

ARTIST STATEMENT

Art does impact people. When these moments occur, the result is a connection between the viewer, the art, and a third ingredient. That illusive ingredient is different for each person. It is the catalyst for a reaction. This spark moves the viewer to a different place. It can make them happy, sad, or move them to action, from political action to purchasing a product. Yes, I believe practical art for commercial purpose is in fact, art. Period. I'm a graphic designer and not ashamed to admit it. The role of "practical" art in our world is vital to the way we live on a daily basis. It has purpose. Is "practical," or, "utilitarian," excluded from the definition of, "art," and "artist?" I think not. Centuries ago art had a different purpose...or did it? Examples of art being used as a vehicle to communicate and persuade are found throughout history from religious beliefs, and morals, to political gain, and even where the food can be found.

The biggest obstacle for many, "would-be" artists to becoming, "actual" artists is themselves. I'm no exception to that group. Turning something I love and that is so deeply and personally a part of me outward into a label and career is very revealing. The deeper art is ingrained in my soul, the more revealing the end product. It's difficult to expose myself to the outside world. The more you care about something, the higher the stakes are once it's revealed to the outside. There needs to be an internal bridge and a gate-keeper to balance the person and the product.

My art is important to me because it is a visual expression of what I see. It's an effective means of communication. Photography and graphic design enhance communication and are communication. It is a visual dialog. My art is important to me personally because it allows me to express my ideas more effectively than other methods such as drawing or painting.

I hope my art will expose the value of photography as a tool for graphic design as well as an independent tool for communication. I hope the audience will view photography as more than something used to capture the ephemeral snapshot.

My art represents expression of an idea, or an event. My art is a window. It attempts to show the viewer the familiar, but expressed differently. This familiarity of the scene draws the viewer in; the difference causes the viewer to pause, ponder, and rethink the subject. It connects me with the viewer and opens up a dialog.