



JURIED ANNUAL 2010

Selections by Sherman Sam, Independent Curator, London

JUROR'S STATEMENT

Happiness seems the right word for one reason why artists subject themselves to the arduous tasks that face them professionally. In organizing exhibitions I have come to find just how arbitrary and subjective this task of selecting work and putting together shows can be. A group show usually requires some form of organizing principle, be it taste, an idea, a commonness of value; however a juried exhibition requires an entirely different selection process and method. As with any regionally based exhibition, Juried Annual 2010 provided me an opportunity to glimpse another diverse and multicultural (for lack of a better word) art scene, which the Bay Area most definitely is. Quite unlike London, I have found the art to be less in-your-face and Pop, though equally narrative and figurative. I narrowed down the selection from some three hundred artists and over a thousand works, to a much smaller number. Rather than picking through any specific groupings, I instead picked individual pieces. Personally I am interested in work that conveys a certain sense of intensity and abstraction, but also possessing a hand-made quality, as opposed to a seemingly cold conceptualism. Here I tried to pick a broad selection including as much difference as I could. This in the end may not result in a succinct collection, but I hope it will generate many counter-points to open up thinking for both artist and viewer, and finally prove to be thoughtful experience.

-Sherman Sam