

THE RICHMOND REVIEW May 15, 2010

Artist turns matchsticks into public art

Lure of the big city influences Mumbaibased Hema Upadhyay

by Matthew Hoekstra

Staff Reporter

n the third floor of Aberdeen Centre, hulking piles of matchsticks are turning into works of art.

Behind the work is Mumbai artist Hema Upadhyay, who is constructing five elaborate chandeliers entirely from unused wooden matchsticks. When complete, Loco-Foco-Motto will be on display at the mall through 2011, as part of the Vancouver Biennale public art exhibition.

"They're going to look like huge sculptures or huge installations, but for me they're these pure instigation points amongst the public," Upadhyay told The Richmond Review Friday.

The artist said viewers first react with a thought of violence upon seeing the work, given it could easily

Lulu Series art lecture:

- •Hema Upadhyay: Dream a wish, wish a dream
- Thursday, May 20, from 7 to 9:30 p.m.
- •Richmond City Hall council chambers (6911 No. 3 Rd.)
- •Admission is free; seating is limited. RSVP at lulu@richmond.ca
- •The talk will be preceded by a short performance by folk/rock singer-songwriter Babe Gurr

be lit aflame. The work is meant to question viewers, to awaken their consciences about violence in our lives and around the world.

"Matches here are used as a metaphor, because a matchstick can be put to a constructive or a destructive use."

Working with a team of students, the artist has glued together piles of matchsticks—the first step before the more intensive work of building lacework that will surround the structures.

Born in Baroda, India, Upadhyay completed bachelor's and master's degrees in fine arts. She tackles urban issues of migration and displacement in her art, drawing on her surroundings and history for ideas. She combines painting, sculpture, collage and photography in her works, often



Matthew Hoekstra photo

Hema Upadhyay is creating a series of chandeliers from wooden matchsticks for an exhibition now on at Aberdeen Centre.

using traditional Indian patterned surfaces.

On Thursday, Upadhyay will be at Richmond City Hall to give a free public lecture on her art and how it's influenced by the city.

She's titled her lecture from an earlier work, Dream a wish, wish a dream, a 4.5-by-six-metre microcosm of Dharavi, the largest slum in Bombay and all of Asia. The piece, made of aluminum sheeting and car scrap, has since shaped her career as an artist and was prompted by a promotional campaign from a fairness cream in India.

The product maker enticed people to buy the cream and potentially find a gold

coin hidden inside—similarly to how millions of Indians have migrated to Mumbai with the hope of finding success.

"So I was using dream a wish, wish a dream as a metaphor for success and what we understand success as," said Upadhyay.

Mall-goers are invited to

view Upadhyay's piece as it's being constructed on the third floor. The work is expected to be complete by the end of May.

Upadhyay is also one of six artists participating in the Richmond Art Gallery exhibition In Transition: New Art from India, on now until June 13.