Hell<O
Feb.18th-Mar.8th
2015
multi.arts.emerging.artists
Bundaberg

MADE POSSIBLE WITH
CITY OF SYDNEY MATCHING GRANTS AND SUPPORT

CREATIVE CITY SYDNEY

CITY OF SYDNEY

Opening Wednesday 18th February, 6-8pm

Exhibition continues until Sunday 8th March

Gallery open Thursday to Sunday 12-5pm

107 REDFERN STREET, REDFERN • 107projects.org

TRAVEL BETTER • **BUS** 305, 308, 309, 310 • **TRAIN** Redfern Station **RIDE** • **WALK**

107 projects

Hell-o Multi Arts Festival

"Hell-o Arts Fest" for short

Hell-o is a pageant of emerging artists from a range of visual and liberal art disciplines. This multi-arts event has no theme and no underlying, unifying conceptual basis other than the artists exist here in Sydney, and are reacting now to current ideas and events. A stable art exhibition is installed alongside some works progressively developing through the three week timetable. Workshops, artist talks, poetry slams, interactive pieces and performance pieces celebrate this moment in time.

Sourced from a mix of graduate and postgraduate degrees, this ecclectic collective are solely representing their unique and valuable point of view. Themes that explore cross cultural experiences, urban renewal and ecology, contradictions in Australian suburbia or the interconnectedness of everyday life; are expressed within many art forms of today's creative culture. Our festival is a grand HELL-O to these ideas, and more, as we introduce our emerging artists to our local and arty community.

Cover image:
Alex Latham
Sheanette (She's a Rainbow), 2014

Image inverted by Rachael McCallum for back cover.

pictured:
Anna cuthill
From the series Dreamland.
300 x 360cm, vinyl adhesive print, installation at the National Art School Gallery, Oct 2013.

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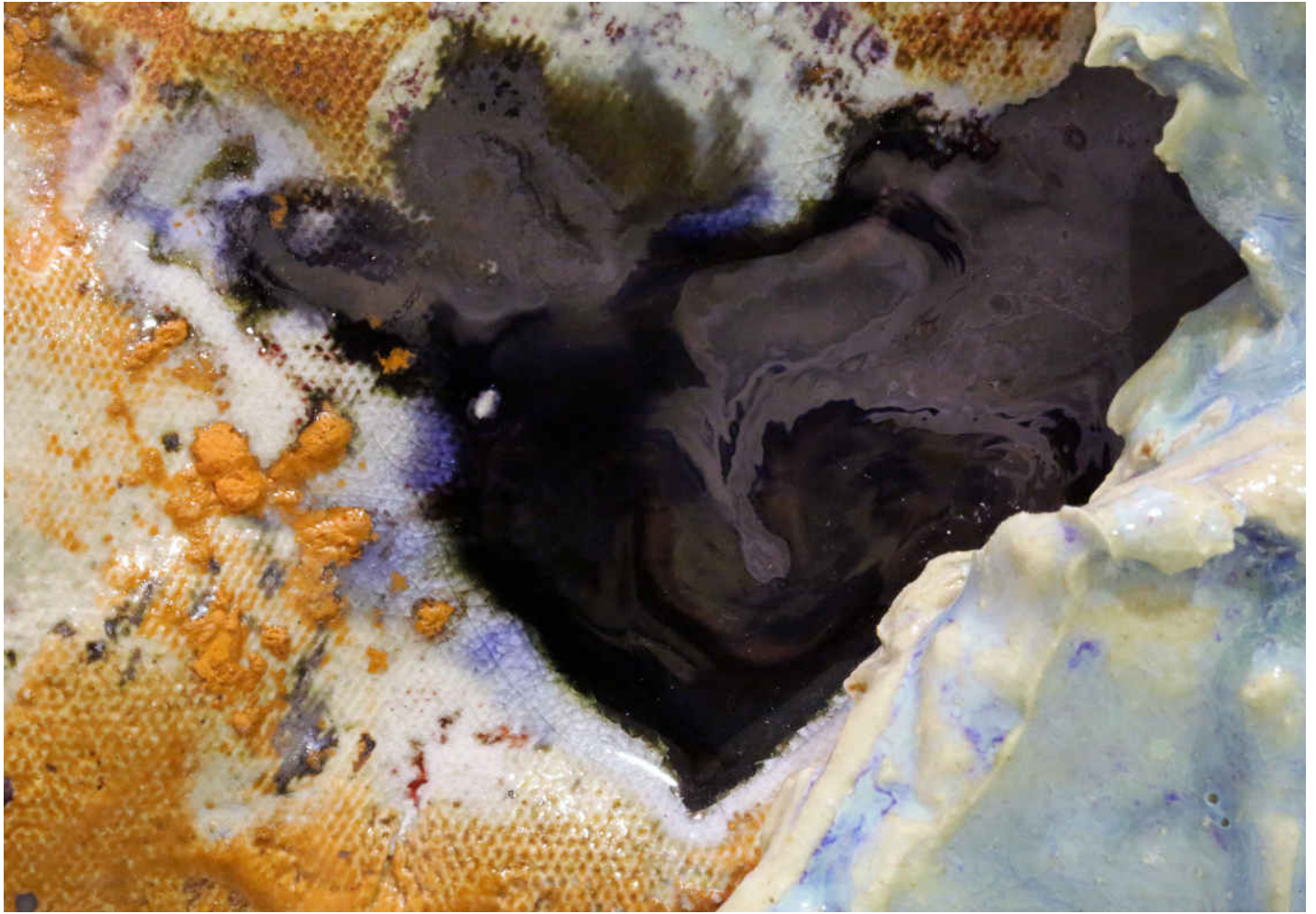
Adwena Shemon
Alex Latham
Anna Cuthill
Charlotte Le Brocque
Janette Gay
Lisa Woolfe
Lotte Smith
Meaghan Potter
Mevagh Clarke
Montana Maree Miller
Rachael McCallum
Ruth Li
Samuel Kirby
Sarah Elizabeth Martin
Sebastian Grant
Thomas Quayle
Veronica Habib
Yori Tajitsu - Price



Rachael's Foreword

Event coordinator, Artist and Happiness Advocate

I'm not about to tell you that I've been there and I've seen that, I am no authority. I'm not going to pretend I know more than I do or that what I do means so much you should care, but I make and love art.

I brought this exhibition festival program together because I want an exhibition like this in my world. I want a celebration of art, one that isn't constricted with hefty event costs or awkward themes, or hell; even unspoken gallery expectations. Constructs with which I have seen constrict the art itself. I wanted to create an opportunity, not just for me, to share our works of curious passion.

Pretty much I did just enough to create a platform and hold it together, Hell-o is a moment of Free Parking (well, really cheap tbh) on the monopoly board of art in Sydney. The rest of the work is the artists being left to be free to make what they make - and doing it well! As a group of determined and motivated individuals, who have all had their time in the tertiary education sun, I am honoured to be a part of this carnival.

Studying art is the greatest privilege and most selfish undertaking I ever endured. It was great, like learning to fly. Until, your wings are ripped off and you have to get "a real job" like any other graduate.

And sure, I/you/we can slug away at a part-time job we are overqualified for, keeping our eyes peeled for the rare gems of opportunity in the industry we loved. Or you can tell your boss you need to take some leave and hire a gallery space and run your own show. That's an option, and sometimes its well worth it. But by the time you've had your time, you might wish you had made something a bit more commercially viable, or spent a bit less on opening night.

It's happened to the best of us and it's a part of taking the first steps into artist-hood...

Well kind of. That is only true if we follow in other peoples footsteps. We have the internet now. Well "we" do, and its meant that crowdsourcing, grant applications and "how – to's" are there for the googling. We have effectively sidestepped the pain of self-funding by working hard to share the work. We couldn't have made this art event without it.

Not only that, but we don't have to have our opinions filtered for us by critics (although it is nice sometimes), we can say what we think to our friends about an artwork and meme about it later. It's great. It's casual. It's democratic. Memes will be art in their own right as a produced cultural entity, so don't fight it. Personally, I'd be stoked if someone thought about a work of mine enough to make a meme about it. It means they had a thought beyond just seeing it.

http://www.pinterest.com/tesswladar/oh-the-irony/

There is a meme out there, a drawing of a tree (on paper) as THE DEFINITION of ironic creation. It's a considered thought that leads to thoughts about the value of nice paper vs the natural state of the tree, and all the horrible processing in between. Duh, you know that. But further than that, no one is wrong.

Let me explain;

Creative endeavours are useful in so many ways, and really undervalued in our spare time. Without realizing it, our work can lighten hearts (our own included), console, soothe, boast and challenge. Initially art might seem selfish (and sometimes it is) or a luxury left to artists, but every reaction to our particular concerns is a justified, and a useful building block at influencing your world, however small. To quote a reassuring read; *How To Change The World* by John-Paul Flintoff :

"We may think that solving world poverty is the more important pursuit, but changing the world is also about considering our own interests and skills – we will be most effective if we do what comes naturally to us"

So what this whole event has become is bigger than just an event – it's a big gesture of hope to anyone aspiring to make the leap into art world antics; that art is about to get a lot more accessible, understandable, approachable and possible.

This is the part where I ramble off a bunch of motivational phrases you could find on ads or tumblr like:

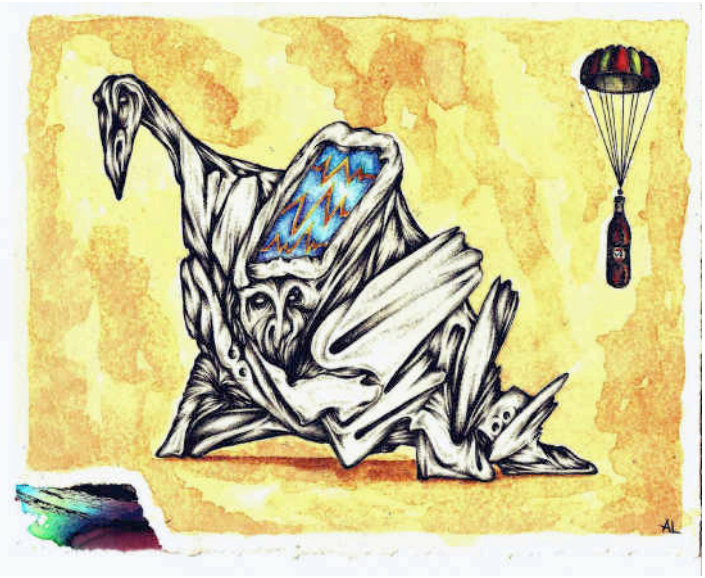
Stay curious
Question everything
Anything is possible
Make it happen
Just do it

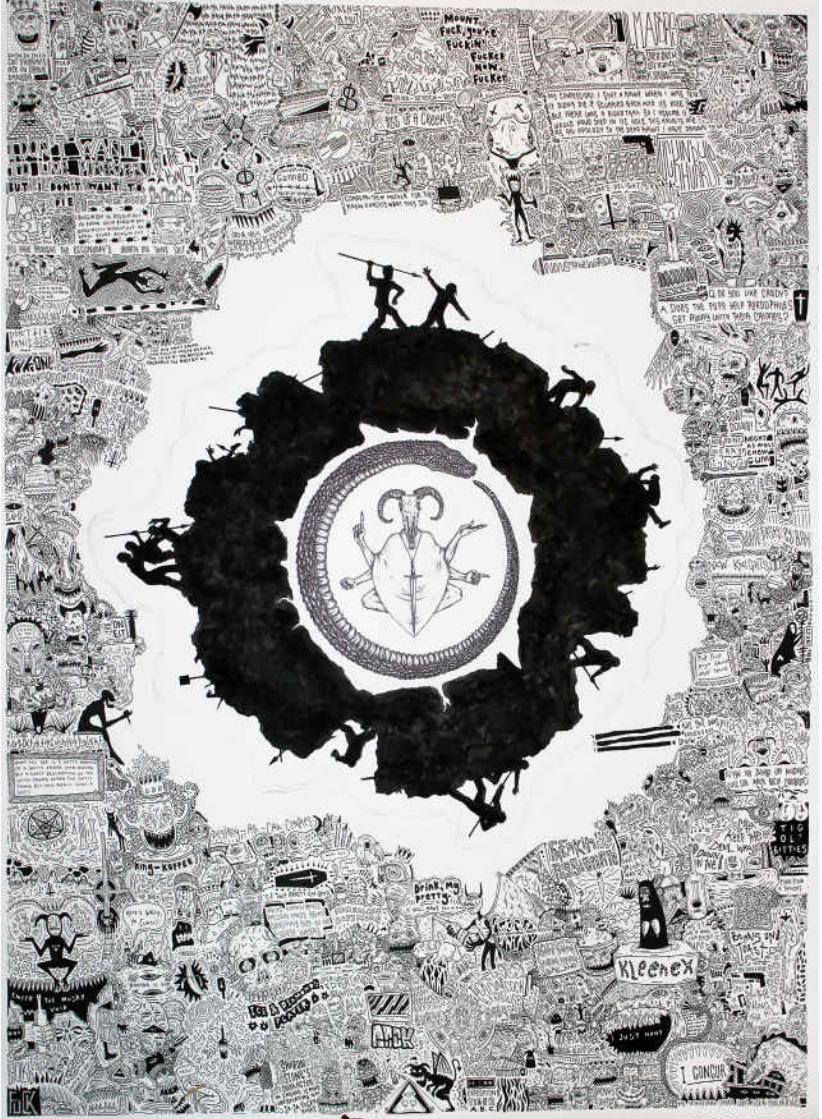
Or I could be realistic and say; do what you love and ask for help if your not sure you need it, and if all else fails, read a book (but be careful around Albert Camus, trust me)

until next time,
Rachael McCallum

AND NOW,
WE SAY
HELL-O

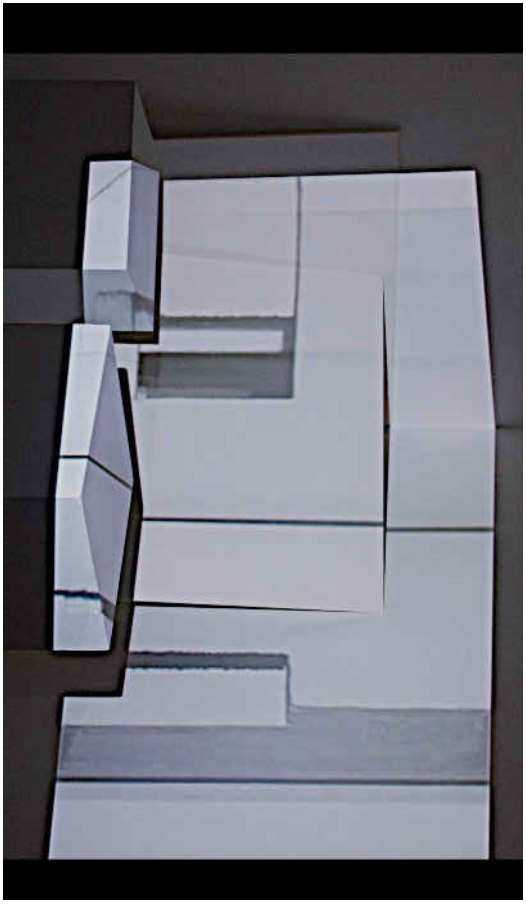
10 Adwena Shemon

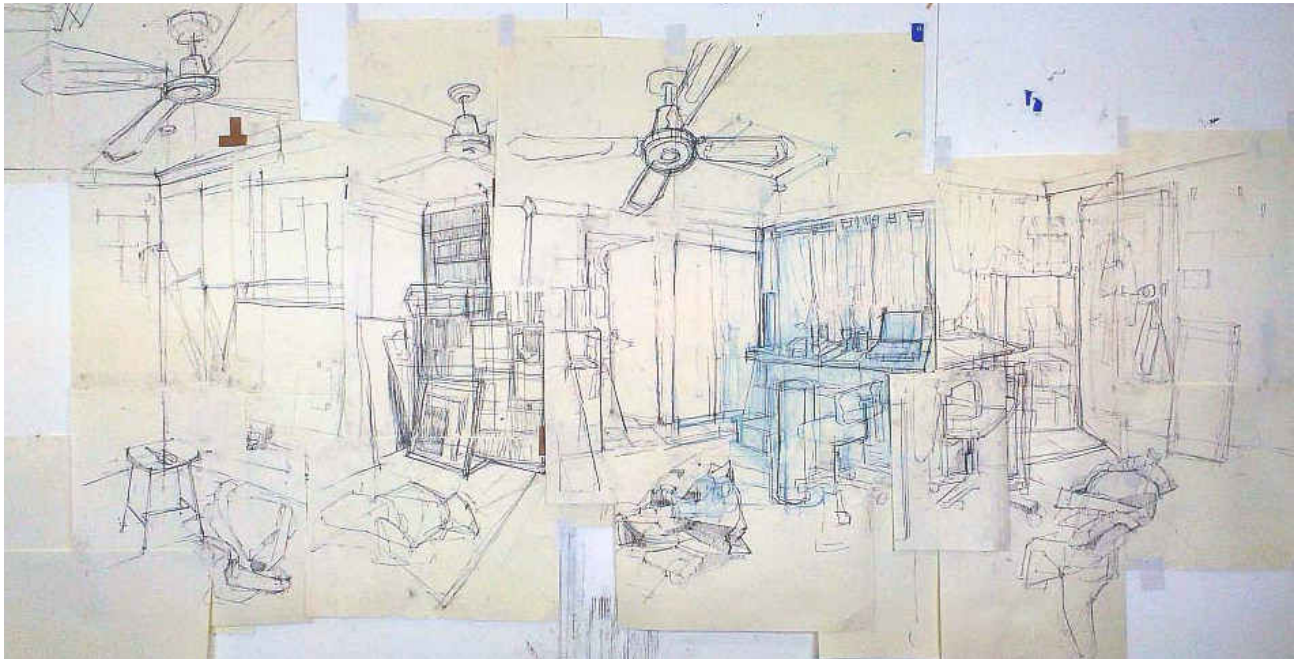



Kleenex
I CONCUR

Milk

Janette Gay





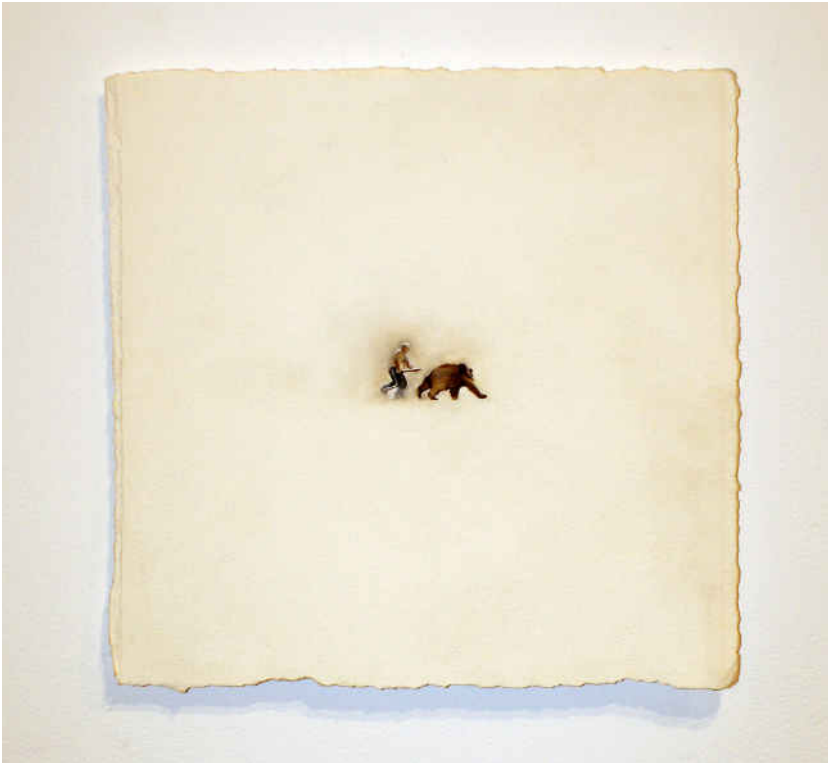
99 Rooms at Project 107

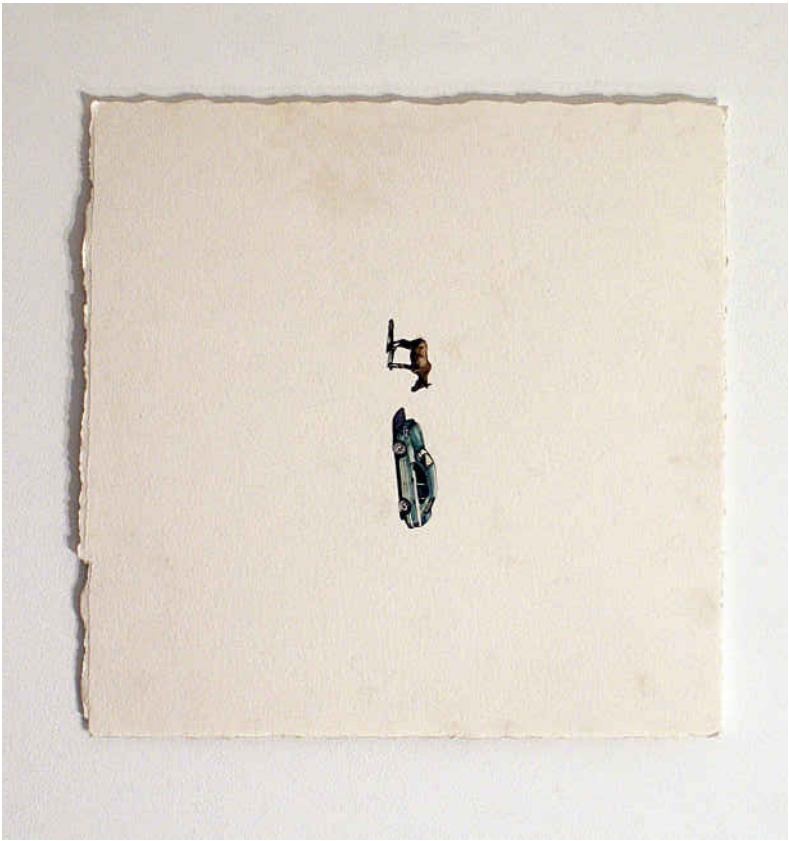
I am currently engaged in an ongoing series of ritualistic drawing projects that require intense disciplined observation, presence and repetition over set period of time. These projects started simply as a means to generate ideas and create a disciplined process. It then became an examination of intense drawing process and time: The beginning is quite certain but what the exercise will bring is something that only time will reveal. The projects are documented online exposing the commonly 'hidden' artistic processes.

The "99 rooms drawing project" is 99 drawings of different rooms that I occupy (to live or work). For Hello, I will draw the Project 107 space in situ during each day of the exhibition. Visitors to the gallery can view the work as it unfolds over the course of the exhibition.

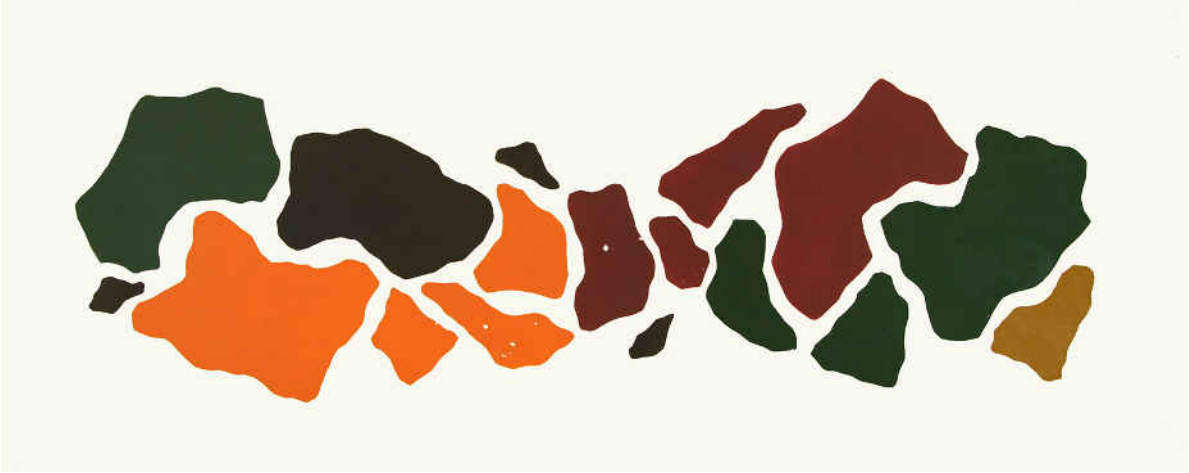
EXIT
HOTEL
California
Thank you

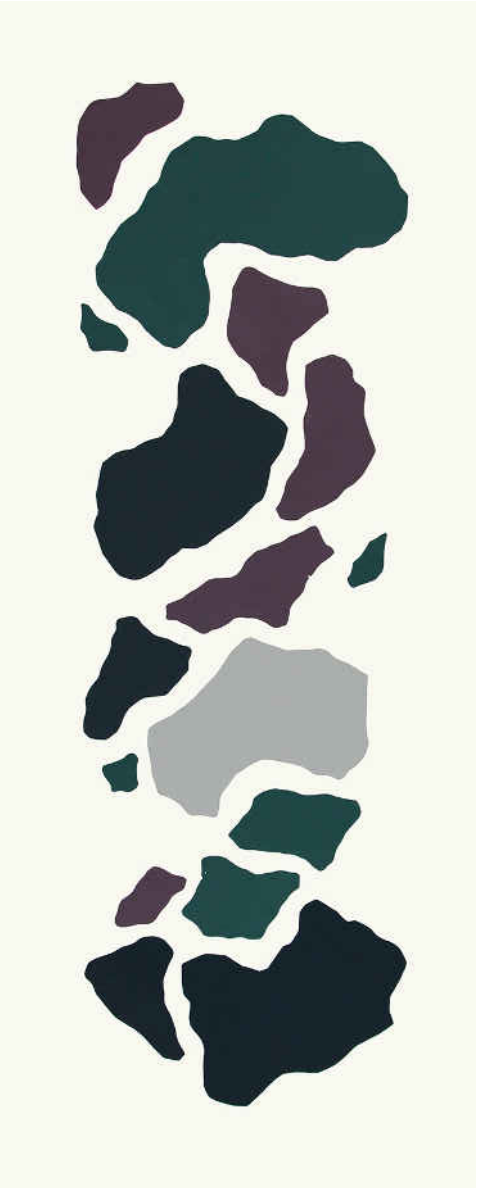
RACHAEL MCCALLUM





CHEST
CHANCE
CHANCE
CHEST
SEX
GO TO
JAIL





Hell-o.
Sometimes you just have to come out and say it.

As an icebreaker to the art world, this collection of graduates are out to share their labors of love.

More than just visual artists, in amongst the installed exhibition we present a timetable of music and performance events of poetry, dance and artist talks.

Find info about our artists, our social media competition and the up to date schedule on our homemade website www.hell-o.org

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This book was lovingly designed by Rachael McCallum.
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