

# Jade Townsend —*The stories we tell ourselves*

'*The stories we tell ourselves*' Jade Townsend's new exhibition is heavily influenced by her Maori heritage and it's mythology. The Maori beliefs she grew up with have their version of how the world was formed and lessons in good and evil. The paintings are an attempt to keep create a new validity and allow the culture of which she no longer lives in, relevance in her modern contemporary life.

*'Growing up I had two massive cultural influences. I had my Maori family and my English family. Both came with their own system of beliefs and extremely different cultural conditions of existence. Each had their own interpretation of how the world was created, their own gods and their own tales. These do not so much translate into one another as translate to produce difference. The idea is to see it as a creative force since each seems to have its own model and manner of meaning. Translation delivers something very different, a 'hybrid'. My work is an investigation into 'hybridity'. The paintings are a visual exercise in modern mythology and contemporary symbolism.'*

*Jade Townsend*

Jade gained a BA Hons in Fine Art Painting in 2009 and has since gone on to collaborate with a number of brands, producing window installations for Hermés. Jade has her second installation in East London's concept store HOSTEM on show until the new year. Jade is currently working on the Hermés campaign '*Paris Mon Ami*' up until Christmas as the stylist. The new year will see Jade return to New Zealand where she will taking up a position WETA alongside working towards her next show.

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