CONSUMER

Consumer examines the influence of consumer culture on the visual landscape. Throughout the project (2014) I bought advertising space around Cardiff city centre and filled it with posters in which images and text are combined using tropes from advertising, to encourage people to think about the contradictions of capitalist consumption rather than impel them to buy something. To accompany *Consumed: Stilled Lives and the Pathologies of Capitalism* City Centre Posters provided posters and sites in South London in December 2016.

Consumer (Lure), October 2014, Cardiff City Centre: Various locations [advertising posters]

Consumer (Pacifier), December 2014, Churchill Way Cardiff [advertising poster]
Text: The decanted infant howls; at once a nurse appears with a bottle of external secretion. Feeling lurks in that interval of time between desire and its consummation. Shorten that interval…
Aldous Huxley, *Brave New World*.

CARDIFF MUSIC FESTIVAL
12 & 13 JUNE 2015 / BUTE PARK CARDIFF
FIRST ARTIST ANNOUNCEMENTS
ANNIE MAC
DJ FRESH
GENTLEMANS DUB CLUB
HANNAH WANTS
JA RULE
JAGUAR SKILLS
REDLIGHT
SIGMA
MANY MORE TO BE ANNOUNCED
PRE REG - SOLD OUT EARLYBIRD - SOLD OUT STANDARD - RELEASED 4TH JAN
WWW.XMUSICFESTIVALCARDIFF.CO.UK

Consumer (Weight), January/February 2015, Cardiff City Centre: Various locations [advertising posters]

Consumer (Wonderland), April 2015, Bute Terrace Cardiff [advertising poster]

THE WONDER STUFF
THU 22nd DEC 2016
O2 SHEPHERDS BUSH EMPIRE
LONDON
PETER DOHERTY
HAMBURG DEMONSTRATIONS
GEORGE CLINTON & PARLIAMENT FUNKADELIC
FUNKANDSOULWEEKENDER.COM
TUNE INTO MI-SOUL ON DAB RADIO OR MI-SOUL.COM TO WIN TICKETS FOR
Fatboy Slim @ 02
Soul II Soul @ KOKO
Carleen Anderson @ Jazz Cafe
Digable Planets @ Under the Bridge
Mi-Soul

PETER DOHERTY
HAMBURG DEMONSTRATIONS
THE NEW ALBUM. OUT NOW.
"Hamburg Demonstrations is studded with wonderful moments" ****
– Q MAGAZINE
**** – MOJO

FRED'S
PERSONAL TRAINING
020 3581 3116
info@fredslondon.co.uk
www.fredslondon.co.uk
Unit E, Baltimore House, Juniper Drive
Wandsworth London SW18 1TS
DO YOU WANT A FLATTER STOMACH FAST?
12 WEEKS OPTIMUM WEIGHT LOSS PROGRAMME
CALL NOW AND BEGIN YOUR OWN JOURNEY WITH US TOWARDS FITNESS AND FEELING GREAT ABOUT YOURSELF!
BOOK YOUR FREE TRIAL SESSION NOW AND WHEN YOU SIGN UP FOR A PROGRAMME YOU WILL GET 30 DAYS SUPPLY OF FRED'S SUPPLEMENTATION'S TOTALLY FREE!
FRED'S
PERSONAL TRAINING
020 3581 3116
info@fredslondon.co.uk
www.fredslondon.co.uk
Battersea Reach
Unit E, Baltimore House, Juniper Drive
Wandsworth London SW18 1TS
THE WONDER STUFF
BRA
FuzzBox
BENTLEY RHYTHM ACE
Hosted by STEVE LAMACQ
THU 22nd DEC 2016
O2 SHEPHERDS BUSH EMPIRE
LONDON
www.ticketweb.co.uk
BACKTO95
BOXING DAY SPECIAL
MON 26TH DECEMBER
NORRIS DA BOSS
SCOTT GRACIA
TOPBUZZ / LADY T
JUMPIN JACK FROST
FIRIN SQUAD
SELLY J & DJ ALTON
CREED / DT / RANKIN / BUZZHARD
PLUS MANY MORE OVER 4 ROOMS OF MUSIC
@SCALA KINGS CROSS
WWW.BACKTO95.COM
MONDAY TO FRIDAY • 11:30AM - 10PM
FREE ENTRY
VAUXHALL WINTER VILLAGE
A POP-UP SKI TOWN IN THE HEART OF LONDON
STREET FOOD STALLS • SEASONAL COCKTAILS
BOOKABLE ALPINE CABIN BOOTHS
HEATED SEATING BOOTHS
WINTER SPORTS BAR • RETRO SKI WEAR
HAPPY HOUR 2PM - 7PM
VAUXHALLWINTERVILLAGE.CO.UK

Consumer (Christmas [2 designs]), December 2016, London [advertising poster]

Consumer

Project Launch: Ffotogallery, Turnerhouse, Penarth
Friday 7th November 2014 6-8pm
In Conversation 6.30-7.30pm

Cardiff City Centre: Various locations
1st Nov 2014 – 1st April 2015

'Consumer' examines the influence of consumerism on the visual landscape. Throughout the project Dawn Woolley will buy advertising space around Cardiff city centre and fills it with artworks that critique consumerism and capitalism. The artworks will employ methods of enticement that are often found in adverts, encouraging people to think about the contradictions of capitalist consumption rather than impel them to buy something. Each poster will include a web address or QR code. It is hoped that the viewing public will engage with the artworks by leaving comments and posting images. Subsequent artworks will be developed in response to the feedback received.

To launch the project Dawn Woolley will be in conversation with Dr Paul Cabuts, Associate Head of the School of Art and Design in the University of South Wales. They will explore the themes of the artwork, discussing consumerism, visual culture and the commercial realm as a site for artistic intervention.

Refreshments will be provided by Dawn Woolley and Ellen Sampson. Woolley and Sampson collaborate to produce celebratory snacks that play with conventional food messages about desire and its denial. In response to the Consumer project they will play with the contradictory messages of capitalism that implore us to indulge while warning us against excess.

Details of the project will be posted in the coming months at;
www.consume.today
www.facebook.com/consumeposter
twitter feed: #consumeposter

Contact details for Dawn Woolley;
dawn.woolley@network.rca.ac.uk
07790 015 340
www.dawnwoolley.com

This project is kindly supported by the Arts Council of Wales

Cygnor Celfyddydau Cymru
Arts Council of Wales

Noddir gan Lywodraeth Cymru
Sponsored by Welsh Government

Supported by The National Lottery® through the Arts Council of Wales
Cefnogwyd gan Y Loteri Genedlaethol trwy Gyngor Celfyddydau Cymru

Further Information

Dawn Woolley trained as a fine art printmaker. She completed her undergraduate degree in 2001 and has since developed a visual art practice that encompasses digital video, installation and performance as well as photo-based installations. In 2008 she completed an MA in Photography at the Royal College of Art. Recent exhibitions have included; “”Basically. Forever” Tokyo Metropolitan Museum of Photography and “Recollection” Ruimte Morguen Gallery, Antwerp (2014). Solo exhibitions include; “Visual Pleasure”, Hippolyte Photography Gallery, Helsinki, Finland (2013); “Visual Pleasure”, Vilniaus Fotografijos Galerija, Lithuania (2012); “Visual Pleasure” at Ffotogallery in Cardiff (2011) and “The Substitute”, Murray Edwards College, Cambridge University (2010).

Paul Cabuts works in the evolving field of documentary photography with a practice that is grounded in the Valleys of the region. The colourful, typological nature of his work celebrates contemporary manifestations of the culturally less dominant histories of the region, and explores notions of identity and place. His research has focused on the development of the photographic arts in Wales since the mid-twentieth century. Cabuts has been commissioned to work on numerous photography projects including the BBC’s BAFTA Cymru Award winning Capture Wales project. His photographs are held in a number of public collections including those at the National Library of Wales, Ffotogallery and the Groundwork Trust.

Ellen Sampson lives and works in London. She is a conceptual footwear designer and sometime pastry chef. In 2003 she graduated from University College London with a first class degree in Anthropology. In 2005 she began her career in footwear design, working for a number of High fashion footwear labels. In 2009 she received an MA in Fashion Footwear at Cordwainers College. She continues to design footwear, which transcends the boundaries between fashion and art whilst undertaking PhD research at the Royal College of Art. Her latest work ‘Palimpsest’ will be on display at Northampton Museum and Art Gallery from 15th November 2014.

Established in 1978, Ffotogallery is the national development agency for photography and lens-based media in Wales. The organization is outward looking, with an exhibition programme featuring artists from Wales and the rest of the world. Ffotogallery seeks to widen its impact and influence through touring exhibitions, collaborations with other organisations and galleries, print and online publishing and an extensive education and outreach programme. Ffotogallery has an active policy of commissioning new work which, in particular, provides a vital support system to photographers in Wales, forms an ongoing record of culture in Wales, and reflects prevailing attitudes and developments in photography more generally. Ffotogallery is a not for profit company limited by guarantee and a registered charity, in receipt of annual funding from the Arts Council of Wales and Cardiff City Council.

Prynwr

Lansio'r Prosiect: Ffotogallery, Turnerhouse, Penarth
Nos Wener 7fed Tachwedd 2014 6-8pm
Sgwrs 6.30-7.30pm

Canol Dinas Caerdydd: Amrywiol leoliadau
1af Tachwedd 2014 – 1af Ebrill 2015

Mae 'Prynwr' yn edrych ar ddylanwad prynwriaeth ar y tirlun gweledol. Ar hyd y prosiect bydd Dawn Woolley yn prynu gofod hysbysebu yn ardal dinas Caerdydd ac yn ei lenwi â gweithiau celf sy'n edrych yn feirniadol ar brynwriaeth a chyfalafiaeth. Bydd y gweithiau celf yn defnyddio dulliau denu a geir yn aml mewn hysbysebion, gan annog pobl i feddwl am anghysondebau prynwriaeth gyfalafol yn hytrach na'u cymell i brynu rhywbeth. Bydd pob poster yn cynnwys cyfeiriad gwe neu gôd QR. Y gobaith yw y bydd y cyhoedd sy'n eu gweld yn ymgysylltu â'r gweithiau celf trwy adael sylwadau a phostio delweddau. Datblygir gweithiau celf dilynol mewn ymateb i'r adborth a dderbynnir.

I lansio'r prosiect bydd Dawn Woolley yn sgwrsio gyda'r Dr Paul Cabuts, Pennaeth Cysylltiol Ysgol Gelf a Dylunio Prifysgol De Cymru. Byddant yn archwilio themâu'r gweithiau celf, gan drafod prynwriaeth, y diwylliant gweledol a'r parth masnachol fel safle ar gyfer ymyrraeth artistig.

Darperir lluniaeth gan Dawn Woolley ac Ellen Sampson. Bydd Woolley a Sampson yn cydweithio i gynhyrchu byrbrydau dathlu sy'n chwarae gyda negeseuon bwyd confensiynol am chwant a gwrthod ymateb iddo. Mewn ymateb i brosiect y Prynwr byddant yn chwarae gyda negeseuon anghyson cyfalafiaeth sy'n crefu arnom i foddio'n hunain, ond ar yr un pryd yn ein rhybuddio rhag gormodedd.

Yn ystod y misoedd nesaf bydd manylion y prosiect yn cael eu postio ar;
www.consume.today
www.facebook.com/consumeposter
ffrwd twitter: #consumeposter

Manylion cyswllt Dawn Woolley;
dawn.woolley@network.rca.ac.uk
07790 015 340
www.dawnwoolley.com

Cefnogir y prosiect hwn drwy garedigrwydd Cyngor Celfyddydau Cymru

Cyngor Celfyddydau Cymru
Arts Council of Wales

Noddir gan Lywodraeth Cymru
Sponsored by Welsh Government

Supported by The National Lottery® through the Arts Council of Wales
Cefnogwyd gan Y Loteri Genedlaethol trwy Gyngor Celfyddydau Cymru

Rhagor o Wybodaeth

Hyfforddodd Dawn Woolley yn wneuthurwr printiau cain. Cwblhaodd ei gradd israddedig yn 2001 ac ers hynny mae wedi datblygu dull o ymarfer celf weledol sy'n cwmpasu fideo digidol, gosodiadau a pherfformiad, yn ogystal â gosodiadau seiliedig ar ffotograffau. Yn 2008 cwblhaodd MA mewn Ffotograffiaeth yn y Coleg Celf Brenhinol. Mae ei harddangosfeydd diweddar wedi cynnwys; "Basically. Forever" yn Amgueddfa Ffotograffiaeth Fetropolitan Tokyo a "Recollection" yn Oriel Ruimte Morguen, Antwerp (2014). Ymhlith ei harddangosfeydd unigol mae; "Visual Pleasure", Oriel Ffotograffiaeth Hippolyte, Helsinki, y Ffindir (2013); "Visual Pleasure", Vilniaus Fotografijos Galerija, Lithwania (2012); "Visual Pleasure" yn Ffotogallery, Caerdydd (2011) a "The Substitute", Coleg Murray Edwards, Prifysgol Caergrawnt (2010).

Mae Paul Cabuts yn gweithio ym maes esblygiadol ffotograffiaeth ddogfennol, ac mae ei ddull o ymarfer ei grefft wedi'i seilio yng Nghymoedd y rhanbarth. Mae natur liwgar, deipolegol ei waith yn dathlu amlygiadau cyfoes o hanesion diwylliannol llai amlwg y rhanbarth, ac yn archwilio cysyniadau hunaniaeth a lle. Mae ei waith ymchwil wedi canolbwyntio ar ddatblygiad y celfyddydau ffotograffig yng Nghymru ers canol yr 20fed ganrif. Comisiynwyd Cabuts i weithio ar brosiectau ffotograffiaeth niferus, gan gynnwys prosiect 'Capture Wales', a enillodd Wobr BAFTA Cymru y BBC. Cedwir ei ffotograffau mewn nifer o gasgliadau cyhoeddus, gan gynnwys y rhai yn Llyfrgell Genedlaethol Cymru, Ffotogallery ac Ymddiriedolaeth Groundwork.

Mae Ellen Sampson yn byw ac yn gweithio yn Llundain. Mae hi'n ddylunydd esgidiau cysyniadol, a bu gynt yn gogydd crwst. Yn 2003 graddiodd o Goleg y Brifysgol, Llundain gyda gradd dosbarth cyntaf mewn Anthropoleg. Yn 2005 cychwynnodd ar ei gyrfa ym maes dylunio esgidiau, gan weithio i nifer o labeli esgidiau hynod ffasiynol. Yn 2009 derbyniodd MA mewn Esgidiau Ffasiwn o Goleg Cordwainers. Mae hi'n parhau i ddylunio esgidiau sy'n goresgyn ffiniau ffasiwn a chelfyddyd, ochr yn ochr â'i gwaith ymchwil ar gyfer PhD yn y Coleg Celf Brenhinol. Bydd ei gwaith diweddaraf 'Palimpsest' yn cael ei arddangos yn Amgueddfa ac Oriel Gelf Northampton o 15^{fed} Tachwedd 2014.

Sefydlwyd Ffotogallery yn 1978, a hi yw'r asiantaeth ddatblygu genedlaethol ar gyfer cyfryngau ffotograffiaeth a lensys yng Nghymru. Mae'r sefydliad yn un sy'n edrych allan, gyda rhaglen o arddangosfeydd sy'n cynnwys artistiaid o Gymru a gweddill y byd. Nod Ffotogallery yw ehangu ei heffaith a'i dylanwad trwy gynnal arddangosfeydd teithiol, cydweithio â sefydliadau ac orielau eraill, printio a chyhoeddi ar-lein a rhaglen addysg ac allgymorth helaeth. Mae gan Ffotogallery bolisi gweithredol o gomisiynu gwaith newydd sydd, yn arbennig, yn darparu system gynhaliaeth hanfodol i ffotograffwyr yng Nghymru, yn creu cofnod parhaus o ddiwylliant yng Nghymru, ac yn adlewyrchu'r prif agweddau a datblygiadau ym maes ffotograffiaeth yn fwy cyffredinol. Cwmni nid er elw yw Ffotogallery sy'n gyfyngedig drwy warant ac yn elusen gofrestredig, ac mae'n derbyn cyllid blynyddol gan Gyngor Celfyddydau Cymru a Chyngor Dinas Caerdydd.

Project Launch: Ffotogallery, Turnerhouse, Penarth

In Conversation with Dr Paul Cabuts

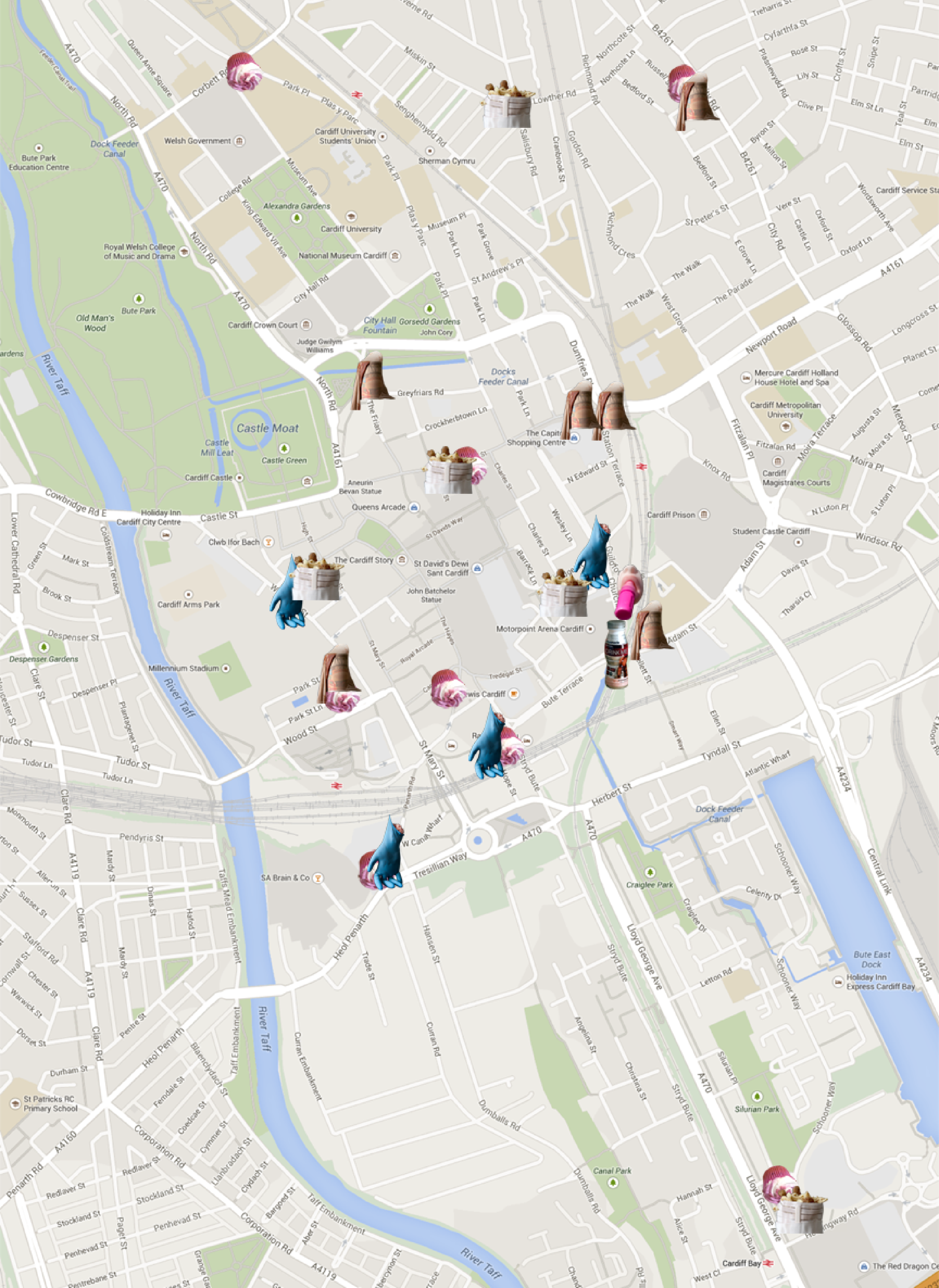
https://www.mixcloud.com/Ffotogallery/dawn-woolley-consumer-project-launch-discussion-with-paul-cabuts/

Refreshments Designed and Produced in Collaboration with Dr Ellen Sampson

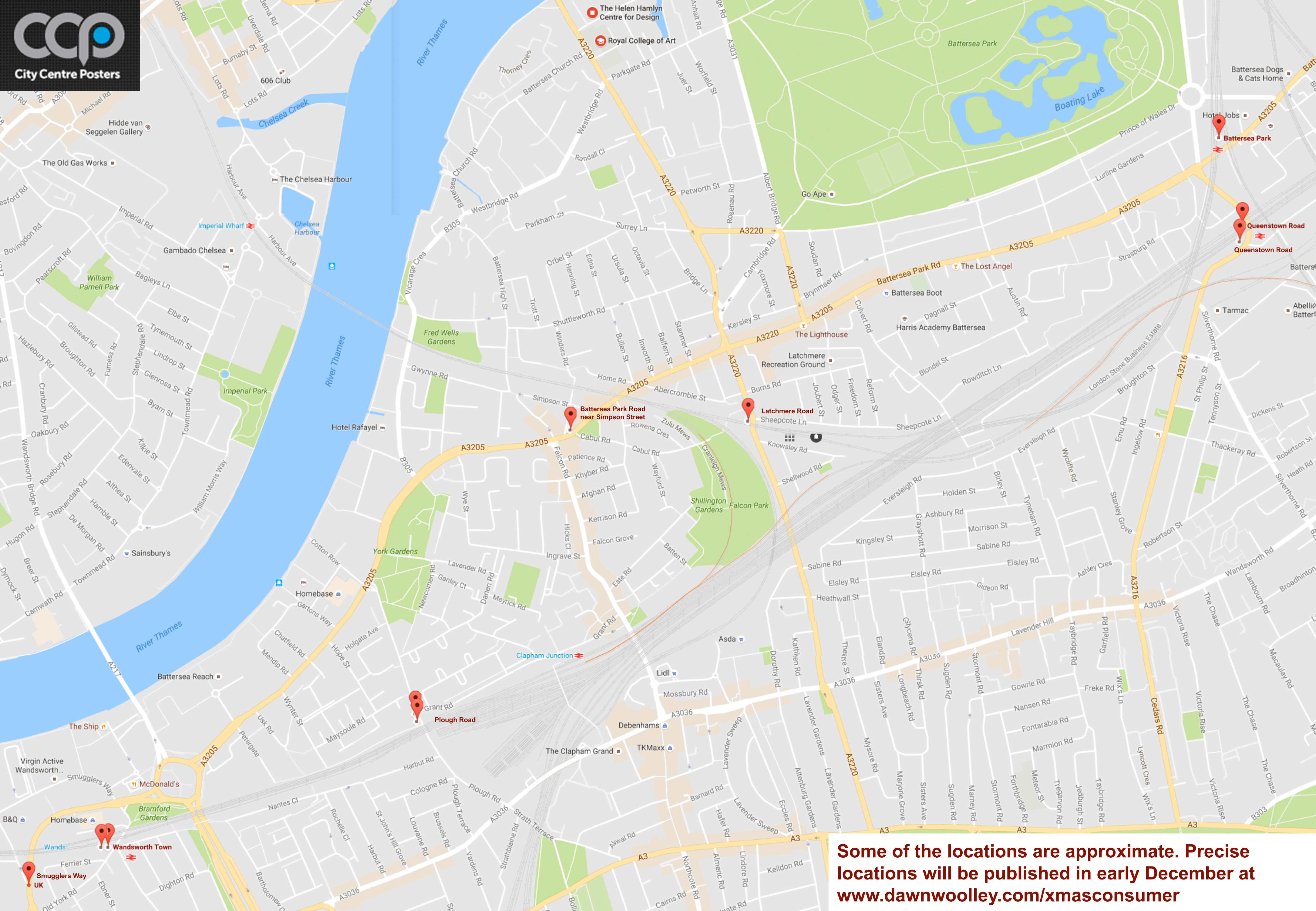
NO

BEFORE
AFTER
AFTER
BEFORE
BEFORE
BEFORE
AFTER
AFTER

AFTER
BEFORE
BEFORE
AFTER
AFTER
AFTER
BEFORE



Welsh Government
Cardiff University Students' Union
Sherman Cymru
Bute Park Education Centre
Dock Feeder Canal
Alexandra Gardens
Cardiff University
Royal Welsh College of Music and Drama
National Museum Cardiff
Bute Park
Old Man's Wood
Cardiff Crown Court
City Hall Fountain
Gorsedd Gardens
Judge Gwilym Williams
Docks Feeder Canal
Castle Moat
Castle Mill Leat
Castle Green
Cardiff Castle
Aneurin Bevan Statue
Queens Arcade
Holiday Inn Cardiff City Centre
Clwb Ifor Bach
The Cardiff Story
St David's Dewi Sant Cardiff
John Batchelor Statue
Cardiff Arms Park
Motorpoint Arena Cardiff
Millennium Stadium
Despenser Gardens
Mercure Cardiff Holland House Hotel and Spa
Cardiff Metropolitan University
Cardiff Magistrates Courts
Cardiff Prison
Student Castle Cardiff
Cardiff Service Sta
SA Brain & Co
Dock Feeder Canal
Craiglee Park
Bute East Dock
Holiday Inn Express Cardiff Bay
Silurian Park
Canal Park
St Patricks RC Primary School
Cardiff Bay
The Red Dragon Ce
River Taff
Newport Road
Tresillian Way
Lloyd George Ave



Some of the locations are approximate. Precise locations will be published in early December at www.dawnwoolley.com/xmasconsumer