

Exhibition
Daniel Brinsmead
Sweet Transformations
Grafton Regional Gallery
17 August to 23 September

My work examines human nature in relation to contemporary culture. I like to question the way we think, feel, and behave and explore how we act and react to our social and physical environments. The work also refers to other elements that have affected us such as cultural icons and general presentations of popular culture.

At times we are bound by desire, and the desire for 'sugar'. 'Sugar' is used metaphorically to refer to the sweetness or luxuries of life; material comforts, emotional and sexual fulfillment, physical well-being and perceived positive feelings or circumstances. This constant striving to obtain 'sugar' is like being a slave to the mind and the mind's needs. This bondage can become a kind of robotic or factorial process similar to the process of the sugar industry itself; transformation of the land, formation of a lifestyle, machinery and factories, and implementation of marketing and sales.

The paradox is, this is how we are, the desire for 'sugar' is a natural part of existing. As we become aware of these processes, we can accept them and enjoy it, just as we can enjoy the processes of the sugar. From this perspective it is easier to contribute any healthy changes that may be needed, industrially, culturally and personally.

A question in a statement form, 'Who's your sugar daddy' is a prompt to examine what is it in our lives that we serve in order to obtain what we think is 'sugar'. Simple labels like 'Sugar Baby' can reference the examined themes while also connecting with us through pop cultural ideals. The recycled aluminium cans refer to the factorial processes of sugar, construction, ideas of bondage and also a literal reference to the sugar industry itself.