



Cida de Aragon

Cida de Aragon

Media artist and photographer (MFA Nevada '23; MA Goldsmiths '18; MA Middlesex '93)
Australian, Italian, and Brazilian citizenships. Currently lives and works in Las Vegas, Nevada, USA

Web: www.cidadearagon.com Email: [cidadearagon \(at\) gmail.com](mailto:cidadearagon@gmail.com)

Cida de Aragon is an internationally recognized multidisciplinary media artist and photographer. She uses electronic, sound, and digital image technology to create immersive installations that envelop the viewer in image and sound.

Education

- **2019 - 2023** MFA in Art at the University of Nevada UNLV, Las Vegas
Full-time student and Graduate Assistant in the Master of Fine Arts MFA program at UNLV
Teaching Instructor in Photography (digital and analog); Dean's Scholarship recipient
- **2017 - 2018** MA in Photography: The Image and Electronic Arts (with distinction) –
Goldsmiths' College, University of London; Interdisciplinary graduate program
- **1992 - 1993** MA in Computing in Design (CAPES Scholarship) at Middlesex University, London
- **1988 - 1990** Visual Arts part-time studies at St. Martins School of Art & Design, London;
Typography and Graphic Design studies at Camden Art Centre, London
- **1982 - 1988** BA in Architecture and Urbanism, Faculty of Architecture and Urbanism (FAU USP),
University of São Paulo, Brazil

Professional Experience

- **2019 - ongoing** Graduate Assistant in the Master of Fine Arts MFA program at UNLV
Teaching Instructor in Photography (digital and analog)
- **2019 - ongoing** Professional drone photography and drone video
- **2003 - 2018** Worked as media artist and photographer in Australia and in London
- **1994 - 2003** Worked as a media artist and graphic designer in Berlin, Germany
- **1997 - 1998** Instructor in Digital Image Design at the Film Academy of Baden-Württemberg in
Ludwigsburg, Germany
- **1990 - 1992** Worked as a graphic designer in London

Honors and Awards

- 2022 Third Place at the Art Limited Digital Art Awards 2022 competition.
- 2022 Honorable Mention for a Photo Series at the 7th Biennial of Fine Art & Documentary Photography - Barcelona Foto Biennale - 18th Julia Margaret Cameron and Pollux Awards
- 2022 Honorable Mention at the “Minimalist Photography Awards 2022.”
- 2022 The Cosmopolitan of Las Vegas Change-Maker in the Arts Award. Jury comment: “The selection panel was impressed with the depth and breadth of Cida’s artistic experience and potential for meaningful work through her creative vision.”
- 2020 Honorable Mention at the “Minimalist Photography Awards 2020.”
- 2020 Jurors’ Choice Awards, “6 Feet of Art”, Group Exhibition, Donna Beam Gallery, Las Vegas.
- 2018 MA in Photography: The Image and the Electronic Arts, Goldsmiths’ College (with distinction)
- 2007 First Prize in the design competition for the Women’s Suffrage Memorial in Brisbane, Australia (built)
- 2000 Nomination for the ZKM, Karlsruhe - International Media Art Prize with the work ‘Stadtoberfläche > Berlin’ (City Surfaces > Berlin)
- 1992 CAPES Scholarship for Full-time Studies in London

Industry and Professional Experience

With over 30 years’ international professional experience in the arts and media field, I have gained extensive operational knowledge in conceptual development, thematic rigour, and project delivery with a strong critical design background.

I enjoy working in teams and in a collegial environment, working across disciplinary boundaries. I have found that the results of my collaborative interdisciplinary approach have consistently verified the value of working in teams and across disciplinary boundaries.

In future, I am interested to do more public art projects. I am used to produce high quality and accurate art work to tight deadlines. For instance, when working on a challenging public art commission, such as the Women’s Suffrage Memorial’ in Brisbane, I was in charge of coordination and working to a highly demanding schedule that required to work under time pressure, while still achieving a high standard.

My portfolio demonstrates the ability to work at a very high level, and shows that I am committed to a professional artistic output, combined with effective collaboration and engagement.

My work has been published in 3 monographs (exhibition catalogues)

- ‘Temporary and Permanent’, Sydney, 2009
- ‘On Public Space - Cida de Aragon’, Sydney, 2007
- ‘Cida de Aragon: 3 Projects’, Berlin, Eigen + Art Gallery, 2003

Working in the US, Australia, Germany and in the UK, for the last 30 years, I have been involved in the concept and installation of permanent and temporary site-specific art works in public space, such as the ‘Surveillance I and II’ installation series on Goodwill Bridge in Brisbane; at the ‘Lock-up Cultural Centre’ in Newcastle; and the ‘Hub-to-Hub’ installation at the Art Factory in Singapore.

I have had solo exhibitions and participated in group shows at important venues.

Re-occurring Interdisciplinary Artistic Themes in my Work

My artistic work has been exhibited in solo shows at major venues, such as the Newcastle Region Art Gallery (NSW), prestigious art galleries in Berlin (Galerie Eigen+Art), Stuttgart, Karlsruhe (ZKM), at Goldsmiths' College in London, Donna Beam Fine Art Gallery and Grant Hall Gallery in Las Vegas; and in public spaces in the cities of Berlin, Singapore, Las Vegas, Brisbane, and Newcastle.

Recurrent artistic themes that have occupied me over the last decade, include:

- Expression of body movement in interactivity, and the integration of media art into public urban space,
- Migration and urban space involving questions of identity and place,
- Installations: Languages of ethnical groups' representative of place,
- The graphical use of large-scale text, signage, billboards and soundscapes.

I have worked with these artistic topics when developing significant public art works, and have presented guest lectures on my work at various universities and events.

I am interested to create a new reading of site and its multiple layers by manipulating the scale, perception, and iconography of the artwork within its context.

Interdisciplinary Collaboration and Arts' Practice

Much of my work is in collaboration with interdisciplinary teams, including computer scientists, architects and landscape designers.

My portfolio demonstrates the ability to work with local communities and other team members, exemplified by my following three art installations:

- 'Migration - A Creative Situation', an interactive work in Berlin, in an auto-biographical palimpsest of words and short animations in 3 languages.
- 'Surveillance I', an installation on Goodwill Footbridge, where I used the abstraction of eyes graphically composed as large-scale art works, emphasizing the diversity of Brisbane's inner-city community, using the eyes of local residents for surveillance.
- 'Women's Suffrage Memorial', a close collaboration with the local Office for Women, and the Public Art Advisory Panel of Brisbane City Council, to create a memorable high-quality public space in downtown, located at a busy transport hub. This project is part of a larger urban development that won several urban design awards.

Personal statement

"Around 2000, the role of the artist in society drastically changed. Now, in the third decade of the 21st century, my thinking is shaped by urban, social, and cultural developments in cities. We have entered an age of increased cultural fragmentation, and excessive surveillance and commercialization of public space."

Cida de Aragon, 2023

Recent Publications

- 2022 Work published in the “Minimalist Photography Awards’ annual book 2022”.
- 2022 Photo Series in “The Library of the Future”, S. Lehmann, published by ORO-Edition, San Francisco, p.22-29.
- 2021 Work published in the Catalogue “Out of the Frame” - The Glasgow Gallery of Photography
- 2021 Book Cover for “Trans-Atlantic Engagements”, S. Lehmann, published by ORO-Edition, San Francisco
- 2020 Work published in the “Minimalist Photography Awards’ annual book 2020”.
- 2019 Book cover and photo series in the book “Urban Regeneration”, Palgrave Macmillan, London
- 2018 Essay “Hydrargyrum Hg80: Analysis of a creative process” (unpublished)
- 2017 Essay “Comparing three selected art works in regard to their use of close-up scale and facial expression: Baldessari, Sherman, Viola” (unpublished)
- 2012 Article in *Singapore Architect*, Singapore, Feb/March 2012, p. 156-162
- 2009 Catalogue ‘Temporary and Permanent’, published by Infinite Press (Sydney)
- 2008 Work published in the catalogue ‘Back to the City’, Hatje Cantz Publisher (Berlin), project funded by Arts NSW
- 2007 Catalogue ‘Cida de Aragon - on Public Space’, published by Infinite Press (Sydney)
- 2007 Work published in catalogue ‘Art & About’ City of Sydney and Goethe-Institute
- 2005 Work in the catalogue ‘Absolutely Public’, Images Publishing (Melbourne)
- 2003 Catalogue ‘Cida de Aragon - 3 Projects’, published by Staatliche Museen zu Berlin, Museum Europäischer Kulturen and Gallery EIGEN + ART (Berlin)
- 2002 Work published in the catalogue ‘Rethinking: space, time, architecture’, Jovis Verlag, Berlin

Exhibitions, Site-Specific Art Works, Presentations (Selection)

I have been selected to participate in numerous group shows and had solo exhibitions worldwide:

- 2023 Solo Exhibition, “Pervasive Surveillance”, Donna Beam Fine Art Gallery, Las Vegas
- 2022 Group Exhibition, Series at the 7th Biennial of Fine Art & Documentary Photography - Barcelona Foto Biennale - 18th Julia Margaret Cameron and Pollux Awards. Exhibition in November 2022.
- 2022 Group Exhibition “Green” at Mayor’s Gallery - City of Las Vegas (6 May - 12 August 2022)
- 2022 Group Exhibition “Nature Photography” at Coningsby Gallery, London (26-28 May, 2022)
- 2022 Group Exhibition “Art of Photography” at Espaço Espelho D’agua, Lisbon. (15-17 July, 2022)
- 2022 Group Exhibition “Best Shots” at Valid World Hall, Barcelona.(28-30 October, 2022)
- 2021 “Intangible Realities Exhibition”, UNLV Studios, Las Vegas
- 2021 Solo Exhibition, “In Plain Sight Exhibition”, Grant Hall Gallery, UNLV, Las Vegas
- 2020 “Art Walk Exhibition”, Group Window Exhibition at the UNLV_GRS Studios, Las Vegas.
- 2020 Group Exhibition “#Justice”, Donna Beam Gallery, Las Vegas.
- 2020 “Hang Up and Shoot”, Group Exhibition, The Glasgow Gallery of Photography, Scotland.
- 2020 “Unshelved”, Group Exhibition, Las Vegas-Clark County Library District Galleries.
- 2020 “There but Not There”, Group Exhibition, UNLV, Las Vegas.
- 2020 “6 Feet of Art”, Group Exhibition, Donna Beam Gallery, Las Vegas. Jurors’ Choice Awards.
- 2020 “Aesthetics Primary II” Group Exhibition, City of Las Vegas.
- 2019 “Commodified”, Group Exhibition, UNLV, Las Vegas.
- 2018 “Hydrargyrum Hg80”, part of the exhibition *Compulsive Fiction* at Goldsmiths’ College, University of London. www.compulsivefiction.com/Cida-de-Aragon
- 2012 “Multiculturalism and the Giant Mop” installation at SAM in Singapore, part of Hub-to-Hub emerging public spaces www.hubtohub.sg
- 2008-2009 Public Art Commission: Women’s Suffrage Memorial “Resilience” in Brisbane
- 2008 Presentation at the ‘Back to the City’ Symposium, Newcastle Region Art Gallery, NSW
- 2008 Solo Exhibition, Installation ‘wasted!’ in Newcastle Region Art Gallery; funded by Arts NSW

- 2007 Installation 'City Amalgamation - Sydney | Berlin' at Customs House, Sydney, part of 'Art & About' Festival
- 2006-2007 Exhibition concept and graphical display for The Lock-up cultural centre, Newcastle
- 2004 Presentation at media conference This is not Art, Newcastle, NSW
- 2004 Site-specific Installation 'Surveillance' on Goodwill Bridge, Brisbane [Catalogue]
- 2003 Museum Europäischer Kulturen, Berlin: Site-specific Installation [solo exhibition]
- 2003 Stedelijk Museum Aalst, Belgium: 'Tapijtreiniging met dieptewerking' [group exhibit]
- 2002 EIGEN+ART Gallery, Berlin: Solo Exhibition
'City Surfaces > São Paulo: Urbanity & Anonymity'
- Between 1998 and 2003: various solo and group exhibitions in Berlin, at: Solo Exhibition at Galerie Eigen + Art; ICBRA Brazilian Cultural Institute, Berlin Biennale, and Galerie K&S, Berlin

Languages

English: Fluent
 Portuguese: Fluent
 German: Advanced
 Spanish: Advanced
 Italian: Intermediate

Something personal: I am a Capricorn with arising Scorpio.
 I am interested in drone photography, and I love dogs and discovering interesting new cities.

Links

www.cidadearagon.com

Art Limited: www.artlimited.net/1056274

Instagram: [@cida_de_aragon](https://www.instagram.com/cida_de_aragon)

Vimeo: <https://vimeo.com/cidadearagon>

Lens Culture: www.lensculture.com/cida-de-aragon#=_=

Found Work: <https://foundwork.art/artists/edit/cidadearagon/works>

S[edition] Art: www.seditionart.com/users/cida-de-aragon

LinkedIn: www.linkedin.com/in/cida-de-aragon-mediaart/

Academic references

Associate Professor Michael Genova, UNLV
michael.genova@unlv.edu

Professor Robert Tracy, Department of Art
robert.tracy@unlv.edu

Professional references

Mr. Jerry Schefcik, Gallery Director, Las Vegas
jerry.schefcik@unlv.edu

Professor Steffen Lehmann, Principal, si_architecture LLC
Steffen@si-architecture.com

Mr. Dwayne Eshenbaugh, Principal, NOVUS Architects
dwayne@novusarchitecture.com