



## *GOLD CODE SERIES -* *ARTIST'S STATEMENT -*

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*Vagner M. Whitehead*

Utilizing time-based and traditional media in my art practice, I often employ original, appropriated, and researched multi-lingual texts, found and created photo-based imagery in my creative practice. Their presentation, coupled with my own translations and interpretations, operate as allegorical signs that reframe trans-cultural experiences. My concepts usually drive the form/medium in which my artworks take shape, but in this case the context, a busy street corner, dictated the end result. Billboards are traditional venues for advertising that quickly communicate with a transient audience. They pose a similar challenge to the time spent looking at art in a gallery setting (a few seconds on the average): how to relay a message. Instead of giving in to this problem with a straight-forward solution, I decided to create a piece that would provide purposeful difficulty in conveying meaning at a first glance, by combining the representation of three communication modes: American Sign Language, Morse, and Braille. The *gold code* series, which features billboards, prints, garments, iPhone covers and other merchandise, explores the codified nature of art and meaning, and their intersections with commerce and the public arena.











