



**Haunted South**



**Under the Sea**

### **Maija Beeton: *The CEL ART Project***

**Artist Opening Reception: Sunday, October 5, 2014, 12 Noon to 1:30pm, [UU Santa Monica](#) (Unitarian Universalist Community Church of Santa Monica).** The Art Wall show will run through Sunday, October 26 and is open to the public Sundays 9am – 1pm and on weekdays by appointment.

Please join us after the second service on Sunday, October 5, for the Artist's Opening Reception with Emmy awarding winning artist Maija Beeton. *The CEL ART Project* explores the eerie world of built-in-obsolence and CEL ART merchandising, wherein computer-generated images are remade as seemingly handmade, limited edition CELS, for sale. Beeton enjoys exploring the alleged distinctions between commercial art, fine art, entertainment and philosophy. Beeton utilizes painting, video, animation, theatre, music, text, and landscaping. Beeton's CEL ART Project investigates whether *the medium is, in fact, the message*.

Traditionally, CELS were sheets of clear acetate or nitrate that were then hand-painted with animators' vinyl paint, placed against backgrounds, and then shot with an actual, physical camera. In the CEL ART Project, Beeton explores unusual subjects and environments for animation, and her cels are hand-inked and hand-painted with traditional CARTOON COLOUR cel vinyl. Even though a computer is involved in creating some of the aspects of the image, Beeton intentionally makes obvious signs of human markings, to draw attention to the loss of hand drawn 2D animation and its inherent quality of abstraction.

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Contact Beverly at [balison@aol.com](mailto:balison@aol.com), for info about exhibiting on the Art Wall at UU Santa Monica.  
UU Santa Monica; 1260 18<sup>th</sup> Street (corner of 18<sup>th</sup> and Arizona); Santa Monica 90404 [map](#)