

Benzie Vertical Gallery Open Call Proposal

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Concept

My practice explores human interaction and communication and it involves a combination of the street and the studio as I explore instances of the everyday through the process of re-contextualisation. Within my work I like to emphasise the often-undervalued qualities of the mundane proving that what is beyond our frame of awareness and appreciation is just as important as what is within it.

My project, *The Minimal Gesture*, looks into how body language and gestures are used to communicate in everyday environments. Many gestures are spontaneous movements that are done without thought, we tend not to really acknowledge the significance of them. This project draws attention to their importance in everyday communication.

I propose to exhibit my image on a large scale because gestures are often overlooked as secondary tools of communication, less important than speech, but in reality, they are just as significant. The scale of the image will further emphasise the power of gesture by demanding attention from passers-by. Especially given the current global situation, I think that a gesture that demonstrates resilience and defiance, as well as highlights the importance of communication and interaction, is incredibly appropriate and significant at this time.

Images/Drawings

The first image on the left of the following page is an example of my most recent work and this is the image that I would like to display in the vertical gallery. The gesture is clear and physically powerful, which draws attention to the importance of it in the wider context of communication. It particularly resembles the fist associated with The Black Power Movement, symbolising the defiance and strength of the movement and the community involved with it. This reference is a nod to the history surrounding race and how far we have come in terms of racism in society, but the fact that the Black Power Salute is upside down in this image demonstrates the anger and frustration of how far we have yet to go before reaching true equality.

Next to this photograph on this page are a few photos of a smaller-scale mock-up that I did using three sheets of silk paper from the wide format printers in university. The size of the individual mock-up banner prints used

for the test are 57.47cm x 243.84 cm which is 172.41cm x 243.84cm in total for the overall image. As a test, I fixed them to the wall in one of the university open spaces to test out a large-scale example of my work and I really loved how the overall print turned out. However, due to the increase in size I'm making an application to the Benzie Vertical Gallery to apply for funding to support me with my next stage. This means I will be able to use an external printer to get a better quality of print at a much larger scale to have a greater impact on the viewer.



Dimensions of the work and its components

I plan to make a final large-scale banner print that will be 2500mm x 3750mm, but I will do a sample test first which will be 1500mm x 1500mm.

Proposed Site

The size of my first-choice location (2nd floor D: see superimposed image below and on the left) in the School of Art is 3750mm x 6996mm. I have chosen this location as it offers a rare viewpoint from above, so the viewer is able to look down on the gesture as if they are looking down on their own hand. This adds an element of relatability to the piece as the viewer recognises that the presence of gestures is all around us and even in politics and wider social and cultural contexts.

The size of my second-choice location (2nd floor F: see second superimposed image below and on the right) in the School of Art is 3510mm x 6996mm. This is because the wall is a similar size and is one of the most frequently passed locations in the art school, therefore amplifying the impact of my work.



D



F

Install Logistics

I have completed a risk assessment and spoken with the technical team at university. We plan to collaboratively hang the work with me managing it at the time of install.

Costs

I sourced two quotes from the following:

Cestrian

Size of Print: 2500mm x 3750mm

Cost: £600

Psycho Peacock

Size of Print: 2500mm x 3750mm

Material: 440gsm Ripstop Banner PVC

Cost (with pocket to hang): £222.20

Cost of Sample Print: £65

Based on these quotes, I have chosen to stick with Psycho peacock as they offer a more reliable and cost-effective solution.

The two metal rods that I would use to install the exhibition would cost around £50. These can be manufactured internally as in last year's exhibition.

This means that in total I would ask for funding in the amount of £406.00.

This total includes:

£50.00 test print

£222.20 final full-size print

£50.00 metal rods

£82.80 20% contingency (for example in case a second test print is required or the quoted price changes slightly if the material changes etc.)