



Michael Semak - Clip 15

The Role of the Viewer

The role of the viewer in looking at my work, or anyone's work, is to be part of the process, the looking process, the thinking process. I don't want just people to look at my work as if it's visual cornflakes, wallpaper. They have to be engaged, especially with the work that's a little more controversial. That they should try to figure for themselves why it offends them, if it does, or why it intrigues them, if it does. And so engage, and come away knowing more than when they came into that gallery, that museum. And if they don't know more than they came in, they're wasting their time, and the picture's time.

