

Introducing Isolation 2020

For art-lovers, spring usually marks the start of the season for studio tours, outdoor art festivals and gallery exhibitions. But the restrictions adopted since the COVID 19 lockdown have required new approaches to presenting new art and keeping artists in touch with their admirers – and buyers.

Isolation 2020 is an online art experience designed to permit artists to introduce new work online while engaging with buyers and admirers in a fashion similar to gallery and studio interactions. Viewers can meet the artists, ask them questions and make purchases.

“The underlying principle of all the art events that I’ve produced is that art should be accessible, that engaging with visual art and the people who create it should be a comfortable and positive experience – not stuffy, not intimidating,” said Cindy Scott, the creator of Isolation 2020 and the principle in Cindy Scott Art.

This approach has proven relatively easy to digitize. Isolation 2020 features the work of 10 artists from Ontario, New Brunswick and Quebec. Each was asked to present 3 works completed during the pandemic lockdown. The event will begin with a virtual vernissage where artists will be available to discuss the works on exhibition and answer questions. Isolation 2020 also allows the artists to welcome visitors to their studio and receive video tours.

“Working in isolation is nothing new for artists, we thrive on it”, said Ottawa-based painter and sculptor Christopher Griffin, one of those participating in Isolation 2020. “But at some point, we need to show the work and have people respond to it. In our current circumstances, that is going to be hard to do. So online events like this give us a chance to present work done in an extraordinary and disruptive time and see how people react.’

The work is available for sale. A portion of the proceeds from sales will be sent to food banks in the three provinces, in recognition of some of the other realities of the present lockdown.

Isolation 2020 will run from May 13 till May 22 at isolation-2020.com.

Artists participating are:

Christopher Griffin, Ottawa, ON
Colin Hugh Smith – Saint John, NB
Emmet Woulfe – Ottawa, ON
Joejene Santos – Ottawa, ON
Josée Hurteau – Montreal, QC
Judith Baxter – Clifton Royal, NB
Karen O'Brien – Saint John, NB
Liane Thibodeau – Summerville, NB
Marianne Weeks – Port Medway, NS
Shelia Howell – Saint John, NB

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