

CSA space presents

Dustin Brons: Views (If You're Reading This You're Centred)

January 18–February 19th, 2017

Opening Reception: Wednesday, January 18, 6-9pm

Curated by Steffanie Ling

CSA Space is positioned pretty much right in between two new developments—[Independent](#), and [Ellsworth](#). "The centre of the city just shifted" is the slogan from the Independent, and "Get centred here" is an excerpt from Ellsworth's slogan (the full phrase is "Just minutes from everywhere. Get centred here.")

A pair of videos are taken from the "Views" section of each of the developments websites. These are screen captures that show a cursor dragging the landscape around on the 360 degree viewing interface. Brons presents these imminent views of the city as something to be controlled at will, almost like a plaything. It anchors the user as the centre of the urban universe, making them stationary while moving the landscape around them.

The both slogans for these new developments share the appeal of "the centre" (both are marketed by Rennie Marketing Solutions). This point of view is in contrast with peripheral status (and some might argue mentality) of the city, which has been very well ingrained in Vancouver's identity (e.g. Terminal City), and what Lawrence Weiner identified in his text 1990 work, *PLACED UPON THE HORIZON (CASTING SHADOWS)*, installed on the facade of the Vancouver Art Gallery.

Brons' work looks at the power and authority that is demonstrated by deciding to declare somewhere a "centre" and meditates on how this decision fuels ambitions with

images of success and how material standards manifest, which are conveyed to a generation of young professionals and aspiring homeowners.

Drake on why he changed the album's title:

“I think the announcement was more than just the album title it was a shift in the city [Toronto] – we saw an opening there. The name took on a life of its own.”

On having a bigger pool than Kanye:

“[Kanye] lives up the block [in LA]... I take pride in being Kanye West's neighbour. He has a phenomenal pool. His pool's gotta be like half a football field ... Mine was designed to out-do Hugh Hefner's pool. I'm willing to sell it for \$100 million.”

On keeping it “real”:

“I'm a very honest person. I can't write fiction.”

On spreading love around the world:

“I obviously spend a lot of time in my own world but when I do take a broader look at the scope of things, whether it's issues with the world, I have a massive amount of prayers for everybody's well-being. I don't directly, literally address that in my music. I try to make music that transcends gender, nationality to try and unify people”.

Source: [NME](#)