

DIFFERING PERSPECTIVES | YOU ARE DOING IT AGAIN

Craft ACT launches two new exhibitions featuring award-winning emerging and early-career makers from across Australia who have reimagined the everyday through furniture, objects and wearable artworks

2 July - 22 August 2020



Canberra, Australia: Award-winning makers from across Australia have reimagined the everyday through new pieces of furniture, jewellery and objects in two new Craft ACT: Craft + Design Centre exhibitions presented from 2 July to 22 August 2020. These emerging and early-career designers have creatively responded to mundane statements, everyday objects and urban landscapes, to express the future of contemporary design.

'Craft is dynamic, enduring, entrepreneurial and respectful of tradition, uniting time-honoured techniques with contemporary interpretations built for the future. These early-career designers bring colour, play and fresh new perspectives to see the tradition of craft in an exciting new light,' **Craft ACT CEO and Artistic Director Rachael Coghlan said.**

Differing Perspectives by emerging makers and JamFactory Furniture Studio associates, **Calum Hurley (SA)** and **Jordan Leeflang (SA)**, is an exhibition of sculptural objects and pieces of furniture which respond to different photographs of metropolitan Japan. Each image - captured by Hurley in 2017 - was chosen to show the country's unique architectural forms and urban landscape. This exhibition is a collaborative effort between two Adelaide-based creatives who come from similar educational and training backgrounds in the fields of Interior Architecture & Furniture Design.

Designers, artists and researchers Guy Keulemans & Kyoko Hashimoto said, *"By the time we were invited to write this essay for Calum Hurley and Jordan Leeflang's exhibition at Craft ACT, the impact of COVID-19 on the world was emerging. What has eventuated – the closing of borders, supply chains paranoia and a surge in nationalistic, often hostile rhetoric between East and West – clouds the kinds of cultural engagement that is at the heart of this timely exhibition. Its incarnation hinges on a series of photographs taken in 2017 during a trip to Japan, a physical, real-world encounter with a material culture. If COVID came 3 years early, this exhibition would not have been possible."*

Hurley and Leeflang are curious about exploring the differences that emerge in their ways of thinking and problem-solving. Individually, Hurley's and Leeflang's design processes naturally focus on function and human interaction with design. Hurley's practice gravitates towards reflectivity and light play, while Leeflang's focuses on proportion, colour and

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shape.

Hurley and Leeflang added, *"This show came about as an exercise in creating work for ourselves. Getting to know materials, processes, industry was our focus, a great learning exercise. A wide variety of techniques have been researched in the realization of this show, those presented show those that fit our individual trajectories closest."*

YOU ARE DOING IT AGAIN is a new exhibition of wearable artworks by internationally acclaimed artist, **Zoe Brand** (NSW). Within her practice, Brand uses jewellery archetypes, ready made and text to explore the performative nature of jewellery as a device for communication. She sees possibility in mundane, everyday throwaway statements, which she collects, examines and removes them from conversation and builds the text into signs. Brand enjoys drawing upon the ambiguity of language, of the numerous readings and associations that any one word may possess, as well as how the meaning changes when a work moves from wall to body and back again.

Melinda Young, contemporary jeweller and craftsperson, Associate Lecturer at UNSW Art & Design commented, *"The work in this exhibition is at once deeply personal and reflective of broader collective sentiment and experiences. The significance of language is always in flux, however in 2020 it seems the meaning and resonance of language, or words and phrases is changing daily. Words that signified one thing when Brand started making for this exhibition have rapidly shifted and continue to do so. I encourage you to not only read the works in this exhibition collectively, as a text; but also to pause and reflect on each as a moment in our/your time."*

YOU ARE DOING IT AGAIN is an exhibition where general musings about an unprecedented time are put front and center, multiplied, divided, made colourful and offered anew. Part antidote, part lucky charm and part warning to those closest to us, Brand offers up a series of pieces that straddle the line between the comic and the tragic.

Artist Zoe Brand said, *"It wasn't always this way. I'm not sure I've have a chance to grieve or understand the summer bush fires that were on our doorstep for months on end. At that time it was about leaving to find safety elsewhere. And now it seems we are only safe if we stay home. The works in this exhibition aren't so much about "these times" but rather they have come about because of them. Of course they reflect them and fit into the discourse around them, but they are not stuck in them."*

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MEDIA CONTACT:

IMAGES: <https://flic.kr/s/aHsmNC2gkW>

Exhibition: Open to the public from 2 July 2020, online anytime at craftact.org.au/

IMAGE CAPTIONS (L to R): Calum Hurley, #3 Chair001, Grey, 2020. Photo: courtesy of the artist. Zoe Brand, I DON'T KNOW, 2020. Photo: Marshall-Brand Studio.

ARTIST BIOS:

Calum Hurley is an Adelaide based furniture and object designer. Currently working out of JamFactory's Furniture Studio as part of the esteemed Associate Training Program, Hurley produces objects that are consciously space-sensitive and

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visually distinct. He has been a finalist in several high calibre emerging design competitions across Australia including Denfair's FRONT | CENTRE and WORKSHOPPED19 at Australian Design Centre.

Jordan Leeflang is an Adelaide based designer whose multidisciplinary practice includes furniture, object and sculpture. Leeflang is a current JamFactory Furniture Studio Associate and has been a finalist in numerous design competitions and the winner of the 2019 Workshopped Award for Design for his Sunday stool.

Zoe Brand lives in a small village called Majors Creek where she creates wearable text-based works. Since graduating with her Bachelor of Visual Arts with First Class Honours from the Australian National University, Brand has exhibited in many group shows in Australia, New Zealand, Thailand, Germany, France and Estonia and her work is held in a number of significant private collections.