

## Unconditional – DRAFT Exhibition proposal by John Brookes



“Unconditional” is a mixed media examination of love in all of its many forms... joyful, painful, life-affirming, difficult at times, but always unconditional.

The wide-ranging, multi-faceted and often elusive qualities of love will be reflected by the diversity and range of images in the exhibition in several ways.

Firstly, the images will show a range of different subjects, different but united by the emotion of love. They will depict how love can be for a partner, a grandmother for her grandchild, a father for his baby, an owner for their dog, even a petrol head for their show car!

Each theme will feature two images to show the different nuances of love, showing the joy and happiness that love can bring but also the deeper,

more self-reflective and pensive side; demonstrating that love exists in the head as well as the heart.

In a way, I wish to defamiliarize love and to reclaim its depictions in modern media – too often sentimental, unrealistically romantic (though there is always room for romance of course) or focussed on tragedy and used as a vehicle to highlight social issues, such as partner abuse, divorce rates, infidelity etc.

Similarly, love in society seems to be stifled by current trends to equate love with dependence or inequality in a society that increasingly highlights independence as an aspiration. Even talk of love can elicit embarrassment and awkwardness - we are losing the awareness of its value. My contention is that there is still room for genuine feelings of love in an increasingly isolated society that interacts through social media posts, texts and Instagram videos. Yet love comes at a price.

Love is, among others, a fundamental emotion that makes us human and we need to preserve it whilst embracing new technology and new cultural and identity politics. This exhibition therefore is apolitical and non-didactic, it simply seeks to present love in its raw form.

The range of examples used in the exhibition will be loosely based upon “The colour wheel theory of love” - an idea created by the Canadian psychologist John Alan Lee that describes three primary love styles, describing them in the traditional colour wheel. The three primary types are Eros, Ludus, and Storge.<sup>1</sup>

Eros is the Greek term for romantic, passionate, or sexual love, from which the term erotic is derived. Lee describes Eros as a passionate, physical and emotional love feeling of wanting to satisfy, create sexual contentment, security, and aesthetic enjoyment for each other.

Ludus means "game" or "school" in Latin. Lee uses the term to describe those who see love as a desire to want to have fun with each other, to do



<sup>1</sup> Lee, John Alan. *The Colors of Love: An Exploration of the Ways of Loving (revised)*. New Press, 1976

activities indoor and outdoor, tease, indulge, and can compass those who are passionate about hobbies or feel deep affection for their pets.



Storge is the Greek term for familial love. Lee defines Storge as growing slowly out of friendship and based more on similar interests and a commitment to one another rather than on passion. More directly, there is a love between siblings, spouses, cousins, parents, and children. Storge necessitates certain familial loyalties, responsibilities, duties, and entitlements. The elements of responsibilities and duties can also encompass caregivers, such as a wider and non-judgemental love of humanity expressed, say, through a patient / nurse relationship.

Images will feature a diverse range of subjects, will be in large square format on wooden artboard, with each subject being displayed with serious / joyful depictions side by side to capture the duality of love. Images will combine several different techniques including

photography, acrylic paints, digital media, pencil sketching and ink transfer to wooden artboard.

I am eager to commence this exhibition, as it will allow me to focus on portraiture which I have undertaken in the past but never with such a defined subject. The subject itself will also expand my focus as I have recently been exhibiting in the areas of disability rights and climate change. I also wish to expand the level of community engagement with my works.

Therefore, throughout the exhibition I wish to reach out and include the wider community and local arts groups. Attendees and online visitors will be encouraged to submit their own images of what love means to them, via our social media channels of Instagram, Twitter, Facebook, and email and website.

Creativity will be encouraged and may be in the form of visual arts, poetry, design works etc.

Submitted works will be shown throughout the exhibition on the Unconditional website. There will be a prize for People's favourite winner, of a work from my exhibition. This competition will form a media 'hook' in itself.

Promotion will be mainly provided by the artist and the venue, using grant funding. I have a well-established local media network including – Canberra Weekly, City News, Canberra Times, BMA, CBR Events, HERCanberra, ABC24 radio, 2xx). I will also employ posters at key sites, social media, Facebook ads, RiotAct blog, with additional marketing through the CRCS' (Capital Region Community Services) usual communication channels. I have also been a Chartered Marketer (MCIM) since 2000. This has led to notable success promoting my most recent exhibition "Professor Hyatt's Tarot" at Smith's Alternative Gallery, which gathered an opening night attendance of over 200 visitors and made a profit of around AU\$4000.

Thank you for the opportunity to apply for this important opportunity, I am sure you will give this your 'unconditional' consideration.

**Images © John Brookes 2023 – all images are works in progress and proposals at this stage.**

- 1) Unconditional I: Woman and dog
- 2) Unconditional IV: Gay partners
- 3) Unconditional VII: First nations man and land

**APPENDIX 1: “Unconditional” Awards applications – DRAFT BUDGET**

Expenditure	Quote source	Cost (\$AUS)	Grants applied for with estimated spend according to amount offered to cover cost
Venue hire (MI6 Artspace)	Based on Rate Card	\$1,195.00	1) Rosalie Gascoigne Memorial Award  2) Shaw & Partners Award  3) Michele Black Memorial Award  4) Waldren Constructions General Award  5) Capital Chemist Award (\$900)  6) Urban Pantry Manuka Award (\$401)  7) Canberra Weekly Award (\$401)  8) Home By Holly Award (\$401)  9) Workplace Research Associates Award (\$900)
Print and production of Exhibition artwork. 10 x 100mm wooden artboard	Based on previous Kwik Kopy order	\$599.00	1) Rosalie Gascoigne Memorial Award  2) Shaw & Partners Award  3) Michele Black Memorial Award

			<p>4) Waldren Constructions General Award</p> <p>5) Capital Chemist Award</p> <p>6) Urban Pantry Manuka Award</p> <p>7) Canberra Weekly Award</p> <p>8) Home By Holly Award</p> <p>9) Canberra Museum and Gallery Award (\$500)</p> <p>10) Workplace Research Associates Award</p>
Opening night (staff and modest catering)	Quote from Coles/Belco Gallery	\$200	1)Rosalie Gascoigne Memorial Award
Marketing materials (posters A3 x 50)	Based on Kwik Copy quote	\$150	1)Rosalie Gascoigne Memorial Award
Marketing materials (flyers A5 x 250)	Officeworks quote	\$145	1)Rosalie Gascoigne Memorial Award
Print advertising (Canberry Weekly; What's On listing + photo, social media sendout to subscribers, web link)	Based on rate card	\$160	1)Rosalie Gascoigne Memorial Award
Print advertising (BMA Magazine) 2 month half page ad plus whats on listing in print and online editions.	Based on ratecard.	\$450	1)Rosalie Gascoigne Memorial Award
Facebook ads (3 months) \$200.00	Set own daily limits	\$200	1)Rosalie Gascoigne Memorial Award

Exhibition brochure x 250.	Officeworks quote.	\$100	1)Rosalie Gascoigne Memorial Award
Web domain listing 1 year: www. unconditional.photography	Domain listing sites	\$87	1)Rosalie Gascoigne Memorial Award
2 x A2 prints as prizes (1 for People's Choice Submission, 1 for Canberra Weekly prize giveaway)	Kwik Kopy quote	\$130	1)Rosalie Gascoigne Memorial Award
<b>TOTAL:</b>		<b>\$3416</b>	
<b>GRANT TOTALS</b>	<b>Rosalie Gascoigne Memorial Award</b>	\$3416	
	<b>Shaw &amp; Partners Award</b>	\$1894	
	<b>Michele Black Memorial Award</b>	\$1894	
	<b>Waldren Constructions General Award</b>	\$1894	
	<b>Capital Chemist Award</b>	\$1499	
	<b>Workplace Research Associates Award</b>	\$1499	
	<b>Urban Pantry Manuka Award</b>	\$1000	
	<b>Canberra Weekly Award</b>	\$1000	
	<b>Home By Holly Award</b>	\$1000	
	<b>Canberra Museum and Gallery Award</b>	\$500	