

Be Your Own Mascot 2002-3 Ashley Kesling and Michael Presley

Be Your Own Mascot is a series of digital prints of Wake Forest students on view in various locations including: Reynolda Hall, Scales Fine Arts Center, and the Z. Smith Reynolds Library through May 2003

Kesling and Presley made a series of full length photographs of students who were encouraged to come to their photo shoot wearing anything they wanted; toting an object or outfit that they thought was a true representation of their identity, even if this outfit consisted of a t-shirt and blue jeans. Over the image the phrase "Be Your Own Mascot" was imposed using. Through their intense coloring, straightforward imagery, and overall visual appeal the pieces have taken form similar to an advertising campaign. Unlike a true advertising campaign, however, which attempts to sell products, the pieces in this public art project are meant to encourage people to think about themselves, what makes them unique, and how they relate to their environment, the Wake Forest University campus, as individuals.

Both Ashley Kesling, a senior, and Michael Presley, a junior, are studio art majors. This piece was created for an upper level sculpture class with Professor David Finn that focuses on art in the public realm and utilized the resources and help of professor John Pickel and the digital lab. Funding for this particular project was attained through the sponsorship of two student organizations, SEAC (student environmental action coalition) and GSSA (gay-straight student alliance). *Be Your Own Mascot* is a public art project that was made possible by Wake Forest University students and was created in and for the environment of the Wake Forest University campus.

