

PARADIGM STORE

5 Howick Place, London SW1 1BH

25 September – 5 November 2014

Private view: Thursday 25 September, 6-9pm



From Left to Right: Anne Harild, *Relief* (detail), 2014. Courtesy of the artist. Kendell Geers, *Monument to the F-Word*, 2010. Courtesy of the Artist and Stephen Friedman Gallery, London. paula roush, *participatory architectures*, 2014. Courtesy of the Artist.

HS Projects is pleased to announce the presentation of its second major group exhibition *Paradigm Store* at Howick Place, a new landmark development at the heart of Victoria's rapidly emerging cultural quarter, from 25 September to 5 November 2014. *Paradigm Store* examines the interface between art and design and the latent socio-economic and political forces that underpin it through new and recent work by seventeen UK and international artists.

Spread across five floors and 80,000 sq ft of Howick Place, HS Projects brings together a diverse line-up of emerging and established artists to explore issues of the decorative and the functional through a mixed range of media, proposing new ways of re-considering our environment and social structures. From immersive, site-specific installations and large-scale sculptural works to paintings, performance and film, the exhibition aims to investigate artists' unrivalled engagement with art and life through reference to the readymade, 20th Century Modernism, architecture, specific histories and origins, as well as the subversion of language and modes of popular culture.

Highlights of *Paradigm Store* include a new commission of 'still-life' ceramic arrangements by British artist Simon Bedwell; an "art store" installation by artist duo Cullinan & Richards; an animated rock garden by Harold Offeh; a collage installation of cut-up fragments and clay bricks by Paula Roush; a sculptural relief by Theo Stamatoyiannis which questions the boundaries of sculpture and architecture; a free-form installation by Beatriz Olabarrieta that combines low-fi building materials with video; and new collage sculptural structures by Anne Harild. A film by Brazilian artist Beatriz Milhazes inspired by Japanese 'sangaku' will be shown in the UK for the first time, courtesy of the Cartier Foundation, alongside other works making a UK debut by Kendell Geers, Claire Barclay, Nike Savvas and David

Shrigley. Other participating artists include Yutaka Sone, Maria Nepomuceno, Ulla von Brandenburg, Elizabeth Neel and Tobias Rehberger.

A private view will be held on **Thursday 25 September from 6-9pm** featuring a one-off performance by artist collaborators Meta Drcar and Dori Deng featuring three female dancers responding to the architecture of the space, alongside a live performance of sculptural objects by Harold Offeh based on his series of work looking at elements of historical 17th and 18th century gardens as sites of artifice, spectacle and theatre. Curator-led tours are also available by request throughout the duration of the exhibition.

HS Projects is a London-based art consultancy led by curators Alistair Howick and Tina Sotiriadi. HS Projects produce and deliver ambitious projects that seek to engage new audiences with the arts. In May 2014, HS Projects presented the highly successful *Interchange Junctions* exhibition at Howick Place, which explored the themes of migration, trade and colonial struggle. The exhibition followed *Wind Sculpture* (2014), a permanent installation located directly across from Howick Place by renowned artist Yinka Shonibare MBE in response to the history of the area, which was commissioned by HS Projects on behalf of Doughty Hanson & Co Real Estate and Urban & Civic.

Paradigm Store has been made possible by Invesco Real Estate (IRE), the global real estate investment manager and new asset manager of 5 Howick Place and Urban & Civic, the joint developer behind the landmark building with Doughty Hanson & Co Real Estate.

For more information on the exhibition, to arrange a curator-led tour or to RSVP to the private view, please contact:

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Notes to Editors:

Paradigm Store is located at Howick Place, Victoria, London SW1P 1BH and admission is free. Entry is by appointment only. Curator-led tours are available on request. Please contact allison@suttonpr.com to arrange access to the exhibition.

HS Projects was co-founded in 2000 by Tina Sotiriadi and Alistair Howick. Tina Sotiriadi was the gallery manager and curator at Wigmore Fine Arts from 1998 – 2000 and has previously organised a number of successful exhibitions, artist residences and exchange programmes between the UK and Japan. She studied Art History and Classics at the University College London (BA) and the Courtauld Institute of Art (MA) and has written numerous reviews and essays for Art in America, The Art Magazine, Third Text, zingmagazine, Time Out Athens and Kathimerini. Alistair Howick studied Business at Oxford Brookes University and has worked with major corporations and developers to curate and manage a number of high-profile exhibitions and public art commissions. More information on HS Projects is available here: www.hsprojects.com

Howick Place is a key part of Victoria's £2 billion renaissance, offering just over 143,000 sq ft of Grade A office space and 23 luxury residential apartments. Inspired by an area that has become a magnet for leading brands and creative industries, it is a stylish light-filled environment that has been designed to be good for business. Howick Place was awarded Best UK Office Development in the prestigious 2013 UK Property Awards. For more information see: www.howickplace.com