

2017

UNFOLD

**3 VENUES**

**17 ARTISTS**

**57 ARTWORKS**

**2 PERFORMANCES**

**2 PROJECTIONS**

**12 TALKS**

# SOCIAL MEDIA ENGAGEMENT

## TWITTER

<b>PRIVATE COMPANIES/PRESS</b>	<b>48,000</b>
AppearHere.....	17,600
AntiqueTradeGazette.....	8,877
Vastari.....	1,418
DamsonPR.....	2,935
MtArt.....	3,185
Predella House.....	3,376
Consciously Digital.....	2,285
Team London Bridge.....	7,232
Vitamin London.....	1,278

<b>ARTISTS</b>	<b>32,000</b>
AdelaideDamoah.....	17,500
Jasmine Pradissitto.....	5,459

<b>SPEAKERS</b>	<b>11,600</b>
Daniel Glaser.....	2,032
Bernadine Brocker.....	1,529

## INSTAGRAM

**197,000**

Lakwena.....	63,400
Marine Tanguy Art.....	21,500
MtArt.....	12,300
Damson PR.....	2,594
Subject Matter Art.....	2,405
Predella House.....	7,608
AWITA.....	1,595
Art and Only.....	4,047
Appear Here.....	8,321

## THEIR NEWSLETTER REACH

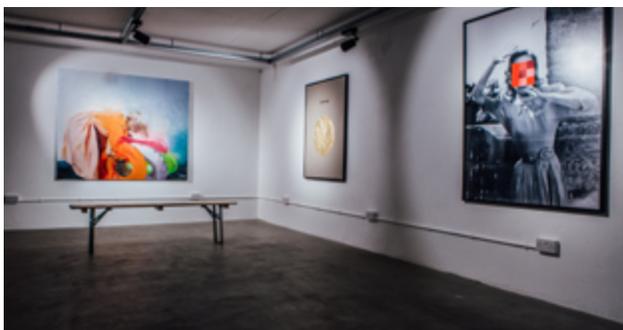
**6,084,803**

Royal Society of Arts.....	85,000
House of St Barnabas.....	20,000
Google Campus.....	540,000
Chestertons.....	890,000
SomersetHouse.....	54,000
British Airways Highlife.....	3,400,000
Arts Media Alert.....	800
Oh So Arty.....	500,000
Hoop.....	500,000
Creative Federation Industries.....	95,000

# NETWORK

UNFOLD team engaged with a number of international networks during UNFOLD week, each of which distributed invites, information and links to the website and its event page to all members.





Artists tell a million stories of the city.

Everywhere you turn there is Art: from public sculptures in surprising places to murals in underground stations, from the smallest artist-led show in someone's garage to the grand heights of the contemporary art museum. Art offers us the opportunity to rest our minds: to delight our eyes, to engage our sense of touch, to discover something new. The fabric of the city embraces it all, but how often do we truly immerse ourselves in what surrounds us every day?

In curating UNFOLD, we have selected artists who inspire us, who we believe tell the stories that will inspire others too. Who will encourage you to immerse yourself in the art that is all around you.

We explore the role of the city as stimulus: many of the UNFOLD artists simply wouldn't be artists if they didn't live in a city. Matthieu Venot and Jenny Woods took to the pavements of Brest and Brooklyn, as self-taught photographers, exploring and learning the skills of photography as they walked the streets. Lakwena, who created our glorious windows, has an aesthetic that was shaped by her formative years in Addis Ababa, Nairobi and London.

Cherelle Sappleton finds the freedom to play, to experiment with her artistic practi-

ce, enabled by the support of a like-minded collective of urban women.

But, just as the city inspires talented artists, so too does it restrict them. With rising rents and galleries closing daily, artists need new art-buyers in order to survive.

An artist such as Danielle Krysa, also known as art-blogger The Jealous Curator, is vital precisely because of the immediacy of her work: both her whimsical collages and her blog show a side of the art-world which is playful, fun and unintimidating. This is seconded by Alexandra Lethbridge, who tells magical tales woven with both real and imagined narratives.

We could not curate artistic tales of the modern city without also looking at the dark side: the emptiness, the loneliness, the fragmentation. The overwhelming nature of city life that forces some to seek solace outside the city itself. Aigli Andritsopoulou lives in Athens but finds her greatest inspiration in the quiet and calm of the Greek islands. Will Thomson has spent his whole life in London but paints fragments that he glimpses through an open door at home, or his studio, or a section of the Barbican. The specific is rendered universal. Yuki Shima captures the emptiness, the harshness of a city at night, where the sky is never dark, and the only companions are foxes. But this dark

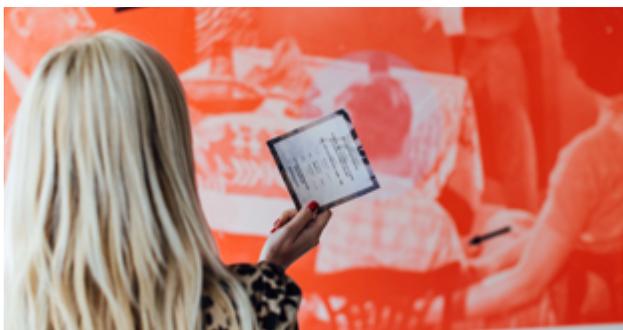


side is only one aspect of the modern city. As with so much, narratives are conflicting and nothing is entirely light or dark.

In Chloe Early's work the float rings could symbolise happy childhood summers at the beach, but also life-rings helping those drowning at sea - a recent and dark symbol of the refugee crisis in Europe.



There is probably no city in the world built without the contributions of immigrants and we cannot curate a show about art in the modern city without including their stories. We tell these stories through the eyes of Adelaide Damoah and Xiaowen Zhu. Adelaide's compelling performances and mixed media work tell her own story of her role within her family, and within British colonial history; while Xiaowen's multimedia installation of a second generation immigrant running his father's silk shop in Los Angeles tells a quiet tale of a disappearing world.



We examine some of the ways the modern city will be powered forward: powered by years, decades, centuries of history. Layers of stories. Entire worlds hidden under the ground beneath our feet.



Robi Walters and Lawrence Calver create unique work from found objects: the beautiful work they create from what is left-over and discarded make us look afresh at

the wastefulness that exists all around us. David aiu Servan-Schreiber's piece inspires us to protect our planet, the stitches holding together the core of the earth, forming a metaphor which speaks of our human role in creating the world of tomorrow.

And women! Seen through Camilla Bliss' proud spear-heads, we cannot deny the stories of women in the modern city, rising. Jasmine Pradissitto represents a new everywoman - a mother who studied physics by day and fine art by night.

Art can power a city forward, but only if we take time to truly appreciate it, and only if we all, collectively, work together to help artists thrive. This is the heart of UNFOLD. We have chosen our artists because we believe they have a talent that deserves to be seen and celebrated, and stories that need to be told.

We believe in the artists of Unfold. We believe in their work. We believe in their unique stories.

We hope you enjoy the exhibition.

