



thefrontview on fergus heron

common measure

4 February 2012 until 22 april 2012

The Front View is pleased to present the first solo show of Fergus Heron's photography. The beauty in Fergus's pictures are hidden in plain view. Fergus deliberately avoids the obviously spectacular, exotic or sublime, and is committed to exploring what is familiar, recognising and contemplating it differently through his photography.

His central artistic concerns are 'with making visible connections, discontinuities and tensions between landscape and architecture, nature and artifice, the traditional and the modern. This makes his work particularly poignant, as present day austerity measures unravel our profligate past he reminds us of our common inheritance, waiting for us to reacquaint ourselves with what is our quintessential nature.

If the future looks like the past then Fergus is ahead of the curve. For the last decade Fergus has been slowly, steadily and meticulously developing an ongoing evolving body of work that reminds us that we do not have to travel far to witness the intense wonderment that is present in our everyday surroundings, and yet apparently absent in our perception of it.

Fergus's orientation of urban and rural England acts as a guide. From some distant shore we resurface on this island coastline and travel through the night on our sparsely lit motorways until we arrive at our common land; our home.