

Hawke's Bay Museum & Art Gallery

LA BOTANICAL Joyce Campbell



Sage, ambrotype (detail)

LA BOTANICAL
Joyce Campbell

The distance between Wairoa and Los Angeles is vast, yet artist Joyce Campbell is building a bridge between the two in her latest series of photography *LA Botanical*.

Campbell is a true Hawke's Bay success story in the contemporary art world. Born in Wairoa, her distinctive work as a photographer has brought her worldwide attention. She now divides her time between Auckland where she is a lecturer at Elam School of Fine Art at the University of Auckland, and Los Angeles which continues to provide the inspiration for her current series of artwork.

In recent years Campbell's achievements have been recognised through major exhibitions and awards in New Zealand and America. In 2006 she was a Creative New Zealand Antarctic Fellow, and over past years she has exhibited in a large number of significant contemporary art exhibitions at public galleries in both New Zealand and America. Hawke's Bay Museum and Art Gallery is pleased to bring Campbell's work back to the Bay as part of the Gallery's ongoing commitment to bringing cutting edge contemporary art to a local audience.

The *LA Botanical* series is an ongoing project in which Campbell is attempting to document each plant that grows in Los Angeles for which she can find a documented use for. Few of the plants are native to Los Angeles – an arid region – so by identifying them Campbell is also identifying the people who brought the plants, valued them and nurtured them. The series also offers some reflection on Campbell's upbringing in Wairoa “*The project is an attempt to reconcile my own rural background with my life in Los Angeles, one of the most sprawling and unsustainable metropolises' on earth*”.

LA Botanical will be on display at Hawke's Bay Museum & Art Gallery from 19th March to 12th October 2008. Joyce Campbell is available to interview by contacting Pam Joyce on 06 835 9245.