
U of L's first new media grad to hold exhibit of her work

THURSDAY, 26 APRIL 2012 02:01 SHURTZ, DELON



Lacey Vornbrock

FOR THE LETHBRIDGE HERALD

When Marta Blicharz was accepted as a new media graduate student at the University of Lethbridge she became the guinea pig for the new program. Now that she's finished her studies and is planning a final exhibition of her work, she's also become the program's poster child.

As the university's first new media graduate student, Blicharz hopes her MFA exhibition "Designing the Corrosive Movement" will not only showcase the use of the glitch in visual art, but also encourage others to consider the U of L for their own new media master's studies.

Pursuing a master's degree is something Blicharz had planned to do since beginning her post-secondary education in 2002. After moving with her family from Poland to Lethbridge in 2000, Blicharz has studied visual arts in various forms.

"I did my BFA at the University of Calgary. I was interested in doing my MFA, but when I came back to Lethbridge, the programs weren't ready yet. So in the meantime I took a diploma program at Lethbridge College, just to brush up on some of the multimedia production skills," said Blicharz.

Blicharz was planning to wait a few more years before starting graduate studies, but when the opportunity came up to study at U of L she decided to apply. After being accepted, Blicharz spent the next two years both testing and being tested by the new program.

"It's good and bad at the same time. The rules are still very malleable, still being polished and they may change and you have to adapt to that. They're kind of testing it on you. That's the disadvantage, but the advantage for me is that there is perhaps more understanding."

Blicharz said her experience at U of L over the last two years has been helpful in shaping her ideas about what is possible for the future.

"I think it benefited me greatly because it sort of introduced me to the whole idea of being a professional



Marta Blicharz is the University of Lethbridge's first new media graduate student. She will be holding her MFA exhibition at the U of L Penny Building on 5 Street South. Herald photo by David Rossiter

artist and a researcher as well."

With "Designing the Corrosive Movement" Blicharz explores how the glitch and databending disrupt visual communication, and how this technique is being used in modern design work such as fashion campaigns, advertising and on music television.

Blicharz's work will be on display at the U of L Penny Building 1-4 p.m. Friday to Monday with an opening reception Friday at 7 p.m.

Through the exhibition, Blicharz is looking forward to showcasing the projects that led to the completion of her studies.

"Most of the celebration will happen at the opening reception. It will be a combination of everything I've done in the last two years, so just to see it all together will feel pretty good."