

“VIEWPOINT”

Multimedia Art Exhibition by Caitlin Möhr and Miles Dunne

Presented at The Lab, Wauwe/Light Square SA for SALA Festival 2022



Supported by The **Independent Arts Foundation (IAF)**
Small Grants for Young and/or Emerging Artists (individual and group)

IAF GRANT REPORT

'Viewpoint' by Caitlin Möhr and Miles Dunne for SALA Festival 2022



Funding from the Independent Arts Foundation supported the debut launch of 'Viewpoint', an experimental multimedia art exhibition by tarndanya-based artists Caitlin Möhr and Miles Dunne that will be an ongoing project of experimentation and development between the artists. *Viewpoint* was held at The Lab on six nights throughout August for SALA Festival.

Viewpoint offered the audience an experience where they could immerse themselves between an interplay of media including digital animation, experimental audio, installation, and paintings. Funding provided by the IAF was specifically spent on commissioning a custom audio soundtrack by a local musician, materials for the suspension/hanging of the physical artworks in the multifunctional art space and high-quality documentation of the exhibition including photography and videography.

Early in the development of this project, the artists needed to carefully think about the way the physical artworks (oil paintings and textiles works) would hang in the art space. The exhibition was shown each weekend in August 2022, and as The Lab venue hosts many events including live gigs, it was essential the works could be installed and uninstalled promptly and safely to adhere to bump-in bump-out requirements in line with other events that were showing. With this in mind, funding from the IAF was spent on developing an appropriate hanging system for these works. The result was an easy-to-use system where the



artworks could be quickly hung and easily unclipped from their hanging position when required.



A primary need for the exhibition was to unite the multiple mediums employed for the exhibition including the physical artwork and the surrounding digital moving animations. Funding by the IAF allowed the artists to address this need by engaging with a local musician to create a

soundtrack that drew on the explored theme of holding different perspectives. The musician, Jackson Tierney, sampled and mixed poetry and dialogue recorded by the visual artists into the soundtrack. The result was an eerie and intense audio track which completely enhanced the overall experience of *Viewpoint*, playing a major role in creating an immersive, suspenseful and meaningful art experience for the audience.

The nature of the exhibition necessitated specific photography and videography to authentically capture the *Viewpoint* experience, with particular reference to the venue layout, LED screen lighting and suspended installation of artwork. In addition to this, as *Viewpoint* will be an ongoing project between the artists exhibited yearly, it was essential that effective documentation took place. Funding by the IAF allowed the artists to engage with a photographer and videographer that both have extensive experience with documenting events/projects at The Lab venue. By doing so, the artists now have professional photos and video footage of the



exhibition, that will support their practice by providing documentation that will be used for, but not limited to:

- Artist portfolios
- Social media/website content
- Support material in exhibition proposals/grant applications/arts-related applications
- Developing effective marketing strategies for future *Viewpoint* exhibitions and other projects



Throughout the development and showing of *Viewpoint*, with the support from the Independent Arts Foundation, Caitlin Möhr and Miles Dunne were able to grow professionally and personally, as financial support governed the maximization of their ideas in which they were able to document them accordingly. This funding ensures long term benefits for the artists by providing professional documentation of their work, in which high-quality images are essential for support material in arts applications and proposals, and for wider marketing use.

Link for video documentation for *Viewpoint*: <https://vimeo.com/745618605>