

Professor Andrea Liggins

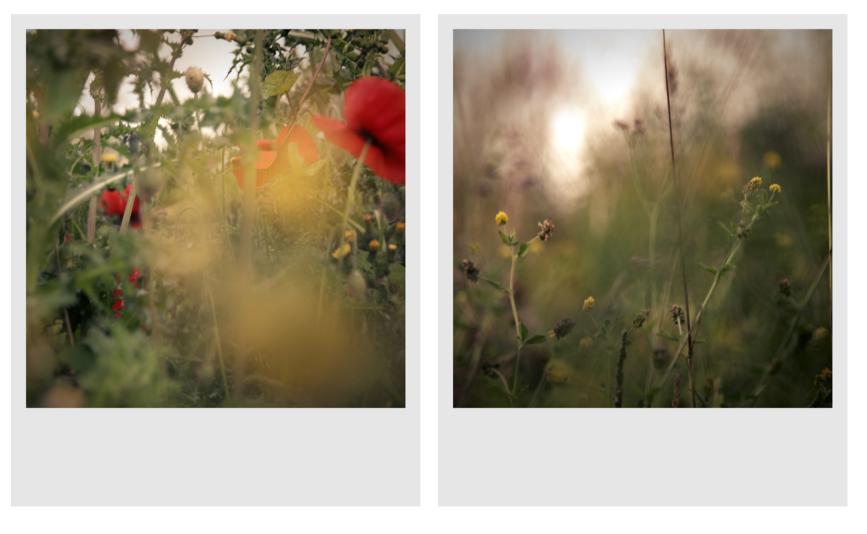
Professor of Photography and Dean of Faculty of Art and Design University of Wales Trinity Saint David Research Groups: Creative Industries Research and Innovation Centre; The Centre for Lens Arts and Science Interaction

Evidence Portfolio: *Barcode Wales — Beyond the Visible* Output Number: 1 of 4

Output Code: WIRAD-UWTSD-AL01 Output Type Code: M 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

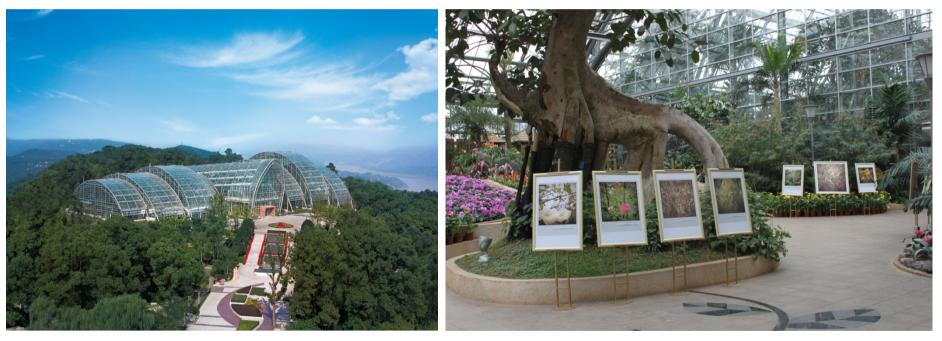




Outcomes and Dissemination

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 27th February – 7th 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



Andrea Liggins 成为女摄影师,是我一生的荣幸

当我们的女摄影记者进来的时候,我注意到Andrea眼前一亮,她很有兴致地看 我们的女摄影摆弄着相机左拍右拍,并辅以各种表情配合。当得知她是报社唯一的女 摄影时,她"哇哦"了一声,脸上露出赞许之情。

近日,战地女记者玛丽·科尔文魂断叙利亚的消息牵动了不少人的心,Andrea 说战地摄影师是她最景仰的职业,虽然没能成为其中之一,但她也身体力行地用摄 影展示着世界的另一面…… 氧%、Viama影。是Via



榜样

美女

好吧,我想我需要想一想该怎么介绍她,因为笼罩在 Andrea头上的各色光环太多了。 他是一位教授——新旺西城市大学的艺术设计系主

一次见到Andrea是在崗山橋物國第六區 "威尔士 間" 的新闻发布会上, 夹杂在一大群金发碧眼的 外面发人当中,她并不是最更跟的一个, 直到所有 人都对号人座, 按照桌上的名牌, 我才知道, 原来 现是Andrea.

第一眼印象,她很高、很瘦,面无表情的时候,你会觉 得地有点严肃,但是跟你自光触碰的时候会真心微笑,毫不 介意时光在脸上刻下的痕迹也跟着一起绽放开来。 发布论信末后。她走到迎着她,轻轻招了拍她的情感。"谢

及布密结果后,她更到记者席,轻轻出了拍我的周膀,"谢谢,"她微笑着用生涩的中文说,看到记者似乎没反应过来, "That's a good question!"(刚才你问了个很好的问题。)

我很想说,其实我们还有个面对面专访的对话机会,不 过,"英文到用时方恨少"。真的很担心这样的采访会是一 次辞不达意的鸡同畅讲,不过很幸运,我遇到了一个很优秀 的翻译,和一个很健谈的受抗者。

Q: 渝报 A: Andrea Liggins 中国之行 "本来想减肥的, 结果却胖了

O:这次来感觉如何,对重庆的印象如何?

A:来方5天7,但是每一天的行程都安排的激減的,只去了南山植物 因几次,还没机会到处看呢,不过这次来重庆的感觉很不一样,可能 因为是春节预过的原因,节目的气氛还没散尽,权上的原始灯笼和很 *4回*。需求客.

Q:想知道你之前对中国有没有了解?

Q:如果还有时间,最想去哪个地方看一看?

A: 中國的販賣太大了, 是英国的几倍大, 而且北京、上海、重庆都隔 得很远, 不过我最希望是能去中国的乡村看一下, 因为我在英国也是 住在乡村, 我喜欢这样的生活, 很想看看中国的乡村是什么样的,

而说到中国人,她一连用了lovely,kind,warm、 helpful,friandly一串词汇,"无论是酒店里的人还是在外 面遇到的陌生人,大家都对我们非常友好,非常热心地带我 们,我也非常非常地感谢他们。"

初学摄影 全班唯一的女学生

从16岁开始,志向要当记者的Andrea就在选修课上, 选择了摄影这个专业。当时全班只有她一个女生,其余全是 男的,因为在那个年代,摄影更像是一个男性的工作。而以前 女子学校的姐妹们则在私底下开玩笑说"这下你走运了!" 到了大学,Andrea也毫不意外地读了专业是能作为学 心课取 同为学的是"私业联系"。时以他毕业后的第一份

工作就是就职于英国政府的农业部,从此成为一名专业的 摄影师。 "想想看,我从事摄影已经大概有40年了呢!"Andrea 病叹道,"啊!"她突然醒悟过来,"我想我别刚不小心透露

了年纪!哈哈!不过没关系,你写不写出来,我都无所谓了。"

Q:究竟你是如何爱上摄影的?

A. 我想得希望的可以这变世界,可能力量做小,但可以积少成 多。比如这样都是它看出,试想都的现象不常可能。他们能够 稳定人们的批照,才能试像的报题,甚至可以上发加上一场战争,所 以比如何周期是显示物人们主要都这个世界,也能如果影响 上现在何的态速和功法。影像是我的工作要决我更多从事管理 的工作,但我也努力在平衡我的爱好和不职工作。努力运为一个 概念之术呢。

Q: 说到这里, 我有个问题。我们都知道, 作为一位艺术家, 必须要有天马行空的非理性精神才能保持创作的激情,但 是你同时也需要理性的头脑才能做好一个学路的管理者, 想知道你平时到底是如何在这声者之间平衡的? A. 我祝愿帮你这个成点,这声考我回来还是承知,艺术来表示是

Q:你刚才也有提到欣赏战地记者工作的意义,那你又是如 何要上拍摄花花草草的?

A:任何被达事称太原和交通的摄影作品段都集成。总给记者和拍摄 植物、其实用可以提系起来的。总给这是是万字就是人们的一种情 法。主想之处外,是这时的上试给还是一份出现头我的如何力所原义 地传这对大组织的出版。让人和如常加速力进行内容实施一些。 型化教服机,这些自然的描述并这些来,就完成有你的这些描 型化物服用能力。就是在这一次出现你不能在我的实元,能让说 考虑过你的形态。是那些所作正是就在不一起。



本年時, Andrea (2) 72 係7-12 際4巻 回動的機等学 Whatshark #1, 两人虽然一个是考定家一个是科学家。 但是引所有機管一级同じ的事。II かけ入自然共同的地域。 比地们吸吸可了做此於用间成,子是一日即含浓度含作这个 等系成成で12 的原目—Andrea Stand Perk Z 等容的空 时,那Natacha则把拍摄的令件物的DNA条机化。 国本一个是科学的角度, 一个是又不的角度。但是如 们各自的工作都代达了一个漂思。那就是一一所有的情势都 具有相同的"由,不管它是全质考虑"的无是激起的小心中 手。已对整个自然外国的"大编集局需要的"也是。

Q:能简单介绍一下这次的展览吗?

Q:看了影展之后,我发现这些作品都没有名字,为什么? 这些DNA条码算是名字吗?

A: 其实我们是故靠不放名字的,因为DNA条码已经给出了所有这 个植物的信息,如果我们起名字,不像是学名还是什么,都是人工给 他起的,是人类的意志加定这个植物上面的,而DNA所能达的是植 增本身的价值和优质,而不足人达纳于的,所以我们用DNA条柄而 不是名字,这也是所有植物身份识别的一个标志。

Q:这个关于"条码感尔士"的项目,你还会继续下去吗? A:当然,我们现在的项目其实还只是第一阶段,到了牛底,我们还会 进入载二个阶段—"客程规定",把全规国所有物种的DNA条码化。 而且我们还有另外一位虽然现在不会作,他是我的一个博 士生,招的最小daashade就和的过程。

所有的这些摄 的东西, 能让观 时尚本来就是艺术!



Q:那你平时有没有比较喜欢的衣着方式?

REF₂

(一说到购物, Andrea显然来了兴致, 说了很多, 不过 我们的翻译简单几句就翻完了, Andrea跟我相视一笑"看, 想让男人理解这些就是很难!")

女性的节日 "张开双手, 欢迎你自己"

Q:本次采访出刊的时候正好赶上三月八号"妇女节",能 跟重庆的女性读者们交流分享点什么吗?

A: 建碱 / 这要可得好好想一想……我从未如此紧张过,(思考片制) 首先,要抓住你人生的每个机遇;其次,欢迎自己,为自己作为女性, 为自己拥有的每一个与恶人不同的特征而庆祝,最后——享受做女人 的过程/

采访最后,Andrea透露,自己刚刚被列入一本介绍过 去的150年中风景摄影师的名录里,她很骄傲自己能作为为 数不多的女性,被列入此书,代表女性的角度来看世界。

当《渝报》的女摄影记者为她拍照的时候,她也特别开 心,跟过去相比从事摄影的女性已经越来越多了,男女比例 也平衡多了,而在中国也有女性从事这一行,她说这一切都 让作为女性的她,感到无比自豪。





Universitätione, 重要定时的电路分析的,在自然使用外部在最后已加下过来的。这个时候是 本面的心外,我们的一条实现的不是有的发展的和正确的问题是这些问题。如果在一个有关的思想是不是有一个有关的是一个有关的是一个有关的是一个有关的是一个有关的正常是有一个有关的定义是一一有关于生命会行艺术重要是用于无证是有一些 和我们心外,我们的一条实现的不是要求你,你怎么会们就是这些问题。这些问题,我们们就是不是有一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是一个有关的是 那么不是有一个有关的是是实现的是一些实现的是一个有关的是一个有关的是一个有关的是一个有关系。这些一个有力的是在这个是是一个有关系的是一个有关系的是一个有关。 这些一个有关系,我们们们就是是不是一个有关系的是一个有关系的是一个有关系的是一个有关系。这些一个有关系,我们就是一个有关系。

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Catalogue: Barcode Wales - Beyond the Visible



WIRAD-UWTSD-AL01





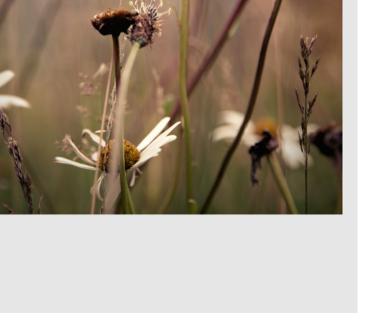




Research in Art & Design











date!	media!	page!	page!name!	type!	circulation! volumn!	value! (RMB)!	Photo!	title!
24 = Feb=12!	CQTV=Economy!Channel!	!!	!!	TV!	!!	!!	!!	introduction!of!Wales!Week!
28 ∓ eb = 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!	!!	!!	Υ!	"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!

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

> Wales Institute of Research in Art & Design

WIRAD-UWTSD-AL01



1-Mar-12	Chongqing Economic News	0002	News	Newspaper	380,000	6,658	Ν	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	Chognqing 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 幕 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
0	cqnews.net	/		网站	/	/	N/A	Barcode Wales摄影展登陆重庆
07-Feb-12								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	cgnews.net	/		website	/	/	N	"威尔士周"下周重庆开幕

continued



								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	1	1	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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