



ART
ON
DEMAND

GAP

curated by
CHANTELLE FAWCETT BFA, UFV

Sage Sidley explores concepts of place, time, and memory in the context of site-specificity and urban ideologies. The artist frequently creates her work directly onto architectural surfaces, as she has done for this exhibition. In doing so, she engages with notions of the ephemeral, and challenges perceptions of space and reality.

Sidley's installation examines how cellphone photography has become a form of interpersonal communication. Cellphone pictures are associated with identity construction, and a proliferating range of social and cultural activities now revolve around this technology.

Though the photograph has been considered a faithful way to reproduce visual reality, the rise of digital imaging and social media has made us critically aware that photographic images are frequently constructed and altered. Sidley's work asks viewers to question what we use photos for.

The experience of looking at art is increasingly mediated through digital screens and shared through social media sites, changing galleries

from sites where we primarily engage in seeing, to sites where we concentrate on being seen.

Technology is dramatically influencing in-person experiences, and many galleries and museums are responding by programming exhibitions that encourage the creation and dissemination of digital imagery. Sidley's work simultaneously participates in and critiques this trend. The artist's drawing distorts the architectural space by creating an illusion to extend the floor and her hyper-realist subjects are, somewhat ironically, drawn from iPhone photographs. While we look at these life-sized figures, they gaze back at us from the gallery walls through their hand-held devices, constituting us as subjects on view.

The cell phone is one of the most omnipresent forms of communication in society, allowing us to connect instantly. The efficiency of cell phone photography encourages us to connect and maintain social relationships through means of photo sharing. Sidley's work emphasizes cellphones' interpersonal relationships as a form of communication within the everyday.

Sidley's drawings make us aware of our behaviour in the gallery space without explicitly commenting on it. Have you snapped a selfie yet? Will you?

ARTIST

SAGE SIDLEY

Originally from Rossland B.C., Sage Sidley completed her Bachelor of Fine Arts degree from the University of British Columbia Okanagan with a major in visual arts and a minor in mathematics. Presently, she works with the ideas of place and time in connection with portraiture and site-specific drawings. Sidley believes that once an artwork is physically connected to a space, the line between space and artwork becomes blurred. Her work has been exhibited in several group shows and her work is held in various private collections. One of her drawings is part of the permanent public art collection at UBC Okanagan.

AOD 3.3

exhibition runs
SEPTEMBER 21—NOVEMBER 12, 2017

opening reception
SEPTEMBER 21, 2017 | 7PM
at The Reach Gallery Museum Abbotsford



The Reach Gallery Museum | 32388 Veterans Way, Abbotsford, BC
thereach.ca/emerge

Image Credit: Sage Sidley, *Photographer III*, 2017. Ink on Photo Tex.