

Contemporary Australian artist Leila Jeffreys explores the individuality of Australia's iconic budgerigar birds with new exhibition at Iain Dawson Gallery



Sydney, Australia: Iain Dawson Gallery presents an exhibition of new works by contemporary Australian photographer Leila Jeffreys from 15 November to 5 December 2010, focusing solely on the artist's sought-after Budgerigar series.

Sydney-based Jeffreys has further developed her large-scale portrait photographs of Australian native Budgerigars first created two years ago. Each of the photographic works in the exhibition evokes the individual personalities of the budgerigars and the physical beauty of this iconic Australian bird.

Jeffreys said: "For me, the humble budgerigar epitomises one of Australia's native icons that live among us and are often taken for granted, as they are rarely seen as anything more than a household pet and yet are absolutely stunning to look at. I realised that it was simply that they were too small to be noticed in such a busy world.

The artist's love for Australian native birds and a fascination of the parallel world of wildlife living alongside us in our densely populated cities and towns lies at the heart of this series of photographs.

"If people stop to take the time, they can witness the wonderful and often stoic characters of the birds that live among us in our cities. This might be something as sweet as a wren weaving a nest out of a spiders web; a giant yellow-tailed black cockatoo camouflaged in a Banksia tree; a heron fishing for its supper; or the bossy banter between rainbow lorikeets," said Jeffreys.

"I hope my portraits open the bird cage and throw a spotlight on what I believe to be a national treasure. Budgerigars are the little bird with BIG personalities, a companion animal that deserves to be noticed, celebrated and adored." Jeffreys said.

The portraits of the budgerigars have been printed human size in the hope that people will view the animals from a human perspective, thereby revealing their beauty and individual personalities. Leila has no doubt that the birds have a full range of emotions no different to ours and is happy to be accused of anthropomorphising them.

To create the Budgerigar series Jeffreys was welcomed into the quirky world of pedigree budgerigar 'best in show' bird competitions.

MEDIA RELEASE

“I had no idea that this sub-culture existed, once I made contact with the Budgerigar Society of NSW I stepped into a fascinating world where people love their birds and treat them as one of the family, albeit a feathered member.”

This is Jeffrey's second exhibition with Iain Dawson Gallery located in Sydney's Paddington on upper Oxford Street.

The artist has travelled all around Australia and the world in pursuit of her passion for birds and photography, assisting scientists in studies of endangered birds on Christmas Island and bird migration patterns across Europe.

Living in Sydney, Leila has 10 years publishing experience working for all the major magazine houses including ACP Magazines, Pacific Magazines, EMAP and FPC. Her love of photography began at school and led to a Bachelor of Arts Degree (major in photography) at Western Australia's Murdoch University followed by the completion of Certificate of Photography at Ultimo TAFE.

Ends

MEDIA CONTACT

For further information and to request artist interview or a framed photo for use in styling a shoot or high resolution imagery of selected art works please contact Kym Elphinstone on kym@articulatepr.com.au or 0421 106 139.