

BRADY CRANFIELD

Weekend Chime



PUBLIC
ART
vancouver



About the Work

When you hear the notes of Brady Cranfield's *Weekend Chime*, you may be transported back to a particular moment in your summer of 1982. If you lived in Vancouver, you had a good chance of hearing Loverboy's "Working for the Weekend" rising from a transistor radio on Kits beach tuned to Vancouver's CKLG 73 hit radio station. But this iconic, hook-laden song from Loverboy's late 1981 album *Get Lucky* has endured because of its universal appeal for us to get out of work and fire up the fun of the weekend. The chorus that Cranfield is now broadcasting to the city of Vancouver still shines out as a gem of synth and guitar driven power pop. In that moment, Loverboy, with red leather pants, signature headbands, bright yellow shirts and '80s hair, unleashed a bouncy song to propel people out of work and out on the dance floor or to the beach.

Back when that song was first on the airwaves, pop music entered a transition where '70s rock was nudged aside by new wave, and the visual aesthetics of music changed as MTV launched, signalling a shift from local radio stations and their hit parades to TV. Vancouver as well was on the cusp of change, economically and culturally, and Loverboy's rambunctious tune was surfing these uneasy waves.

The nature of labour and work in the city and B.C. was being shaken up as the economy turned the corner out of the post-war economic expansion and headed into a deep recession. The Social Credit government used this as an opportunity to shrink the public sector, give the private sector a bigger piece of the economic pie, to weaken unions, and to shift the emphasis of the economy from the extraction of raw materials toward real estate, finance and services. Countering those shifts in 1983, a grand coalition of workers, teachers, students, cultural workers, and social groups pushed the province to the brink of a general strike through the mass Operation Solidarity. In that hot political climate, Indigenous legal and political challenges to land use and ownership heated up in the courts and at numerous blockades on provincial roads that shut down logging sites, blocked movement, and challenged the Province's assertion that Indigenous land title did not exist. With unemployment high and wages stagnant, and with the colonial present of B.C. exposed, there certainly was a reason to work for the weekend and get to the pub, the club, the beach and the streets for protest or relief.

Pop songs circulate easier now than they ever have and hence they can lose some of the important specificities of the time and place that shaped them. "Working for the Weekend" is a universal song, born in a particular moment, for the joy of getting off work, for life outside of work. Brady Cranfield's recirculation of the iconic hook, as a public announcement, is a timely chime that the separation of work and life is still a goal, even in a time when life and work are more and more subsumed into our ever-changing new realities. But, as the song says, "You better start from the start."

— Jeff Derksen

Jeff Derksen is a poet and critic who lives and works in Vancouver and Vienna. He is a member of the artistic research collaboration, Urban Subjects.

Images *Weekend Chime*, 2021. Photos: City of Vancouver

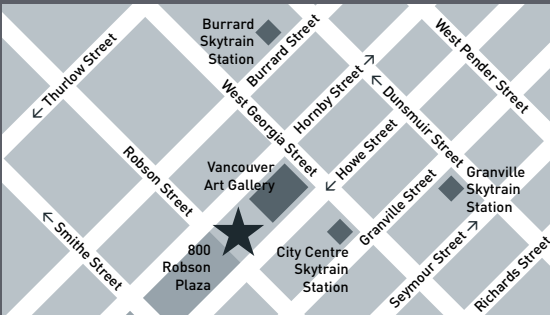


About the Artist

Brady Cranfield is a Vancouver-based sound and visual artist, musician, writer and educator. He holds an MA in Communications and an MFA from Simon Fraser University. He is the founder and co-organizer (in collaboration with the artist Kathy Slade) of the ongoing public art project The Music Appreciation Society, and he frequently collaborates with artist Jamie Hilder. He has presented work at the Contemporary Art Gallery (2020), Gordon Smith Gallery for Canadian Art (2018), Or Gallery (2012), the Western Front (2004), the Charles H. Scott Gallery (2008) and Artspeak (2008) in Vancouver. He is also a member of the improv/electronic/jazz trio Alfred Jarry and the duo Vomit Fraud with Kay Higgins.

Above Brady Cranfield. Photo: City of Vancouver

The City of Vancouver Public Art Program commissions artworks and supports critical artistic explorations that reflect on the complexities of place, publics, and culture. The program prioritizes artist-centred approaches and respectful relations in pursuit of the vision of a city where the work of artists is integrated into daily life. Artworks are commissioned by the program for public sites and through private development rezoning requirements. Vancouver's public art collection includes over 300 artworks created since the program began in 1991. Learn more about the program and other public artworks at vancouver.ca/publicart. Sign up for Arts and Culture information at vancouver.ca/culture.



Weekend Chime, 2021, was commissioned by the City of Vancouver through the Public Art Program.

Cover image *Weekend Chime*, 2021. 800 Robson Plaza, Vancouver, British Columbia. Photo: City of Vancouver

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