

# Red + Green = Yellow

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*Red + Green = Yellow is an experimental exhibition which will explore visual communication through imagination, abstraction and making. Through the Open Call 5 artists will be selected to make a new work as a visual response to another work featured in the exhibition. At the start of production, each selected artist will be required to present 1 existing work. A photograph of this work (without any other information) will be given to another selected artist in the exhibition, and they will be commissioned to make 1 new work as a visual response.*

*Red + Green = Yellow will consider both the neural and artistic processes that will take place when developing the commissioned work, and through this process we are particularly interested in the immediate reactions and the responses to the photographs that will be presented to selected artists. A series of questions developed by Programme Committee will also be included along with the photographs, these questions will ask the artist to consider the significance of the photo in relation to their own practice, and how the environment around them has influenced the production of their work. Globally, we are adjusting to a new reality and through *Red + Green = Yellow* we would like to develop new forms of collaboration, ones which may lead to new innovations.*

We know scientifically that our eyes and brain work together in processing, decoding and manufacturing images. Our brains are also pretty good at filling in the blanks when it comes to our sense of perception. It takes just one fifth of a second for the eyes and brain to see, compute and understand imagery. Processes like these will be explored further through a series of workshops and events which will take place throughout the duration of the exhibition. Within these events we are keen to include a wide range of voices from both artists and scientists who explore both vision and perception within their fields of practice, as well as the common and diverse approaches made when responding to new information or visual cues.

We know that artistic pursuits have benefits that go far beyond pure enjoyment or cultural creation and that visual art can also strengthen your brain and improve your mood. With this in mind we would encourage you to consider your audience and how you expect them to interact with your work. Now more than ever do we realise the social importance of art within our society, and from this brief we would like to deliver an exciting new exhibition, in which all audiences can engage, experience and enjoy.