



PRESS RELEASE: Kendall College Professor's Work Showcased in Rankin Art Gallery Exhibit

Sandy C Gholston to: Archive
Cc: Shelly L Armstrong

03/09/2012 04:35 PM

Included below is a press release regarding the upcoming on-campus Rankin Art Gallery exhibit featuring Kendall College of Art and Design of Ferris State University faculty member Darlene Kaczmarczyk at FSU in Big Rapids beginning Monday, March 12. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.

For Immediate Release
March 10, 2012

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Kendall College Professor's Work Showcased in Rankin Art Gallery Exhibit

BIG RAPIDS – Ferris State University's Rankin Art Gallery will feature works by a Kendall College of Art and Design photography professor that explore how we eat and how our changing food habits have been influenced by the advertising industry in the past century.

Darlene Kaczmarczyk's "Food For Thought" exhibit opens Monday, March 12 in the gallery located in Ferris' Rankin Student Center. An artist talk and reception is scheduled for 6 to 8 p.m. Wednesday, March 14.

"Food for Thought" is a new series by the artist that features a digital collage with original prints and text.

"This particular series focuses on the food industry in America," said Carrie Weis, the gallery's director. "Darlene addresses the question of how wholesome our diets really are and showcases the job of the marketing industry and advertisers to sell us products based on emotional manipulation and ad jargon. Only when we are aware of the issues can we make intelligent choices."

Kaczmarczyk's art, which involves a variety of photographic processes from pinhole to digital to comment on the influence of 1950s advertising on contemporary culture, includes a fair amount of humor, Weis said. That makes her work both intelligent and thought-provoking, she added.

"Her work is well-conceptualized," Weis said. "Each series represents issues that are presented in a colorful, witty and engaging style."

Kaczmarczyk, chair of the Photography program at KCAD in Grand Rapids, said, more than any other media, "photography invites the viewer to believe they are looking through a window of sorts."

“Many people believe that if they had been on the scene, they would have observed exactly what the photograph depicts,” she said. “I use this confusion to seduce the viewer into the drama of my work.”

Kaczmarczyk has exhibited at the Toledo Museum of Art, Purdue University (Ind.), the Visual Studies Workshop in Rochester, N.Y., and Washington University St. Louis, among others. Her work is featured in the collection of the Grand Rapids Art Museum, LaSalle Bank Chicago, Grand Valley State University, the Manistee Art Institute, Priority Health HMO and numerous private collections.

During the past year, Kaczmarczyk won awards in shows at Grace Gallery in New York City and Mills House Pond Gallery in St. James, N.Y.

“Food For Thought” will be on exhibit through March 31. The Rankin Art Gallery is open 11 a.m. to 6 p.m. Monday through Friday, and 11 a.m. to 3 p.m. Saturday.

To learn more about Kaczmarczyk’s work, visit dakphoto.com.

For more information on the exhibit, call Weis at (231) 591-2536 or e-mail her at weisc@ferris.edu.

Information on the Rankin Art Gallery can be found here:
<http://www.ferris.edu/gallery/current.htm>

Kendall College of Art and Design information:
<http://www.kcad.edu/admissions/funding-your-education/>

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