



Extinction of the Rural Entrepreneur | No. 035

11 x 17 inches

Digital/Photography print on paper

Joy Noir Phillips

Bio

Joy Noir Phillips was raised on a farm in Arkansas, where crafting and tinkering were culturally significant. Translating these folksy pastimes into her philosophy is a natural progression of her artistic craft. After all, she represents rural route and kitchen-table taught artists that have created in the Ozarks for centuries. Highlighting these, historically significant, artisans is a part of her philosophy. Such as Joy's parents, farmers who exhibited artistic talents in many ways. Joy's mother through visual arts by quilting and father through whittling. Plus, combined musical talents by the way of Sunday Singin's. Therefore, the importance of Arkansas & Ozark art heritage is paramount. So, simply put her portfolio represents... Farm-raised to virtual reality.

Artist Statement

Extinction of the Rural Entrepreneur is a series that reflects upon the loss of farms and farming industry as urbanization spreads across the state of Arkansas. Through the lens of photography and graphic design, a continual count of fading farms is being documented as not to lose the significance of the rural entrepreneur. The first cooler has been filled with 50 farms and other coolers are awaiting to be stocked. A stark glimpse into the price of progress as it relates to food insecurity.

Each milk carton and farm is unique and represents another structure, another food source, another way of life lost. For example, my family's small dairy: 70 Cows x 2- Milkings Daily = Daily Nutritional Servings for 100 People. 5 Dairies within 5 miles = 500 People served daily. Now ZERO.