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## Beacons of Light

Zoe Tidd

*University of North Georgia*

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## Beacons of Light

### Visual Arts Finalist

**Zoë Tidd**

*University of North Georgia*

**B**eacons of Light is a body of work that focuses on the city of Atlanta. This includes expressing the dynamism of the urban environment, its celebratory settings and the eye-candy of its colors, textures and overall aesthetic. It is a series of nine large-scale double exposure color prints representing my home city through my eyes. I chose to photograph Atlanta to show the beauty of its night life as well as the memories that I hold at each place that is documented.

As a daughter of a film photographer, I have always been inspired to do film photography. My father did a series on Las Vegas neon signs, and this has always inspired me to photograph many of the neon signs back home. I used my father's Hasselblad camera to have a symbolic similarity; however, my series is in color and uses double exposures, but it still shows inspiration he has given me to be an artist. This portfolio is a combination of dreamy, nostalgic, and timeless photographs. There is a cinematic feel in some of the photographs as well. This show represents commemorating achievements, dance recitals, getting a job, birthdays, and holidays. All of these special events from my life were celebrations; usually a drive down Ponce de Leon Avenue where the many vivid neon signs were reflected off the windows of the other passing cars as we made our journey to whichever restaurant my parents were going to surprise us with. There was always a feeling of excitement as the destination's big bright sign appeared in our windshield. I want to show the liveliness of the city. When you look at these photographs, I want you to think back to a time you were celebrating something special. I want you to think of where that place was and how special and vibrant it was.

My medium for this series is medium-format film photography. I am also using a digital program to create the double exposure look. The double exposures allow the photographs to have a surreal quality. This creates more of a nostalgic feel. I chose to do nine photographs, consisting of three still lifes, three portraits, and three landscapes. I did this to show different views of each place. I am photographing at twilight, so the neon signs are very vibrant on the dark background.

This series has a unique aspect of how I see Atlanta and the memories each place holds. Growing up in the city has given me a different perspective, and now I am able to share what I see with my viewers. The energy of Atlanta is shown through the dazzling colors of each photograph. The nostalgic feel is created by the double exposures. Lastly, the symbolic similarity is presented by the use of my father's Hasselblad camera. Beacons of Light is a portfolio that focuses on the celebratory memories of my life since early childhood.



**Contributor Bio**

Zoë Tidd was born and raised in Atlanta, Georgia. She received her Bachelor of Fine Arts degree from the University of North Georgia in 2019. She was an Art Marketing major with a concentration in photography. Zoë specializes in digital and film photography. As a practicing artist, she created a series of film photographs focusing on the memories of growing up in the city of Atlanta. Her photographs represent memories of places she and her family would go to celebrate.

**Faculty Mentor**

Craig Wilson



Spring 2019, Film Photography, archival ink jet print  
12" x 12"