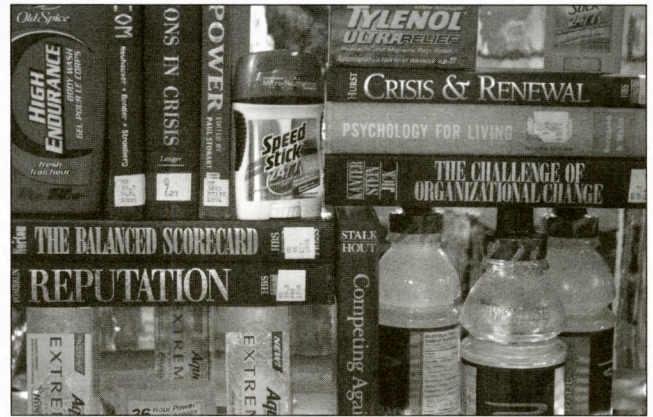


# cathy busby 24/7 at work

*Organized by MSVU Art Gallery with support from the Canada Council for the Arts, on display from October 15 through December 11, 2005.*

Cathy Busby is a sessional Fine Arts lecturer at MSVU and an artist and writer who studies the interplay between emotions and consumer culture. In *24/7 at Work* she displays management textbooks together with self-maintenance products such as deodorants, toothpastes, and “energy” drinks labelled “High Endurance,” “36 Hour Power!” and “Powerful Thirst Relief.” The effect is similar to that of a retail display window. “If these products are selling,” writes Busby, “then as consumers we must be eager to buy back a little time, strength and endurance with their promises of security, invincibility, and protection.”



*24/7 at Work* is the result of Busby’s observations of language patterns in consumer and workplace environments. The book spines carry titles such as *Power Public Relations*, *High-Speed Management*, and *Competitive Advantage Through People*. Positioning them alongside personal care items whose labels use similar language suggests that successful employees groom themselves to work around the clock. The installation invites viewers to consider the influence of business slogans and values on private life.

## Buzz on Busby

Always on the move, artist **Cathy Busby** is once again giving Halifax an international presence. On June 12, she leaves for a group show at Aberdeen's Peacock Visual Arts where she'll install a next-generation version of *24/7 at Work*—a show she did at Mount Saint Vincent University Art Gallery in 2005 where she displayed management textbooks with products such as deodorants, toothpastes and energy drinks labelled "High Endurance," "36 Hour Power!" and "Powerful Thirst Relief."

From there, Busby, along with Saint Mary's University Art Gallery director **Robin Metcalfe**, will head to Sydney, Australia, for *Sorry*, which focuses on the pervasiveness of public apologies (recently Australian prime minister **Kevin Rudd** apologized to the "stolen generations" of that country's indigenous population) and a panel discussion with **William Kentridge**, as part of the Sydney Biennale. Then she's off to Melbourne to show her apology wall-texts paintings. Quite a passport stamp. 🐾

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