

A CELEBRATION OF 10 YEARS OF HIDDEN ART

Thursday 23 September 2004 – Sunday 16 January 2005

Hidden Art

East London has one of the highest concentrations of designer-makers anywhere in Europe. Together they are a powerful sector of the economy and a key to urban regeneration. This dynamic productivity was first recognised and brought to wider public attention in 1994 by Mazorca projects with the launch of *Hidden Art*, the influential and groundbreaking East London Open Studios initiative.

Hidden Art began as an open studio weekend promoting the work of 43 Hackney-based designer-makers. Ten years on, the event involves 150 designer-makers across a large part of East London; last year it attracted some 20,000 visits and generated around £160,000 in sales. Over the past ten years, Mazorca Projects, a not-for-profit company, has expanded the *Hidden Art* brand name to incorporate a range of projects and initiatives designed to support its 1,800-strong membership of designers based in East London. As a model for supporting and developing creative businesses, *Hidden Art* is an extraordinary achievement, highly regarded across Europe.

The Geffrye will celebrate the success of *Hidden Art* with two special exhibitions:

Them Indoors

Three *Hidden Art* members were invited by the Geffrye Museum to create an installation expressing their individual responses to the domestic environment. Carl Clerkin, Gitta Gschwendtner and William Warren will use new work, old work and borrowed pieces to create *Them Indoors*, which will address the pivotal question of what turns a building or space into a home.

Hidden Art Revealed

Hidden Art Revealed is a small exhibition which will display selected pieces by 50 talented designer-makers. Each piece has been chosen to celebrate the quality and innovation which has become synonymous with design in East London during the last decade. .

Them Indoors and *Hidden Art Revealed* coincide with the *London Design Festival 2004*. As part of the festival, the Geffrye will host an **Open Evening on Thursday 23 September**, from 6.00 – 8.30pm, which will give visitors a sneak preview of the two exhibitions. Free admission, cash bar.

HIDDEN ART REVEALED

List of Exhibitors

Accessories/Fashion

Susse Andersen (Susse Collection)

Ceramics

Karen Bunting

Samantha Dickenson (Phorm)

Liz Emtage

Penny Fowler

Kathleen Hills (Multi Design)

Helen Johannessen (YoYo Ceramics)

Marcio Mattos

Alexandra Mitchell

Susan Nemeth

Jacqui Ramrayka

Nicola Tassie

Furniture

Will Brook

Rock Galpin (Studio Orange)

Sarah Kay and Andrea Stemmer (Kay + Stemmer)

Jasper Startup

Glass

Aline Johnson

Jon Lewis

Victoria Rothschild

Kate Williams

Lighting

Beatrice Diaz Matud (bdm design)

Georgina Dunkley

Metalwork

Julie Chamberlain

Janice Derrick

Susana Shaw

Product

Dan Black (black + blum)

Andrew Davies

Ella Doran (Ella Doran Design Ltd)

Jenny Duff

Massimo Fenati

Christoph Geppert (Grain Ltd)

Chris Jackson (Northwards)

Florian Kremb (amplifier)

Piers Mansfield-Scaddan (Fly-Pitcher)

Jackie Piper (W2)

Yve Thélermont and David Hupton

Pam West and Matt Edmunds (FRANK)

Product/Architecture

Jane Bell (Freeform)

Product/Furniture

John Angelo Benson

Kal Chottai (Damdesign)

Mark Gabbertas

Michael Marriott

Julian Mayor

Sam & Jude (Suck UK)

Textiles

Cressida Bell

Barley Massey (Fabrications)

Alison Mitchell

Ayumi Suzuki

Wallpaper

Jocelyn Warner

NOTES TO EDITORS

1. For further information or images, please contact Nancy Loader, Press Officer, on 020 7739 9893 or nloader@geffrye-museum.org.uk
2. Projects and initiatives developed by Mazorca Projects include an annual open studios event, a support programme, bursary and mentoring schemes, and international showcasing opportunities such as 100% Design and the Milan Furniture Fair. A recent initiative is the establishment of a Bureau which puts manufacturers, retailers and those who want to commission work directly in touch with suitable designers. The Hidden Art website, www.hiddenart.com, gives details of over 400 designer-makers, alongside news, information and events listings.
3. Mazorca Projects and the Geffrye Museum have worked closely together for ten years, collaborating on exhibitions, advocacy events and marketing initiatives. They have been close neighbours in Kingsland Road, Shoreditch during this period.
4. The Geffrye Museum specialises in 400 years of urban interiors and has a strong track record in spotting and showcasing the most exciting makers and style trends in London today.
5. Admission: FREE
Address: 136 Kingsland Road, Shoreditch, London E2 8EA
Tel No: 020 7739 9893 / Recorded Info: 020 7739 8543
Web Address: www.geffrye-museum.org.uk Email: info@geffrye-museum.org.uk
Opening Hours: Tue - Sat 10am - 5pm, Sun and Bank Holiday Mondays 12 - 5pm
Travel: Buses: 149, 242, 243, 67 or 394
Tube: Liverpool St, then bus 149 or 242/
Old St (exit 2), then bus 243

4 August 2004