

re|signed

to re-use signage; to submit passively; to accept as inevitable; to abdicate responsibility; to act with acquiescence or submission; to accept the current state of affairs, often with reluctance or resignation; to reconcile oneself to, succumb to, or yield to; to relinquish a privilege, claim, or right

re|signed is a series of 50 photographs depicting religious public road signage presented in conjunction with the preceding text. This series highlights the mechanisms of advertising present in contemporary religious signage and adopts this same technique for use in personal artistic promotional material.

Although the images have been aesthetically adjusted and the identifying names and addresses have been removed, the texts are original and unaltered. All signs were located and photographed in Canadian public spaces.

These signs effectively employ mechanisms of humour, fear, and literary pun, as well as reflections on current events and modern technologies, to target, appeal to, and recruit a new generation of worshippers. I have chosen to appropriate this advertising method used by religious institutions, to promote my artistic practice in the ironic form of a professional business card.

I utilize this technique, although my use is somewhat disingenuous, both in terms of my belief in an artistic practice as a business endeavour, and in reference to my personal rejection of organized religion and its systematic attempts to recruit and convert new followers. In this context, the appropriation of such advertisements for use as promotional material in an artistic project, which has little economic initiative, and which is critical of organized religion for both its attempts towards social homogenization and its historical and continued persecution of non-believers, adherents of other faiths, and innumerable 'others', is intended to be ironic. Although the method and desire for the spread of ideas in **re|signed** superficially mimics those of the church, the goal of socio-political awareness and freedom of expression, premised in difference rather than sameness, is of a radically different origin. This is a resignation of silence in the face of absurdity.

The series **re|signed** can be viewed and/or purchased online at www.resigned.ca.