



Ann Gadd Artist CV

Websites:
www.artforewe.co.za
www.dogmaticart.co.za
www.anngadd.co.za

"We are the canvas and, as such, are both the creator and the creation."

Ann Gadd from the Preface of *The 2nd Collector's Guide to Art and Artists in South Africa*. *

*Chase Publications for the South African Institute of Artists & Designers, Cape Town, 2003

Profile

Ann is a vibrant and prolific artist and author.

She initially became known for her 'ewe/sheep' series of work. Whilst maintaining her ironic humour she has painted a number of other series of works, including 'Zulu Lulu' and currently a 'Wild Life' series.

A reoccurring theme in her work is a play on words and use of popular jargon. Her quirky, humorous, yet profoundly insightful art, allows the viewer not only to laugh at themselves, but to examine many of the absurd aspects of life.

She has written and/or illustrated 22 books, some of which have been translated across 14 different languages.

Career Overview

Ann has an exceptionally rich spectrum of professional and personal experience, abilities and talents to draw from. Her overall expression is one of change through consciousness and creation.

Having spent nearly two decades as a Commercial Artist/Creative Director in advertising, Cartoon Book Illustrator, Alternative Practitioner and teacher and

as a co-director of an advertising agency, Ann began to indulge her passion for painting more seriously in 1997 after winning the annual South African Art Society's award for best acrylic artist. Since then she has been a full time artist and writer.

She has participated in a large number of group and solo exhibitions both locally and abroad and her paintings and constructions now hang both internationally and locally. Ann is currently one of South Africa's bestselling and most popular artists.

Clients

Commissions or sales of work have been (amongst others) made to:

- Brian Joffe – Bidvest CEO
- Datuk Vinod Sekhar - Founder and majority owner of privately held Petra Group, Malaysia
- Absolute Hotel, Limerick, Ireland
- South African Institute of Chartered Accountants (Cape Town offices)
- RCS Cards Head Office
- Rickety Bridge/ Duncan Spence (founder of Moonpig, Ling, Carte Blanche cards UK)
- Eish and Yebo
- The Incredible Chocolate Company (Australia)
- Dr Eva Cwynar - well known Californian Physician Beverly Hills
- Whitey Basson (Pepkor) (gift)
- A G computer accounting cc
- Intakatech: commission for their directors including Tokyo Sexwale.
- Jan S. de Villiers attorneys
- Louis Carroll architects
- GVI Oncology Tygervalley
- RMS Betty Accountants
- Siyanqoba Seminars
- Opus Cubed
- Tracker Head Office
- Corporate Placements
- ICON
- Media Edge
- CEO Radison Hotel Belgium
- SAB Miller
- Garmin SA CEO
- SA Institute of Chartered Accountants: Boardroom and entrance foyer
- CEO of the London Stock Exchange
- Collaboration with Rickety Bridge Wine estate to produce a wine/sheep book
- Transnet offices Cape Town
- Pharmaline
- Bidvest Data
- Wyobi
- Paulitek Investments, Botswana
- Vertex Financial Services
- Doctors, surgeons, vets and numerous other corporates and individuals who have purchased from galleries.

Artist's Statement:

To mirror the paradoxical universe, I explore the profound through humour.

In doing so, I reveal our human nature, aspirations and weaknesses.

Sheep: 'Ewe/you' series:

Sheep in their inane conformist lifestyle have much to mirror to us about the human condition.

Sheep - eat, sleep, toil and then die for a purpose that remains beyond their (and our) deeper understanding. Like sheep we seldom stop to question our life, its purpose and the validity of what we do. Struggling to achieve a stable patch for ourselves and yet being ever threatened by the inevitable tumble downhill, in the repetitive conformism of our lives, sheep become icons for our own insanity. From their lofty heights, sheep set themselves up for an inevitable fall. Having spent many years in the corporate world, examining its foibles is a recurring theme in my work.

“Observing people respond to sheep paintings, I have noticed that as ‘sheeple,’ we can all relate to their (and our) absurdity in blindly following.

“Using common business terminology and other word plays, I attempt to simplify my work to the point that the message is not lost in some convoluted, complexity of artistic angst, but to make its point in a manner that both amuses and yet through humour, gets ewe/you the viewer, to question why you do what you do.

“I broke all the rules when creating the style of sheep – square canvas, focal point in the centre, hill sloping off the picture and many more.”

Zulu Lulu Series: I am currently creating a series based on the iconic ‘winky’ doll; *ZuluLulu* as an icon of apartheid and exploring what happens when I reverse perceived racial roles.

Dogs and other animals:

Wanting to explore art beyond the ‘sheep/ewe’ series of work, I have continued to use common business terminology and other word plays, whilst altering style and subject matter, to become less formulaic. In this series I continue with word play but in a different style.

Wildlife:

I had been playing around with other animals for a number of years. In 2012 I developed a style I found pleasing particularly which incorporated African symbolism, which intrigued me. I have used these positive symbols in place of what was either arbitrary symbols or illustrations. I believe art brings with it a message into the hanging environment. I would like this message to be one of hope and inherent goodness – as if the painting itself is embodying and acting as a medium for this cry for hope – a voice in the wilderness/wildness.

As well as being represented at many galleries, she has exhibited as follows:

Exhibitions 2015-2016

On-going exhibitions at a number of galleries.

Exhibitions 2014

- Joburg Art Fair – ‘Zulu Lulu’ series – first painting to sell at the show!

- Cape gallery (group) June ('Zulu Lulu') and August ('Wild Life')
- Glasgow Art Fair
- Edinburgh Art Fair
- Art at Five – UK (ongoing)

Exhibitions 2013

- Belfast, Ireland
- On-going exhibitions (group) at various galleries
- Imbizo Gallery, Ballito, solo
- Glasgow Art Fair
- Edinburgh Art Fair

Exhibitions 2011

- Ongoing exhibitions (group) at various galleries
- Glasgow Art Fair, March
- Edinburgh Art Fair
- Brighton, UK Art 5

Exhibitions 2010

- London, Brick Lane Gallery, June
- Glasgow Art Fair, March
- Edinburgh Art Fair

Exhibitions 2009

- Zohar gallery New Zealand
- Glasgow Art Fair
- Florence Biennale (invited but declined)

Exhibitions 2008:

- Zohar gallery New Zealand – April solo
- Clarens Art Festival, Clarens/Blou Donki Art Gallery main guest artist
- Spitalfields London UK October

Exhibitions 2007:

- Florence Biennale, Italy
- Red the Gallery Steenberg 28 July – *Nudes, Nature and Ewe*. Joint exhibition with Anthony Gadd
- Bobby Breen – joint exhibition with Anthony Gadd
- KKNK
- Vanilla Canvas August 28 – *The Big Five* – The five top emerging South African female artists
- Orange Cactus September 27 - Joint exhibition with Anthony Gadd
- Swellendam Gallery – Joint exhibition with Anthony Gadd

Exhibitions Prior to 2007:

- AVA (Association for Visual Arts) solo Plaindromes
- Vuleka (x3) group exhibition
- South African Society of Artists (x8 group exhibitions)
- South African National Museum Geo nome Exhibition

Personal Motivation

"I believe we start by learning to express ourselves creatively in the physical form. If we pursue this passion with courage, diligence and discipline, we come to the realization that we are the canvas: - and as such, are both the creator and the creation. Creativity then becomes who we are, not just what we hang on the wall." -

Ann Gadd

Author:**Books Published: 1985 – To date**

1. ***Afriskaap*** - Create Yourself, Cape Town, 2016
2. ***Life's a Beach*** - Map Studio, Cape Town, 2016
3. ***Ewe at the Office*** - Map Studio, Cape Town, 2015.
4. ***The A-Z of SA Places*** – Map Studio, Cape Town, 2015.
5. ***Things ewe never Kn'ewe about South African Place Names***, Map Studio, Cape Town 2015.
6. ***Lamb for Ewe*** - Create Yourself, Cape Town, 2013
7. ***How to make an income from art – Turning your passion into profit***, How To Books, Oxford, UK, 2012
8. ***Ewe at Work – Sheep get down to Business***, Create Yourself, Cape Town, 2012
9. ***Wine a bit and Ewe will feel better***, Gateway Publishers, Sark, 2011
10. ***Making Your Art Work – A guide to making an income from art in South Africa***, Create Yourself, Cape Town, 2010
11. ***What went wrong with Mr Right?*** Findhorn Press, UK 2009
12. ***The Ambitious Sheep***, Create Yourself Cape Town, 2009, reprint 2012
13. ***The New Ewe*** Create Yourself Cape Town, 2009
14. ***Climbing the Beanstalk - The Spiritual truths in Fairytales*** Findhorn Press, UK 2007
15. ***A-Z of Habits*** Findhorn Press, UK 2007
16. ***Life with Ewe***, Create Yourself Publications, Cape Town, 2007,
17. ***Finding Your Feet – How the soles mirror the soul*** Findhorn Press, UK 2006
18. ***The Girl who bites her nails and the man who is always late – What our habits reveal about us.*** Findhorn Press UK, 2006
19. ***Healing Habits***, Kima Global Cape Town, 2003
20. ***Boardsailing*** in South Africa, Struik Publishers.
21. Two cartoon books - self-published
22. Two educational books (Gr1 and Gr2) illustrated for **Hodder and Stoughton**

Various translations of some of these books exist in 14 languages.

Career Summary**ART**

Exhibiting Artist: 1997 - To date

Art Director: 1979-1999

Co-owner – G2 Advertising

Freelanced and did contractual work

Art Director – Bates

Creative Director - MoreGrow Group (Morkels, Total Sports, Sportsman's Warehouse)

Art Director - Ogilvy's (Rightford, Searle-Tripp & Makin) Cape Town

Visualisor - McCann- Erickson - Gauteng

Visualisor – Pro-Am - Gauteng

Workshop facilitator / Teacher : 1998 - 2007

Create Yourself – Art of Self Expression Workshops, Corporate Art Workshops, Art Lessons

Dream workshops, Foot workshops, Reiki workshops, Relationship and Chakra workshops

Journalist – Freelance: 1980 - 2016

Various Publications – Argus, SA Boardsailing, Vital Health ,Renaissance Magazine, Odyssey Magazine, SA Yachting, Living and Loving, Natural Health, Country Life.

Other

Footologist, Reiki teacher/practitioner, ex Lifeline Counsellor

Sport

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SA National Board Sailing Champion: **1987/8**

Represented South Africa at the World Championships in Six Fours France: **1985**

Personal Details

Ann works in Cape Town, is married to artist Anthony Gadd, dotes on her pets and two children.