



ROLLO Contemporary Art: Christmas Art Installation at Selfridges

Following on from the notorious 30 metre high table and chair installed on Hampstead Heath, which launched **ROLLO** Contemporary Art in 2005, **ROLLO** returns to large scale public art projects this Christmas, presenting an incredible 70 foot installation designed in collaboration with award winning artist Claire Morgan at Selfridge's department store, London from 20th October 2008 – 5th January 2009.

Millions of Christmas shoppers will be captivated by an enormous installation suspended alongside Selfridge's central escalators this winter. Specially designed and fabricated giant red baubles of human proportions (1.5 metres in diameter) will engulf the centre of the store, appearing to be caught in a freeze frame whilst falling through Selfridge's central atrium, crashing into one another and shattering on the way down, with hundreds of shards of glass hanging dramatically over the heads of the customers in the Sienna café on Lower Ground Floor.

Claire Morgan's dramatic design will inject edginess to the traditional retail Christmas; bringing disruption, energy and a sense of movement - typical of Morgan's artwork.

A second installation designed and realised by Claire Morgan will launch in the Selfridges Wonder Room, on 3rd November, where thousands of pieces of suspended 'snow', made from pieces of shopping bags, will form a blizzard, spiralling above customers as they travel on the Wonder Room escalators. The multitude of pieces of shopping bags used to create the snowstorm is intended by the artist as a comment on the excess and extravagance that now seems synonymous with Christmas and our wondrous expectations of the festive season.

Renowned world wide for their innovative Christmas displays, the decision to work with **ROLLO** and commission an artist for this project will take Selfridges Christmas' to a new level of creativity and demonstrates Selfridge's commitment to their art programme.

The Christmas installations are **ROLLO** Contemporary Art and Selfridges second collaboration with artist Claire Morgan, whose installation *CHASING RAINBOWS*, using 25,000 pieces of retail shopping bag, was exhibited in Selfridges department store Wonder Windows from July – September this year.

Artist Claire Morgan has been awarded the Royal British Society of Sculptors Annual Bursary and Roy Noakes Awards for *Come Fly With Me*, in 2004, the first prize for Red or Dead in the Premio Fondazione Arnaldo Pomodoro, International Competition for Young Sculptors, Milan 2006 (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. Past commissions include: *Water on the Brain*, commissioned by the National Trust, 2006, *A New Moon*, originally commissioned by Canterbury City Council in 2005 and toured to Bristol Broadmeads in 2006, Radiance Festival Glasgow in 2006, *Gone With The Wind*, Newcastle Great Northern Run, 2008. During the time of the Christmas installation's Morgan will have a major solo show at the public gallery; James Hockney and Foyer Galleries, Surrey. An exhibition of Morgan's small scale sculptures and installations is scheduled at **ROLLO** Contemporary Art in January 2009.

This public art project continues **ROLLO** Contemporary Art's philosophy of bringing art to unusual and innovative spaces outside the confines of a traditional gallery to expose art to a wider audience.

NOTES TO EDITORS

Claire Morgan is available for interview, contact **ROLLO** Contemporary Art

- **ROLLO Contemporary Art**, has a history of working with artists on outside projects and 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 gallery's tradition of bringing art into innovative public spaces to make art more accessible and reach a wider audience. The gallery presents about six new shows every year whilst collaborating with other institutions to exhibit artist's outside of the gallery space. **ROLLO** Contemporary Art represents a range of artists from the established to the emerging. For further enquires on **ROLLO** Contemporary Art please contact Philippa Found +44(0) 207 580 0020, or email philippa@rolloart.com. Visit the website for full details at www.rolloart.com.
- **Selfridges** collaborates with artists of all kinds, from the up and coming to the eminent. For example Sam Taylor-Wood wrapped the Oxford Street store with the world's largest artwork in May 2000 and, in January 2006 two contemporary Chinese artists – Wang Qingsong and Song Dong – created specially-created work for the store. In 2007 *Lattice*, an installation by sculptor Conrad Shawcross was commissioned by the store and in early Spring 2008, the show *Exactitudes* by Dutch artists Air Versus and Ellie Uyttenbroek generated huge critical and public interest. Both installations were showcased in the Ultralounge, the Oxford Street store's dedicated 3,000-plus sqft exhibition space launched in 2006.

Contact

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