern for the new generation to enjoy. This then can make the new generation get a feel of what the art was like years ago but in a more modern approach.

“Abstract art tries to be an object which we can equate with the private feelings of an artist. Andy Warhol presents objects we can equate with the public feelings of an artist.” (Lippard, 1970, p10). This shows that art can show the emotion of the artist that has created the piece which then will add more emotion in the space for the audience to experience. As Marilyn was a loved and a well-known figure this then can cause a reaction by the viewers. The colours also help give off a mood and emotion that the viewers will feel.

Tanya Schultz- contemporary candy artist



Figure 10

The space in the middle of the Gallery will be filled with colour and then I decided to find a piece of art that will fill the space and Schultz 'work is in my theme with multiple colours and psychedelic feel to it. It reminded me of the 60s graphics and the psychedelic movement. In figure 10 is the artwork that is going to displayed in the middle of the room so that people can walk around it and see the full art piece and it will also make the room more colourful and not just a plain floor but an art piece that people can look at.

“Certain objects and images seize the eye on our first encounter with them, some fade as the flash of the initial impression subsides while others lodge themselves permanently in our visual memory” (Tavarelli, 1995, p7). This means some art can have an impact that someone won't be able to forget it and it will stay in their memory more than other art works. Some artwork will also have a meaning to them or will trigger emotion meaning that they will remember the piece. Schultz's work is like an illusion which will be hard not to be eye catching to the viewer that will have to look at the bright and weird shapes. This will also take the viewer's eyes from the space that they are in and feel like there somewhere else or in the artwork.

“In addition to possessing abstract properties of extreme colour and kaleidoscopic space, a psychedelic aesthetic sensibility may also be expressed in the form of representational imagery that is highly imaginative or visionary” (Rubin, 2009, p16). The work will put you in your own world or space. The audience will have a different emotion or a way of seeing this artwork. The audience will then be able to see what the artist saw while creating that artwork. In conclusion to this I think the work I have chosen will let the viewers go into the artists world and also combining it with their creative mind. This will also inspire artists to be imaginative with their work.

The artwork that I've chosen will work together because the colours and the styles of the artwork are similar to each other. My exhibition space will link up to each other so that it looks like one big exhibition piece. One of my chosen art for the gallery is by Andy Warhol because I wanted to get other pieces of artwork that are similar and that will suit the space and my theme colour. The exhibition is at Camberwell's contemporary art gallery in South London because the windows look like it could have been part of the exhibition and also the light reflects the colours in the room making the room link in with my theme and add a mood to the art pieces. The other artwork that is going to be in my exhibition is by Tanya Schultz because I wanted something that will fill the middle of the room and fit in with the colour theme. Her work has a pop art and psychedelic feel to it and the windows reflecting colours on the floor will also add to the feel of the artwork. For my exhibition, I wanted a space that is colourful and set a happy mood. Then my other chosen art is by Jeremy Scott because of the pop art fashion that is contemporary in which linked into the Andy Warhol art work which is historical but Scott is mostly influenced by Roy Lichtenstein but I didn't want to put Roy Lichtenstein in my exhibition as it will look too similar. This then shows how history is making it back into the twenty-first century. Hopefully by doing this exhibition, the audience will be able experience different emotions with the individual pieces of artwork. Also, the windows will help set a mood or a feeling and also reflect colours into the room linking to my theme. It will also create a new mood for the art pieces because of the colours that will be reflecting on them and making the room more colourful then just plain natural lighting that won't add anything to my space.

What I have learned about old trends are making their way back and historical art movements are making their way into fashion. I also learnt how an exhibition must be carefully planned and organised so that things are not randomly placed somewhere. I also learned about space and how to fill up that space with artwork but not make it too overcrowded. There is also a lot of time and effort for an artist to display their work and how they want it displayed and what they want it to look like in that space. I also learned about how you can control the audience's mood by making your own setting or mood in the exhibition space with either sounds, colours or touch. Colours have so much meaning, and moods associated with each colour and they can set different moods.

Figures

Figure 1- Victorian Fire station on Peckham Road (front of building) Camberwell's contemporary art gallery in South London

Figure 2- Rondinone, U (2002) If there were anywhere but desert (installation) Victorian Fire station on Peckham Road in South London.

Figure 3 - Victorian Fire station on Peckham Road (back of building) Camberwell's contemporary art gallery in South London

Figure 4- Scott, J (2014-2015) Fast fashion (fashion) Milan fashion week

Figure 5- Scott, J (2014-2015) Fast fashion (fashion) Milan fashion week

Figure 6- Scott, J (2014-2015) Fast fashion (fashion) Milan fashion week

Figure 7- Scott, J (2014-2015) Fast fashion (fashion) Milan fashion week

Figure 8- Warhol, A (1962) The Marilyn Diptych (silk screen painting)

Figure 9- Warhol, A (1962) Marilyn Monroe's lips (silk screen painting)

Figure 10- Schultz, T (2015) Journey in a dream- pip and pop (candy sculpture) Shinsegae gallery

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