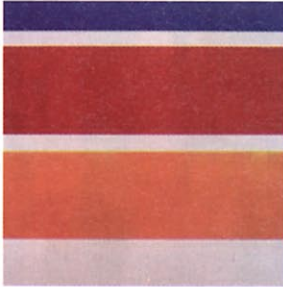


0902eye



side impact

Cool and still, the images made by Greg Jones invite the viewer to absorb those things - increasingly fetishised consumer durables, namely - which are frequently seen, but less frequently looked at. London-based Jones recently graduated from the MA Fine Art Photography course at the Royal College of Art; here, his final work shone out, both for the stark simplicity of the photographs and the many considerations these images provoked. Precise, huge (1m squared) silvery-hued pictures, mounted onto aluminium sheeting, comprised of massively enlarged details of parts of mobile phones and cars. Jones is concerned with the dominant attitudes, ideas and values in society that shape our experience of the things we buy, and the difficulties in gaining perspective on those very items we desire. He homes in on an item's specific details, removing the context which typically surrounds them, and rendering the 'everyday' into a new, unfamiliar type of abstraction. Hence, the viewer's relationship with the subject matter is substantially affected; what they thought they knew has been made more aloof and alienating, and more beautiful, too. Post-college, Jones is continuing to develop his work, with a future exhibition and book project in the pipeline. **JAMES ANDERSON**