

**Media Advisory
FOR IMMEDIATE RELEASE
July 20, 2016**

Explore the transformation of language at Jessie Beier's *Trailing in World Behind*

Edmonton... Jessie Beier has always had a fascination with the intersection between written language and visual imagery; how to position art as a form of communication that can be decoded, interpreted, judged, and understood in a variety of ways.

In her final exhibition as Artist-in-Residence at ASSIST Community Services Centre, a community centre that provides diversified services to newcomers and their families, *Trailing the World Behind* documents a collaborative writing experiment that pursues the disintegration of written text, through the processes of (mis)translation, (mis)interpretation, and technological intervention.

"I wanted to create a collaborative experiment that explored what happens to communication when it is filtered through different languages, individual interpretative backgrounds, and technological intervention," explains Beier. "Does the 'message' remain or fall apart or something in between? Does the meaning get 'lost in translation' or does the evolution of the text expose the power of language to create new meanings that are more responsive to new contexts? Is 'clear' communication ever even possible?"

Beier's text was translated back and forth between English and Spanish, Mandarin, Romanian, Hindi, Arabic, and Korean with the help of Google translate and staff members from ASSIST. "I was interested in putting the text out there and relinquishing control of the 'message', in turn making room for the unexpected ways in which language might fall down and produce new connections."

Jessie Beier has been the Artist-in-Residence at ASSIST Community Services Centre since January 2016. The residency and the development of this project was funded by the Edmonton Arts Council as part of the City of Edmonton's Art of Living cultural plan.

When: Opening Reception Wednesday, July 27, from 4-8 PM; public access from July 28-29 between 9-5 PM

Where: ASSIST Community Services Centre, Unit 2, 810 Saddleback Road NW

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The Edmonton Arts Council is a not-for-profit organization that supports and promotes the arts community in Edmonton. The EAC works to increase the profile and involvement of arts and culture in all aspects of our community life.



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