

FOR IMMEDIATE RELEASE

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THE CARDINAL GALLERY presents as part of  
The SCOTIABANK CONTACT PHOTOGRAPHY  
FESTIVAL 2021:

**BRENDAN MEADOWS  
ALTERITY**

*"Meadows knows how to capture people  
in ways that reveal their humanity while  
retaining a sense of mystery and  
individuality for that subject." – Whitehot  
Magazine of Contemporary Art LLC*

**Exhibition Dates:** June 18 - July 18, 2021

**Reception:** June 19, 2021 12-6pm

Sign up: [https://www.signupgenius.com/go/  
brendanmeadows](https://www.signupgenius.com/go/brendanmeadows)

**Address:** The Cardinal Gallery 1231 Davenport  
Road, Toronto

Vancouver based photographer Brendan Meadows' portrait images reflect an eerie perspicacity suggesting an equal balance of confidence and creativity. Meadows' work challenges the viewer to consider not only the visceral response to the image but to also reflect upon each photograph's technical acuity.

His creative process is driven in part by what he describes as "the purest level of the medium". He cites Erwin Blumenfeld, Man Ray & Frank Ockenfels 3 as creative influences and he continues to employ many of the traditional effects they would have utilized in the darkroom.



Working closely with master printer Bob Carnie at Toronto's Alternative Photo Services each image includes 40 steps of drying, processing and printing to create these expressive and emotionally electric images. This detailed process creates a painterly effect through the use of real pigments, overlaying negatives while separating and applying colours.

Brendan's first experience as a photographer was at Vancouver's Expo '86. As crowds waited for members of the Royal Family to pass by fortuitous positioning allowed the then 10 year old to capture two intimate photographs of Princess Diana with his very first Polaroid Camera. These spontaneous images embody a self-confidence that echoes his future vocation.

His prints are available through The Cardinal Gallery in very limited editions.



## The Cardinal Gallery

The Cardinal is a creative exhibition space with a focus on showing fine art photography as well as providing an inviting event venue for the arts community. The Cardinal focuses on presenting fine art photography in limited editions.

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