

NEIL CASH - ARTIST BIO



ABOUT ME

I'm a British born artist, living in Kyneton in the Macedon Ranges of Victoria. My work doesn't follow fashions or trends, I follow my creative instinct and I collaborate, drawing inspiration from everyday life and people, nature, music and a wealth of modern artists and illustrators. After studying art and photography to degree level, I've spent my entire professional life as a photographer and creative director, exploring both traditional and contemporary camera, darkroom and digital technique.



With my new exhibition, 'Australia Felix - Remains Of New Work', creatively, my style has evolved again and continues to flex the boundaries of what is traditionally considered to be photography. I also rediscovered colour. Something I had clearly avoided for many years. It's like being back at art college again. I view the medium of photography much in the same way I do music. The breadth and scope of what is considered to be music is enormous.



As always, I encounter the usual questions and backlash of whether or not what I produce is photographic, but honestly, I don't care. I love this new work, I love this style and if all that's asked when viewing it, is whether or not it falls under the traditional rules of photography, then I have no answers. And no intention of finding any.

MY PROCESS

Ideas begin in the sketchbook, before being translated into often painstakingly detailed studio or location photography of every element necessary to the final image. This will of course be the main subject matter, but also details like textures, flora, reflections or random objects that give context to the overall piece. Only once all of the individual content has been shot can the creative and architectural collage process begin. This can take hours or days, depending on seemingly no reason. There is no formula to the work, but the final shape, colour, composition and balance, without the photography, just isn't possible. It is a fluid process that can often end up bearing little or no resemblance to the initial sketches, and there is a quiet, often humorous and figurative ambiguity to the final constructions that invites the viewer to draw conclusions based on their own experiences and visual reference.

I am far more interested to hear the unique and widely varied interpretations of others than I am inclined to instruct the viewer on what I believe they should see. That's the good stuff. The stuff I'm truly interested in.

EXHIBITIONS

AUG 2015 - BIFB15 - **BALLARAT INTERNATIONAL FOTO BIENNALE**
GROUP SHOW *BALLARAT VIC*

MAY 2012 - **HEAD ON FESTIVAL - SOLO SHOW - 'THE SHAPE OF MUSIC'** - ART HOTEL *SYDNEY NSW*

FEB 2015 - **VIVID - GROUP SHOW FUNDRAISING EXHIBITION FOR KIDS FOUNDATION** *MELBOURNE VIC*

AUG 2011 - **BIFB11 - BALLARAT INTERNATIONAL FOTO BIENNALE - GROUP SHOW** *BALLARAT VIC*

OCT 2014 - **ANNUAL PHOTOGRAPHY AWARD - GROUP SHOW -**
BOKEH GALLERY *DAYLESFORD VIC*

JUN 2011 - **MEDIUM VINYL - GROUP SHOW -** HARDWARE GALLERY
ENMORE NSW

AWARDS AND ACHIEVEMENTS



2015 - **BALLARAT INTERNATIONAL FOTO BIENNALE - WINNER - BEST FRINGE EXHIBITION**

2014 - **AIPP MASTER OF PHOTOGRAPHY**

2012 - **AIPP VICTORIA - PHOTOGRAPHER OF THE YEAR**

2012 - **AIPP VICTORIA - FINE ART PHOTOGRAPHER OF THE YEAR**

2012 - **AIPP APPA - AUSTRALIAN FINE ART PHOTOGRAPHER OF THE YEAR - RUNNER UP**

