Hailey Hartshorn
Website Proposal

John Keough 2018

Proposal

Hailey Hartshorn is an emerging contemporary artist and educator. At the start of her career and journey into the contemporary art community, she is constantly exploring and studying the work of artists around her through known galleries, studios, and exhibitions. The community doesn't just remain in person though, one of the most important facets of advancing as an artist relies on making connections and being familiar with current work. The way to keep up is through the web presence of artists and galleries.

Hailey Hartshorn's website is necessary for her to have an accessible presence. As she doesn't have her work in gallery spaces; usual for emerging artists, she needs a place where her work and thoughts can be accessed. As she attempts to advance in her career she needs to be able to continue a dialogue about her work and her practice, the proposed website will act almost like a digital business card.

The site will be used as a multifaceted tool that can serve several direct purposes. It will be used as a way for her to promote or pitch her work to studios as a way to eventually join a collective, similarly, to a gallery or shows having a call for work. On a more individual basis, the website will be a way for her to continue conversations about work with other members of the community outside of events. The common thread throughout will be to have an accessible place for artists to see what her work is about.

Hailey and I have had a working creative relationship together for several years now and we each progress our own practice. We bring almost opposite perspectives together to help inform creative decisions. She is not afraid of a dialogue on design work, and she brings a unique view of digging up informed backstories and historical significance present in small decisions, conceptual and physical.

Content

An Ode

“Topping Out” is a long held tradition followed by ironworkers, from Ancient Northern Europe to Present Day America when the last beam is placed it is painted white signed by the workers and raised with a small evergreen tree and an american flag.

Ironworkers are the first to reach the top, much like mountain climbers or astronauts reaching their peak and leaving a flag.

It is said that the tree was a symbol of life if no one had died on site, or a call to the spirits of the forest christening the building with the evergreen tree that has the ability to survive the harsh northern european winters, a life affirming symbol of good life and future propriety.

In recent tradition the placement of an artificial tree such as you would find in a department store has been in fashion.

Topping Out

2018

American Flag, Grommets, Rope, Concrete, Careeners, Eye Hooks, Fasteners.

Installation Size Varies, Flag Measures 3' x 5'

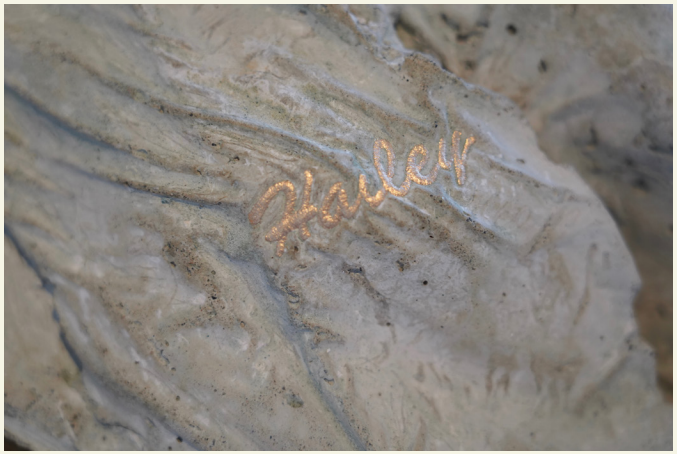
An Ode

2018

Bald Eagle Decoy, Metal, Concrete, Mechanical Turntable, Spray Paint

3’ x 4’

The unspoken bus stop uniform of Billerica pre-adolescents in the early 2000s consisted of light up velcro sneakers, razor scooters and a forest green windbreaker embroidered with your name in white cursive on the right sleeve and a profile of the football teams mascot, a Native American Chief on the left.



A Billerica Indian

2018

Concrete, Paint, Plywood

25”x22”

Untitled

2018

Concrete

36” x 16” x 3”

Untitled (Make Good Choices)

2018

Concrete, Bumper Stickers

12”x14” , 11.5”x3”

At a red light in my hometown I drove past a middle aged white woman with a bumper sticker that read, “Let me guess License and registration?” stuck onto her giant white SUV. I thought of my Mother and her mantra she would repeat as my brothers and I left the house, “Make Good Choices”.

“I couldn't be fonder of you if you were my own son.
But, well, if you lose a son, its possible to get another.
There's only one Maltese Falcon.”
— Dashiell Hammett, The Maltese Falcon

Untitled (The Stuff Dreams Are Made Of)

2018

Plastic Decoy Birds of Prey, Concrete.

Size varies Dependent on Install, Figures Measure “16 x 7“ on average

The Truths They Know

Santa, Geese, Deer, Jack O' Lanterns, Lawn Jockeys, Flamingos, Frogs, Jesus. The choices we make, even the mundane act of placing a lawn ornament allows us to project to the world, to take ownership of our decisions. We place plastic, mass produced images of the divine on our lawns, The Madonna sometimes lives in a bathtub, a tender gesture, creating comfort and shelter for the one who comforts many. The Madonna is often seen painted in blue, as the pigment's origin from lapis lazuli stones were rare and expensive, a concept important when portraying The Virgin. Why now do we portray her in blue when it is as created in plastic, is a plastic image of the divine still divine?

“People cling to the truths they know.”
—Steve Locke

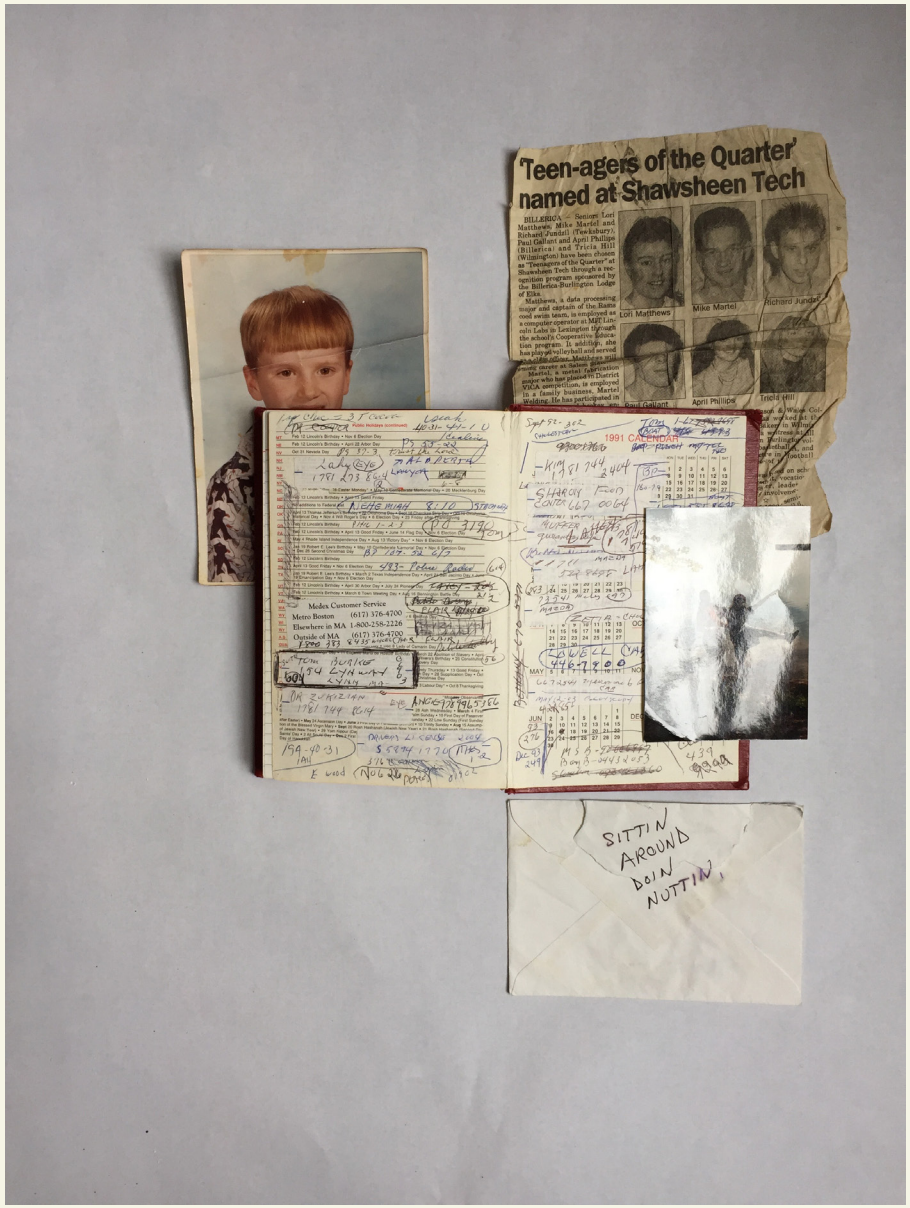
The Truths They Know

2017

Concrete, Astroturf, Shipping Pallet

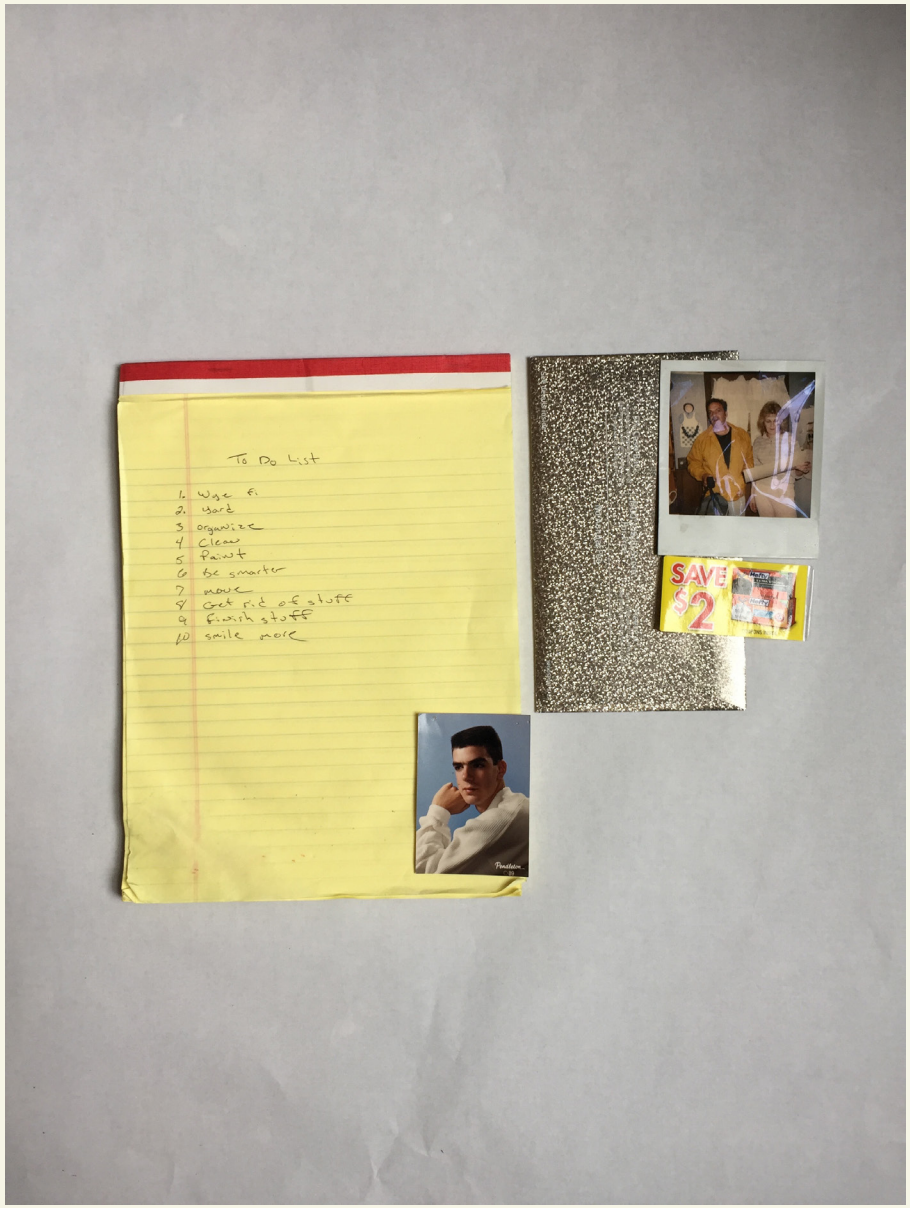
Installation Size Varies, 17.5”x5.5”, 6’x8’

Drawings/Scans



2016

Scans, Vinyl Prints

Scanned on a 18”x24” bed.

On 3’x4’ Piece of Plywood