

Media Release

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Ashby's art created whilst living with cancer, now goes on show through the dangers of blue light technology.

Artist, cancer survivor Brett Ashby exposes viewers to blue light mobile technology in his latest art exhibition *Circadian Rhythm* at the Salamanca Arts Centre, where artworks and videos can be viewed by scanning a series of QR codes.

In a world full of digital technology and mobile devices, the artist exposes his audience to blue light, digital technology and mobile device engagement. Through his interactive exhibition, Ashby has removed varied physical artworks and replaced them with a digital QR code on canvas to represent the cause and effect of being a cancer survivor. The question is- what leads to all our illness and interrupts our circadian rhythm?

The works by Brett Ashby, some created while painting and skateboarding, explore digital treatments, interactivity through web systems, audience engagement by QR scanning and multimedia artworks produced using mixed media techniques. The exhibition is tailored for varied audiences and the artist finds it appropriate to exhibit within this demographic to gain awareness of cancer and blue light within a gallery setting through his art.

The work explores the use of blue light in today's society and at the exhibition Ashby's audience all must have a mobile device and must use it to interact and view artworks. The art explores potential cancer-causing properties of blue light during the exhibition and reveals art produced by the artist while living with cancer.

The artist also had the artworks developed and produced within his website space, so that the viewer/ participants may get lost within the experience flicking through the website, losing their thought, place, orientation and memory. A sense of disorientation within the exhibit and confusion, as they stare into their mobile device.

Blue light wavelengths damage cells.

See Brett Ashby's exhibition 'Circadian Rhythm' at the Salamanca Arts Centre between Thursday 27 February – Tuesday 3 March 2020.

10:00am – 4:00pm daily

For more information about 'Circadian Rhythm' visit

www.brettashby.com/art/

www.brettashby.com/art/spitthemout/

<https://www.salarts.org.au/>

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