

# Danville Museum of Fine Arts & History

Contact: Elsabé Dixon, Executive Director • [elsabe@danvillemuseum.com](mailto:elsabe@danvillemuseum.com)  
434.793.5644 • [www.danvillemuseum.org](http://www.danvillemuseum.org)



## PRESS RELEASE

The Danville Museum of Fine Arts & History  
presents

**THE BURDEN OF INVISIBILITY**  
An Exhibition by Veronica Jackson

**Exhibition Dates:** Saturday, April 18 – Sunday, May 23, 2021

**Opening Reception:** Sunday, April 18 • 2:00 – 5:00pm

**Gallery Hours:** Thursday / Friday / Saturday • noon – 8pm | Sunday • noon – 5pm

Veronica Jackson will be giving an artist presentation on March 11, 2021 at 6:30 pm via Zoom  
For anyone interested in receiving a zoom link, please contact [info@danvillemuseum.org](mailto:info@danvillemuseum.org)

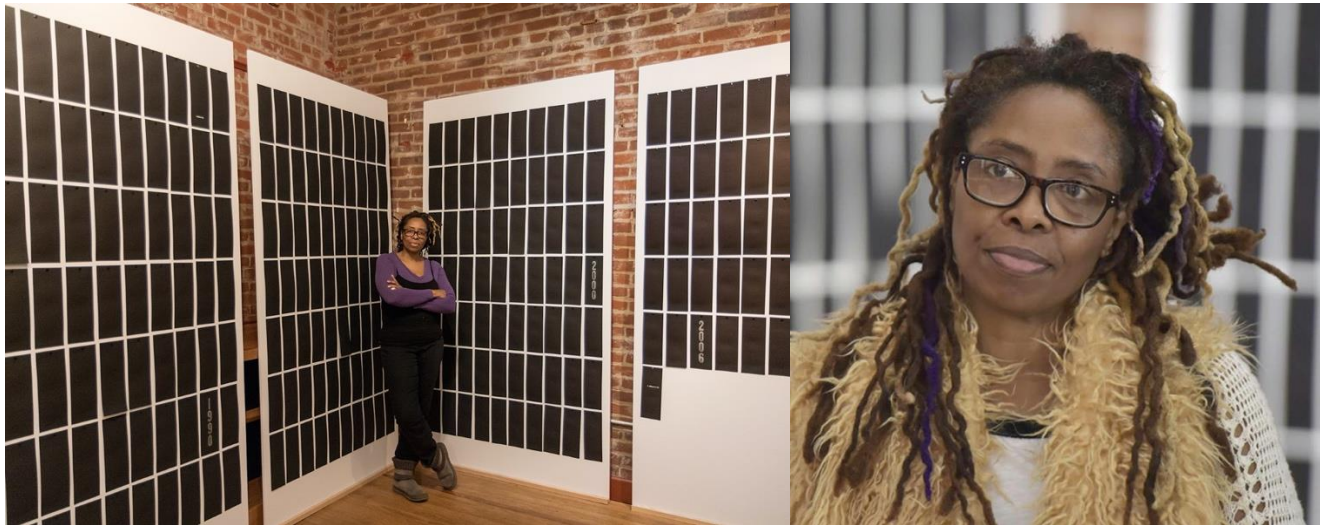


Photo caption: *That's Pops's Money*, 2018-2019.  
Photo Credit: Jean Wibbens Photography

Artist Veronica Jackson

Veronica Jackson's work is autobiographical, stems from her position as a black woman marking space, and responds to the travails of her ancestors. She has a multidisciplinary visual-art practice based on an interpretive exhibit design, and architecture career spanning more than three decades. Jackson tells stories using quotidian objects such as felt-lined bulletin boards, clothing, hair, handmade paper, timecards, and text. Her work addresses several internal queries arising from her plight as a black woman in America: What does it mean to be invisible? How does the designation of invisibility affect her identity and sense of self?

Jackson's background encompasses the critical examination of visual culture. As an architect and designer, she creatively solved problems related to the structural systems within virtual and built environments. As an artist, she records, interprets, and makes aware the complexities in which humans exist and affect their social surroundings. Her visual art making practice is a combination of past professional disciplines, present lived experiences, and the cache of contemporary and historic research accumulated. Jackson's initial and ongoing project—*The Burden of Invisibility*—is the physical manifestation of her

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evolution from designer to visual artist, as well as a reaction to the world around her. This work forms the foundation of Jackson's practice which investigates how black women see, don't see, value, or devalue themselves in visual culture, and how these attitudes affect their sense of agency in constructing their own imagery or endeavors to mark space.

Jackson's artwork is also grounded in the belief that studying visual culture elicits transformation. As an emerging cultural producer with a socially conscious practice, her goal is to engage audiences who may benefit from the ways visual art incites the imagination to see the world differently and eventually empowers them to creatively contribute to it.

To find out more about Veronica Jackson's work please visit her website at: <https://iacksondesigngroup.com/veronica-jackson>

**Exhibition Site:** 500 Block Gallery on Craghead (#563) River District, Danville, VA 24541

**For Information about exhibition:** Contact: [info@danvillemuseum.org](mailto:info@danvillemuseum.org) Phone: 434.793.5644

**Museum Site:** 975 Main Street, Danville, VA 2441 <https://www.danvillemuseum.org/>  
<https://www.danvillemuseum.org/residencies>

**The Burden of Invisibility Exhibit consisting of the following artworks:**

- That's Pops's Money (timecards)
- Language of Invisibility (black felt bulletin boards)
- VOICED (9 photo panels of face-masked women)
- Languages of Invisibility, Hypervisibility Devaluation, & Triumph (silkscreen series)

**About the Museum:** The Danville Museum of Fine Arts and History, established in 1971, is a non-profit educational organization whose mission is to promote art, history, and culture in the Dan River Region. Its Board of Directors' vision is to be the Dan River Region's leader for integrated awareness of history, culture, and community. Located on Main Street in the heart of Danville, Virginia with its beautiful Sutherlin Mansion and grounds, the Museum serves as a hub of learning and celebrations, connecting area colleges, medical campuses, schools, historic districts, and a thriving Downtown River District.

**Museum Hours of operation:** Tuesday – Friday | 10am – 5pm, Saturday | noon-5pm, Sunday | 2 – 5pm

**Following current COVID policy:** All visitors to the museum during the COVID-19 pandemic are asked to **wear masks** when they enter the museum / gallery and to **social distance**. **Masks** and **sanitizer stations** are available to all who enter, but we urge visitors to bring their own PPE. Visitors will be asked to sign in and have their temperatures taken.

**River District Association Mission:** River District Association's mission is to ensure the long-term viability of Danville's River District as a center of business and civic life, and a source of community pride.

**Sponsors:**

This project is supported in part by the Virginia Commission for the Arts and the National Endowment for the Arts  
Danville Regional Foundation (DRF)

The Community Foundation of the Dan River Region

The City of Danville and the Creative Communities Grant Task Force  
Gale and James Allen, Rick and Kristen Barker, Lamar Barr, Niki Fallis, Anne Geyer, Bonnie and Chris Griffith, Carole and Mark Holland, Harry Lea, Sam and Fay Kushner, Ronnie and Steve Mand, Pat Maurakis, Irena Reimann, Ann Sylves and David Corp, Marcia Turner

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