

VISUAL ARTS JOURNAL

volume  
**162**  
number

Fall 2008





# Matthew Rader & Pamela Reed

**Matthew Rader and Pamela Reed** are artists in every sense of the word, as well as a 21st century couple. While they both received BFAs in photography in 2007 from SVA, they had begun their art education earlier at the Art Institute of Pittsburgh. While in Pittsburgh, Reed and Rader were studying Web design and interior design, respectively. Both describe themselves as “technology-crazed and future-obsessed,” so it is only fitting that they met via a pre-MySpace social networking site. A little back and forth chat revealed that they were not only attending the same school but also both living in the same building. Reed says they decided to meet in person, “after we came to the hopeful conclusion that we weren’t psycho murderers.”

They now say that in the last year or so their “joint career” working with photography has become fruitful. When asked about their collaboration process, Rader says: *Brainstorming ideas isn’t an exact science for either of us. Both of us come from noncreative backgrounds and are self-professed computer nerds. Our ideas usually come in the middle of arguing on Internet forums, an endlessly looping Wikipedia search, or while saving the princess from King Koopa. The Internet as a social device and gaming-related influences seem to be where most of our ideas begin.*

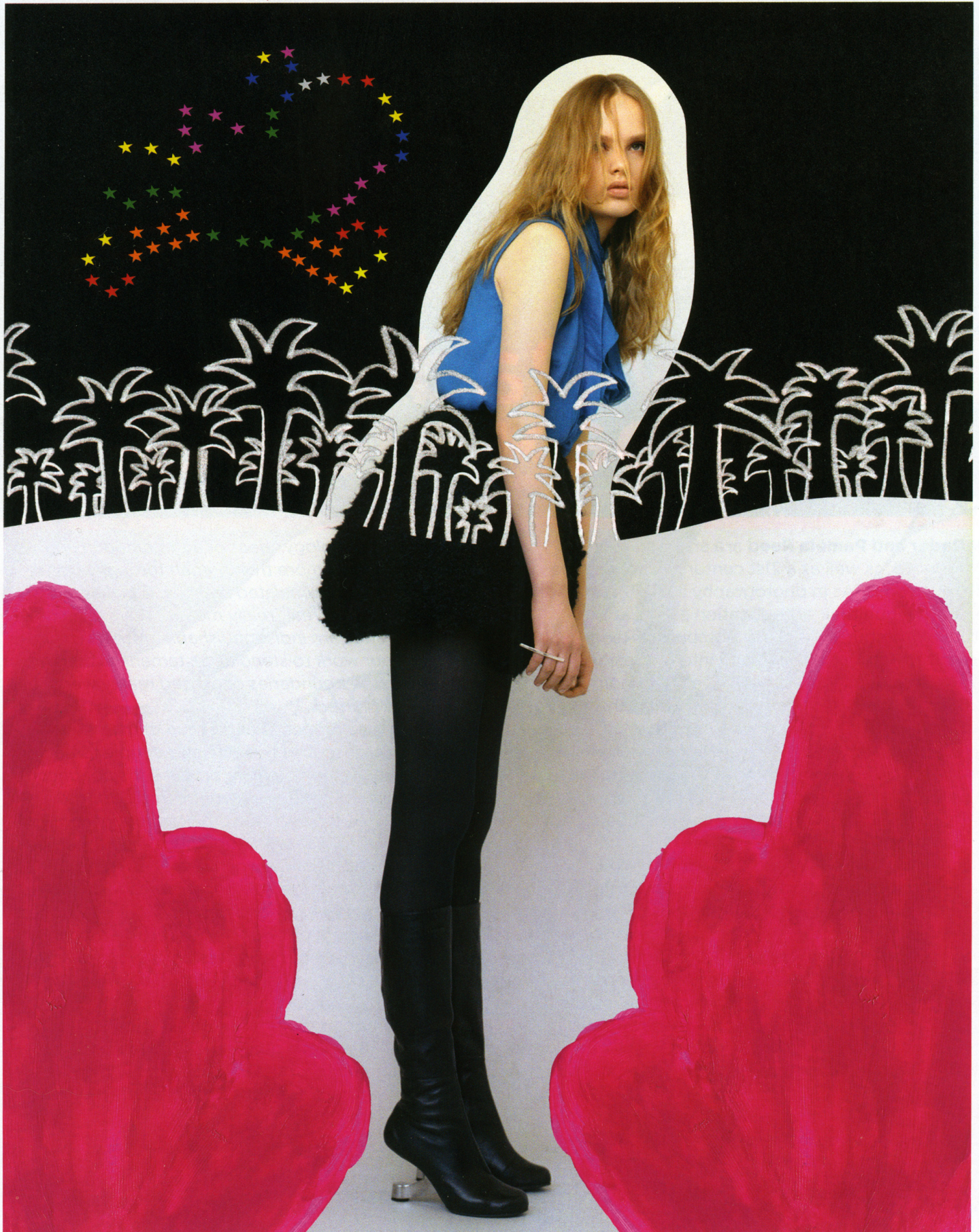
*We became tired of straight-up photography and started using collage to reflect what we found to be the multitasking reality of the modern world. While most of the photography world made the leap to digital years ago, we still shoot film, and our design and illustration pieces are usually traditionally made. We are very interested in*

*the promise of technology, ideas of augmentation and becoming something more than human through science, and designer-created simulated realities. It makes us think about what the word “real” really means. Years from now, when digital worlds are indistinguishable from the real one, we want our work to stand as testament to the time in between when the boundaries of art and reality were not yet completely blurred.*

Reed, also reflective and proud of their collaborative work, describes their life as a couple to be an important factor in their creative process: *It’s not uncommon for Matthew to wake me up in the middle of the night with a scribbled sketch of a new project. Not only do we live together, but we also work together. Being together all the time is great, because when one of us starts to brainstorm the other is there to bring in ideas and then it becomes something bigger and better. We’re very honest and blunt about where our work is headed. Being part of a team, you really have to be understanding of the other person’s opinions and aware of the fact that sometimes sacrifices have to be made.*

In addition to their collage-based work (which can be seen on their Web site, [reedandrader.com](http://reedandrader.com)), the couple maintains a blog, [misterwubba.com](http://misterwubba.com), which is an extension of their personal collection of stuffed animals they call “The Family.”

REED + RADER, *Pyramid Hill*, 2008, mixed media printed on Hahnemühle Photo Rag.



REED + RADER, *Tusken*, 2008, inkjet print on Hahnemühle Photo Rag.

