Exhibition 1.0 (ADDA4023)

Essay: Evaluation

Kirra-Leigh Williams

I was lucky enough to be featured in our first-year photography exhibition titled 'Ephemera' as part of our First-year university final. In this evaluation, I aim to reflect on my part in the exhibition, assess its effectiveness, and identify areas for improvement.

The concept of my exhibition emerged from a photoshoot with a friend and model named Shauntelle Williams. It involved specific styling, location choice and it was based around the concept of femininity and resilience, featuring Shauntelle posed confidently in artistic lingerie and styling amongst tractor tyres near a farm in the Welsh mountains near Ammanford. I was particularly interested in exploring displaying these images in an empowering and respectful way, while also being provocative and cohesive with a clear theme and aesthetic with it. In regard to editing style, consistency and representation of the brief and message, I feel like my final choice of photos was a broad selection of different compositions and I enjoyed the arrangement. Using one standard filter with all of the images, this helped achieve a cohesive colour scheme despite any differing exposures and saturations and achieve a good final aesthetic.

Regarding the layout of my images, printing and mounting, I could have improved upon many aspects of this exhibit. Especially preparation and planning along with time management. Due to circumstances, I was at the last minute with final choices such as image selection and arrangement and much else. We were able to print my images onto sticker back matt vinyl and was lucky to be able to print them with help the day before the exhibition. I was also aided in sticking them to the allocated wall, ensuring accurate levelling with tools to maximise the final aesthetic of the images.

While installing the exhibition, I encountered some challenges such as desiring another final image, due to the last-minute nature I tried to print them at a print shop, but they came back with the wrong size and finish. Moving forward I've learnt to plan ahead to avoid these errors and maximise the feel of my final product, and to try and manage myself a bit better. Regardless of the final images not being used I was incredibly happy and grateful for how it looked.

A last-minute choice and addition to my layout was a rose that was held by the corner of one of my vinyl images, it framed an image below quite nicely and I feel like it added more dimension to my exhibit and a rose is a symbol I associate with feminine resilience.

I was pleased in the choice to not mount them in frames as I prefer the flat feel of the image, and the choice of matt vinyl against the white wall under the bright lighting was a desirable choice as I feel gloss would have reflected too much and hindered the view of the images as a whole.

Once the exhibition had opened, I did linger to hear some comments and was really thrilled to observe some responses to my work. As it was my first time ever exhibiting something on a wall, it was quite a surreal experience and took a while to reflect on it and for it to feel real. A worry I had was about people finding the images too provocative, but a comment I received was that while it provokes it was also tasteful which I was happy with.

Due to previously touched upon circumstances I regret not being able to be more hands on in the whole involvement of the exhibition outside of my own exhibit. There was hospitality and catering along our floor which many of us took part in and everyone looked to really enjoy themselves, the atmosphere was wonderful and there was an instagram page setup where we were able to submit images to gain traction for the event and it was set up very well and effectively by all involved.

The selection of works was unique and great to experience, everyone with their own style and I loved seeing everyone's work on display and the arrays of composition and mounting. A special favourite was of Claire’s hanging glasses and Carys’ images on glass, it was very innovative and inspiring, and I felt they belonged in a museum.

In conclusion, I feel the overall event was very well set up by everyone involved and was very successful. It’s helped me gather inspiration and valuable experience that I can apply next time and know what to expect and hope to improve in my next display.

Kirra-Leigh Williams
Novaturient
Novaturient is an exploration of the symbiotic beauty and resilience shared between nature and femininity. Through subtle compositions and colour amongst the Welsh mountainside, Williams aims to evoke and celebrate the sometimes paradoxical, juxtaposed power of woman and environment in visual harmony.
Model: Shauntelle Williams