

**ALEX GALE**

*Nothing here's set in stone*

2015/2016

BA (Hons) Photography

Falmouth University, 2013 - 2016

'Nothing here's set in stone' seeks to question our understanding of photography as a visual medium of representation. I believe as viewers we are conditioned into how to perceive and understand imagery. This series aims to exploit our reliance on the photographic medium as representation of reality. Using digital manipulation as a creative tool 'Nothing here's set in stone' presents the viewer with a level of uncertainty when observing the work. Once we view the work and struggle to understand it, this prompts a self reflective process in which the viewer then sees what they expect and want to see when looking at imagery. This reflection on the conditioned process needs to be questioned and I aim to provide the audience with a refreshing and curious viewing experience.

Alex Gale is a Photography graduate from Falmouth University. His practice focuses on conceptual landscape and social documentary. He aims to represent the seemingly invisible aspects of our surroundings in a new light, whilst pushing the boundaries of aesthetic understanding. Alex has an acute sense of relationship in regards to objects and their surroundings and this allows the viewer to observe and understand these relationships in an individual and unique way. One of the primary interests for his practice is the way in which we perceive imagery and how we experience a reliance on photography as a representation of reality. Alex exploits this reliance and uses various creative techniques to question our very understanding of the medium.

[www.alexgalecreative.com](http://www.alexgalecreative.com)







