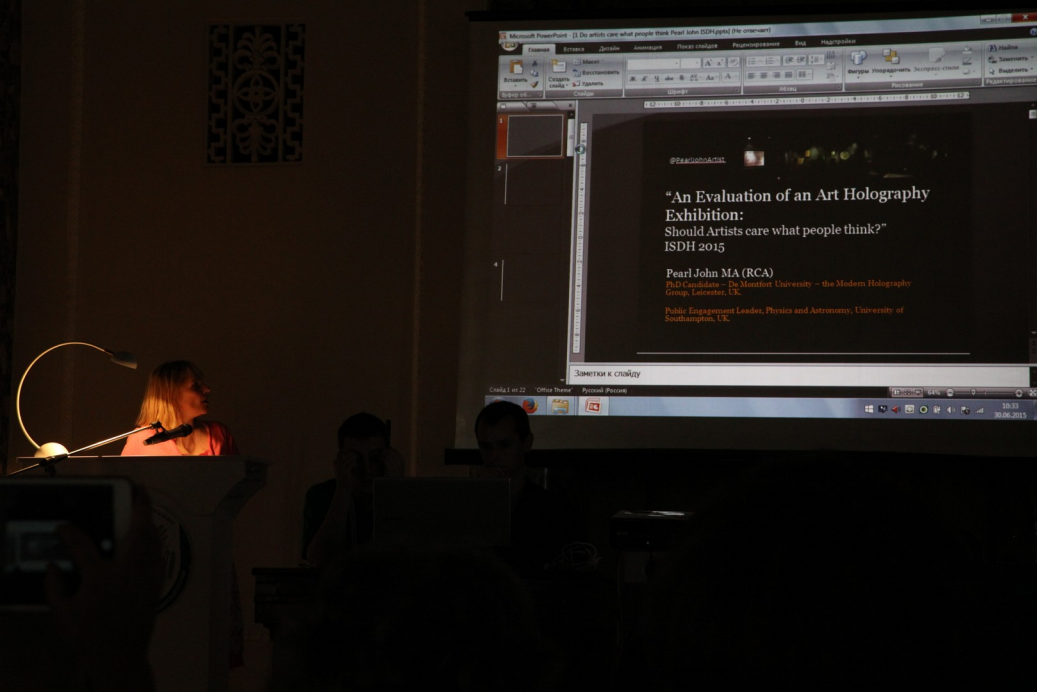

@PearlJohnArtist
"An Evaluation of an Art Holography Exhibition:
Should Artists care what people think?"
ISDH 2015
Pearl John MA (RCA)
PhD Candidate – De Montfort University – the Modern Holography Group, Leicester, UK.
Public Engagement Leader, Physics and Astronomy, University of Southampton, UK.
Заметки к слайду

Review of Previous Work

A Virtual Artist Exhibit – Level 4 Gallery, University of Southampton's Hartley Library. Photo by J.Birkin

To explore the representation of different time periods in lenticular imaging utilizing scientific research data.

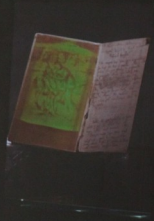
A Virtual Artist - Exhibition

The Virtual Artist includes the artist's own 'Special Collection' of objects and holographic artworks which have been gathered to form an archive of a family history. Some elements of the exhibit are autobiographical, while other elements are fictitious.

Fig. Installation view of 'A Virtual Artist'. Photo by M.Richardson

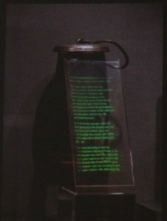
Fig. Installation view of 'A Virtual Artist'. Photos by R.Luckins, P.John and J.Birkin

The Camera - Grandfather 8"x10" mixed media with reflection hologram, Pearl John 2014. Photograph by Rob Luckins
Silver Shoes– Sister. 8"x10" mixed media with reflection hologram, Pearl John 2014. Photograph by Rob Luckins
The necklace - Aunt. 8"x10" mixed media with reflection hologram, Pearl John 2014. Photograph by Rob Luckins



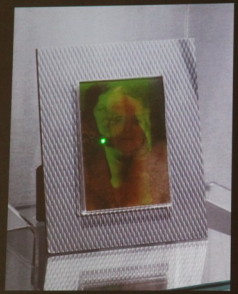
The Sketchbook - Grandmother. 15cm x 25cm, mixed media with reflection hologram, Pearl John 2014

The Clock- Self-Portrait. 15cm x 25cm, mixed media with reflection hologram, Pearl John 2014



The Lamp- Great Grandfather. 15cmx25cm, mixed media with reflection hologram, Pearl John 2014

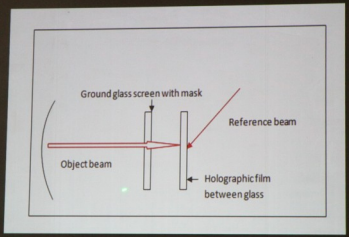
Jonathan Ros



"I think what I imagined when I saw them in the gallery was that they were dealing with layers of memory."
Alyss White, Professional Artist

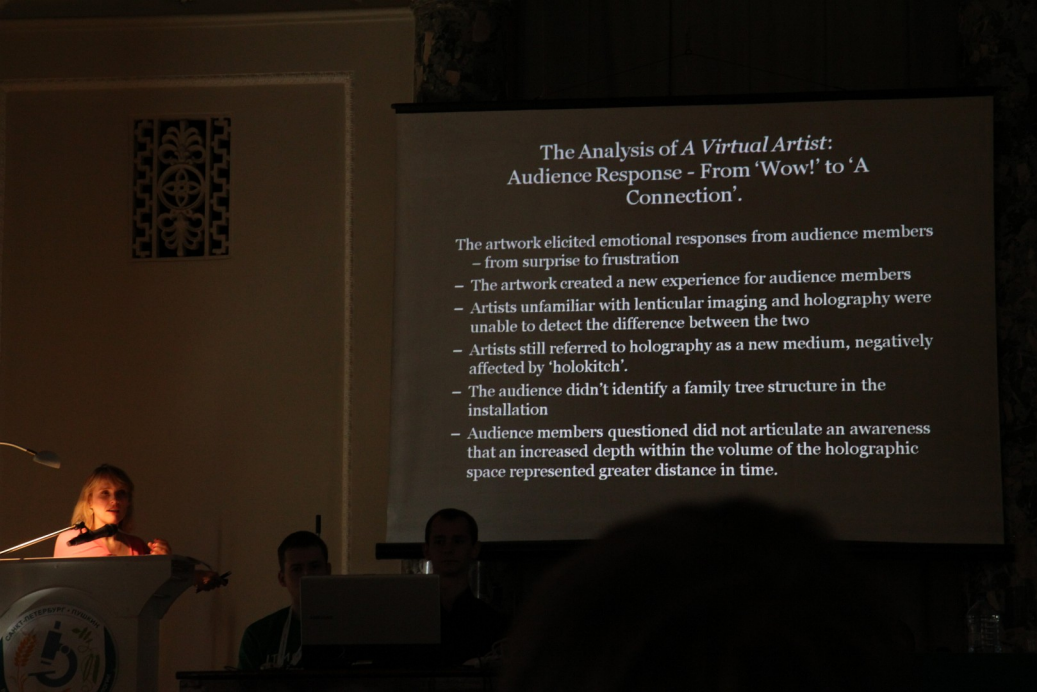
The portrait- Great Grandmother.
15cmx25cm, mixed media with reflection hologram, Pearl John 2014

Holography – Technical Aspects
Time and the Z Axis.



Evaluation: Results
Audience Response

Affective	Analytic
Moving	Absolutely brilliant!
Exciting	Brilliant
Haunting	Thought-provoking
Really amazing	Thought-provoking
Very inspiring	truly talented
Really interesting x 2	Clever
Very interesting x 2	Informative
Interesting x 5	Inventive
Fascinating x 5	Inventive
Puzzling	A stimulating synergy between art & science, in which both components benefitted
Entertaining	Really impressive
Intriguing	Very varied, both human and technical content.
Engaging	Good
Seductive	original
Evocative	Unique
Touching	Drew me into concepts of which I had no previous understanding.
Courageous	different from anything i had seen before
loved	Very creative
enjoyed	very creative
Really liked it!	Imaginative
liked it x 4	Beautiful
I relate	Beautifully made
I felt connection x 4	aesthetically pleasing
Enjoyed x 2	It reveals intimacy
Very attractive	The exhibition invited curiosity


The Analysis of *A Virtual Artist*:
Audience Response - From 'Wow!' to 'A Connection'.
The artwork elicited emotional responses from audience members – from surprise to frustration
– The artwork created a new experience for audience members
– Artists unfamiliar with lenticular imaging and holography were unable to detect the difference between the two
– Artists still referred to holography as a new medium, negatively affected by 'holokitch'.
– The audience didn't identify a family tree structure in the installation
– Audience members questioned did not articulate an awareness that an increased depth within the volume of the holographic space represented greater distance in time.