

shortly after Fletcher's accident and death, in February 2010, Fletcher won 5 ADDY awards locally and one SILVER district ADDY award. Fletcher's family (Dad-Wayne, Mom-Barbara, oldest sister-Carrie Allyson, & sister-India) decided to continue Fletcher's legacy by creating The FL3TCH3R Exhibit- Socially and Politically Engaged Art- an annual juried international exhibit. The exhibit has three main goals: 1) to remember and honor Fletcher's legacy, 2) to provide a venue for artists to exhibit artworks that continue the dialogue, and 3) to raise funds for this FLETCHER HANCOCK DYER B.F.A. Graphic Design Scholarship Endowment.



Fletcher H. Dyer (2/16/87-11/5/2009)



**Healthcare**, Fletcher H. Dyer, sculpture, and video of motorized sculpture construction w/ self actuated sensor



**Untitled** (Large Vase) Ceramics collaboration between Fletcher H. Dyer and Scott Price  
Nelson Fine Art Center Collection



**American Values**  
Fletcher H. Dyer, Digital Image



**Tree of Life**, Fletcher H. Dyer, Steel Construction



**American Dream**, ADDY Awardee  
Fletcher H. Dyer, Photo - digital image



**Bitch**  
Fletcher H. Dyer, Found objects, steel, wood, construction



**Multicultural Mockingbird Design**, ADDY Awardee,  
Fletcher H. Dyer, digital photo & manipulation

FL3TCH3R EXHIBIT: [www.fl3tch3rexhibit.com](http://www.fl3tch3rexhibit.com)  
Fletcher H. Dyer: <http://fletcherdyer.com/>

  
EAST TENNESSEE STATE  
UNIVERSITY

Department of  
Art and Design



**Slab Pot with Electrical Outlet**  
Fletcher H. Dyer, Ceramics, 2008

## The Fletcher Hancock Dyer BFA Graphic Design Scholarship





# The Fletcher Hancock Dyer BFA Graphic Design Scholarship

Fletcher cited the following statement in his writing:

*"Every great work of art is offensive to someone, for a work of art is a protest against things as they are and proclamation of things as they ought to be,"*  
- Gerald W. Johnson.

Fletcher Hancock Dyer, age 22, was lost too soon in a motorcycle accident in Johnson City, TN on November 5, 2009. Fletcher was a senior in the Department of Art and Design at East TN State University, pursuing a concentration in Graphic Design under a Bachelor of Fine Arts program. As an

artist and graphic designer, Fletcher created works that addressed social and political issues, thus exposing injustices through visual means. Fletcher was always curious and aware of current events. He experimented



India and Fletcher

in innovative ways to create works that investigate contemporary social issues. New, unexpected ideas and perspectives had unique ways of coming to the surface as a result of Fletcher's creative means of rattling cages. Fletcher's work embodies a purposeful, deliberate perspective of his personal endeavor to employ art as social and political

commentary. THE FL3TCH3R EXHIBIT aspires to honor Fletcher's legacy by providing a venue for artists to exhibit artworks that continue the dialogue.

Fletcher attended preschool when he was three-to-five years old at the Munsey Methodist Preschool in Johnson City, TN. His teachers often expressed how Fletcher was very inquisitive and preferred to take things apart to see how they worked and then put them back together bigger and better than before. He had his first art



India and Fletcher



Fletcher H. Dyer (2/16/87-11/5/2009)



Fletcher, age 4, at his first gallery exhibit at Ralston Fine Art Gallery, Johnson City, TN. photo courtesy by Martha Alfonso

exhibit while at Munsey at Martha Alfonso's Ralston Fine Art Gallery in downtown Johnson City. Fletcher's dad is a graphic designer, painter, photographer and filmmaker whose MFA was in painting and owned an advertising agency in Roanoke, VA. Since 1983, Fletcher's Dad has taught graphic design, film, & studio photography, among other courses, in the Department of Art and Design at ETSU. Thus, Fletcher grew up in an art inspired environment where he spent many hours in his father's studio.

As Fletcher became older, he benefitted from living in a household that held advocacy and current events in high regard. Fletcher's mom is an attorney who defends the educational rights of children with disabilities. One day, Fletcher said he did not know whether he should be an artist or an advocate, stating it is important for public school students' families to have someone there to help them advocate for their children with disabilities. His mom told him that he was already both and that he should pursue whichever makes him happiest! Carrie Allyson, Fletcher's oldest sister by five years, held a huge place in Fletcher's heart and future plans. Carrie was always very creative and, like her brother, concentrated in graphic design through undergraduate studies at ETSU. She went on to graduate school at the School of the Art Institute in Chicago in Visual Communications and later took a faculty position as Assistant Professor at the University of Central Arkansas. Fletcher was very proud of Carrie and aspired to follow in hers and his Dad's footsteps.

Fletcher's next older sister, India, has Down Syndrome. They are twenty-two months apart and grew up much like twins due to India's developmental delays. Fletcher and India were always "best buddies". Fletcher did more work in his short life through the role modeling he performed for India than most of us do in a full lifetime. Fletcher's whole existence was one that included a keen sensitivity to acceptance and non-discrimination of those who have differences. He was very attuned to making sure India was well treated and exposed to all the things regular siblings were.

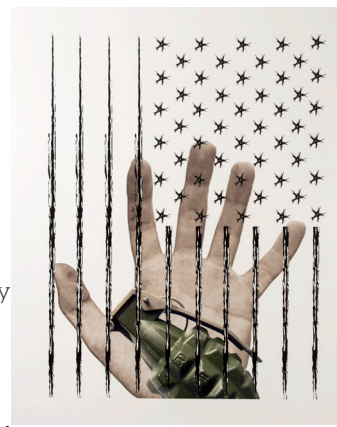
Fletcher was always interested



Fletcher and Carrie



India, Fletcher and Carrie



Untitled Fletcher H. Dyer, Digital Print

in art and practiced by sketching and taking part in various projects throughout his public schooling. In his high school years, Fletcher participated in various community projects. One was called The IDEA Inclusion Project, which was based on the Individuals with Disabilities Education Act (IDEA) federal law. The goal of the project was to highlight the mandate to include students with disabilities in classrooms with regularly developing students. This was illustrated by a public display through which students with and without disabilities performed a choreographed dance demonstrating inclusion. The project was sponsored by the Knoxville American Festival Project and the UT College of Law. He was also very interested in the socially conscious work of Mel Chin, 2004 Basler Chair in College of Arts and Sciences, ETSU, and attended all of Chin's public lectures. Additionally, Fletcher assisted in the filming of video used for the "Aunt Dan and Lemon" play by Wallace Shawn and directed by Pam Hurley and performed by Department of Theatre at ETSU and reviewed by the Kennedy Center. Fletcher also loved to build things with his hands. He created a lighthouse for his mom that was 8 feet tall, built everything his sister, Carrie, designed, including working on her MFA exhibit installation in Chicago. He also welded together used bike parts to create new chopper and other bike models, helped his Dad build a workshop, and built decking around an outdoor spa, as well as many other projects.



Fletcher in front of the "IDEA Inclusion Project" Display



2009 Addy Award Winners. Front: Jason Barns, Maja Savic, Brian Webb Back: Meranda Burd, Wayne Dyer, Graphic Design Faculty, Fletcher Dyer, Dana Alston

Fletcher's awareness of disability issues made him very interested in social justice and worldly events. Most of Fletcher's artworks are conceptual and involve a social or political issue he was concerned about that was currently happening in the world. Fletcher expressed many times how frustrating it was that people seemed not to be aware when he tried to discuss world issues and events with them. Due to this, Fletcher tried to get people thinking and developing their own ideas by saying things off the wall or by including it in his artworks. He felt that everyone is affected by world events and should have their own opinion, whatever it may be, about important issues.

The legacy of Fletcher's work consisted primarily in the area of graphic design, photography and film, however, he also practiced in ceramics, sculpture, metalsmithing, illustration & drawing. Fletcher was awarded an Addy Award (American Advertising Award) at the February 2009 advertising event the same year and before his accident in November. Again,