

***** MEDIA RELEASE *****

**Exhibition – The Occidental Tourist
A series of digital watercolours by Mel McVeigh**

Collingwood Gallery, 292 Smith St Collingwood 3066

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Traditional photography and modern technology combine to create iconic images of the world around us.



Traveller and photographer Mel McVeigh has recorded the exotic, the iconic, the remote and the mundane in her journeys. When it came time to present these images Mel realised the challenge would be to create for her audience the same response to the subject that she felt at the time.

The answer lay beyond traditional photography, and was only realised after an exploration of digital printing techniques. In the end, however, it is all aspects of the work – the size, the subtlety of the blurred “watercolour” edges, the intensity and otherworldliness of the colours – that serves to transport the viewer. Mel invites us to travel with her and experience the proximity, immediacy, foreignness and, above all, the excitement of discovery that a traveller enjoys.

“I am passionate about experiencing different cultures, but I can’t help but wonder about the many ways it creates change; within the traveller as well as those they meet. Hence the title Occidental Tourist.”

For some people there will be images that have special meaning as a location they have visited, or would like to. However not all the images are iconic, and in these cases the reaction is driven by recognition of the cultural difference. The adventure begins with a willingness to go beyond the familiar and engage with the new and the foreign.



What is a digital watercolour?

The images are scanned, and manipulated to create the strong vibrant colours. The quality of original image, in both colour and composition, is important in terms of the final result. The image is then printed using an inkjet printer and traditional watercolour paper. The absorbency of the paper is key in obtaining the softness and watercolour quality of the prints.

Who is Mel McVeigh?

Recently graduated from Photography Studies College, majoring in Art, Mel was awarded the *Gabrielle Emma Hayne Memorial Award for potential in Photographic Art*.

She has been a tour guide in Central Asia, China and Russia, a graphic and web designer, photographer, and now works as a project manager for a travel guide publisher.

Qualifications & Expertise

Diploma in Illustrative Photography, Photography Studies College.

Awards

PSC 2002 - *Gabrielle Emma Hayne Memorial Award for Potential in Photographic Art*

Selected Exhibitions

- 2003 The Occidental Tourist, Wall2Wall Gallery, London – Upcoming October
- 2003 Shop Stop Art, Melbourne Fringe Festival – Upcoming October
- 2003 The Occidental Tourist, Collingwood Gallery
- 2003 Women’s Salon, Counihan Gallery, Moreland
- 2000 Kashgar Market, The Photographers Gallery, South Yarra



For more information contact Mel McVeigh 0412 510 642

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