

VERONICA BAILEY

MODERN MYTHS

MODERN MYTHS IS VERONICA BAILEY'S LATEST BODY OF WORK AND AGAIN IT IS A MEDITATIVE EXERCISE FOCUSING UPON TRADITIONAL YET INCREASINGLY THREATENED FORMS OF HUMAN COMMUNICATION AND KNOWLEDGE DISSEMINATION. WHERE 2 WILLOW ROAD AND HOURS OF DEVOTION TOOK THE BOOK AND POSTSCRIPT THE MORE DELICATE NATURE OF LETTERS, MODERN MYTHS TAKES NEWSPRINT AS ITS TRIGGER.

NEWSPAPERS ARE INTRINSICALLY EPHEMERAL WEDGES OF LOW-GRADE PAPER WRITTEN AND DESIGNED TO PASS ON ONLY THE MOST RECENT TAKE ON AN EVER EVOLVING AND DEVOLVING NEWS STORY. THEY ARE THE ESSENCE OF CHEAP, DISPOSABLE PULP, THEIR SHELF LIFE BARELY EVEN 24 HOURS. BUT IN THAT TIME, IN ONE WAY OR ANOTHER, THE WHOLE BROAD SPECTRUM OF THE HUMAN EXPERIENCE IS EMBEDDED WITHIN. WITH MODERN MYTHS, THIS IS INFERRED OBLIQUELY WHILE BAILEY MANIPULATES THE TIGHT SHEETS, INTO SUGGESTIVE FORMS AND HAPHAZARD SHAPES, CREATING LINE FROM THE PAPER'S EDGES. THE TYPEFACES THAT LIE, ALMOST SCATTERED, ACROSS THESE SHEETS ARE INTENTIONALLY OBSCURED AND THE SERIES IS RELIANT ON FORM AND COLOUR TO ENGENDER ITS OWN RHYTHMS. EACH IMAGE HAS BEEN ALLOTTED WITH A TITLE REFERENCING THE DEITIES OF GREEK MYTHOLOGY, IMPOSING THE RELEVANT CHARACTERISTICS OF EACH ON THE FORM, AS IT IS READ. AND THE KEY IMAGE, THE ONE THAT IN A SENSE RESONATES ACROSS THE SERIES AND ENDOWS IT WITH ITS MEANING, IS OLYMPUS, THAT RARIFIED DWELLING PLACE OF THE GODS, THE HUB THAT LAY AT THE HEART OF ALL THEIR NEFARIOUS PLOTS AND PETTY JEALOUSIES.

WEDNESDAY 2ND MARCH - SATURDAY 16TH APRIL 2011

BERNHEIMER FINE ART PHOTOGRAPHY, MUNICH

MODERN MYTHS

13 FUJI ARCHIVAL DURST LAMBDA PRINTS
EDITION 15 + 1 ARTIST PROOF

EDITION 6 PRINT SIZE: H 50 X W 45 CM
EDITION 6 PRINT SIZE: H100 X W 90 CM
EDITION 3 PRINT SIZE: H200 X W180 CM

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ESSAY - GILES BAKER-SMITH
COVER IMAGE - OLYMPUS
DESIGN - JAMES STRAFFON PRINTING - LEYCOL
ISBN 978-3-9812982-3-9

Bernheimer
FINE ART PHOTOGRAPHY

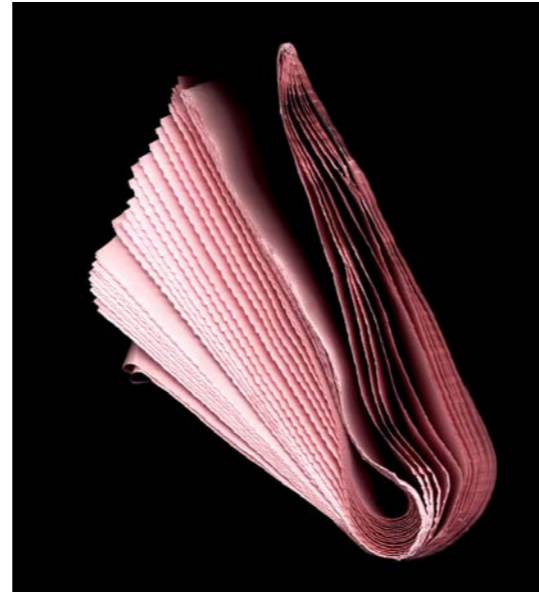


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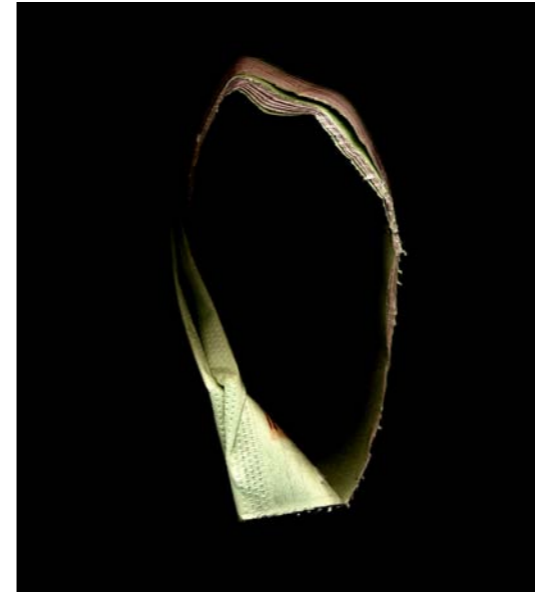
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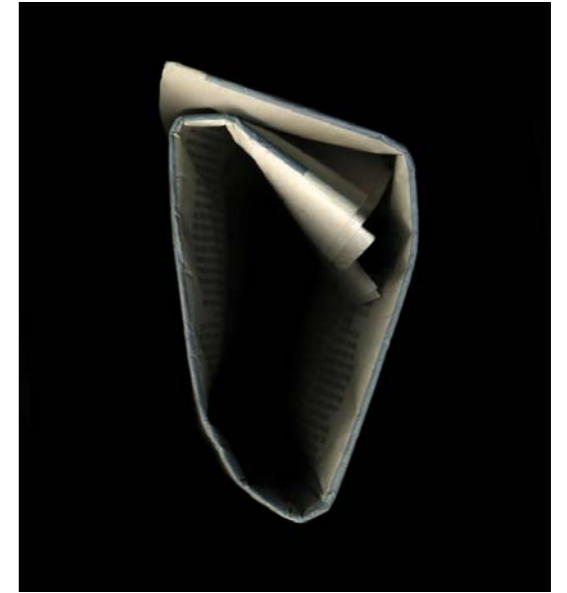
APHRODITE
[Goddess of love, beauty, desire and fertility]



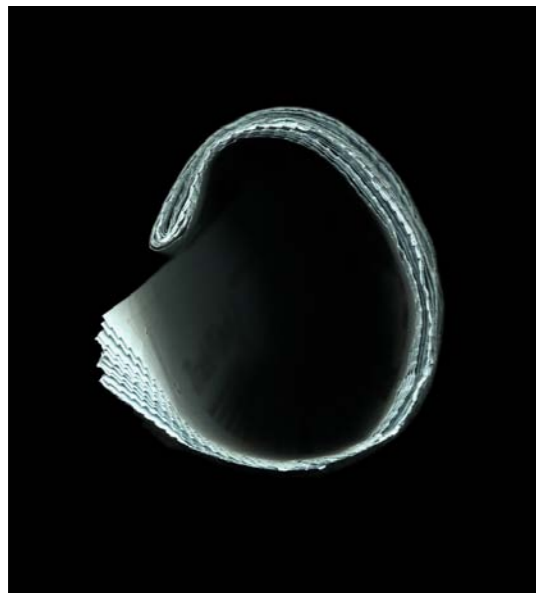
APOLLO
[God of sun, light, truth, music and poetry]



ARES
[God of war and bloodshed]



ARTEMIS
[Goddess of the hunt and the moon]



ATHENA
[Goddess of wisdom and crafts, and strategic battle]



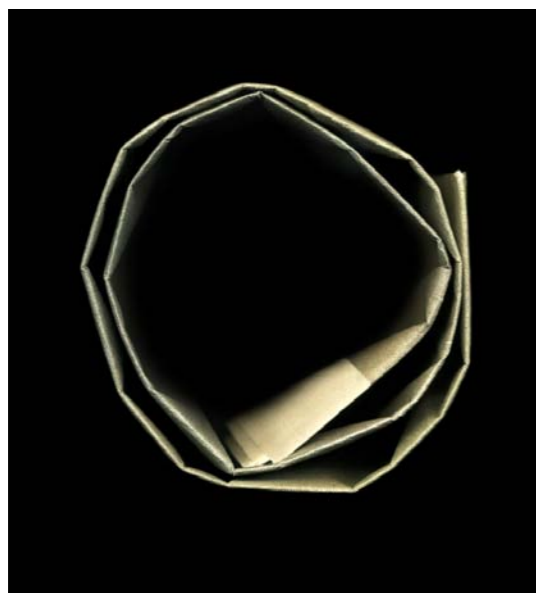
DEMETER
[Goddess of agriculture, nature, and the seasons]



HEPHAESTUS
[God of fire and the forge]



HERA
[Goddess of women, marriage and motherhood]



HERMES
[Messenger to the Gods and God of business and commerce]



HESTIA
[Goddess of the hearth and home]



POSEIDON
[God of the seas, earthquakes and horses]



ZEUS
[God of sky, thunder and justice]