

# 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 at the Box Hill Community Art Centre, where artworks and videos are 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 the physical artwork and replaced it with a digital QR code to represent the cause and effect of being a cancer survivor. The question is- what leads to all our illness?

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 each artwork. 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.

See Brett Ashby's exhibition 'Blue Light' at the Box Hill Community Art Centre, 470 Station Street, Box Hill, VIC, 3128 between the 06 Apr - 05 May, 2019.

For more information about 'Blue Light' visit

[www.brettashby.com/art/bluelight](http://www.brettashby.com/art/bluelight)

[www.brettashby.com/art/spitthemout/](http://www.brettashby.com/art/spitthemout/)

<https://bhcac.com.au/whats-on/exhibitions/upcoming-exhibitions/>



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