

Susan McEachern - Clip 13

The Viewing Experience

It's difficult for the artist to... prescribe a role for the viewer. I think ... the artist has a certain kind of responsibility in relation to the viewer, from my perspective. I think to some extent... I'd like to think that the work could draw the viewer in through some kind of pleasure, there is something to look at, there is something intriguing. Visually, I hope the work is rich, that it... it gives a sense of delight, that there is... is something that... that causes a reaction. Then... that's layer one. I hope that there's enough in layer one, so that people will proceed to layer two, which is maybe looking at some of the other meanings that might be suggested in the work, through the text, through the juxtaposition of images, the way in which they're arranged, the way contradictions might be suggested, the way the initial meaning might be undermined. Some of those are more on a different level. I'd like to think that then they may proceed beyond that, and then go to their own particular kind of reading of the work which... which is a reaction, perhaps a commentary, perhaps an agreement, perhaps a disagreement on what is being stated or what kind of thing is being asserted.

... So I'd like the viewer to, I would hope the viewer would engage. And if the viewer doesn't engage in that, the work needs to be better. The work needs to work harder. And with every work you produce, at the end when

you get feedback, you learn how the work needs to be better.

