

Exhibition Evaluation: 301 Moved Permanently

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For our site we had initially chosen Debenhams in Swansea, however the site had become impossible to use overtime with us being unable to have access to the site with a short amount of time left until the exhibition date. So instead, we had kept our theme and had chosen to physically move online with that being our 'site'. This way we were able to keep our exhibition site-specific by basing it off of the stores closing around Swansea. We had noticed that this was a growing problem and wanted to address the issue and ongoing topic of stores moving online or closing down completely. Debenhams was a big start inspiration for our ideas as it is a big brand which had closed down and permanently moved online but was also somewhere that was drawing people to the towns.



This was our initial site keeping it to one place only. We had discovered that it used to be the old gas station in Swansea by visiting the Swansea Archive at the beginning of this process. We also had an opportunity to look at the old maps of Swansea which took time to find what we were looking for as Swansea has changed a large amount over the years. We found it helpful looking at the history of Swansea as it helped us get an idea of how it has changed over time and how it is still continuing to change which also suggests that maybe the shops moving online doesn't have to be seen as such a negative thing. This also helped us as our site had to change and as we were placing our QR codes around Swansea we were able to link sites on the history and present of what is there at that time. It helped us find out more about Swansea and its transformation.

Personally for me I am really interested in Banksy's work as it is street art and all is site specific. Looking at his work really helped me have a different view on site specific art as he keeps his art meaningful and also educational whilst also making it look aesthetic. Although they are not an online based artist such as my group I feel as though his work is very inspiring and unique which is why I decided to research his work. It helped me with my body of work as I see that there are different ways of perceiving site-specific artwork and although the meaning behind the art can be quite negative it is presented in a much more positive light. It also shows that you don't always need to use words in your work to get the message across. I really like this idea as it is less direct and I feel as though the public are able to get the idea behind our work just by looking at the photos and general theme of our site.

Over-time I have developed skills throughout this project. My role within this project was mainly the research being the history of Swansea/Debenhams, links to websites related to stores closing down, trying to find past employees online to interview etc. However, being

put for marketing also I had made a few edits of the photos we had taken. As I was joint for the marketing they had already produced some AI generated photos for our page. By this point I felt as though it was better and looked more professional keeping to one theme as I feel my edits didn't match the theme on our page. However, I was able to expand my Photoshop skills as I don't use it often with me not editing my images too much. However, this has really helped me gain confidence in using Photoshop for my images as I have become more confident in using it.

This module has helped me to learn new things within Photography also. For example, I was able to stick to a specific role within the group whilst also being able to help with other jobs when needed. The meetings we had really helped me gain confidence within speaking to a larger group which is something I have struggled with before. It has helped me expand my skills whilst working in a group. At the beginning of this module I thought that it would be difficult to work as a group whilst also having different aspects of our work. However, I feel as though our different bodies of work worked really well together creating a good exhibition. We were all able to work together but separately doing what we were best at.

My main contribution to the exhibition was my role in research. I spent a lot of time researching Swansea and all the information and links that went into putting our exhibition together. I feel as though my role played a big part in the exhibition with the research being one of my big aspects. Photoshop and design aren't one of my strong points which is why I had let the role to someone else in our group as I wanted to make sure we had the best possible results for the exhibition. However, I feel as though for future projects I want to work on my Photoshop skills further so that I am able to partake in creating posters etc. I also partook in marketing with helping come up with the name using the

codes I had found which I feel the name was really fitting to our project. I had also edited images for the Instagram but felt as though they didn't match the theme we had and decided to not use them for this project. I had also attended all of the meetings we had whilst taking notes which helped me and my group with expanding our ideas and making sure we had everything sorted out. I also edited the images for the projection and used my photos of closed down buildings to help piece all of our ideas together. The research helped us find out more about Swansea and what we were working with in order to create our exhibition.



Overall, I am really happy with the results of our exhibition as I feel it went better than expected considering we also were cut short of time as we had to change our idea. I think it was really successful and worked out well. However, given if we had more time to work with building the site from beginning I would have spent some time expanding my Photoshop skills so that I were able to create more digital works. I also would have made a few changes to the website

although it had a successful result. I would also partake in pushing the marketing further and spending the time to post more than images but still successfully keeping the same colour scheme.