

## **ADAM BRIDGLAND - *TREASURE***

Curated by Matthew Reeves

And in association with TAG Fine Arts

28 June – 28 July 2013 | Private view: 27 June.

The Gallery @ Idea Store, 321 Whitechapel High Street, London, E1 1BU



**The Gallery @ Idea Store Whitechapel presents TREASURE, an ambitious new project by internationally renowned artist Adam Bridgland, to be held from 28 June until 28 July 2013.**

Two large wall paintings form the focus of the exhibition, each drawing on a rich array of imagery from old postcard scenes of London life across the twentieth century. At two workshops, to be held in July, the public will be invited to 'colour-in' these black and white murals like a paint-by-numbers kit on an enlarged scale, a process that will question the traditionally pristine and off-limits nature of the white-walled gallery space. In addition, a discussion between the artist, Sotiris Kyriacou (curator, The Gallery @ Idea Store Whitechapel), and Matthew Reeves (exhibition curator), will probe the role of public involvement in art projects and the wider context of art in the public realm. A beautifully bound portfolio of ten A2 screenprints, from which the designs of the two wall paintings are taken, will be available to purchase in a limited edition of forty sets plus five artist's proofs. Bridgland's practice has grown increasingly large-scale in recent years, pushing his crisp meticulousness and love of the designed emblem into interesting territory. Building on the success of a wall painting commissioned for The Courtauld Institute, London, in 2011, the manipulated and abstracted scenes included in TREASURE incorporate populist themes descriptive of a characteristically British sentimentalism. The Gallery @ Idea Store Whitechapel, with its unparalleled views over the East End skyscape, is a perfect home for the exhibition and one of the area's busiest public spaces, attracting thousands of visitors each week.

### **About the artist**

Adam Bridgland (b.1979, Leicester) lives and works in London. Since graduating from the Royal College of Art in 2006, the artist has utilised a diverse range of materials and working methods, including printed text and image, public commissions, enamel plaques, neon, and patinated iron. His practice pursues an incisive and witty exploration of distinctively British sentiments, through imagery imbued with a sense of collective nostalgia and emotive gravity. Bridgland works in diverse locations, from traditional gallery spaces to old lifeguards' outposts and seaside resorts. His work is housed in numerous public and private collections, including the V&A, the British Museum, the BBC, Boeing Asia, HBOS, and University College London Hospital.

### **Workshops with the Artist | First workshop: Sat 13 July, 11am - 2pm | Second workshop: Fri 19 July, 12 - 3pm**

Come and help colour in the TREASURE murals at two public workshops with the artist. Both workshops will take place in the gallery space. Free admission, no booking necessary.

### **Public Art and Public Intervention Panel Discussion | Monday 15 July, 6 - 8pm**

Join us for a discussion to investigate the nature of public art and public intervention. Sotiris Kyriacou will be joined by the artist, Adam Bridgland and Matthew Reeves. Booking necessary. To book your place, contact [sotiris.kyriacou@towerhamlets.gov.uk](mailto:sotiris.kyriacou@towerhamlets.gov.uk)

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