

NOELLA LOPEZ

G A L L E R Y



SAM HEYDT and the MARROW SERIES

Heydt's interprets the present through her unique perception and storytelling approach and recreate the past with objects, places, portraits. Marrow is her most abstract and colourful series so far. These large shiny images (mounted on Acrylic) are beautiful, all encompassing and intriguing. With each series, Heydt's seems to reinvent herself and create yet a new vision and a new interpretation of her world.

With Marrow, the artist seems to articulate the lack of tangibility of our world, hijacked by technology, advertising and mass communication to the detriment of the

individual and its inner essence. Like a chameleon adapting to its environment, splashes of colour crash and blend forming abstract images disguising our fractured identities.

Noella Lopez

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SAM HEYDT

'Generously Underwritten and Sacrificed'

Photograph - Marrow Series - Ed. 2/4 + 1 A/P (NFS) - Pigment Print Face-Mounted on Acrylic - 70cm x 100cm x 4cm - **A\$5000**

Never in focus - the world - a blur of movement amidst globalisation and the obscurity of social media. The social landscape has become a noisy, fractured space dominated by advertisements. Amid the onslaught of media images, we experience life as a sequence of schizophrenic moments. Entangled in an endless cycle of

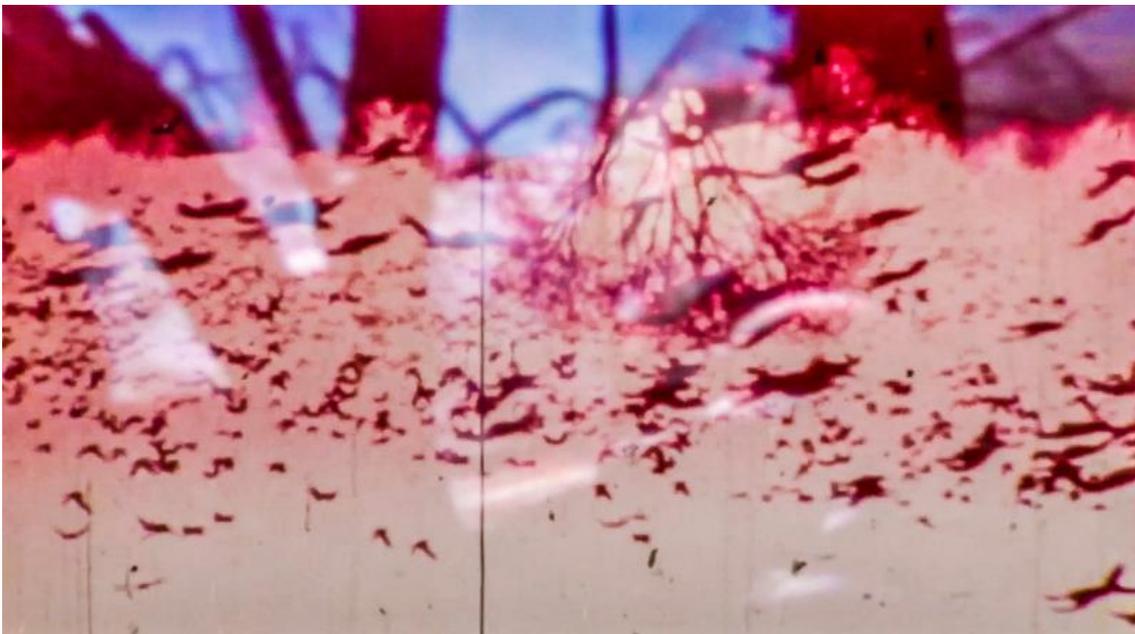
distraction, the western world inhabits the space of post-history where all grand narratives dissipate and technological dependency diminishes the tangibility of our experiences. Our collective consciousness has been reduced to a scattered blur that drifts from the new multiplex, the old strip mall, from one meal to the next, twitter, a text message, a coffee - medium or large, a cigarette, numbing hours of TV, all unnaturally constructed “needs”. Our attention is hijacked by the seductive glow of flickering promises tied to a brand. Truth is lost amongst the arbitrary and insignificant objectives semiotically spun and ingrained. It spins now out of control, beyond reparation perhaps, and yet we sit placidly in front of the flickering screen sedated by the media and the false promises it proposes for the future it truncates.

Sam Heydt

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