

SECOND SHIFT

Sabina Lee Gallery presents Second Shift, an exhibit that features the artwork of 18 artists / designers who regularly devote the greater part of their day and energies towards agencies that mask their individual status as creators. In other words, they work day jobs. Second Shift breaks through the anonymous corporate façade to delve into the extra-curricular creative processes of these design professionals whose regular jobs it is to be productive, innovative, yet anonymous authors.

Occupying the grey area between 'art' and 'work,' these pieces negotiate a balance between the public and private, the personal and commercial. For this "creative class" of workers, the process is a constant state of flux – an endless cycle of asserting and retracting the demands of employers, clients and trends – a perpetual vacillation that happens many times over in the course of a workday. When they are off the clock, how is the creative process reconciled, processed or even ignored? How does their personal work correspond with their professional experience? Are there obvious relationships or gaps between the two? When various forms of creative work are generated simultaneously, how do these separate entities influence each other? How does each individual's independent work relate to the work produced for the agency or company? Second Shift includes fashion designers, artist assistants, architects, graphic designers, product designers, poets, and musicians.

Guest curated by the design collective, HoLeeWatts, Second Shift is an exhibition that highlights varying ways that these individuals reconcile this ongoing dilemma allowing a moment's respite to temporarily reclaim these creative processes back from the commercial interests to that of the individual.

AUG 15 – SEPT 5 2009

**RECEPTION FOR
THE ARTISTS:
SAT AUG 15 2009
6–9PM**

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