

if ART Gallery in Columbia, SC, Presents the Unselfie in Group Show

if ART Gallery in Columbia, SC, is presenting *Selfie/Unselfie*, a group show of 14 gallery artists from five states and two countries, on view through Sept. 12, 2020. Because of COVID-19 concerns, there will be no artists' reception. It's mandatory to wear a face mask inside of the gallery and practice social distancing.

All paintings, sculptures and photos in the exhibition will feature the figure in some fashion.

"As the inventor of the unselfie," if ART owner Wim Roefs says, "I thought this was an especially opportune time to organize this exhibition. COVID times has revealed how self-absorbed and selfish people can be, how little regard they can have for the well-being of others. Selfies are not necessarily about selfishness, but selfie-takers, especially those with selfie sticks, can be obnoxious in their disregard for others. And selfies often are about being self-absorbed."



Michaela Pilar Brown, "Allpoints", 2018, photo on aluminum

The exhibition will include works by Columbia artists Michaela Pilar Brown, Jeff Donovan, Anna Redwine, David Yaghjian and the late Laura Spong; Augusta, GA, artists Philip Morsberger and Edward Rice; Steven Chapp and Dorothy Netherland of respectively Easley and Charleston, SC; Chicago's Peter Lenzo, formerly of Columbia; Washington, DC's, Marcelo Novo, also formerly of Colum-



Laura Spong, "Dancing Nana", 2009, oil on canvas

bia; Mark Flowers of Alexander, NC; Leslie Hinton of Clinton, LA; and Kees Salentijn of The Netherlands.

"Several years ago," Roefs says, "after the selfie had established itself as an indicator of people's indulgent, self-obsessed and narcissistic tendencies, I came upon the idea for the unselfie. It seemed like a good counterbalance to selfiedom and its adherents and a reminder that there were times when cameras were aimed not at the one holding it but at others."

The unselfie, Roefs acknowledges, could not have been invented without the emergence of the selfie. Once the selfie proliferated, however, the need for the unselfie became clear. To create a unselfie, Roefs instructs, take a camera, aim it at a person other than oneself and take a picture. Then check the image to make sure the other person, not the one who took the photo, appears in the frame. If so, the creation of the unselfie was successful. "It's actually quite simple, if you think about it," Roefs says.

Artists were, of course, the original producers of selfies. Ever since the arrival

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