

Research for Exhibition

For this exhibition, I wasn't so sure where to start for the research. However, I finally settled with looking into the history of Waterstones a bit more to have more of an understanding about the building and the history behind it. The first research that was done in the group was then going to the archives to look at some newspaper clippings from when the location was a Cinema. From that we came up with the idea to look at the buildings temple like structure (this is due to the stained glass windows, the columns and the spiral staircase as well as the small towers on top of the building) from the locations interior and exterior design we looked firstly at the engravings on the outside of the building of the cherubs.

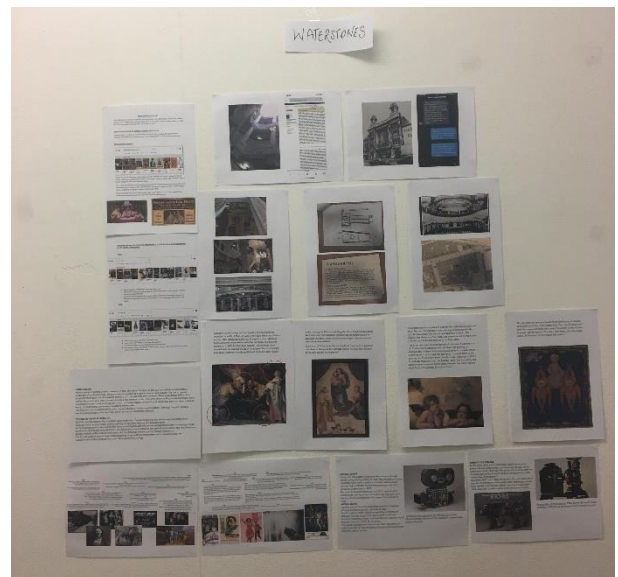
The main research I did for this exhibition was to look into the ideas and themes of cherubs in order to know what pieces we could bring into the work. I looked at the way that cherubs are seen throughout different religions and how they are perceived within society today. I also did research looking into the different films that would be played around the time that the location was a cinema (1914 – 1977). I found myself interested in finding out more about the types of films played in this era that I looked into when the first film was in colour and what type of colour, they used to create coloured film. When looking into cherubs and the way they are perceived in religion I came across many artists who have represented them in their work. For example, I came across the artists Raphael Sanzio and Peter Paul Rubens who have both painted their ideas of cherubs in their work.



Peter Paul Ruben



Raphael Sanzio



Research Wall

From doing this research we had many visits to the chosen site to help with our idea along with crits to help get our final idea settled and organised ready to start the filming and editing process. From getting the idea settled we finally came up with the idea of the a 3 part short film about religion within society along with archive clips and re-creation of the film 'the passion of Joan of arc' along ideas of spiritual experiences and interviews with those who are either religious, not religious or are unsure of what to believe. After creating the film and the process of having the film edited, I made a start on the risk assessment and what I felt needed to be included about the building that would be necessary for the risk assessment. We were also given a risk assessment from the manager to help guide us to what he feels would cause issues with the event in the space of choice.



My main jobs for this exhibition was to contact with the manager and make sure that he was caught up with everything we decided upon for the showing and to make sure that we got the site to begin with. I was also in charge of the marketing side of the exhibition, for example making the exhibiting known on social media. From this, I managed to create an Instagram page and I made the exhibition known on twitter with the use of my own twitter account showing the exhibition was in place (during the event and before) and the manager was able to make it an event on both Facebook and on their website. I was able to have feedback from some members of the public on twitter who were interested as well as the manager who was able to help me out with re-tweeting the things that I would post to gain more publicity. I was also in charge of the little extra pieces that made the experience more cinematic, this was to have both popcorn and popcorn boxes ready for the exhibit. We decided to have these as an extra for the exhibit due to it creating that aroma of the cinema which would help people feel more connected to what the site was once used for.

Another extra thing that went alongside the video was to create tickets and zines as well as posters. We decided to create tickets to again give that feeling of going to an old cinema. When it came to make tickets, we were unsure as to what the best look was to have for them, however in the end we gave them an old yet modern look. With the idea of the tickets we wanted it to become a small memo of the exhibition too.

On the other hand, we decided to create zines to give out at the end of the show which has shots from the short film to give out to the viewers to again act as a memo for them. We also decided to create posters to put up both around the university and in Waterstones, we decided to do this. When it came to the idea for the title and the advertising of the work both me and Emily decided on the name. We decided on the name 'Vices and Virtues' due to looking into the ideas of religion again to understand more of what it is that is important within religions and we came across both words and because they oppose each other we thought that this part would be a good idea and looking into it further we came across that vices and virtues are what make humanity come closer together in the way that they oppose each other.



Furthermore, when making this piece we came across the difficulty of people may become offended by the work we produce so we had to think of ways to create this piece with this in mind, an artists that we looked at was Andres Serrano and his work "piss Christ" which we didn't want our work to fall under the same category as due to the negative comments that his work received. when being in our group we decided that each person needed certain jobs in order to make sure that the exhibition would hopefully be ready by the chosen date.

To evaluate, I found this exhibition project interesting and it was a good experience to have. I found the ideas that people came up with really fascinating to listen to and be a part of as it's different to see how other people think and how they get work done. The main things that I feel worked well was how everyone in the group got on with what they were doing, however there were some issues where we may have fell behind and weren't on track with time as much as we wanted to, although we did get the work done and completed by the day of the exhibition. The things I would change would be how some things become a last-minute change which isn't the best for a project like this, however, feel that the overall piece went really well and I'm happy with the outcome.

