



When WE Return is a new online Art & Cultural platform which aims to become a bridge for ideas, to promote exchanges between diverse artistic communities from North and South America. This series is part of our “Artist in Isolation Experience”, WWR invites different artists to share their thoughts, open their studios and tell us what they are creating during lockdown and how they imagine the world will be like When WE Return.

Please meet Cody Greco!

### **Cody Greco on his isolation experience and current projects**



With COVID-19 forcing people to stay indoors and limit interactions with one another, even the most basic tasks have faced unprecedented challenges. One of these challenges is a simple trip to the grocery store.



With new social distancing regulations, the lines outside of stores can often stretch out over dozens of feet.

This new site, of single-filed lines, with people patiently waiting for their turn in the grocery store, really encapsulated our new normal. In our current world, even a simple trip to the store is no longer so simple.





As these lines present our new reality, my love for photography and documentation of nostalgia, brought forth the idea to capture this exceptional experience.

The line-ups and protocol for regular daily practices are a turn of events not practiced by our current society.





And as quickly as they appeared, they may disappear. The documentation of this blimp in time is important to understand how humanity worked together to create a safe society.

*Without documentation, the work and effort by every individual may be forgotten. I hope these images stand as a reminder of how hard we all worked together during this pandemic, and eventually, they may bring forth a sense of nostalgia in the post-pandemic era.*

--- Cody Greco

## ..... In Isolation.... In My Home Studio

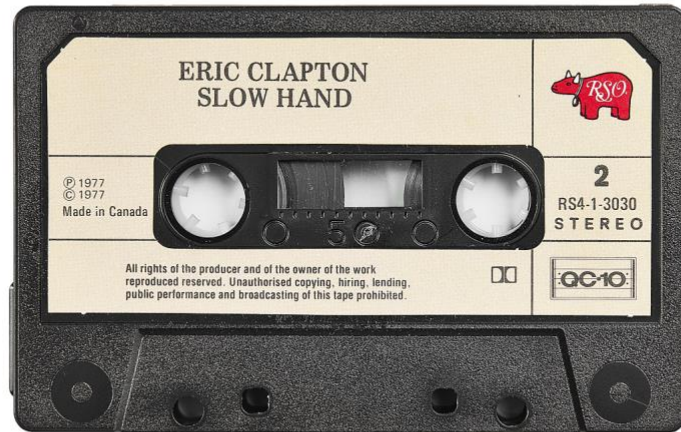
Together with this new “Covid-19” project, I’ve been fortunate to create a home studio and continue working on my existing series, including *Admit One*, *Analog*, and *Matchbox*.

These three series focus on capturing the lifespan of everyday objects, such as matchboxes, cassettes and tickets stubs, which have all become objects of the past. By photographing them under macro conditions, I am able to focus my lens on the general aging of objects in which people place importance on; as bits and pieces of their past history.



### Admit One

‘Admit One’ takes a detailed look at vintage ticket stubs. Printed at large scale, these tickets tell their own story through each tear, fold, and imperfection. Often bringing a sense of nostalgia, music is such an important form of art and expression - these tickets are photographed to act as a gateway to fond memories, as well as a reminder of the past when tickets were tangible objects.



## **Analog**

‘Analog’ is an ongoing series of photographs that uniquely analyses technology of the past. Designed to highlight the small details, and to capture the imperfections in a way that allows for these artifacts to tell an interesting and previously unheard story, this series is essentially a way of showcasing an obsolete, yet strikingly intricate and entertaining piece of technology. As with everything I shoot, I try to put a piece of myself in the work - for ‘Analog’ this was achieved by winding each tape to the track that spoke to me the most, and the cassettes were photographed at that specific moment - each piece of art in this series is named after that song.

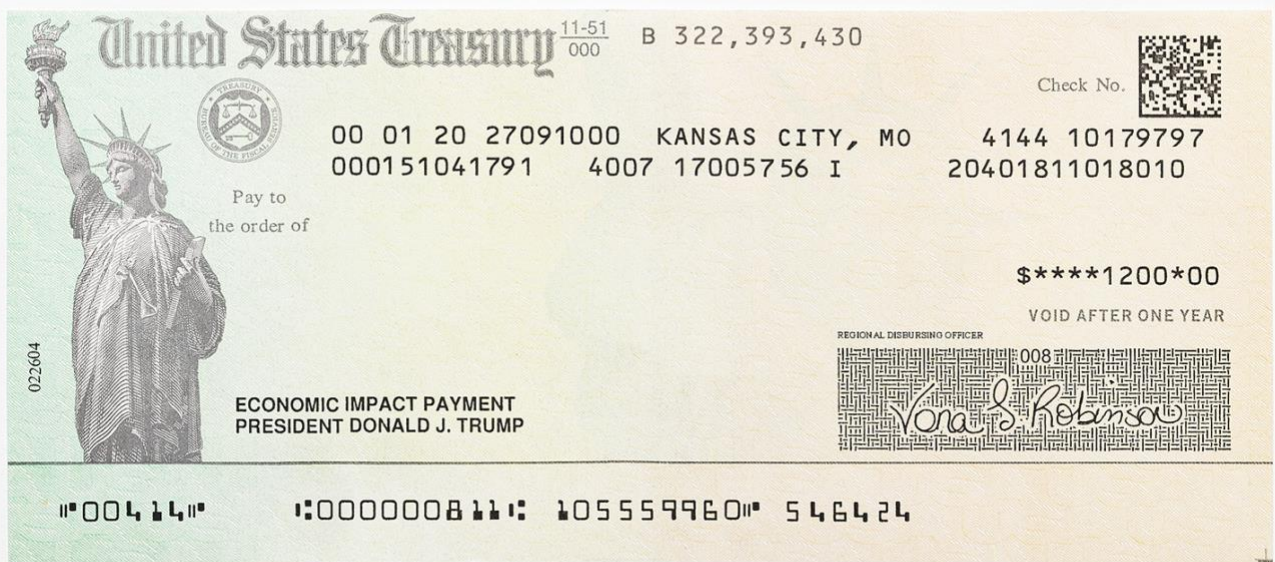




## Matchbox

‘Matchbox’ takes a detailed look at vintage matchboxes from around the world. Old things inspire me - they often were made with more intent and purpose than items today, and I love that they have a story to be told. Throughout my grandparents’ lives, whenever they would travel, they’d collect matchboxes or matchbooks from the hotels they stayed in and the restaurants they would visit. The matches would serve as a memento of their adventures. I spent a lot of my childhood at their house, and I always found the colours and designs captivating. Years later, my grandfather passed away and in his and my grandmothers’ memory I decided to photograph them and start this series. Since then, my collection has grown, and with them, so have the stories and photographs.

Continuing with my general artistic practice, I was able to photograph the US Economic Impact Payment Cheque ‘**Stimulus Check**’ that has since become infamous for its delay because of the requirement that it be printed with “President Donald J. Trump”.



### ‘Stimulus Check’

This cheque represents a fragment of time, a piece of American history, and the people’s history, which will be kept, collected, and eventually will age.

This photograph will hopefully live as a reminder of the pandemic era.



## **Artist Statement**

**In my work I try to take a minimalistic and refined approach while having an obvious subject that stands out from its background. By limiting the number of distractions in the frame, it really forces viewer to see what I want to show them. I spend a lot of my time researching my ideas and working through different challenges until my vision comes to life. What I love about photography is that I can express myself in a way that resonates with viewers. I love that no matter what I'm shooting, whether it's landscapes and wildlife or a new series of magnified cassette tapes, I can take something beautiful and freeze it in time. Ultimately, I want to show my audience what the world looks like in my eyes and photography allows me to do that.**

## **Bio**

Cody Greco (b.1994) is a fine art and commercial photographer born and based in Toronto, Canada. Upon graduating from the University of Toronto with a degree in Communications & Information Technology and Political Science, Cody turned his passion for photography into a profession and has worked in visual arts ever since. Cody has a love for photos uncut from any particular field and is happiest while looking at life through his lenses.

Inspired by old things and the craftsmanship behind them, one of Cody Greco's most distinguished series focuses on the magnification of vintage matchboxes from around the world. Designed to highlight the small details, like the fibres in the matchsticks, Greco loves to capture the minute and finite and blow it up in the hopes it can be properly appreciated. Greco, also fascinated with creating stark contrasts between the natural and un-natural, began his 'Animalia' series as a way to highlight unique animal characteristics within man-made conditions. By photographing animals on bright, fluorescent backgrounds, he hopes to highlight the often-remarkable contrast of a green camouflaged snake or Caiman crocodile and the bright colourful backgrounds they rest upon. He also loves to showcase how unnatural the natural can often be, as seen in the dreamlike beauty of a shiny blue frog. At its forefront, Greco's goal is to show you the world in a way you might not have seen it before, from the head of a single matchstick, to a striking snake, he wants you to see beauty in the things you might not have thought beautiful before.

## **Awards**

Applied Arts Photo Annual 2020: Applied Arts Magazine

Applied Arts Photo Annual 2018: Applied Arts Magazine

PDN Photo Annual 2017: Photo District News

Outstanding Photograph 2016: University of Toronto

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