

WILLIAM SIMPSON / ON THE ROAD

William's work can be found in many fine art collections around the world including the USA, Great Britain, Switzerland, France, Canada & Australia to name just a handful.

"...his paintings are like a humble and lonely forgotten faded billboard alone and restless just out there on the perimeter..."

"...his work is replete with blue collar iconography, created with an inspired and beautiful style, that kind of style that possesses an original, authentic and wonderful ordinary working class plainness, with a beauty and quite strength the digital world long ago abandoned..."

Born in Metropolis and raised in a typical small town farming community.

He describes his art education as informal and almost entirely untutored.

William has always been a rebellious, notoriously self-effacing artist and individualistic person.

An artist and individual who prefers to offer very little in the way of explanation regarding himself or indeed his own work, allowing his work to speak to the viewer for itself and on its own merits.

William developed an early appreciation for the simple sophistication and subtle art form of commercial advertising and branding.

He was drawn immediately to advertising as propaganda and the visual techniques it employs with it's use of strong effective typography, juxtaposed with an image as a means of subtle persuasion without an explanation.

He enjoys anything vintage and old lonely abandoned roadside billboards.

He simply cannot resist the open road or a lonely roadside diner and those many forgotten often overlooked roadside motels with their beautiful buzzing, blinking and pulsating neon and illumination signs which so often boldly announce and adorn them.

William's paintings are made in the traditional, old fashioned analog way, painstakingly hand crafted and created with a passion and commitment to original effective design, layout, typography, iconography, advertising, consumerism, popular culture references, and the simple blue collar working class lifestyle of the many so often overlooked to celebrate the privileged few.

William begins each new painting with the construction of the museum style 5 centimetre deep wood panels on which his work is created.

His technique is a multi-layered process of individually sourced original authentic vintage print paper ephemera, hand cut paper collage, hand drawn and painted illustration, brush applied oil and acrylic paints in coordination with innovative acrylic polymer photographic transfer techniques, aerosol paints and hand cut stencils.

Each painting requires a monumental amount of intense physical labour and medium layering with hand sanding, this hard work and struggle is what gives his work it's signature aged impression creating a mythical sense of history, a technique he describes as "creating a fictional past."

Each of the completed paintings are then completely encapsulated in a final hand poured two part UV Epoxy Resin finish.