



Silver Eye Center for Photography
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Silver Eye Offers Food for Thought *What's for Dinner?* Fall Exhibition

(Pittsburgh, PA) Silver Eye Center for Photography proudly presents ***What's for Dinner? Photographs by Diana Shearwood*** on view **September 26 – November 24, 2007**. This exhibition features eight enormous pictures (36" x 54") and one wall-size grid (70" x 220") comprised of 78 individual photographs. Québec photographer, Diana Shearwood, documents trucks and the huge advertising photographs that embellish them as they travel cross-country to deliver food miles away from where it has been grown. Once the viewer realizes that the images of delicious, mouth-watering food are wrapped around 18-wheeler trucks, it sets in motion a thought process about the food we eat, how it is delivered to us, and more. **New Gallery Hours:** Wednesday, Noon – 6:00 p.m., Thursday, Noon – 8:00 p.m., Friday, Noon – 6:00 p.m., Saturday, 11:00 a.m. – 5:00 p.m. or by appointment.

The **Artist Talk and Opening Reception** will take place on Saturday, September 29, 3:00 p.m. Reception of freshly harvested local foods will begin immediately after Diana Shearwood's talk from 4:00 – 6:00 p.m. Silver Eye members and students, free; Non-members, \$5.00. 1015 East Carson Street, South Side.

Diana Shearwood has spent the last few years working on this documentary project, which examines our food industry and landscape. *What's for Dinner? Photographs by Diana Shearwood* is an exploration of mobile food advertising. Its central theme is the industrialization of our food and the dulling of our perception to a point where we are more or less removed from knowledge of our food production. The food advertisement photography on the trucks, called vehicle wrapping, acts as just that, a wrapper. These trucks serve as an extension of packaging food in transit from farm or factory to buyer.

Shearwood explains, ...*"I was drawn to documenting the ever-growing realm of vehicle wrapping. By focusing on these ubiquitous moving billboards I hope to bring attention to the paradoxical reality that the twenty fresh foods that fill your shopping basket have traveled over 100,000 miles before they reach your table despite the fact that many of these items could be sourced locally. Instead of the pleasures of eating, the sometimes amusing and often disgusting images of food become sad reminders of a highly commercialized world that has run amok, symbols of a world where even our sustenance is not spared from a culture of insatiable conspicuous consumption."*

Shearwood's images of slick advertising photographs on 18-wheelers include a grill-marked juicy steak with American flag waving in the background (*Steak*, 2006); candy-colored plastic drinks in a row (*Vitamin Water*, 2006); and fruits and vegetables at the peak of ripeness (*Shaw's Fruits*, 2006). These photographs are archival inkjet prints on canvas and the wall-sized grid piece contains 78 archival inkjet prints on enhanced matte paper. All works are for sale.

(more)

Silver Eye Executive Director, and curator of the exhibition, Linda Benedict- Jones explains, "Shearwood's work is engaging in that it confronts realities of our daily visual culture. Trucks, such as the ones depicted in her photographs, glide slowly by our South Side photography center every day. While we all need to eat, these larger-than-life size images are very persuasive in telling us that it's just fine to participate in the long-distance transportation of food. If we think about it, though, it would be much better for us to examine these hidden messages about food. The forbidden fruit of our time may indeed be the fruit that travels cross continent."

Solo exhibitions of Shearwood's previous photographic series on the built environment have been presented at The Darling Foundry, le mois de la photo à Montréal, Galerie Éric Devlin, Stephen Bulger Gallery in Toronto, and in group shows as part of Le Printemps du Québec à Paris, Québec à New York, at Western Front in Vancouver and at Silver Eye Center for Photography in Pittsburgh, PA. Shearwood recently exhibited her *What's for Dinner?* photographs at Articule in Montréal and a forthcoming book called *FOOD* including a portfolio of these images will be launched with a book signing at Silver Eye on November 10, 2007. *FOOD* is published by Alphabet City, Toronto and MIT Press, Cambridge, 2007.

To request an interview with Diana Shearwood and/or a CD with images, please call Amanda Bloomfield at 412/431.1810, ext. 12 or email her at abloomfield@silvereye.org.

Programming in conjunction with this exhibition includes a two day photography walking tour, **A Photographic Safari: Mung Dynasty Sprout Farm & South Side Farmers' Market** on Tuesday, October 2, 4:00 p.m. and Thursday, October 11, 7:00 p.m. and a panel discussion, **Longing to Keep it Local? Food for Thought** on Saturday, November 3, 10:00 a.m. This talk features Donald Gibbon, Miriam Manion, Marlene Parrish and moderator Erin Hagan.

Funding for *What's for Dinner? Photographs by Diana Shearwood* is provided by The Pittsburgh Foundation, Peg & Ernie Harris, The Juliet Lea Hillman Simonds Foundation, Québec Government Office, New York and Sony. Media sponsorship kindly provided by *Pittsburgh City Paper*, and WYEP/91.3 FM.

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The mission of Silver Eye Center for Photography is to serve the public through exposure to a wide range of work by locally, nationally and internationally recognized photographers. A Pittsburgh institution since 1985, Silver Eye Center for Photography is the oldest non-profit organization in Western Pennsylvania dedicated solely to the understanding, appreciation, education, and promotion of photography as an art form and as an expressive form of visual communication.

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