

A2 Arts : Exhibition Report

'Primavera', Tara Bryan Gallery, London SE1.

April 2006



Photoworks on painted wall by Els van der Graaf

Introduction

The London-based artist group A2 Arts have a policy of identifying interesting showing spaces and new gallery start-ups, in which to present their projects. Late in 2005, the new Tara Bryan Gallery in London's Bankside district was approached with a proposal for an exhibition and was accepted. As the gallery was previously a flower shop and the exhibition was to be held in April, the title of 'Primavera' suggested itself.

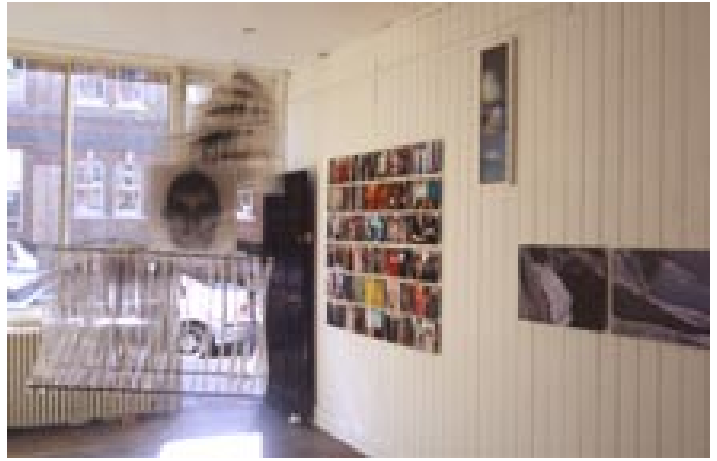
The exhibition partly originated from an approach by the Italian Cultural Institute, to present an exhibition which included Italian artists at a London venue - full publicity would then be given to the event. Due to recent communication about working together with a group of Dutch artists at Atelier WG, A2 Arts decided to curate this as a *London-Amsterdam-Italian* exchange exhibition.



'Primavera' was experimental in nature and the theme was interpreted widely in a variety of media – projection, text, digital photography, painting and sculpture. Many of the artists also chose to create site specific work especially for this exhibition.

Tara Bryan Gallery, Marshalsea Road frontage. London SE1

General view with work by Paul Malone, Giorgio Tentolini and Fabiola Faidiga



Publicity for Primavera

In keeping with A2 Arts policy of experimentation in promoting exhibitions, 'Primavera' was based around its own web-site (www.a2arts.co.uk/primavera) - designed and created by artist/curator Paul Malone. A 'viral' e-mailing strategy was created from the artists' own address books. Also a 'rolling blog' was initiated which highlighted the exhibition through A2 Arts cyber-contact in Arizona, Vitro Nasu - this was tracked as far as New York and Austria.



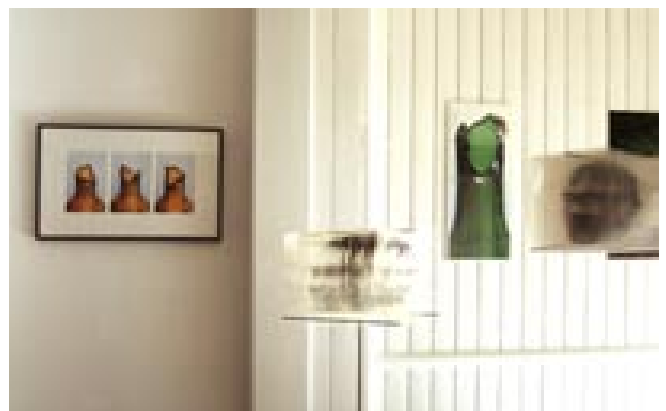
Paintings by Rody Luton, print by Liz Harrison and earthworks by Nicola Rae

The Italian Cultural Institute also provided an important part of the publicity for the show, with a listing on the events page of their website and inclusion on their 15,000 'London Calling' brochure and mail out. Each artist also mailed or emailed at least thirty invitations to collectors, curators and friends, and the Tara Bryan Gallery mailed /emailed their mailing list.

Photoworks by Nikolaus Urban and multiple hanging works by Giorgio Tentolini

Attendance

The private view was well attended, with collectors, artists and visitors from all three countries present. Unfortunately the gallery did not keep a consistent record of visitor numbers during the rest of the exhibition, but a good estimate would be around 20 per day with 40 on Saturdays.





Stair installation by Damiano Paroni

The gallery has a window frontage on a busy street, so that passers-by can look in even when the gallery was not open. Information about the exhibition and the web address was also displayed in the window.

The web micro-site (www.a2arts.co.uk/primavera) had a counter and is currently registering 1,718 visitors. A breakdown of the visitor statistics can be found in the appendix.

Outcomes

At quite short notice and at modest expense, the exhibition brought together European artists from widely different backgrounds and experience into a coherent exhibition. For all the non-UK artists this was the first exhibition they have had in London and they were encouraged to explore other showing opportunities in the Capital while they were here.

From a curatorial point of view, the exhibition highlighted the way this kind of event can be more effectively promoted, through extension into the channels of communication afforded by present day internet structures. Also a printable catalogue of the exhibition, made by Gianluca Ferrari, is available on the website, which will be used to promote further exhibitions of this growing network of artists.



Projection work by Gianluca Ferrari in the gallery basement

The artists that participated in Primavera remain touch with each other and look forward to presenting a similar extended project in the future. Berlin is the next venue being discussed for 2007.

*'Primavera' was supported by : the Dutch Embassy, London
Italian Cultural Institute, London
A2 Arts : www.a2arts.co.uk*

