



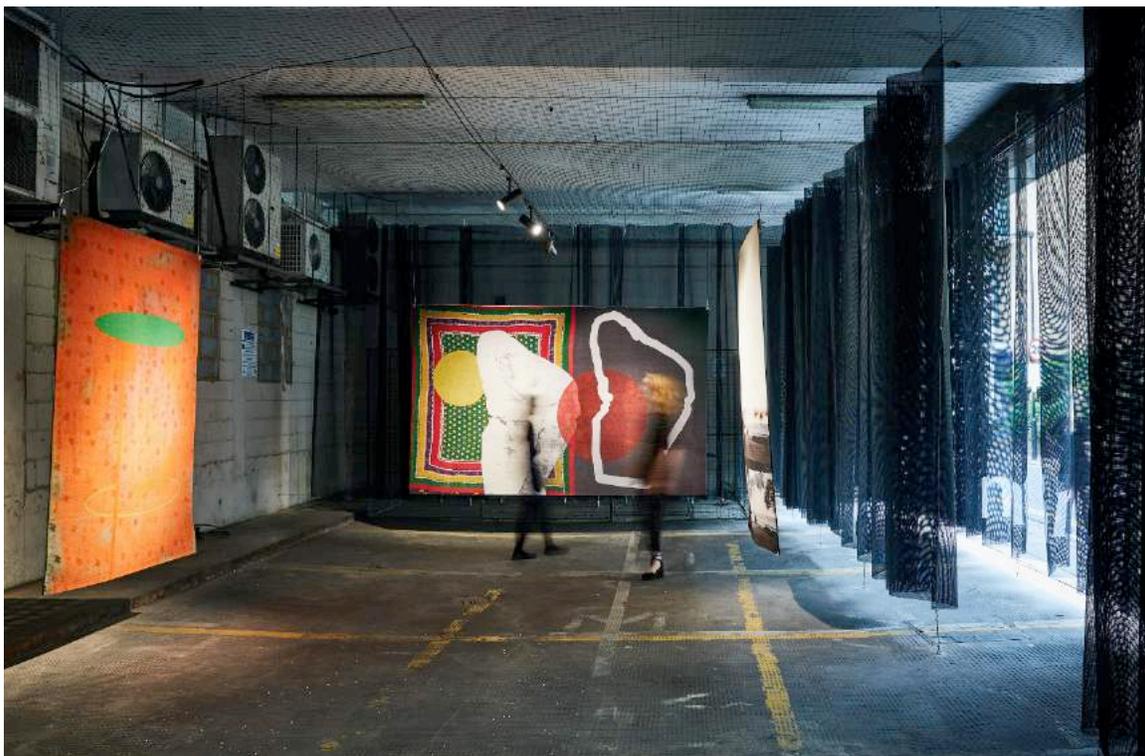
Brintons

GENERAL PROJECTS

May 2017

Brintons x Shezad Dawood immersive installation for Clerkenwell Design Week now open

132 Goswell Road, EC1R 7HN
(Loading bay, accessed on Pear Tree Street)



Joe Versus the Volcano, Avebury Rock and Multiple White-Out Palms (2017) by Shezad Darwood, woven by Brintons
Photography: Oliver Rudkin

A pop-up art installation created by contemporary artist and filmmaker Shezad Dawood with works woven by Brintons is now open (23-25 May). Studio Shaw designed the exhibition space and nearby pop-up Brintons showroom consisting of four Brintons carpet-lined transformed sheds.

The installation takes place in the loading bay of a new creative workplace venue, Technique, being developed by General Projects and Northern & Midland at 132 Goswell Road.

Nominated by Studiomakers for this special project, Dawood and Brintons have created a fully immersive installation that includes a triptych woven into carpet by Brintons featuring visual motifs and themes from Dawood's archive of work, across film, painting and sculpture.



The Melancholy of Departure of 7669 (2014) by Shezad Darwood
Photography: Oliver Rudkin

The layering of imagery within the designs, mixing bold colours with subtle photographic representation, exploits the full range of Brintons' patented 32-colour High Definition Weave; a unique Brintons' innovation that allows for infinite design possibilities and highly dynamic, photorealistic visuals. (Most carpet looms allow for only 10-12 different yarns to be woven).

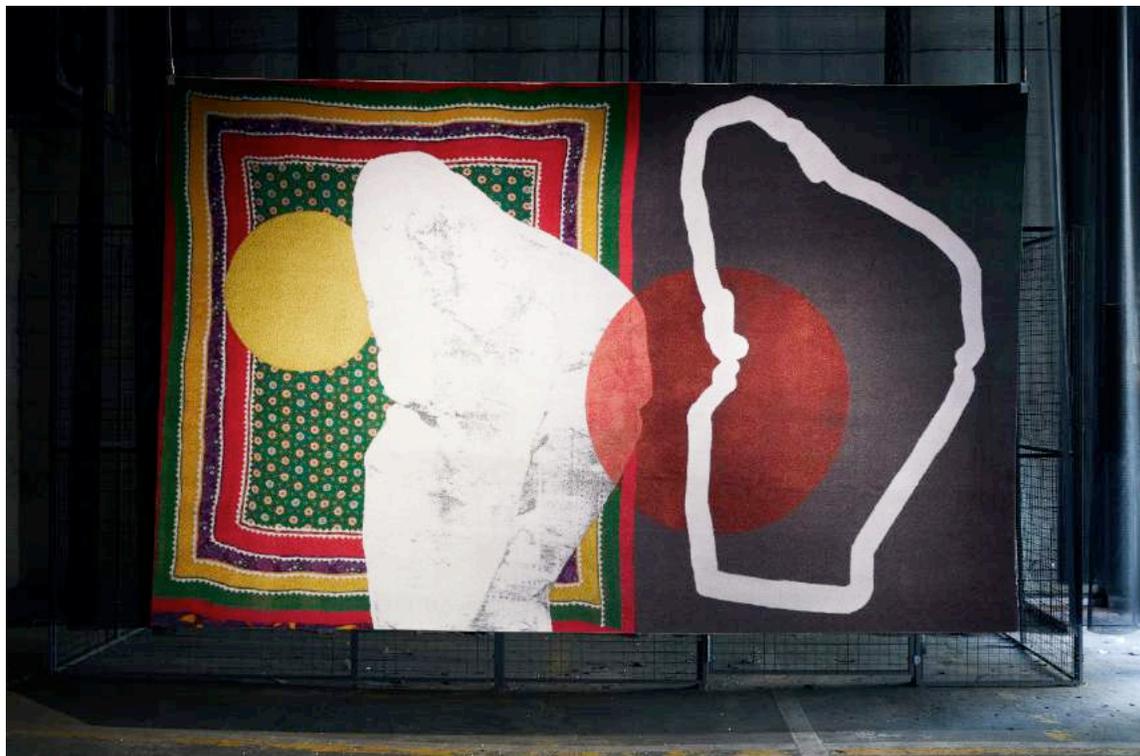
Mirroring the cinematic nature of the stills, a triptych of films by Dawood on display projects onto woven textile screens.

The loading bay provided a completely blank canvas for Dawood to work with and the space has been transformed by architects Studio Shaw into a fully immersive experience for visitors to CDW.



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Avebury Rock by Shezad Darwood (2017), woven by Brintons



Multiple White-Out Palms by Shezad Darwood (2017), woven by Brintons



Joe Versus the Volcano by Shezad Darwood (2017), woven by Brintons

Photography: Oliver Rudkin



Brintons pop-up showroom, 132 Goswell Road at Clerkenwell Design Week 2017



Brintons carpet-lined sheds, 132 Goswell Road at Clerkenwell Design Week 2017

Photography: Oliver Rudkin

132 Goswell Road is a former printing press and brewery in the heart of Clerkenwell, currently undergoing a radical reinvention by developer General Projects in partnership with architects BuckleyGrayYeoman. During this process, General Projects and Studiometers have collaborated with arebyte to open a studio hub for artists and creative practitioners in the unused spaces of the building. Studiometers is an initiative that works with property industry partners on entrepreneurial solutions to creating and retaining affordable artist workspaces in

London.

On completion, the project, on the corner of Goswell Road and Pear Tree Street, will comprise of 78,000 sq ft of offices and retail, configured entirely for the creative industries. It will also feature a new-build, 8.5m-high space for art exhibitions, events and pop-ups, giving the building a new dynamic hub where local communities can connect. Following its partnership with Studiomakers General Projects are working to integrate a more permanent element of affordable artist's studios to the development.

ENDS

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Notes to editor:

About Brintons

Brintons is a world-leading supplier of premium quality woven custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming). With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including Royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products. A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.

<http://www.brintons.net>

About General Projects

Launched in 2016, General Projects is a developer that creates experiential, innovative and dynamic buildings, designed around the

needs of the new economy. With a focus on the changing nature of the home and the workplace, General Projects collaborates with architects, designers, creatives and tech experts to deliver environments that inspire people and connect communities.

Prior to General Projects, founder and CEO Jacob Loftus was Head of UK at Resolution Property, where he pioneered the acquisition, development and repositioning of more than 1 million sq ft of real estate, which was transformed into mixed-use creative workplaces for leading global companies including Silicon Valley Bank, WPP and Microsoft Ventures. Loftus led the development of the award-winning Alphabeta building, as well as notable schemes in Ladbroke Grove, Shoreditch, Whitechapel, Wapping and Bristol. <https://www.generalprojects.com/en/>

About Shezad Dawood

Shezad Dawood was born in London in 1974 and trained at Central St Martin's and the Royal College of Art before undertaking a PhD at Leeds Metropolitan University. Dawood works across film, painting and sculpture to deconstruct systems of image, language, site and narrative. Using the editing process as a method to explore meanings and forms between film and painting, his practice often involves collaboration, working with groups and individuals across different disciplines. These networks map across geographic borders and communities and are particularly concerned with acts of translation and performance.

Recent solo exhibitions include: Timothy Taylor, London (2016); Galerist, Istanbul (2016); Pioneer Works, Brooklyn (2015); Fig.2 at the ICA studio, London (2015); Parasol Unit, London; Leeds Art Gallery and OCAT Xi'an, China (all 2014), Modern Art Oxford (2012). And group exhibitions include: The Drawing Room, London (2017); Mori Art Museum, Tokyo (2016); Taipei Biennial (2014), Marrakech Biennial (2014), MACBA Barcelona (2014), Witte de With (2013), Busan Biennale (2010), Tate

Britain, Altermodern (2009), and the Venice Biennale (2009). Selected collections include Tate, Government Art Collection, UK, UBS, The British Museum, London, LACMA, Los Angeles and National Gallery of Canada. <http://shezaddawood.com/>

About Studiomakers

Studiomakers was launched in 2016 in response to the Mayor of London's



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commissioned report the Artists' Workspace Study from 2014, which forecast a loss of a third of artist studios in London over the subsequent five years. Partnering with organisations in both the private and public sector – from local authorities to landowners and private developers – it looks to retain existing and create new affordable artist workspaces in London and the UK for the long term. Studiomakers is led by Outset Contemporary Art Fund in association with the Mayor of London, Second Home, Create London, PLP Architecture and Bolton & Quinn. <https://studiomakers.com>

About arebyte

arebyte Gallery and its sister organisation Arbeit, is a contemporary art organisation dedicated to New Media and Performance Art. Operating as a gallery and providing studios for artists and creatives across East London over 5 sites, including 50 studios within the complex at 132 Goswell Road, they focus on local surroundings looks to create new means of audience and public engagement with artists, exhibitions and project, ensuring that every artistic project explores exciting new ways of educating and involving the community. In 2015 arebyte was named one of London's most experimental spaces and nominated for Best Independent Cultural Venue by Dot.London awards. Allocated Open Studios times will be available at Goswell Road during Clerkenwell Design Week. www.arebyte.com