

*Chasing Rainbows and Fluid*  
Claire Morgan summer Installations  
A collaboration between Selfridges  
and ROLLO Contemporary Art  
1<sup>st</sup> July – 4<sup>th</sup> September 2008

Claire Morgan gained notoriety with her installations using of organic materials; rotting fruit, growing seeds, taxidermy animals and insects, to create objects and scenarios which simultaneously evoke beauty and horror.

This summer will see ROLLO Contemporary Art working with Selfridges to install 'Chasing Rainbows' an installation created by Claire Morgan specifically for the department store windows exhibition space. 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 the four Orchard Street windows. The suspended pieces of plastic bags will be arranged in meticulously ordered column 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.

Morgan will also be installing a new work into the ROLLO Contemporary Art windows, *Fluid*, using suspended strawberries and a taxidermy blackbird flying through the strawberry's and crashing head first into the window.

Passers by will notice the installation at ROLLO constantly changing. The once lushious red strawberries will quickly decay, mould transforming their colour and form until they drop and smash on the ground. As a result of this process the bird will eventually be the cleanest and most stereotypically beautiful part of the work. The work 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.

After graduating from Northumbria University with first class honours in sculpture in 2003 Morgan has been shortlisted for .... Installtions have included.....

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