

brucewilliams

ART WORK PROPOSAL

For the new

SAINSBURY'S in WATERLOOVILLE

waterlooville leaves

This proposed artwork for Sainsbury's in Waterlooville, takes its inspiration from what is remarkable in the everyday. Specifically from the nature that runs through this leafy Hampshire neighbourhood.

The photograph of this plant was taken on the site of the new store. It is a glimpse of nature that is always nearby; the beauty on our doorstep. The image is an intimate close-up of leaves and stems, which creates a rhythm across the surface, given depth and form by a bright sunny day.

image as object

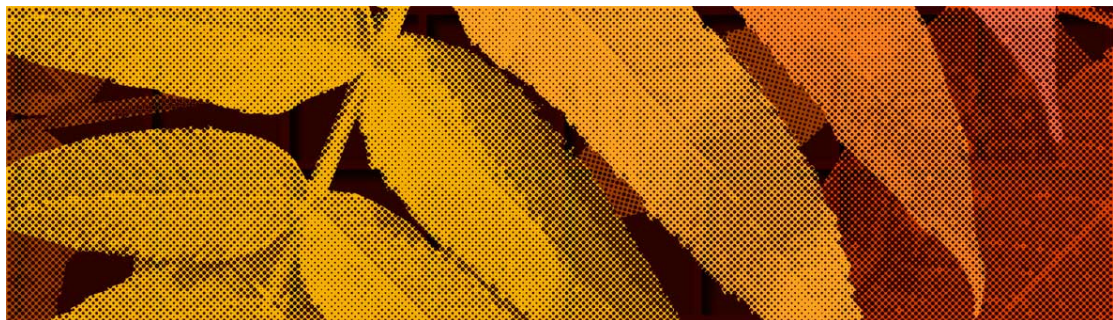
The image itself has escaped the confines of the page and is now built like an object. What we are used to seeing as ink has become perforated steel. The paper the ink would be printed on has disappeared and become a dark, backing space that the image is suspended in front of. And the grid structure that holds it is more like the building it is hung upon.

illusion and depth

The straight, rectangular constraints of the image are like the sides of a photograph or a window, whilst the edges of the leaves follow their own natural contours. The illusion of the two dimensional image is played off against the outline of the three dimensional object. This is further developed by the warm autumnal tones of yellows and oranges. The variations of colour create a further appearance of depth, but all in one hovering plane.

detail and scale

Despite being a depiction of a tiny natural detail, the scale of the image means that it can be seen from a great distance across the retail car parks. Mounted high on an otherwise uniform wall, it brings an intimate detail onto a large scale. At close quarters there is another revelation as the dots, which make up the image, become clearer and the mathematical beauty of the object is revealed.



Bruce Williams 2014