

ELEPHANT

ELEPHANT WEST PRESENTS...

WELCOME HOME

A Speculation on Living Spaces

6 SEPTEMBER – 27 OCTOBER 2019



Image courtesy of Aideen Barry, Not to be Known

London – September 2019: To coincide with the London Design Festival this September, Elephant West, the innovative new art space in West London, will be hosting a series of adventurous and immersive installations, exploring the idea of “home” and what it means in today’s world and in our increasingly digital future.

As current ideas of who we are, what we should be doing and how we should live are all under question, our idea of “home” has changed significantly at both an individual and collective level and yet home, or the idea of home, remains the place we turn to for both healing and restoration.

From a dining room of the future that brings people together from different realities, times and places, to a bedroom that shields us from the ever pervading digital world, to a Halotherapy room that exudes wellbeing in the form of a rococo salt cave, to a *Microflora Pharmaroom* that acts as a responsive space to regenerate our cells, Elephant West will take the visitor on a multi-sensory journey of healing spaces of the future, that is both playful and engaging.

Becca Pelly-Fry, Head Curator of Elephant West comments, “We live in an unprecedented time of rapid change and social, economic and political upheaval and with that how we live and what home

actually means has changed. *Welcome Home* takes a slight tongue in cheek approach to our idea of home in the future and what our new domestic environment might look like. Increasingly, we return home after a busy working day to rest and recover from the stresses and anxieties of daily life; if home is becoming a space for healing, what might that look like in the future?"

Welcome Home features artists from across the UK and abroad, working across a number of disciplines and sometimes working in partnership, to include Marisa Adesman and Christian Berman, Amanda Baum and Rose Leahy, David Rickard, Aideen Barry and Bompas and Parr Studio.

***Welcome Home* will include the following works:**

***The Dining Room* by Marisa Adesman and Christian Berman. Film & video**

The Ballad of Yesterday, Today and Tomorrow: In Berman & Adesman's film, the dining room becomes a portal between worlds. More specifically, the dining room table acts as a place where pre-existing notions of domesticity meet more contemporary vehicles of entrapment. They have written, produced, and directed a film that is hugely influenced by magical realism and folklore, as well as contemporary feminist philosophy. The story is partly an interpretation of the Bluebeard myth (an ancient parable for female empowerment and a call to follow one's intuition) and reflects their interest in the ways that gender differences and inherited legacies can be challenged.

***Host* by Amanda Baum and Rose Leahy. Installation**

It's 2068 and our microbiomes are almost fully restored, following years of what became known as The Silent Microbiome Crisis. As the 21st century proceeded, vast numbers of the microbes living within and around us died out. This mass-microscopic disappearance led to the establishment of Microbial Biobanks, originally operating as a public service and later developing in to luxurious rooms within people's homes. *Host* presents the future today, projecting the possibility of homely human microbe cohabitation and celebration. Somewhere between a garden, a future pharmacy and your bathroom medicine cabinet, this responsive space heals you, and in return, you grow it.

***The Bedroom* by David Rickard. Installation**

The Bedroom considers our changing relationship with privacy. Whilst a closed door and curtains in our home may have once ensured privacy, today's world is less about physical barriers and more about digital awareness, as we navigate a world of non-stop news, web-cams and surveillance. Our environment is changing in a massive yet imperceptible way as microwaves now saturate our environment. *The Bedroom* will show three works interweaving to form a luxury bedroom of the future from earth-copper mesh curtains creating a digitally shielding zone in the home to *Adrift* a new film work as well as the creation of a space that explores not "hot desking" but "hot sleeping" inviting visitors to sit, lie and relax within the art work.

***Not to be Known* by Aideen Barry. Film & video**

Seduced by the concept of the ideal home-maker and the working woman as proposed by the media, Aideen Barry's stop-motion film, *Not to be Known*, shows the artist overwhelmed by the monotony and magnitude of domestic chores in nightmarish scenarios. To maintain the tension

between reality and aspiration, the artist's Medusa-like hair of vacuum cleaner hoses prepares and cooks the perfect family meal, irons the laundry, whilst she sits quietly at the kitchen table, sipping tea, and scrolling through visual images of the "dream" kitchen – i.e. spotless and non-functioning – on her Smartphone. The hair becomes so busy that it demands Barry's body and drags her upstairs to make the bed, suggesting that adherence to her chores is a far greater need than maintaining an apparent quality of life. Finally, she chops off her vacuum tentacles in an effort to find her life outside the domestic space. *Not to Be Known* was commissioned by the Arts & Heritage Trust, UK.

***The Halotherapy Room* by Bompas and Parr Studio. Installation**

"Halotherapy" derives from "halo", the Greek word for Salt. Halotherapy is the use of salt vapour to combat mental lethargy, cleanse the skin and enhance the respiratory performance. *The Halotherapy Room* is an ode to the healing properties of salt in the form of a crystalline architectural interior and rococo salt cave. Visitors are invited to experience a vision of future wellness.

Welcome Home will run from 6 September to 27 October 2019 at Elephant West alongside an exciting programme of events. Fuel bar & café will be offering specially curated wellness cocktails and salads for the duration of *Welcome Home*, further information listed below.

PROGRAMME AND EVENTS

Welcome Home will be supported by a programme of exciting and immersive events. As part of the takeover, Elephant West's bar – Fuel – will be creating healing cocktails and tonics while Savage Salads will offer a complimentary menu of the ultimate in self-healing salads.

Launch party: Friday 6 September, 6 – 9pm

***Welcome Home* Symposium:** Friday 20 September, 10am – 6pm

An exploration of ideas through discussion, performance and hands-on making.

***Welcome Home* Healing Day:** Sunday 6 October, 11am – 5pm

A day dedicated to self-care and healing of the mind and body at Elephant West. At the end of Frieze Week, the day will offer some respite from the overload of art, commerce and late-night networking.

NOTES TO EDITORS

About Elephant West

Elephant West is a pioneering new creative space in West London that was launched in the autumn of last year. Designed by the award-winning architecture studio, Liddicoat & Goldhill, the space serves as a platform for emerging talent through an ambitious programme of immersive cultural experiences. Elephant West is the physical manifestation of the print and online visual-culture magazine, Elephant. elephant.art/west

About Elephant

Established in 2009 and published quarterly in print and daily online, Elephant magazine is committed to surveying the international contemporary visual-culture scene, combining high-quality independent research with award-winning design. **elephant.art**

About the Artists

David Rickard

David Rickard is a New Zealand born artist who lives and works in London. Following a degree in architecture he went on to study art at Academia di Brera in Milan and Central St Martins in London. Through research and experimentation his work attempts to understand how we arrived at our current perception of the physical world and how far our perception is from what we call reality.

www.davidrickard.com

Baum & Leahy

Since meeting at the Royal College of Art in 2015 Baum & Leahy have exhibited collaboratively at internationally renowned venues, such as the Royal Academy of Arts, Tate Modern, Victoria & Albert Museum, and the Wellcome Collection. With both a fantastical, other-worldly aesthetic and vital ecological message, Baum & Leahy explore how environmental action can be married with ceremonial celebration to trigger systems of adaption. They collaborate with scientists (recently with microbiologists, quantum computer scientists and cosmologists), to translate intangible phenomena and complex ecological dynamics into sensorial experiences.

www.baumleahy.com

Christian Berman

Berman was born in Mexico City in 1982. He has an MFA in painting from RISD (2018), a Masters in landscape architecture from RISD (2010), and a BA in international relations from Duke University (2004). He grew up in Mexico and New England, and has lived and worked in Australia, Costa Rica, and California. He is the recipient of a 2019 AICAD diversity fellowship and is currently an Assistant Professor at Columbus College of Art and Design. He has participated in various residency programs, he has shown nationally and internationally in both group and solo exhibitions, and his work is in several private and public collections.

Because he was forcefully removed from his homeland of Mexico and from much of his family at a young age, Berman became accustomed to localizing his identity within a precarious juncture of memory, fact and fiction. His work draws from personal histories of migration and adaptation, and is interested in the emotional and communicative power of the image. The work is meditative in that it strives to dissect and understand the components of his experience and cultural and aesthetic legacy in a way that might give a greater understanding of the whole.

www.cruizberman.com

Marisa Adesman

Adesman was born and raised on Long Island, New York. She recently graduated from the Rhode Island School of Design with her Masters of Fine Arts in Painting (2018). In 2013, she received a Bachelors of Fine Arts degree from the Sam Fox School of Design & Visual Arts at Washington University in St. Louis, where she majored in painting and psychology. Marisa graduated magna cum laude from WashU and received the Hazel H. Huntsinger Memorial Prize in Painting. She attended Yale University's Summer School of Art in Norfolk, Connecticut in 2012 and Columbia University's Advanced Painting Intensive in 2013, as well as many other residencies across the country. Using video, painting, and performance Adesman's work questions the domestication, subordination, and objectification of women. She is interested in the ways the grotesque body conflicts with our visual glossary for beauty and health, as promulgated through pop culture and commercial media. The work confronts experiences of consumption – of media, food, and one's image – by questioning societal constructions of femininity.

www.marisaadesman.com

Aideen Barry

Aideen Barry is an Irish visual artist, working across performance, film, sculpture and installation. Her work has been shown in spaces and museums such as Mothers Tankstation, The Irish Museum of Modern Art, Louise T. Bloudin Gallery London, Moderne Mussett Sweden, The Loop Biennale Spain, The Wexner Centre Ohio, The Royal Hibernian Academy, the Museum des Beux Arts in Lyon, The Crawford Municipal Gallery, The Butler Gallery, The Banff Centre Canada, the Headlands Centre for the Arts San Francisco, Liste Art Fair Basel Switzerland, BAC Geneva, Arco Art Fair Spain and Catherine Clark Gallery US. Barry has received numerous awards for her practice including recent awards: A Culture Ireland Award 2018, The Vermont Studio Centre Fellowship Award 2017, A Project New Work Awards from the Arts Council of Ireland (2008/2009/2010/ 2018), Arts Council of Ireland Bursary Awards 2017/2017/2015/2013/2011, and in 2010 was shortlisted for the prestigious AIB Prize. Primarily concerned with the relationship between domesticity and technology, and the (female) body as a site of conflict and commodity, Barry's work is both deeply personal and universal in its scope and visual language.

www.aideenbarry.com

Bompas and Parr Studio

Bompas & Parr is globally recognised as the leading expert in multi-sensory experience design. The Studio works with commercial brands, artistic institutions, private clients and governments to deliver emotionally compelling experiences to a wide variety of audiences.

www.bompasandparr.com

PRESS RELEASE

Modus
BPCM.

Contact details for Elephant West:

Address: Elephant West, 62 Wood Lane, London, W12 7RH

Opening times: Tues – Sun 12:00 – 18:00. And at other specific times for events

Fuel café serves breakfast and lunch and has an evening bar hosting DJ nights
Tues, Wed, Thurs, Sun 08:00 to 23:00 & Sat 08:00 to 00:00

elephant.art/west

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