

Nancy C. Bradley, artist

Artist's Statement



My definition of creativity is getting something out of the realm of the mind and into the realm of the real which is accessible to others. It's the mind-hand connection that makes this happen. I don't think there's any direct pipeline between the mind and the hand that can reproduce exactly what the mind imagines. So it's the process of trying to get something on paper that is the most challenging and fluid. In my opinion, the development, changes and surprises that happen along the way are integral to the final result. For example, a 'not right' execution maybe isn't such a bad thing, and can be worked around towards something better than originally desired.

After years of working in the discipline of graphic design, I found myself wanting to create art that was free to communicate whatever message it could to the viewer, rather than be directed in some way. I wanted my art to truly be mine with no art director input, no client demand. So, I began a process of letting go of pre-conceived notions and letting the art flow. Beginning with a blank sketchbook page, you could say I 'doodle' until the sketch starts to engage my mind and then the process of mind and hand takes over.

My journey back into the realm of 'fine' art is on-going and I'd like to share it with you. I invite you to view some of the paintings I've created that are responsive to an abstract motion or thought. They have grown out of nothing with a life of their own. At some point in their development, I have a sense of recognition of what the art piece is becoming, and that's when I usually name it. Some mean more to me than others, some I like more than others, but they are all from whatever influences make me who I am.

Artist's Biography

Although three degrees in apparently different disciplines should be more than enough for anyone, it seems to have been necessary for me because of the development I went through in undertaking them. It was not quite trial and error, but more of a semi-guided tour during which I puzzled things out and became more self-aware. The most important thing I learned over all the years of study and working was that I love to learn, and that I have to be doing something creative. Those of us who are 'creative' just need to be that way.

I was born in Ontario, Canada but lived most of my life in the Montreal area. In my early career, I spent some time as a technical literature researcher, a psychometrician and a high school guidance counselor - hence the first two degrees. Even then, I gravitated towards arts & crafts and soon turned my career interests to graphic design, completing my last degree in Fine Arts with a specialization in Graphic Design.

Working in the design field suited me nicely, filling the need for earning a living as well as most of my creative needs. About ten years ago I made the move with my family from Quebec to the Okanagan Valley in the province of British Columbia - truly the valley of love and delight. Here I finished off my working years in the printing industry and began to take up the challenge of expressive art once again.

With over twenty-five years as a designer, art director and marketing manager, my passion is effective and efficient communication, both visually and verbally. Since retiring from graphic design, I've re-discovered the joy and the struggle of this creative endeavour - something quite different from the design challenges of marketing communication, and ultimately very personally satisfying. I highly recommend the journey to anyone brave enough to try.