

http://issuu.com/outofthecube/docs/outofthecube_hey_wayt_catalogue_01

HEY WAYT?

Two years ago – 01 September 2012 – we met with a group of creative people to brainstorm our early and, at that point still sketchy, idea of starting up an online gallery. They were artist and art educator Colleen Alborough, graphic designer Barend Chamberlain, director of Sauce Advertising Shaun McEwan (then McEwan Advertising) and Jonathan Kope and Jared Figgins of the photographic team KOPE | FIGGINS. Each of these creative people shifted our thinking, and we thank them all. Luckily we hadn't invited a business planner or financial advisor – or we would probably never got off the ground!

After the meeting, and on a caffeine and sugar high (due to a giant carrot cake), Kevin and I took courage then made a quantum leap forward and committed ourselves to outoftheCUBE.

And down the line we found others who also offered us great support and encouragement, in particular Malcolm and Ros Christian of The Caversham Press, Mark Attwood and Tamar Mason of The Artists' Press, and artist and art educator Emma Willemse. Gwyneth King and her team from Sauce Advertising have saved our skins on occasions too numerous to mention. Many others have fed our ideas.

We decided to celebrate this milestone with a month of looking back, considering our own process of evolution with five concepts that symbolise our six months of set up until our launch on 14 March 2013: IMAGINE, COMMITMENT, ACTION, PRESSURE, and RELIEF, accompanied by appropriate quotes. To find imagery for this 'varied retrospective', we looked into our archive and found works that speak of each of these stages. After all, the primary outoftheCUBE focus, always our starting point in gathering information about artists, has been 'why?' Why has this work come into existence? And we wish to share with you why outoftheCUBE came into existence.

Like all projects, the reasons were many and complex, and in our case very dependent on our own individual personalities, previous work experiences and the friendship we share. We began with a long-standing dream: for a space to show the work of early career artists. Spur one for the dream came out of Mandy's five years of contract lecturing in the UNISA Visual Arts department, where at year-end she became despondent that so many talented graduate students had nowhere to go to show their fresh and thought-provoking work, made always with great integrity.

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We started looking in earnest for suitable premises. Eventually we found a potential gallery, but when told the rental by the owner, realised we'd have been blown out of the water financially within three months!

Despondent, we drove away and promptly got stuck in a traffic jam. Kevin looked up and saw a billboard. "Billboard art!" he said. "We can't," I said, "we'd cause too many accidents." And from there it was a small step to an online platform, since due to our previous work experience we were both already sensitized to the concept of cloud-contained imagery.

Did we know how much confusion and hard slog was ahead? Definitely not!

Would we have abandoned the project if we'd known? Definitely not!

Would we have changed anything if we'd known? Not much!

Have we learnt from the experience? Not only learnt, but been enriched beyond our expectations ...

And the 'HEY WAYT!' catalogue? outoftheCUBE has always been about process as well as the final tangible artwork, so we began to wonder what the artists who had previously exhibited on outoftheCUBE were up to today. The kicking-off point for showing this varied retrospective of archived work was to put out a one-week call among the 21 artists who have exhibited solos with us to send a few images and paragraphs about work they are currently involved with since their outoftheCUBE exhibitions – and got nine responses.

Being purely virtual we wanted to embrace online culture and looked at the social media platform WAYN (Where Are You Now), whose goal is to connect like-minded people to share aspirations and experiences. As a spin on WAYN, we created WAYT (Where Are You Today), and then added the HEY as an acknowledgement of that old South Africanism, "hey, wait!!"

We decided to self-publish this as an online catalogue, marking the start of our new project to create such catalogues for each group of current exhibitions. We hope you enjoy it.

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And because we were both teenagers of the 1970s, we share with you one of the quintessential songs of that era:

Imagine

Imagine there's no heaven

It's easy if you try

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*No hell below us
Above us only sky
Imagine all the people
Living for today...*

*Imagine there's no countries
It isn't hard to do
Nothing to kill or die for
And no religion too
Imagine all the people
Living life in peace...*

*You may say I'm a dreamer
But I'm not the only one
I hope someday you'll join us
And the world will be as one*

*Imagine no possessions
I wonder if you can
No need for greed or hunger
A brotherhood of man
Imagine all the people
Sharing all the world...*

*You may say I'm a dreamer
But I'm not the only one
I hope someday you'll join us
And the world will live as one*

John Lennon