

**For Immediate Release**

**January 16, 2008**

**MADE Presents— The Shotgun Approach (The Hoodoo series – Part 2)**

**An Installation by John Greg ball and Shoko Cesar  
Feb7th to Mar22nd,2008  
Reception Friday Feb. 22, 7-9PM**

Designers and Artists Greg Ball and Shoko Cesar initiate their next design project with a blast. Taking aim, they explore a series of objects from a completely new perspective. Departing from the typical design process; their medium of expression is a 12-gauge shotgun.

In the Shotgun Approach, Ball and Cesar transform the function of a firearm (a weapon designed to initiate death and destruction) to a tool that creates aesthetics and form.

Their Artists investigations allow the blasts from the shotgun to become their vehicle of creativity and an essential aspect of the finished work. The force of the shotgun shapes the work, opening events to chance and other unexpected effects. Their installation records art becoming an act, rather than the object;

The process then provides a platform for the development of a product. Their Buckshot Standard Light represents that next phase; clusters of acrylic pipe, housing led lights and recreating the effects of shot blast. A designed form is created from the cast off medium of their investigations.

As designers of this project, Ball and Cesar have facilitated the art-making event and the shotgun takes their form to its first stage of development. From here, they will apply the design process to create a new series of objects. In the coming months, they will release another series inspired by their research.

They believe that good design can only happen when the design process functions in perpetual evolution. New prototype lighting/seating from the Hoodoo series will be shown in Toronto in February 20-27th at the “Radiant Dark” exhibit to be held in the Burroughes building. ([www.madedesign.ca/radiantdark](http://www.madedesign.ca/radiantdark))

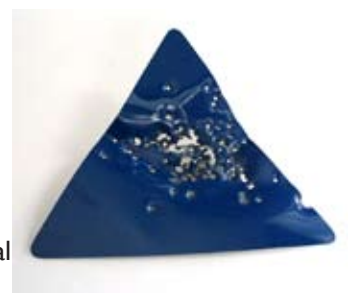
The Hoodoo series of products explore elements of the Alberta Prairies within their global design. The pair was awarded a Best of Canada design award for their Hoodoo light in 2006.

Greg Ball and Shoko Cesar both trained as Artists and both are now practicing Industrial Designers in Calgary & Edmonton. They are co-founders of the Industrial Designers of Edmonton Association – IDEA. They continue to collaborate on both Art and Design projects.

For further details please contact Julie Nicholson or Shaun Moore at 416.607.6384 or [info@madedesign.ca](mailto:info@madedesign.ca)

MADE works to promote and retail the work of talented, emerging Canadian designers.

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photos: Doug Mitchell