

# **Professor Andrea Liggins**

Professor of Photography and Dean of Faculty of Art and Design  
University of Wales Trinity Saint David  
Research Groups: Creative Industries Research and Innovation Centre;  
The Centre for Lens Arts and Science Interaction

**Evidence Portfolio: *Barcode Wales – Beyond the Visible***

**Output Number: 1 of 4**

Output Code: WIRAD-UWTSD-AL01

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Output Description: Exhibition

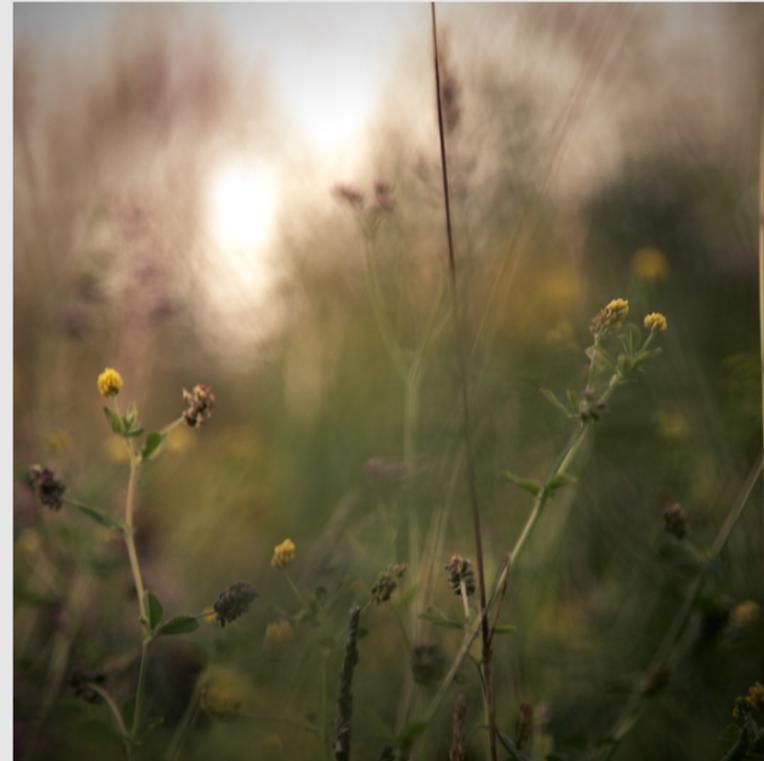
Author: Liggins, Andrea

Year of Publication / Production: 2011

Location / Venue(s): Nanshan Botanical Garden, Chongqing, China

Media: Large scale photographic prints

Number of Works: 52



## Research Context

Wales is the first nation to DNA barcode their entire plant flora for biodiversity conservation and other environmental applications. Around the world institutions have undertaken the DNA barcoding of a vast array of living organisms from animals to plants and microbes to fungi, and these form part of the worldwide Barcode for Life Database (BOLD), an Open Access resource for the use of scientists globally. During the last three years, Dr Natasha De Vere, Head of Conservation & Research at the National Botanic Garden of Wales, and partners at the National Museum of Wales have DNA barcoded all of Wales' 1143 native flowering plants and conifers. Liggins' body of work *Barcode Wales – Beyond The Visible* was made in collaboration with De Vere and The National Botanic Garden following an invitation from the Welsh Government to join the project. She was invited to produce imagery which interprets and investigates the Barcode Wales project and promotes public engagement.

## Research Imperatives

Barcodes denote value, and by assigning each plant an individual barcode, the common wildflower is given the same value as the rare wild orchid and the aim for this photographic research is to reflect this parity in the imagery. The project extends on-going themes within Liggins' research, which has been concerned with developing ways of giving value to landscapes that do not conform to accepted conventions of beauty, for example,

wastelands, grasslands, and hedgerows. Her work seeks to counter established views that certain landscapes are accorded a lower significance or value than others through the application of alternative photographic practices, technologies and processes of making. These include the use of a Baroque photographic aesthetic that celebrates disruption, opacity and disorder, and Liggins' specific focus is how technology and compositional transformations in photographic imagery affect the value and meaning ascribed to a range of landscapes. By creating a sense of closeness and semi-abstract disarray Liggins' aim is to encourage a more immersive viewing experience and awareness of her subject. As Wells (2011) observes, Liggins' use of technology 'does not allow for an imposition of organization'. Wells, L. (2011) *Land Matters: Landscape Photography, Culture and Identity* London: I.B.Tauris & Co Ltd.

## **Project Methods**

During preparatory meetings Liggins and De Vere explored research themes of mutual interest to determine connections and possible areas of overlap, with Liggins' research and photographic practice centring on the cultural complexities of values applied to landscape photography, and the absorption of keywords of wilderness, sublime and picturesque into the language of photography.

Liggins' photographed the wild plants growing outside the buildings of the National Botanic Garden of Wales in keeping with her research interests, and her methodology differed significantly from previous projects, in that she

used a digital camera for the greater part of the photography This encouraged a considerable amount of exploration and playfulness since digital images are so instant and so instantly disposable and the only limitation on the number of images she could produce was her time. Viewing the image through the viewfinder became irrelevant and most of the images used for the exhibition were achieved by holding the camera within the floral clusters. These images fulfilled the aims of the research by relocating the viewer from a fixed position outside the subject to an alternative location, apparently embedded within a mutable space and time. The process developed intuitively, often based on random decisions, and in complete contrast to the methodical process of extracting DNA.



Exhibition at the National Botanic Garden of Wales, Carmarthenshire

## Outcomes and Dissemination

*Barcode Wales — Beyond the Visible* was exhibited and widely disseminated as part of Wales Week in China in February 2012:

- Exhibition of 52 large scale photographic prints at one of China's premier Botanic Gardens, Nanshan Botanical Gardens 27<sup>th</sup> February – 7<sup>th</sup> May 2012



Nanshan Botanical Garden, Chongqing, China and exhibition installation February – May 2012

- Catalogue *Barcode Wales — Beyond the Visible* ISBN 978-0-9561003 -4- 4.
- The Exhibition at the Nanshan Botanical Garden (NBG), Chongqing received over one million visitors during the three months from February to May 2012. The Wales Week, Chongqing China was launched from the exhibition with extensive radio, television and press coverage. The project was fully funded by the Welsh Government and the host exhibition centre, including the catalogue (which was designed and printed in China), the two week visit to China by Liggins and the Barcode Wales scientist Dr Natasha De Vere and the Director of the National Botanic Garden of Wales. This was the first exhibition of its kind at NBG.
- The exhibition and catalogue was accompanied by a series of lectures at Nanshan Botanical Garden, Universities in Chongqing and to environmental groups; a number of radio, press and television interviews were given by Liggins and the Barcode Wales chief scientist Natasha De Vere.
- Nanshan Botanical Garden and the National Botanic Garden of Wales signed a Memorandum of Agreement as part of the impact of the exhibition.
- The work was subsequently exhibited at The National Botanic Garden of Wales, during June 2012



Lecture to Chongqing University of Post and Communications, and discussion with students visiting the exhibition



Press coverage, television interview and MOA signing between Nanshan Botanical Garden and the National Botanic Garden of Wales



Dissemination and publicity *Barcode Wales — Beyond the Visible*

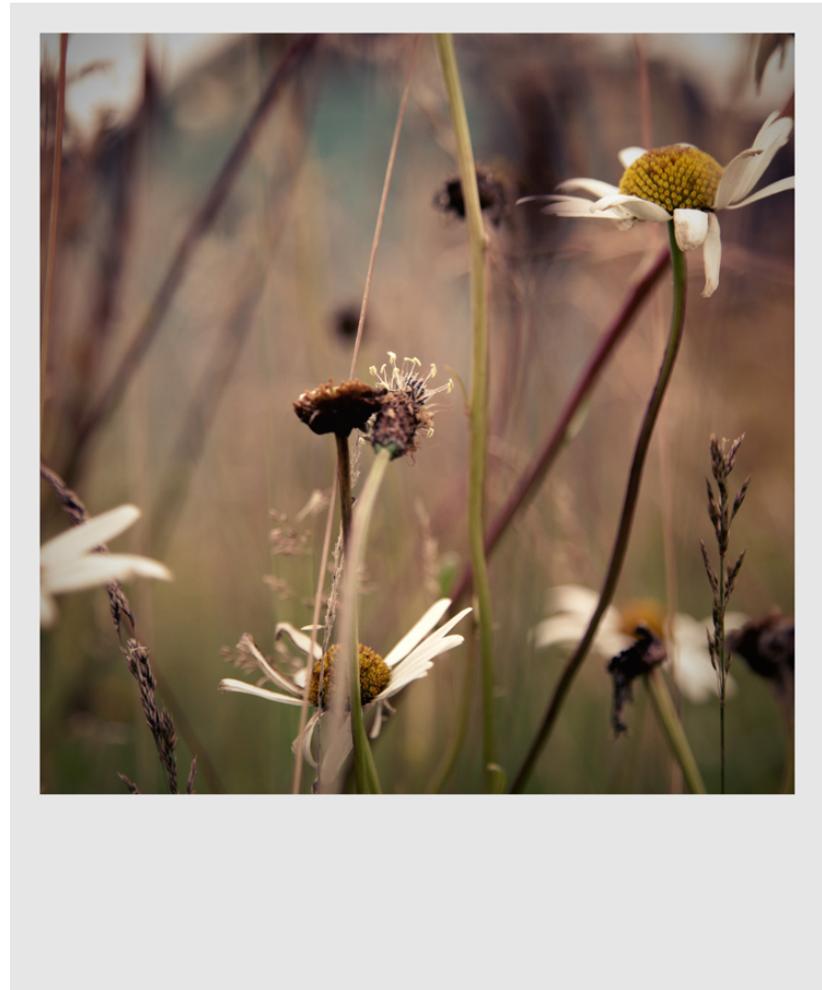
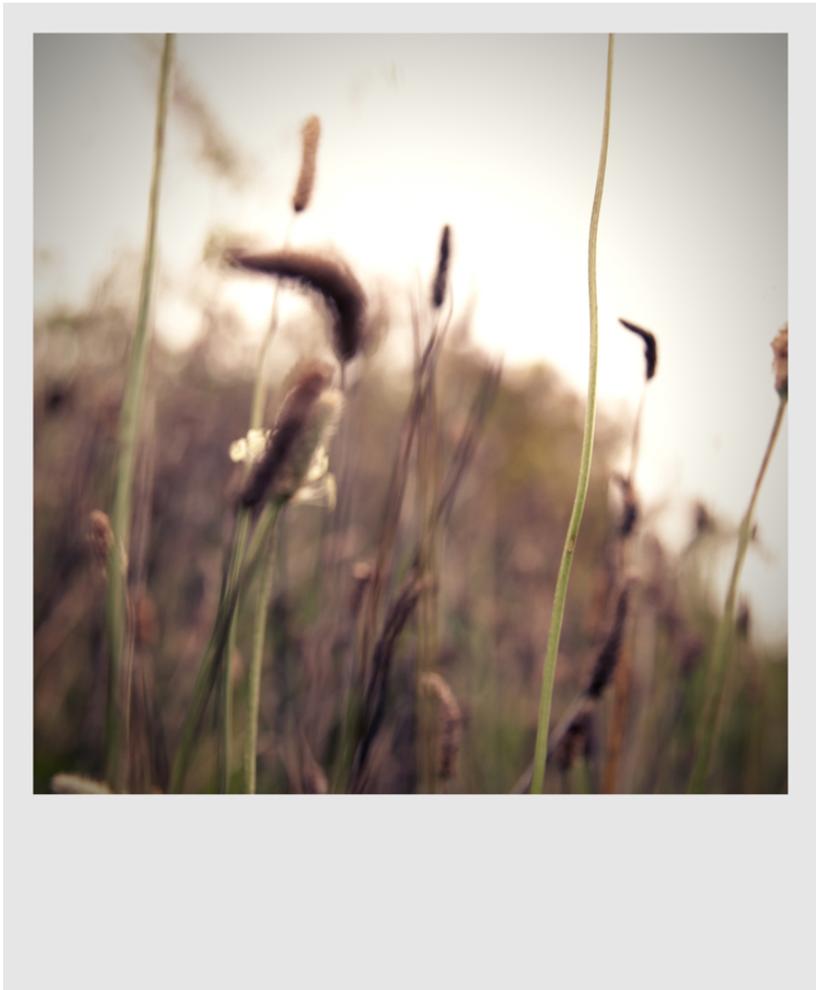






Catalogue: *Barcode Wales – Beyond the Visible*







!!

date!	media!	page!	page!name!	type!	circulation! volumn!	value! (RMB)!	Photo!	title!
24=Feb=12!	CQTV=Economy!Channel!	!!	!!	TV!	!!	!!	!!	introduction!of!Wales!Week!
28=Feb=12!	CQTV=News!Channel!	!!	!!	TV!	!!	!!	!!	Launch!of!Wales!Week!
07=Mar=12!	CQTV=Economy!Channel!	!!	!!	TV!	!!	!!	!!	Welsh!Business!Resources!
!!	CQTV=Economy!Channel!	!!	!!	TV!	!!	!!	!!	Welsh!Business!Resources!
13=Mar=12!	CQTV=Economy!Channel!	!!	!!	TV!	!!	!!	!!	Summary!of!Wales!Week!
26=Feb=12!	Chongqing!Communications! Radio!	!!	!!	Radio!	!!	!!	!!	one!hour!live!programme!
27=Feb=12!	Chongqing!Economic!Radio!	!!	!!	Radio!	!!	!!	!!	Two!hours!live!programme!
28=Feb=12!	CQBTV!Guide!	B02!!	Fortune!Gate!	Newspaper!	!!	!!	Y!	"2012威尔士周"27日启幕!
28=Feb=12!	Metro!Newspaper!	0004!	Livelihood!	Newspaper!	!!	!!	N/A!	"威尔士周"重庆启动!
28=Feb=12!	Chongqing!Times!	0016!	Chongqing!News!	Newspaper!	450,000!	6,694!	N!	第六届"威尔士周"在重庆启动!
28=Feb=12!	Chongqing!Economic!News!	0003!	News!	Newspaper!	380,000!	6,104!	N!	去南山植物园 看植物DNA条码!
28=Feb=12!	Chongqing!Morning!Post!	A007!	Today's!News!	Newspaper!	360,000!	78,130!	Y!	重庆植物将拥有自己的DNA生命条码!
28=Feb=12!	Chongqing!Evening!Post!!	0009!	News!	Newspaper!	300,000!	5,958!	N!	威尔士周南山开幕 摄影图纪录植物DNA!
28=Feb=12!	Chognqing!Daily!	0010!	Five!Chongqing!	Newspaper!	100,000!	35,000!	Y!	南山植物园将建植物DNA库!
29=Feb=12!	Science!Daily!	0007!	Science!	Newspaper!	300,000!	12,000!	N!	重庆植物将拥有自己的DNA生命条码!

Media coverage of the exhibition in China  
Compiled by Welsh Government Office, Chongqing

1-Mar-12	Chongqing Economic News	0002	News	Newspaper	380,000	6,658	N	10所威尔士大学向渝提供定制留学培训服务
1-Mar-12	Chongqing Evening Post	0003	News	Newspaper	300,000	9,750	N	10所威尔士大学联盟 提供定制留学培训服务
1-Mar-12	Chongqing Morning Post	D042	Culture and Entertainment News	Newspaper	360,000	5,225	N	中英学生 搭配出演英伦舞台名剧
4-Mar-12	Chengdu Evening Post	0007	Chongqing News	Newspaper	300,000	19,400	Y	艺术院校学子注意了, 不要当批量生产的一员
5-Mar-12	Tianfu Morning Post	0007	Chengdu Life	Newspaper	300,000	1,120	N	英国“创意体验工坊”到成都
6-Mar-12	West China Metropolitan	0036	Education Weekly	Newspaper	115,000	4,571	N	大学生零距离体验英式创意
7-Mar-12	New Women	0046	Arts	Newspaper	200,000	60,000	Y	男人站在花外, 女人躺在花心
8-Mar-12	Yu Post	0028	Model Woman	Newspaper	240,000	60,000	Y	成为女摄影师, 是我一生的荣幸
8-Mar-12	CQBTv Guide	B02	Fortune Gate	Newspaper			Y	威尔士商务资源推介会在渝举行
9-Mar-12	Chongqing Morning Post	B029	Chongqing News	Newspaper	360,000	19,860	Y	快来看, 南山万株樱花绽放了
9-Mar-12	Chongqing Daily	0007	Life	Newspaper	100,000	4,000	N	第十二届重庆南山樱花节明日开幕
14-Mar-12	Chongqing Times	0048	Education	Newspaper	450,000	2,142	N	重庆艺术学校进行国际文化交流
27-Feb-12	West China Life Daily	T027	Education	Magazine	120,000	5,700	N	凯亚斯创意教育论坛即将在蓉拉开序幕
to be published	Hello Chongqing			Magazine				
to be published	Global Life			Magazine				
6-Feb-12	Netease	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
6-Feb-12	21CN	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
6-Feb-12	cqnews.net	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕将推动两地科技艺术交流
6-Feb-12	stnn.cc	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
6-Feb-12	Xinmin Net	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
6-Feb-12	Hello Taiwan	/	News	website	/	/	N	「2012威士周」在渝 推 地科技 交流
7-Feb-12	Changshou News	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
07-Feb-12	cqnews.net	/		网站	/	/	N/A	Barcode Wales摄影展登陆重庆 邀你品尝文化大餐
8-Feb-12	China Network TV	/	News	website	/	/	N	“2012威尔士周”27日在渝启幕 将推动两地科技艺术交流
20-Feb	cqnews.net	/		website	/	/	N	“威尔士周”下周重庆开幕

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								两地将共享商务教育资源
20-Feb	www.cnr.cn	/		website	/	/	N	“威尔士周”下周重庆开幕 两地共享商务教育资源
20-Feb	CQ Evening Post	/		website	/	/	N	“威尔士周”下周重庆开幕 两地共享商务教育资源
27-Feb-12	Netease	/	News	website	/	/	Y	第六届“威尔士周”开幕，另类视觉盛宴亮相山城
27-Feb-12	21CN	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Phenix	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	cqnews.net	/	News	website	/	/	Y	第六届“威尔士周”开幕另类视觉盛宴亮相山城
27-Feb-12	cqnews.net	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	International Online	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	China Daily	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	21CN	/	News	website	/	/	Y	第六届“威尔士周”开幕另类视觉盛宴亮相山城
27-Feb-12	Hexun	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Global Net	/	Chinese Hotpoint	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Netease	/	Hot News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Xinmin Net	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	People.com.cn	/	News Center	website	/	/	Y	第6届威尔士周在渝启动，植物DNA影展惊艳亮相
27-Feb-12	People.com.cn	/	Current Affairs	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Sohu	/	News	website	/	/	N	第六届“威尔士周”在重庆开幕
27-Feb-12	Phenix	/	News	website	/	/	Y	第六届“威尔士周”开幕另类视觉盛宴亮相山城
28-Feb-12	cqnews.net	/	Vedio	website	/	/		当科学爱上艺术 解密英国顶级摄影展
28-Feb-12	cqnews.net	/	News	website	/	/	Y	重庆植物将拥有自己的DNA生命条码
28-Feb-12	Dayang	/	News	website	/	/	Y	重庆植物将拥有自己的DNA生命条码
28-Feb-12	Chongqing News	/	News	website	/	/	Y	第六届“威尔士周”在重庆启动
28-Feb-12	Xinmin Net	/	Society	website	/	/	Y	重庆植物将拥有自己的DNA生命条码
28-Feb-12	Xinmin Net	/	News	website	/	/	Y	第六届“威尔士周”在重庆启动
28-Feb-12	cqnews.net	/	Chongqing Society	website	/	/	Y	“威尔士周”启动，重庆植物将有专属“生命条码”
28-Feb-12	International Online	/	News	website	/	/	Y	第六届“威尔士周”在重庆启动

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