

## Hold That Thought

Kelly Mark (Toronto, Canada)

**WHO MADE THIS SCULPTURE?** Kelly Mark, a Toronto based multimedia artist, represented Canada in 1998 at the Sydney Biennale and in 2006 at the Liverpool Biennale. She is a recipient of numerous Canada Council grants and received the prestigious KM Hunter Artist Award in 2002.

### WHAT IDEAS ARE BEING EXPLORED IN THIS SCULPTURE?

The artist imagined this New Media installation installed at a street intersection or a busy public area of the city, a hectic place where people might be encouraged to pause. This sign asks us to stop, slow down our minds, think and “hold the thought” even if for only a moment out of our busy day. The temporal nature of this fleeting moment becomes a unique and personal experience for each viewer.



1



2



3

**HOW WAS THIS SCULPTURE MADE?** Kelly Mark comes up with the idea and design of the sculpture and her colleague, Orest Tataryn, then constructs the neon sign. *Hold that Thought* is a work in neon with programmed failure units. It was installed at the Sunset Community Centre by Thiessen Art Services, who had to install each word at a time. The letters are programmed to fail or sputter (flicker on and off) at random intervals.

HOW DOES THIS WORK CONNECT WITH THIS ARTIST'S OTHER WORKS? This site specific work was first exhibited in the Nuit Blanche Festival in 2006 where it was installed on the front facade of the Church of the Redeemer at Bloor & Avenue Road in downtown Toronto. However, the artist works in a variety of media including: drawing, sculpture, photography, installation, sound, multiples, video and public interventions and is one of Canada's leading female New Media artists. Mark created *Horroridor* in 2008, a 6-channel dvd installation utilizing footage from various genres including horror-thriller-sci-fi-action-drama-comedy. The installation examines Hollywood's construction of human responses of fear, horror, pain, madness, rage and frustration. Both *Horroridor* and *Hold That Thought*, though created through different mediums, are examples of Mark's focus on human thought, reactions, daily objects, and her own obsessions. The artist constantly strives to understand how we spend our time as human beings, our thought process and what we surround ourselves with. This is reflected in the materials she uses in her work: glass jars, salt, paper, video, paint, cutlery and even an engraved aluminum bar that Mark carried around in the back pocket of her jeans for one year as part of a 10 year series.

Mark's influences and strong work aesthetic has enabled her to create varied projects and installations throughout North America and Europe.



4

TO LEARN MORE:  
[www.ireallyshould.com](http://www.ireallyshould.com)



5



6

**WHO PUT THIS SCULPTURE ON DISPLAY IN VANCOUVER?** This sculpture is part of Vancouver Biennale 2009-2011 Exhibition. The Vancouver Biennale is a non-profit charitable organization that celebrates art in public space. Each exhibition transforms the urban landscape into an Open Air Museum, creating globally inspired cultural experiences where people live, work, play and transit. The Biennale features internationally renowned and emerging Contemporary artists that represent a diversity of cultural perspectives and artistic disciplines including sculpture, new media, performance works and film. The objective is to use great art as a catalyst to transformative learning and social action.

The Vancouver Biennale also creates supporting public programs, events and publications including the award-winning BIG IDEAS Education program, the International Artist Residency Program inspired by Martin Luther King's "I Have a Dream", the CineFest LIVE documentary film festival and the Tour de Biennale and BIKennale arts & culture cycling events.

**TO LEARN MORE** you can search the terms **BIENNALE**, **PUBLIC ART** or **OUTDOOR SCULPTURE PARKS** on-line. Also Visit the Vancouver Biennale website at [www.vancouverbiennale.com](http://www.vancouverbiennale.com)

**IMAGE CREDITS:**

- 1 Artist in studio; Keith Beaty/Toronto Star
- 2 *Hold that Thought* at Sunset Community Centre, Vancouver; Sarah Whitlam
- 3 *Hold that Thought* at Sunset Community Centre, Vancouver; Sarah Whitlam
- 4 *Hold that Thought* installed at Church of the Redeemer, Toronto, 2006; Artist website
- 5 *Horrridor I* video still; Artist website
- 6 *Horrridor II* video still; Artist website

Author: Gillian Wood  
Editor: Carys Lake-Edwards  
Designer: Julie Rudd