

Emerging Artist: Matt Beaty

Website: <http://mattbeaty.net/>

Visual Collective Website: <http://www.thevisualcollective.com/>

Personal Photography Blog: <http://www.vault-blog.blogspot.com/>

Resume: <http://www.mattbeaty.net/resume/>

Matt is a current Photography and Marketing student at NAU, expected to graduate in 2012. In his time at NAU, Matt has photographed for the Lumberjack, NAU's newspaper, and as an NAU sport photographer. He started his own commercial photography business, Vault Photography, and co-founded and operates as Chief Executive Manager of the Visual Collective LLC (TVC), an artist collective whose mission is "to collaboratively drive the cutting-edge of new media convergence, to push ourselves and the artistic community to greater creative heights, and to improve and sustain our craft." To say his photographic eye is marvelous would be an understatement. The way he captures a moment is nearly flawless, but his photographs don't simply reflect a moment, they transmit emotion. However, it's not for his artistic talent that I nominate him for the 2012 Emerging Artist Viola Award. It's for his contribution to the art scene in Flagstaff.

Mission Statement:

"The Visual Collective LLC. began as a vision; to gather close friends and fellow artists together in a single place, and transport them somewhere they had remembered or had never been. Utilizing their collective skills as photographers, journalists, writers, cinematographers, musicians and models, they built a head of steam in the Flagstaff community as the new face of developing media convergence."

The Visual Collective was featured as the cover story of the August 25th Flagstaff Live. See the article here:

http://www.flaglive.com/flagstafflive_story.cfm?storyID=225218

See a short documentary on the Visual Collective's Havasupi trip here:

<http://www.thevisualcollective.com/2011/12/documentary-tvc-40.html>

In the last year, TVC has hosted "roadtrips" for artists to explore Death Valley, Zion National Park, the Grand Canyon, the Lava Tubes outside of Flagstaff, Havasupi, and other great locations. All are invited on these trips, regardless of talent or skill level. The idea is to grow as individual artists and to grow the scope of art in Flagstaff. TVC also puts out "missions" every month to engage Flagstaff's art scene. Take a phone picture, a black and white, and overexposure, etc... and post it to the website to win bragging rights and cool TVC merch. Do whatever you can to get involved and express yourself. Without Matt, these trips and missions would be impossible. Along with his cofounders, he organizes and executes these artistic endeavors for the Flagstaff community at large, not only for himself. Participating in these trips is not only inspiring, it's a blast! There's so much creative energy flowing, especially from Matt, who is always the encourager. He never lets an amateur artist feel as though his/her work

isn't good enough, but instead supports that person and shares his own tricks and tips on how to bring his/her artistic vision to fruition. Every month, TVC also features a Flagstaff local artist on their website. It's beautiful to see artists coming together and supporting each other, rather than competing for the spotlight. It's not about who paints or sings or photographs the best, it's about art enriching the Flagstaff community.

Matt has also participated in local ArtWalks, fundraisers, and has used his photography to better the Flagstaff community. In December, Matt headed up the "Flagstaff Help-Portrait" event, (<http://help-portrait-flagstaff.blogspot.com/>) where 240 people were photographed for free, received a print and ten digital images of their choosing. For families that could not afford holiday portraits, this opportunity to document the holiday season was invaluable. AZ Daily Sun even covered the event (http://azdailysun.com/news/local/local-photographers-giving----not-taking--/article_89db91ab-241a-56da-b1a7-967d6f3d89be.html). Matt also photographs at the ArtWalk, Electric Kingdom, and other events around town, then posts the images on The Visual Collective's website for people to enjoy for free. Photography, to Matt, isn't about making money or a name for himself. It's his life.

Along with the founding members of TVC, Matt is currently collaborating with the Coconino Center for the Arts to market and promote their upcoming exhibition, 10x10. Matt is also constantly volunteering his time and talent to NAU's Photography department. He's spent countless hours on NAU's campus and around Flagstaff promoting his artform for the pure love of what he does. Spending even the smallest amount of time with Matt is inspiring. This is why he deserves to win the 2012 Emerging Artist Viola Award.



What Is your Secret?



i want nothing more than
to leave everything i
have...

and just wander. 

