



*Chasing Rainbows and Fluid*  
Claire Morgan

A collaboration between Selfridges and ROLLO Contemporary Art  
1<sup>st</sup> July – 4<sup>th</sup> September 2008

Claire Morgan has gained international notoriety for her installations using organic materials; rotting fruit, growing seeds, taxidermied animals and insects, creating objects and site specific scenarios which simultaneously evoke beauty and horror.

This summer will see ROLLO Contemporary Art working with Selfridges on an outside project, *Chasing Rainbows*, created by Claire Morgan specifically for the department store windows exhibition space in Orchard Street. The installation is part of Selfridges continuing programme of art which has seen artists such as Conrad Shawcross and galleries such as Victoria Miro selected to participate in this exciting new exhibition space.

In *Chasing Rainbows* Morgan will suspend approximately 25,000 thumb size pieces of plastic shopping bags and real butterflies in four of Selfridge's windows. The suspended pieces of plastic bags will be arranged in meticulously ordered columns by colour, with butterflies seeming to fly through and disrupt the order. The use of plastic bags has been chosen for its obvious association with commerce, the multitude of pieces commenting on excess, the processes of supply and demand and the disposal of goods in retail environments. The formation of the installations will mimic the proportions of mannequins one would traditionally expect to find in the window and the geometry of the columns will make reference to the surrounding cityscape.

Pushing the boundaries Morgan will also be installing a new work into the ROLLO Contemporary Art windows on Cleveland Street, *Fluid*, using suspended strawberries and a taxidermied crow flying through the strawberries and crashing head first into the window.

Passers by will notice the installation at ROLLO constantly changing. The once luscious red strawberries will quickly decay, mould transforming their colour and form while residues gather on the ground below. As a result of this process the bird will eventually be the cleanest and most beautiful part of the work. Typically for Morgan the use of these organic materials comments on our relationship and impact on the natural world and cycles of life and death.

For ROLLO Contemporary Art - who's history of working with artists on outside projects is most famously remembered for *The Writer*, the 30 m high table and chair which ROLLO installed on Hampstead Heath in summer 2005- the collaboration with Selfridges provides an ideal opportunity to continue in the galleries tradition of bringing art into an innovative public spaces to make art more accessible and reach a wider audience.

Since graduating from Northumbria University with first class honours in sculpture in 2003 Morgan was awarded the Royal British Society of Sculptors Annual Bursary and Roy Noakes Awards for *Come Fly With Me*, in 2004, a work that involved painstakingly repetitive and precise processes.

In 2006 she was awarded first prize for *Red or Dead* in the Premio Fondazione Arnaldo Pomodoro, International Competition for Young Sculptors, Milan (for artists under the age of 40), and in 2007 she was selected as one of the Courvoisier Future 500 (top 10 art and design), featured in *The Observer*.

Installations have included *Water on the Brain*, a piece made from over 5300 paper boats commissioned by the National Trust in 2006, and *A New Moon*, originally commissioned by Canterbury City Council in 2005 and toured to Bristol Broadmeads in 2006 and Radiance Festival Glasgow in 2006.

Later this year she will have a major solo show at the public gallery; James Hockney and Foyer Galleries, Surrey, and is also developing an installation for and the Great North Run Cultural Programme at the Laing gallery, Newcastle (August 08)

Morgan's provocative installations in both spaces this Summer are sure to grab the attention of unexpected passers by.

For further details contact Philippa Found, Gallery Director, ROLLO Contemporary Art, 020 7580 0020, [philippa@rolloart.com](mailto:philippa@rolloart.com)

\*ENDS\*

#### Notes to Editors

ROLLO Contemporary Art located at 51 Cleveland Street, London W1T 4JH  
Nearest Tube is Goodge Street (Northern Line)

The artist is available for interview

Claire Morgan has won numerous awards including:

2007: Wooda Arts Award, Wooda Farm, Cornwall [www.woodafarm.co.uk](http://www.woodafarm.co.uk)

2006: Your Gallery @ The Guardian, Saatchi Gallery & The Guardian  
Premio Arnaldo Pomodoro, Milan, first prize of €10,000 for *Red or Dead*  
Arts Council England, Grants for the Arts

2004: Roy Noakes Award, selected by Royal British Society of Sculptors

Royal British Society of Sculptors, Annual Bursary Award  
Arts Council England North East, Graduate Placement Scheme Bursary  
Arts Council England, Grants for the Arts  
2003: Lisburn Arts Advisory Committee, Grants for Individual Artists  
Short-listed for the Shrewsbury Sotheby's Prize & winner of Peoples Choice Prize

A full Artist CV is available upon request with details of all exhibitions, residency's, publications and forthcoming projects

ROLLO Contemporary Art gallery launched in 2005 with *The Writer*, the large scale installation of a table and chair on Hampstead Heath in June 2005. ROLLO's gallery space was based in a town house in Islington until moving to a shop in Fitzrovia, re-opening in Jan 08.

ROLLO holds 6 exhibitions per year the gallery space with projects in other locations running along side this.

ROLLO supports emerging, through to well-established, contemporary artists including Royal Academician Frank Bowling.

Simon Gillespie and Philippa Found are co-Directors of ROLLO Contemporary Art.

*I believe Claire is an innovative artist with an intelligent environmental conscience maintaining an accessible aesthetic which retains her humour.* (SIMON GILLESPIE, DIRECTOR, ROLLO)

*I believe Claire's work is fascinating in its ability to combine chaos and precision, the organic and manmade. I greatly admire her ability to create thought provocative installations which are pertinent and specific to the site in which they are installed.* (PHILIPPA FOUND, GALLERY DIRECTOR, ROLLO)

ROLLO Contemporary Art supports the Alzheimer's Society, donating 1% of all exhibition sale proceeds to the charity.

ROLLO Contemporary Art is a member of the Own Art Scheme.

For further enquires on ROLLO Contemporary Art please contact Philippa Found +44(0) 207 580 0020, [philippa@rolloart.com](mailto:philippa@rolloart.com)