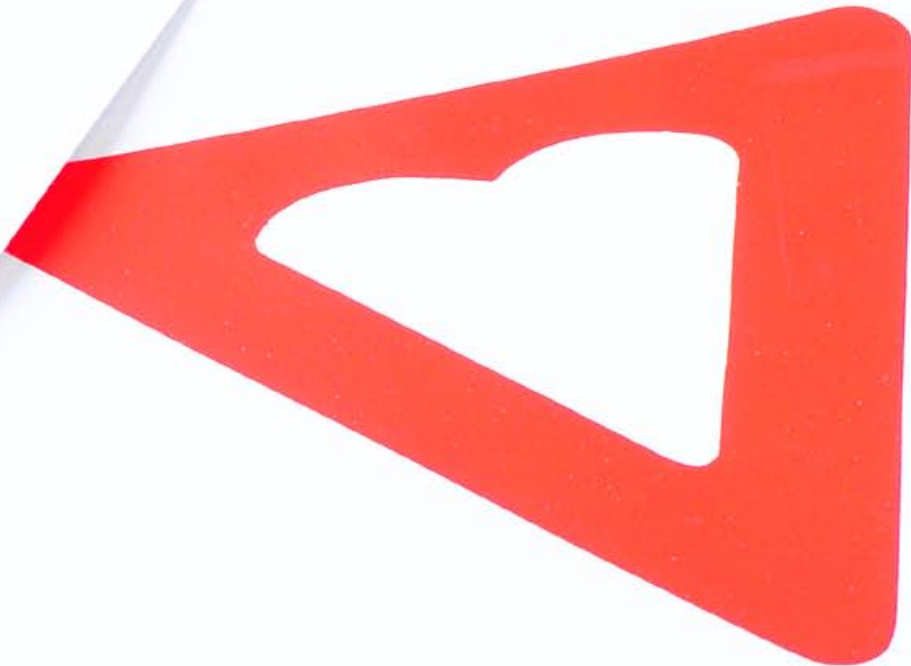


KNOWLEDGE
CHOICE
LOVE
INTENTION
COMMUNICATION
RESPONSIBILITY
BEHAVIOR
ORIENTATION
THOUGHT
ACTIVITY
RELIGION

LAYERED DEMOCRACY Print Media

November 7 – November 27, 2014



Layered Democracy

The Print⁴ Group
NOVEMBER 7 - NOVEMBER 28

The 4 Stages of Proliferation

1. Take a poster
2. Post it
3. Photograph it
4. #print4



Layered Democracy
The Print⁴ Group
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#print4

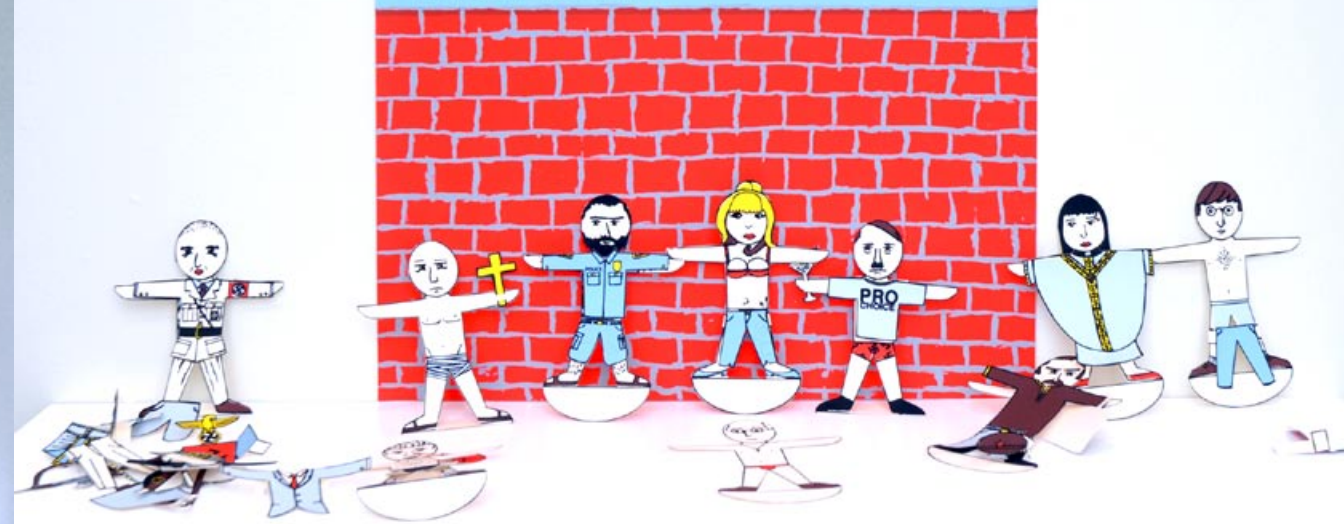
LAYERED DEMOCRACY November 7 – November 27, 2014
Emily Carr External Degree Students:
Tonja Bjermeland, Karissa Comer, Lukas Roy and Mariya Vancheva
Sara Vipond, instructor

Print Media is largely defined by its relationship to reproduction. An inherent quality of this medium is its capability to create multiples; this allows the printed material to be widely disseminated and accessible to all peoples of society. Print is often characterized as a democratic art.



CONSTRUCTS OF TYPIFICATION

Typification is a way for people to orient themselves in the everyday world. It helps to structure the self and understand others. Types and Typology give a societal structure. People are typified, based on general standard assumptions. If someone holds a cross or wears a police uniform instantly these symbols speak for them. However, symbols change all the time, the swastika has cultural history as a positive symbol. Think about the standards you hold. For example what was the ultimate evil before Hitler? For most of the world it was the Biblical Pharaoh, different person, same type. There is a long fascinating history of people and symbols influencing how we navigate the world. In the rearrangement of these symbols, do we construct a new necessary evil? Or do we deconstruct the symbolism of evil?



Mariya Vancheva **Biological-psychological-social**

My project was inspired by the work of Dr. Gabor Mate. He specializes in the study and treatment of addiction. A recurring theme in his books is the biological-psychological-social aspect of addiction. Each person's childhood has an impact on their mental and physical health through a complex system of neurological and psychological mechanism. Mate advocates the need for social change where we take greater responsibility in creating a nurturing environment for marginalized individuals. I would like to bring more awareness to his phenomenal work through spreading messages of love, acceptance and non-judgment. Our reality is fluid and shaped by every single one of us. Our affirmation of love will create even more love.

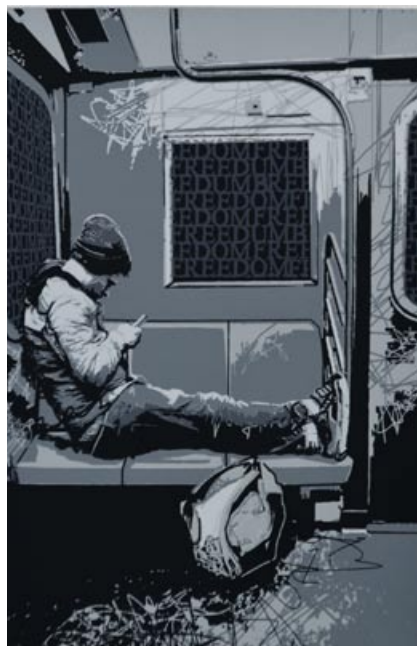
Lukas Roy Typification is a tool for structuring your world and organizing your self, I want to draw attention to it through play. The paper dolls I made are the little people whom we typify. Education and experience is easier with a toy, it illustrates how naturally we make the decisions we do. To play with paper dolls is funny - I want you to laugh.

Karissa Comer **Propaganda**

What happens when you take the fundamentals of a propaganda poster and turn it against the government? I want to explore this idea by using the old war propaganda posters as my visual inspiration, using bold colours and simple eye catching shapes and phrases - to question the growing age of retirement in Canada. More and more elderly people are coming out of retirement or retiring at a later age. By keeping this serious topic light and humorous perhaps the viewer will question our government's decisions.

Tonja Bjermeland **Freedom**

In our democratic society what does it mean to be free? To be able to choose almost everything in our lives: the way we live, the way we act, what we believe in, how we spend money, what we study, our beliefs and the way we speak to others. We are slave to no one. Considering all the negative and positive opportunities we have access to - how do we find our real will? What do we truly want in life and how do we obtain it?



Alternative cultures have embraced print as a means to proliferate their words and images in the forms of pamphlets, zines, street posters, board games, books and buttons. On the other side of the same coin – we see how industry, corporations and institutions utilize print to propagate their ideologies and goods to society at large. Multiplying their ideas with packaging, posters, billboards, business cards, magazines, street signage and “official” documents. When images and text are multiplied on ephemera and sent out into the world – the ideas can spread far beyond a small group of individuals. The artists of Print4 have developed dialogues that consider printed matter – in relation to democracy and industry.

YOU ARE INVITED

40TH ANNUAL CHRISTMAS CRAFT FAIR NOVEMBER 14 – DECEMBER 27
TURNING 40 PARTY FOR CVAG 4 – 7 PM FRIDAY NOVEMBER 21

JOIN US FOR 40+ DAYS AT THE COMOX VALLEY ART GALLERY

NOVEMBER 14 – DECEMBER 27 40TH ANNUAL CVAG CHRISTMAS CRAFT FAIR, FEATURING OVER 60 ARTISTS MON – SAT 10 – 5

SPECIAL HOURS: NOV 21 10 – 9, DEC 3 10 – 8, DEC 14 + 21 11 – 4, DEC 22 + DEC 23 10 – 7, DEC 24 10 – 3 Closed Christmas Day and Boxing Day

NOVEMBER 7 – 27 LAYERED DEMOCRACY exhibition by The Print4 Group RECEPTION: 4 – 7 PM FRIDAY NOVEMBER 21

ECUAD BFA STUDENTS: Tonja Bjermeland, Karissa Comer, Lukas Roy and Mariya Vancheva. Sara Vipond – instructor

NOVEMBER 14 – DECEMBER 27 WINDOW PROJECT installation by Robert Moon with Carrie Tannant RECEPTION: 4 – 7 PM FRIDAY NOVEMBER 21

NOVEMBER 21 BIRTHDAY PARTY Celebrate 40 years of CVAG with snacks, beverages, and cake 4 – 7 PM

DECEMBER 3 LABYRINTH OF LIGHT Solstice Celebration Co-Creation by Medwyn McConachy + Cathy Coate

COMMUNITY LANTERN MAKING: 3 PM + PARADE OF LIGHT: 4:30 PM

DECEMBER 3 - 27 MORE THAN HUMAN, THE SILENT CONVERSATION RECEPTION: 5 – 8 PM WEDNESDAY DECEMBER 3

NIC/ECUAD STUDENTS: Jenna Burrell, Jeanne MacGrotty, Maraya Vancheva, Lukas Roy, Tonja Bjermeland, Karissa Comer, Kelly Davidson, Roberta Denton, Carol Hilland, Anita Lawrence, Denise Lawson. Sandra Semchuk – instructor



FEEL
ALL
EMOTIONS

CVAG comoxvalleyartgallery.com
580 DUNCAN AVE COURTENAY BC V9N2M7

GALLERY TUESDAY - SATURDAY 10-5
GIFT SHOP MONDAY - SATURDAY 10-5
PH 250.338.6211

CVAG gratefully acknowledges support from the Government of Canada, the Province of BC, the City of Courtenay, the Town of Comox, the Comox Valley Regional District, the BC Arts Council, the Canada Council for the Arts and BC Gaming. We especially thank our members, donors and volunteers.