

Serena Morton

presents

FREQUENCY

A MULTI-DIMENSIONAL EXPLORATION OF LIGHT BY HABERDASHERY & JULIAN ABRAMS

www.serenamorton.com

Serena Morton

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Selected works illustrated. All works subject to availability.

PRIVATE VIEW - THURSDAY 19TH FEBRUARY FROM 6-8 pm

EXHIBITION 20TH FEBRUARY - 21 MARCH 2015

This collaboration marks the meeting of two very opened minded entities. Although they have worked together for years, in this project both Abrams and Haberdashery manipulate light and mould it to suit their own curiosities. This project has received critical acclaim since its summer show Freq, at Hoxton Gallery, London.

Together, design studio Haberdashery and photographer Julian Abrams explore the infinite potential of light. Their collaborative work dips into a kaleidoscopic world as highly reflective stainless steel rods, ball bearings and controllable LED lighting are manipulated by simple geometry – isolating light and eliminating everything else.

Julian Abrams translates these sculptures into two dimensions through his photographic work. Toying with the viewer's perceptions, the photographic process transforms the sculptures from 3D structures into otherworldly patterns. The shift in medium questions the veracity of the image, leaving the viewer curious yet mesmerised.

The flirtation between light and dark in these particular works is born from a historic relationship between artists and light. The careful composition of each image is reminiscent of Bauhaus, in particular the works of Hungarian artist – Moholy-Nagy. Abrams also takes his inspiration from more modern masters. It was Dan Flavin's show at The Hayward Gallery that provided a seminal moment in his practice, introducing him to light and its transcendental nature.

Flavin's influence can be traced through the collaboration's use of geometry and use of colour but the way Abrams toys with the viewer's perceptions also recalls James Turrell's Gagosian show, 'Bindu Shards'. For Abrams, Turrell's works unveiled the way that light can free the mind from any optical limitations to realize that visually, anything is possible.

For Abrams and Haberdashery, the viewer has a vital role. Approaching art from a design driven point of view, their audience partly dictates the form of each work through perception and interpretation. From person to person, these cosmic patterns shift – evoking different feelings and associations. However the viewer is not completely in control; their experience is subtly controlled and guided by the artists.

The sculptures manipulate the way an audience sees them by guiding the viewer to a particular place or pattern of movement. 'Horizons' guides the viewer around the work, so it is appreciated in its entirety. The work reacts directly to the viewer's presence, changing in colour as they alter their perspective.

'6ths' prompts the viewer to dart from point to point, searching for meaning and focus. Yet with the series of sculptures entitled 'ArcFrequency', the experience is less physical. As if it were a huge kaleidoscope, these interactive works invite their audience to peer through a porthole to find ball bearings and reflected LED light.

As the viewer settles their gaze on a particular place, their mind and body are separated. Their consciousness is then transported to another world entirely. Suspending reality, the work transports its audience into a parallel universe where all ideas of time and space are dissolved. It creates an untouchable world where only light and dark exist; alluring in its simplicity.

As the viewer becomes lost in each dense planet of light, they can't help but react internally to the way geometry and colour communicate with one another. Through their interpretation, they join the conversation between these different elements and melt into a cosmic landscape.

Founded by artist-designers Ben Rigby, Mac Cox and Daniel Siden, Haberdashery strives to produce narrative driven design. Abrams' photographic experience also lies in design, specializing in interiors and architecture. As a unit, their work is stunningly considered – rays of light appear like lines of paint, fashioned to fit the artists' creative desires.

For press enquiries and further images please contact: ginny@serenamorton.com

Haberdashery

Haberdashery is a london-based design consultancy, creating landmark lighting sculptures, innovative products and cutting edge R+D for ambitious architects, interior designers, brands and institutions around the world. Mac Cox, Ben Rigby and Daniel Siden who came from engineering, arts and film backgrounds respectively, they were united by a desire to produce landmark works with a strong narrative behind them. Based in Hackney, they work with a broad range of clients, from luxury interior designers and architects, to public sculpture and lighting, all fuelled by experimentation through their internal R+D programme.

Clients include Selfridges & Co, Vodafone, Adobe, The Shard, The Wellcome Trust, Asprey Jewellery, Sony, Fred Perry, BBC, Martin Kemp, Katharine Pooley, Chris Levine, Heston Blumenthal's Fat Duck, Ferrari, The British Film Institute, Qatar Airways, The National Portrait Gallery, The Medical Research Council, Philip Treacy, Sketch, The Vinyl Factory, Bannenberg & Rowell, Candy & Candy, Channel Four Films, Katharine Hamnett and many more.

Julian Abrams

Julian qualified from West Surrey College of Arts and Design with a BA (Hons) in photography in 1994, and has worked in the photographic industry ever since.

Initially working in the music and fashion industries, this led to commissions from the advertising industry. It was during this time that he started shooting nocturnal landscapes for his personal portfolio. This was a significant shift in his development as it not only started him on a commercial path shooting for lighting designers, artists, architects and interior designers, but more importantly started using light as both his tool and subject matter.

The Frequency project with Haberdashery is not only a chance to get back to the more fine arts based approach of his training, but also his first opportunity to conceive work outside of the photographic medium using light itself.

Julian's work has also been widely published in titles across the world and his client list includes: Nike, Candy & Candy, Artangel, Make Architects, Conran and Partners, Softroom Architects, 1508 London, The British Museum, Wilkinson Eyre Architects, Jason Bruges Studio, One Aldwych Hotel, Bethan Gray Design.

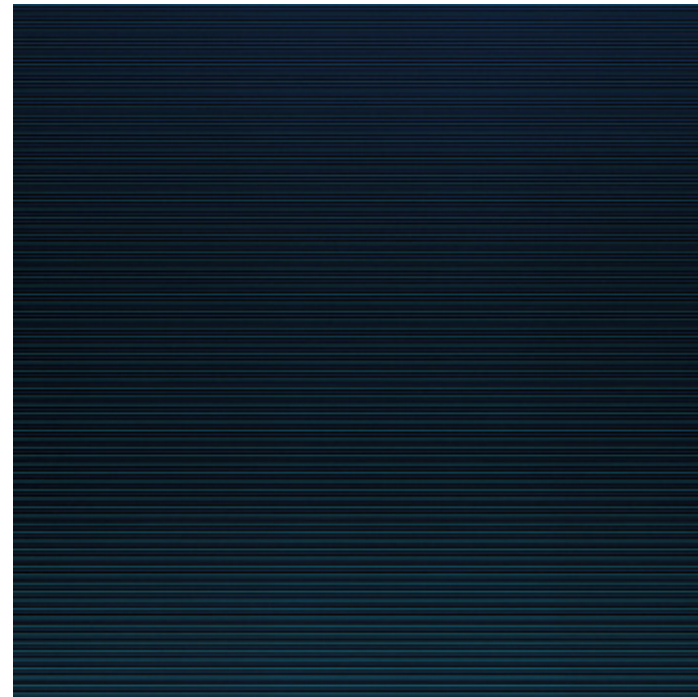
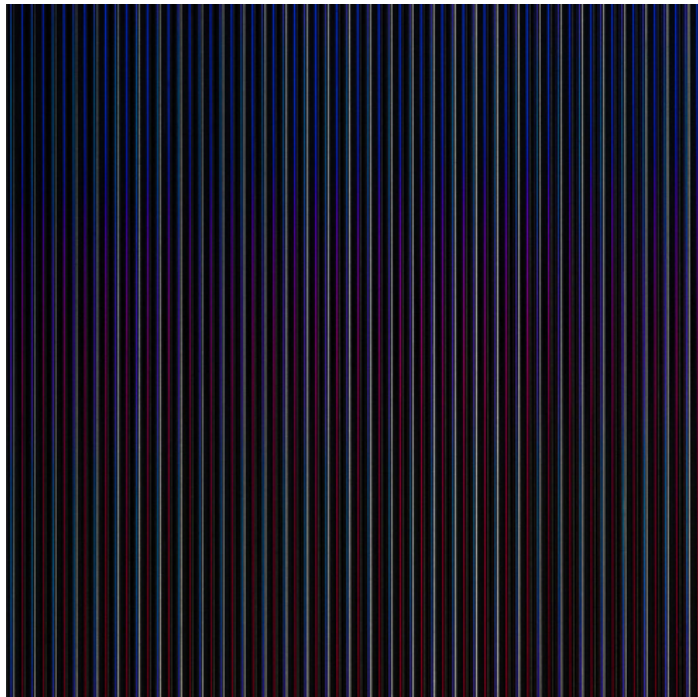
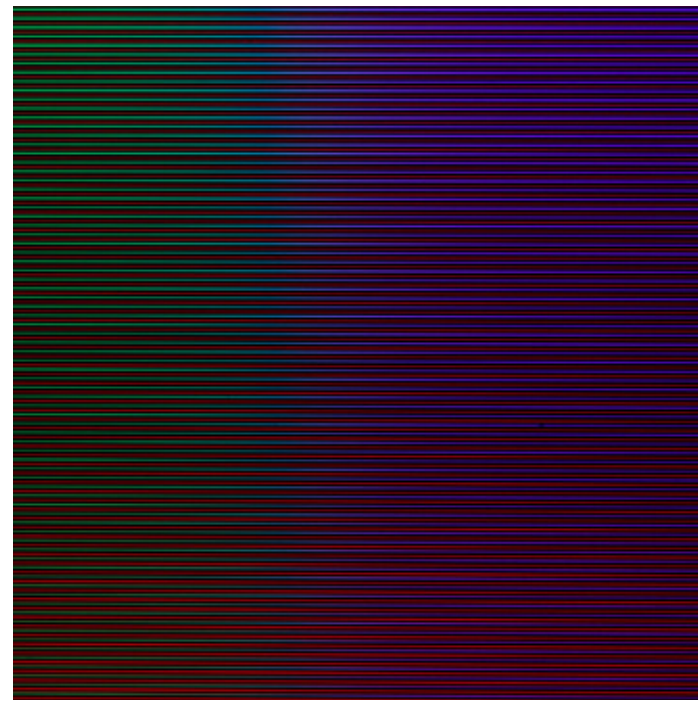
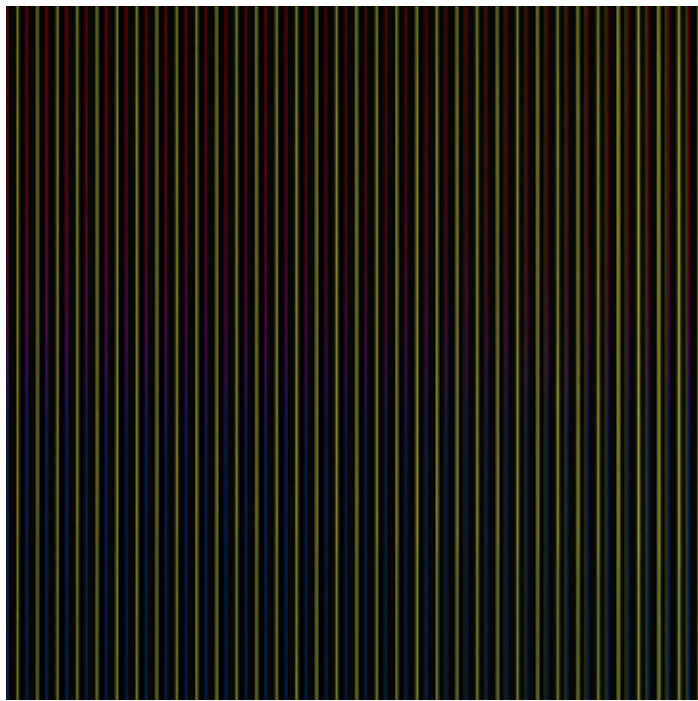


CHROMATIC OSCILLATIONS #2 2013

Aluminium-mounted photographic print*
Edition of 3 + 1 Artist proof
101.6 x 152.4 cm

£4,925 + Vat (edition 1 only)
£5,125 + Vat (edition 2 only)
£5,425 + Vat (edition 3 only)

*Lambda C-Type Print



CHROMATIC OSCILLATIONS #3, #4, #5, #6 2013

(clockwise from top left)

Aluminium-mounted photographic print*

Edition of 8 each + 1 Artist proof each

50.8 x 50.8 cm

Framed in white behind glass

Sold as individual pieces

4 illustrated, 16 in series

£1,295 + VAT

Aluminium-mounted photographic print*

Edition of 4 each + 1 Artist proof each

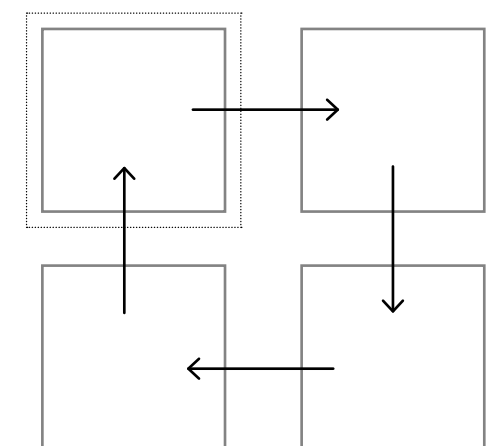
76.2 x 76.2 cm

Framed in white behind glass

Sold as individual pieces

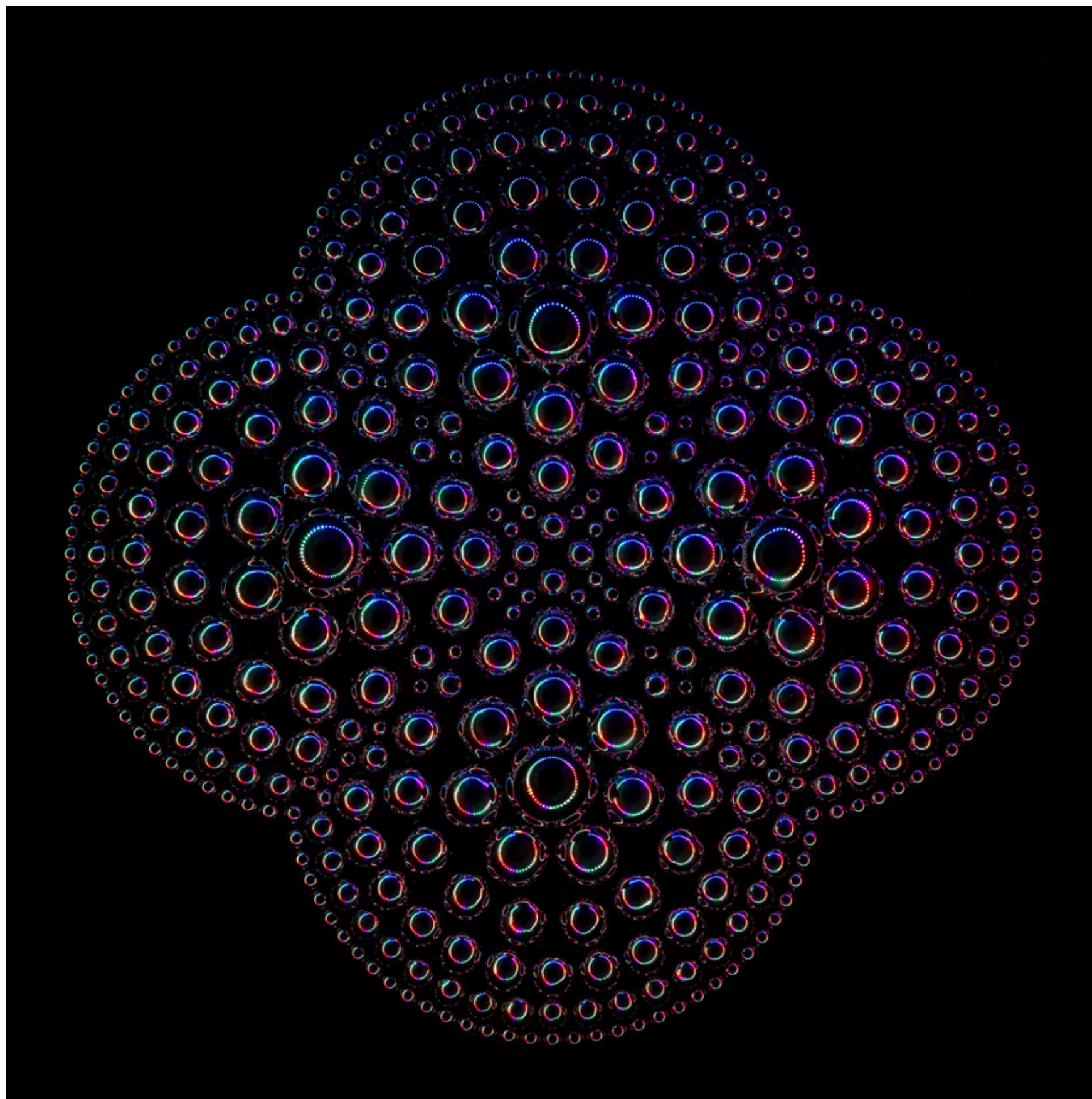
4 illustrated, 16 in series

£2,025 + VAT



*Lambda C-Type Print

ARC FREQUENCY #1 2013



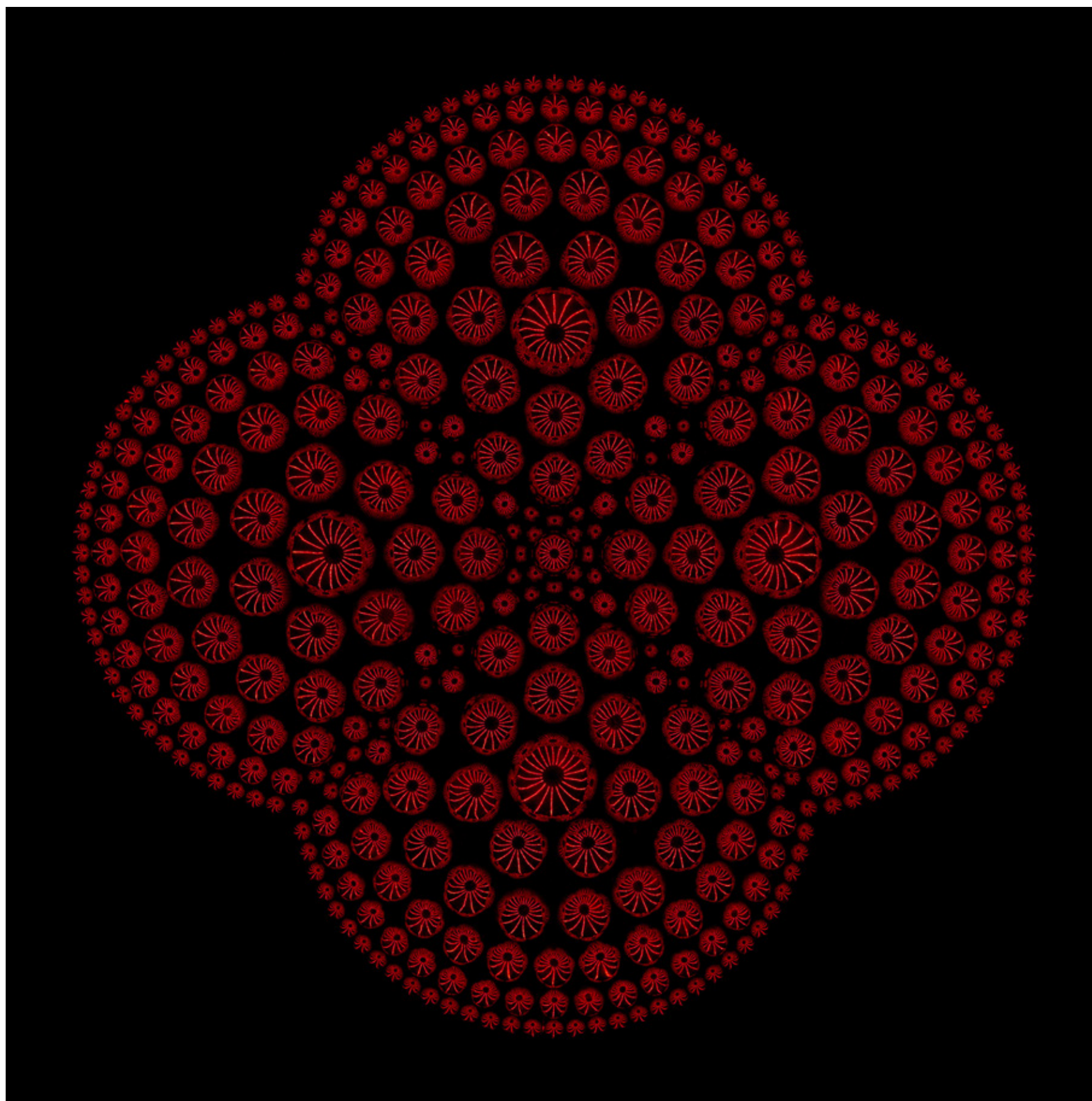
Aluminium-mounted photographic print*
Edition of 16 + 3 Artist proof
50.8 x 50.8 cm
Framed in white behind glass
£1,295 + VAT

Aluminium-mounted photographic print*
Edition of 8 + 3 Artist proof
76.2 x 76.2 cm
Framed in white behind glass
£2,025 + VAT

Aluminium-mounted photographic print*
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

ARC FREQUENCY #2 2013



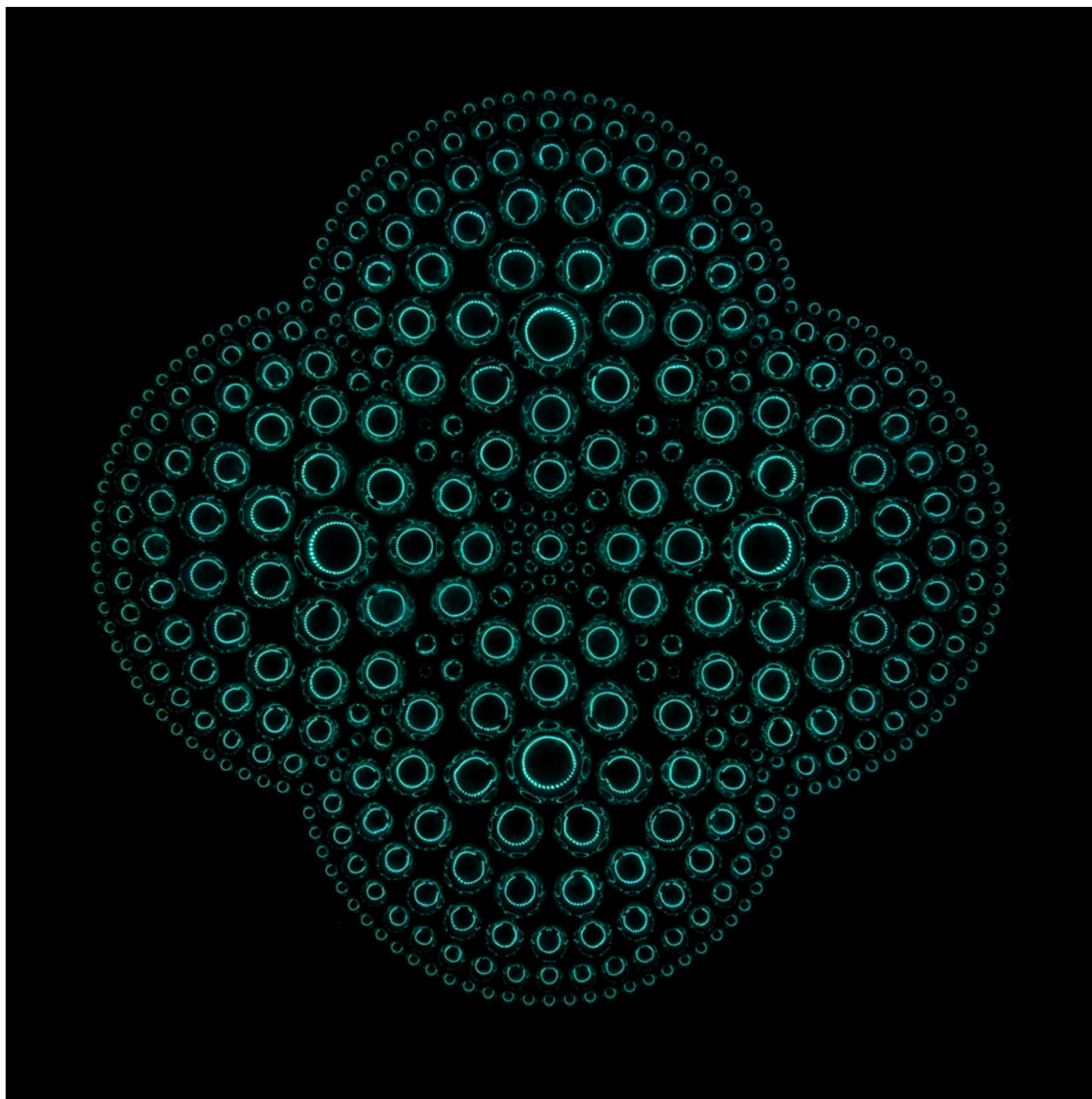
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Aluminium-mounted photographic print*
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101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

ARC FREQUENCY #3 2013



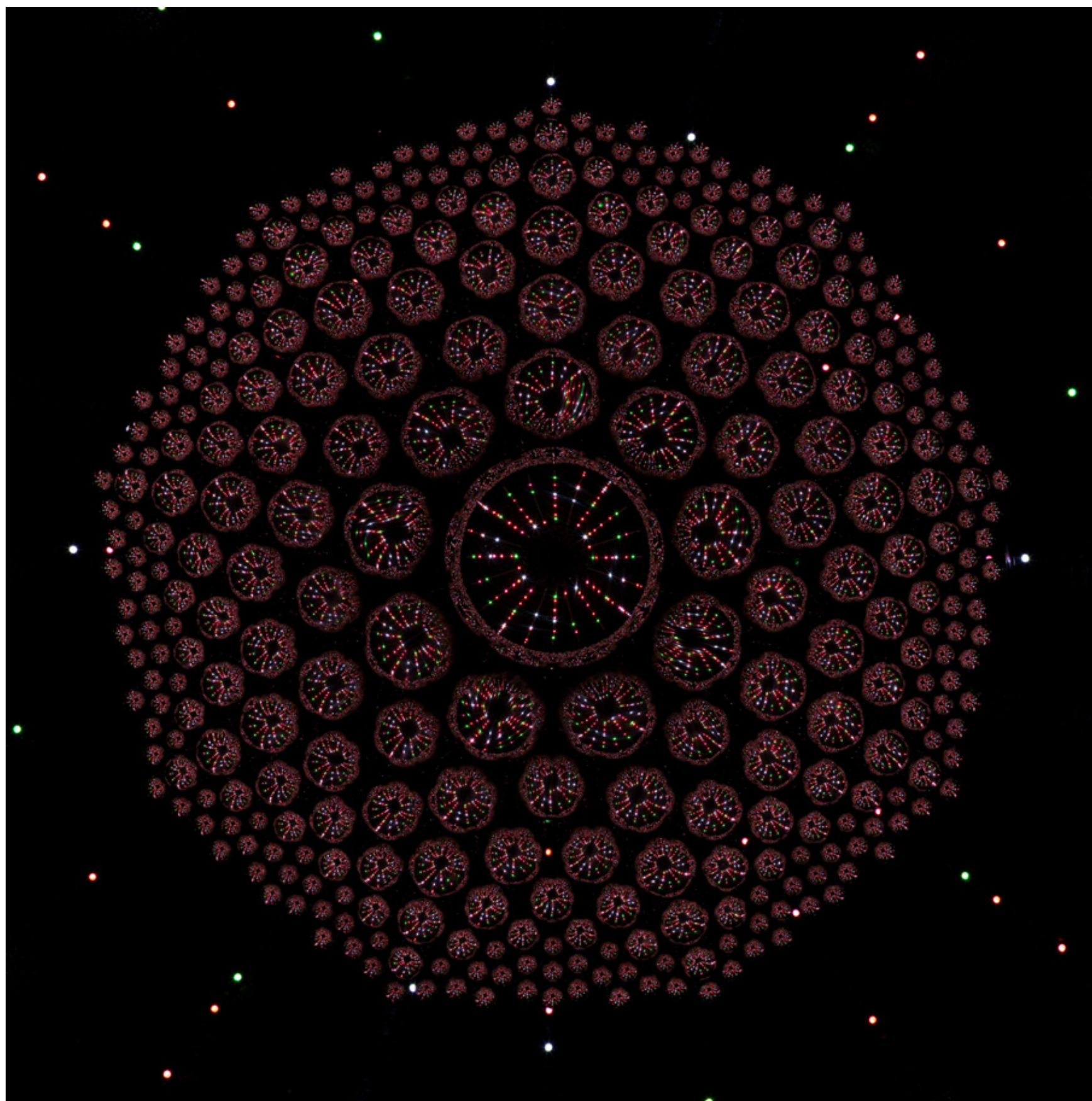
Aluminium-mounted photographic print*
Edition of 16 + 3 Artist proof
50.8 x 50.8 cm
Framed in white behind glass
£1,295 + VAT

Aluminium-mounted photographic print*
Edition of 8 + 3 Artist proof
76.2 x 76.2 cm
Framed in white behind glass
£2,025 + VAT

Aluminium-mounted photographic print*
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

MEROPE 2013



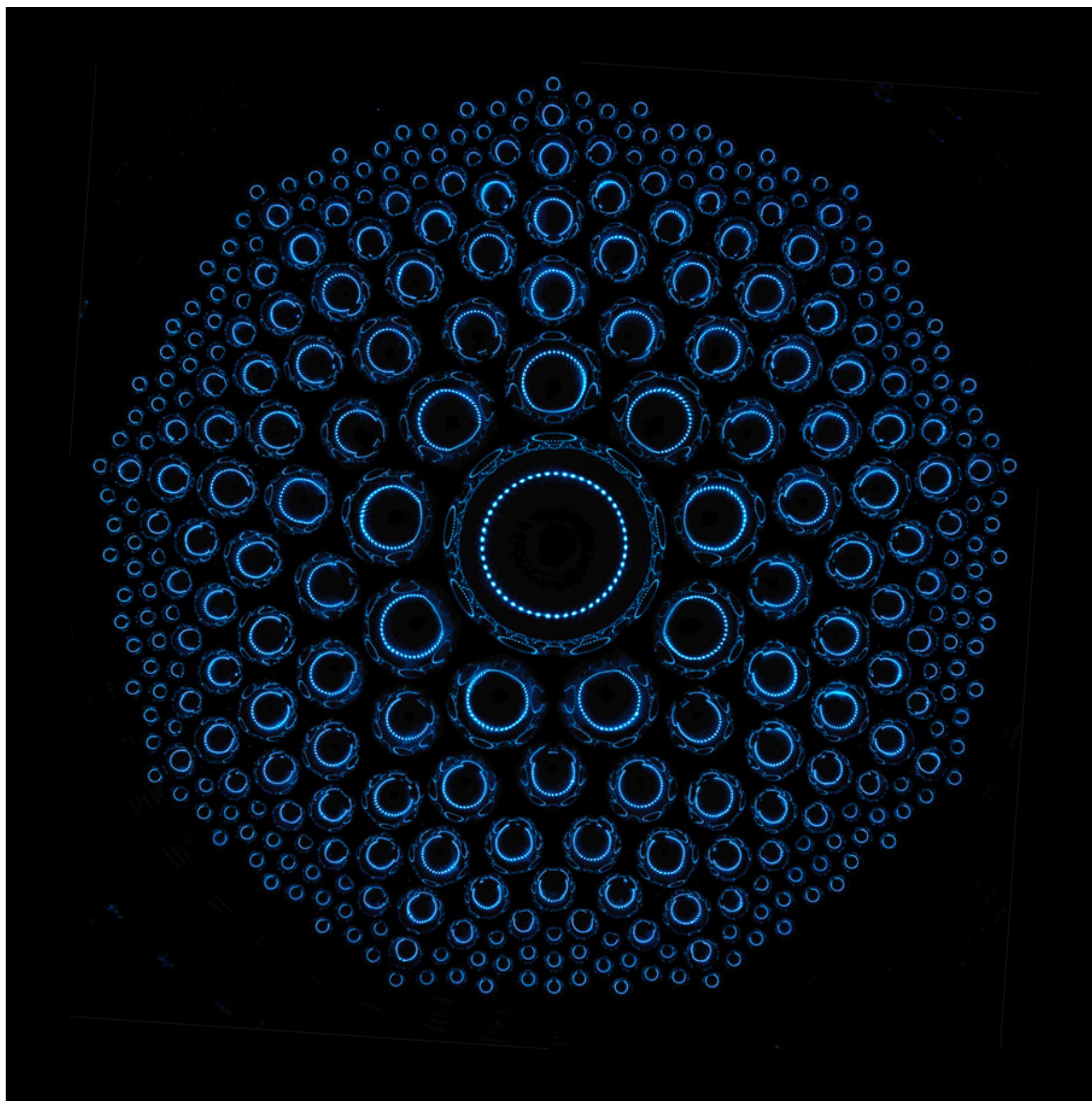
Aluminium-mounted photographic print*
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Framed in white behind glass
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Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

PLEIADES 2013



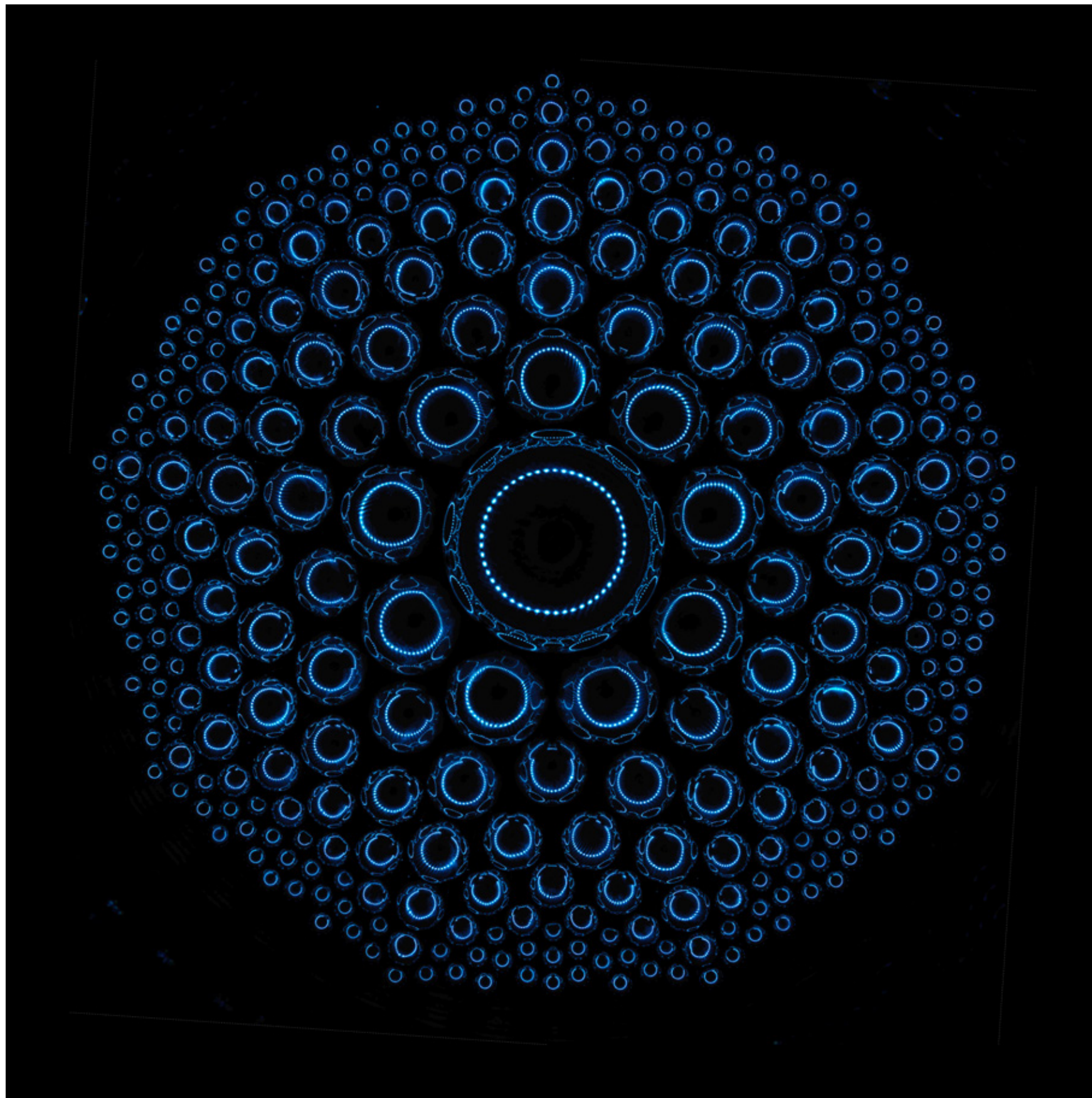
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Framed in white behind glass
£1,295 + VAT

Aluminium-mounted photographic print*
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Aluminium-mounted photographic print*
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

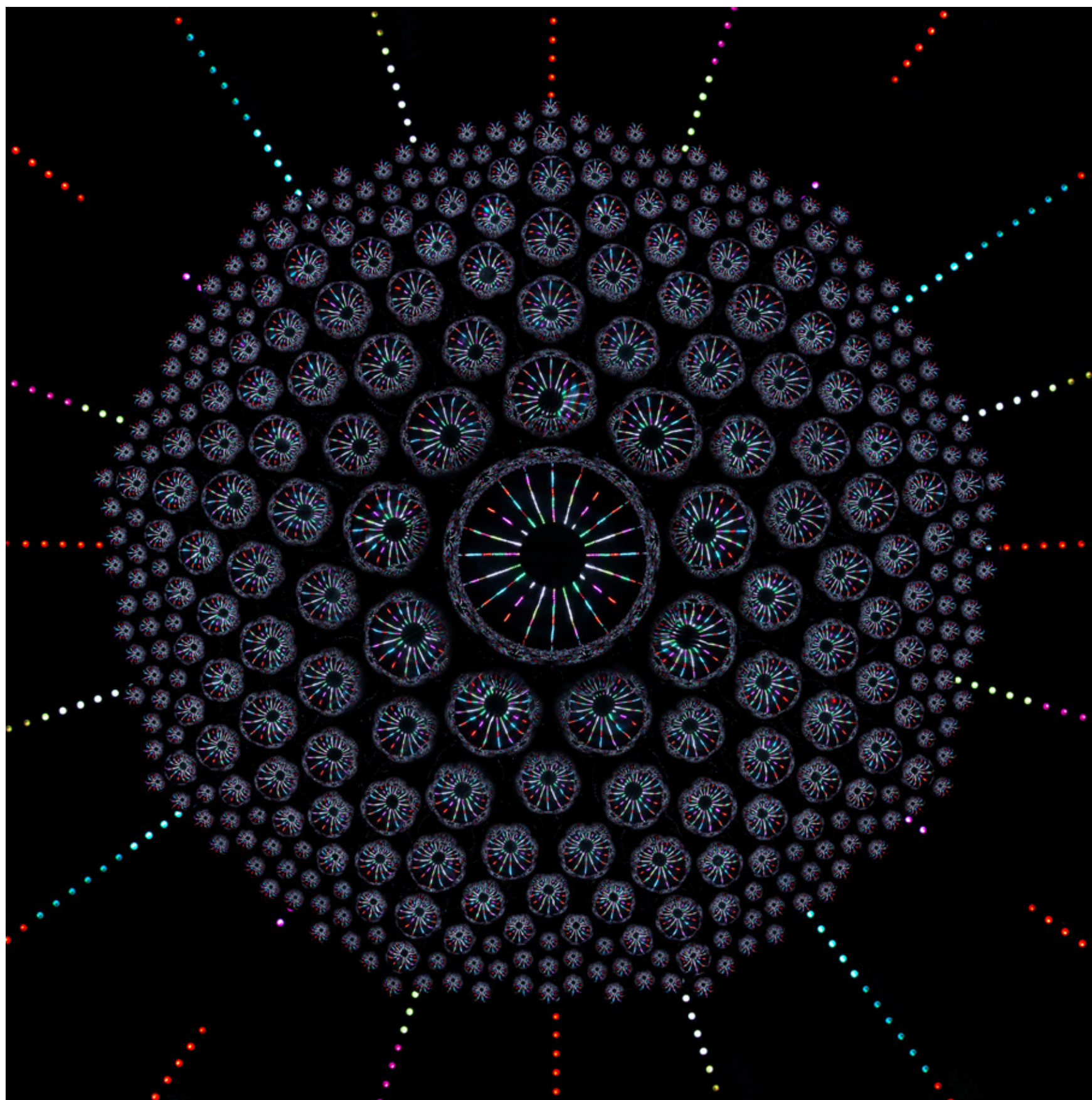
*Lambda C-Type Print

PLEIADES - Lightbox 2015



Framed lightbox, digital print
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white
£4750 + VAT

MUSICA UNIVERSALIS 2013



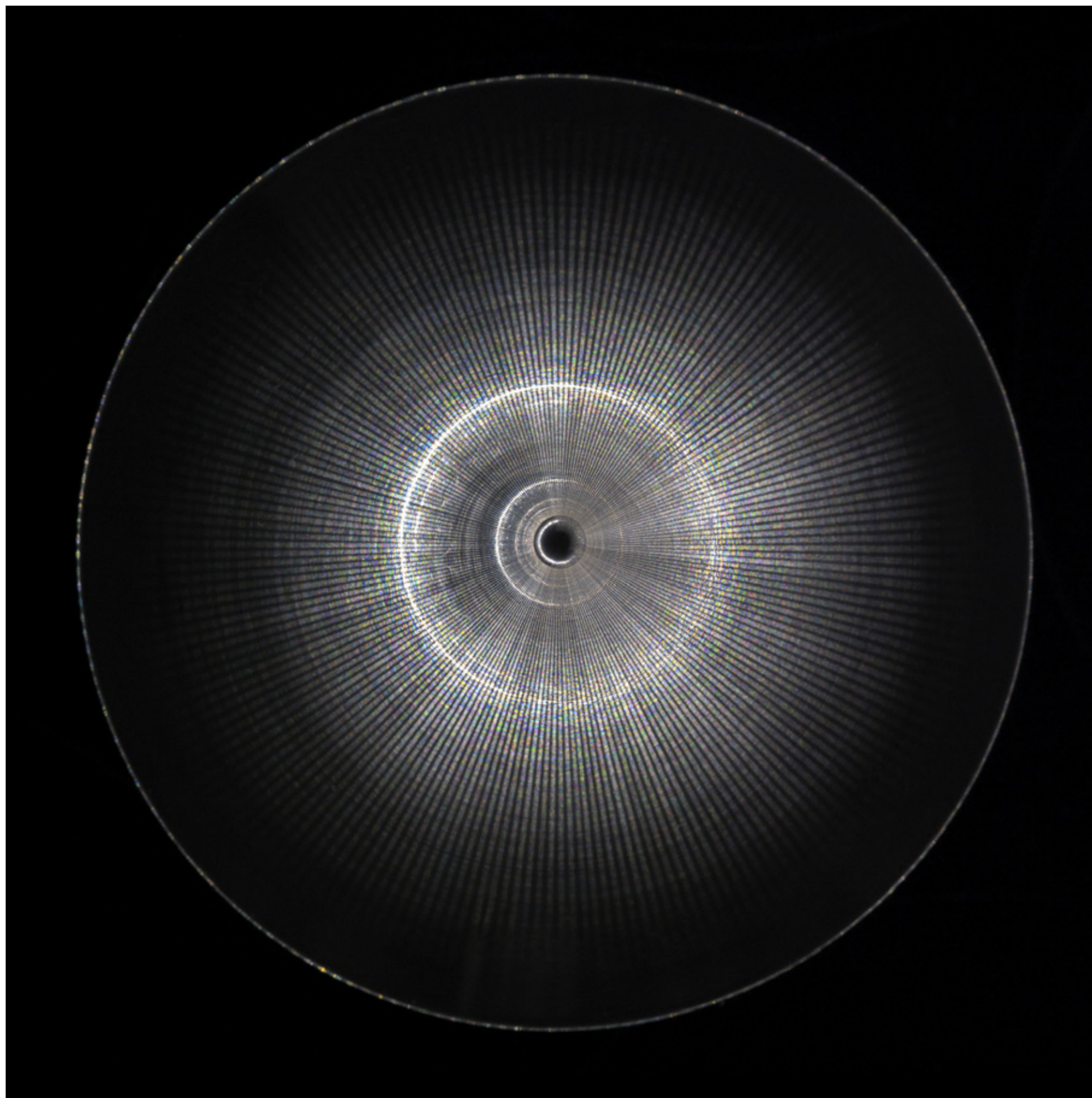
Aluminium-mounted photographic print*
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Framed in white behind glass
£1,295 + VAT

Aluminium-mounted photographic print*
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Framed in white behind glass
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Aluminium-mounted photographic print*
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

RED SHIFT 2015



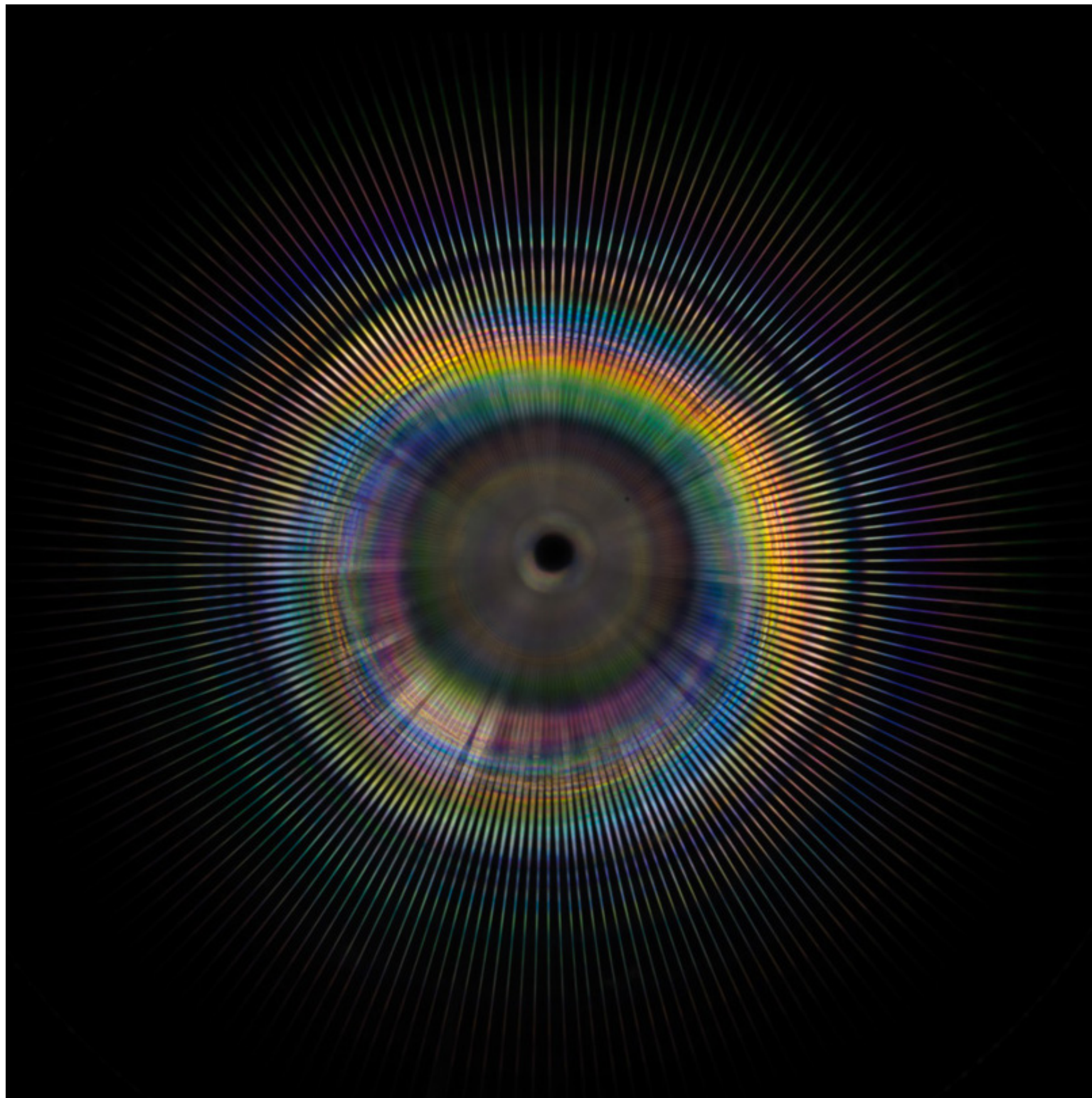
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Edition of 16 + 3 Artist proof
50.8 x 50.8 cm
Framed in white behind glass
£1,295 + VAT

Aluminium-mounted photographic print*
Edition of 8 + 3 Artist proof
76.2 x 76.2 cm
Framed in white behind glass
£2,025 + VAT

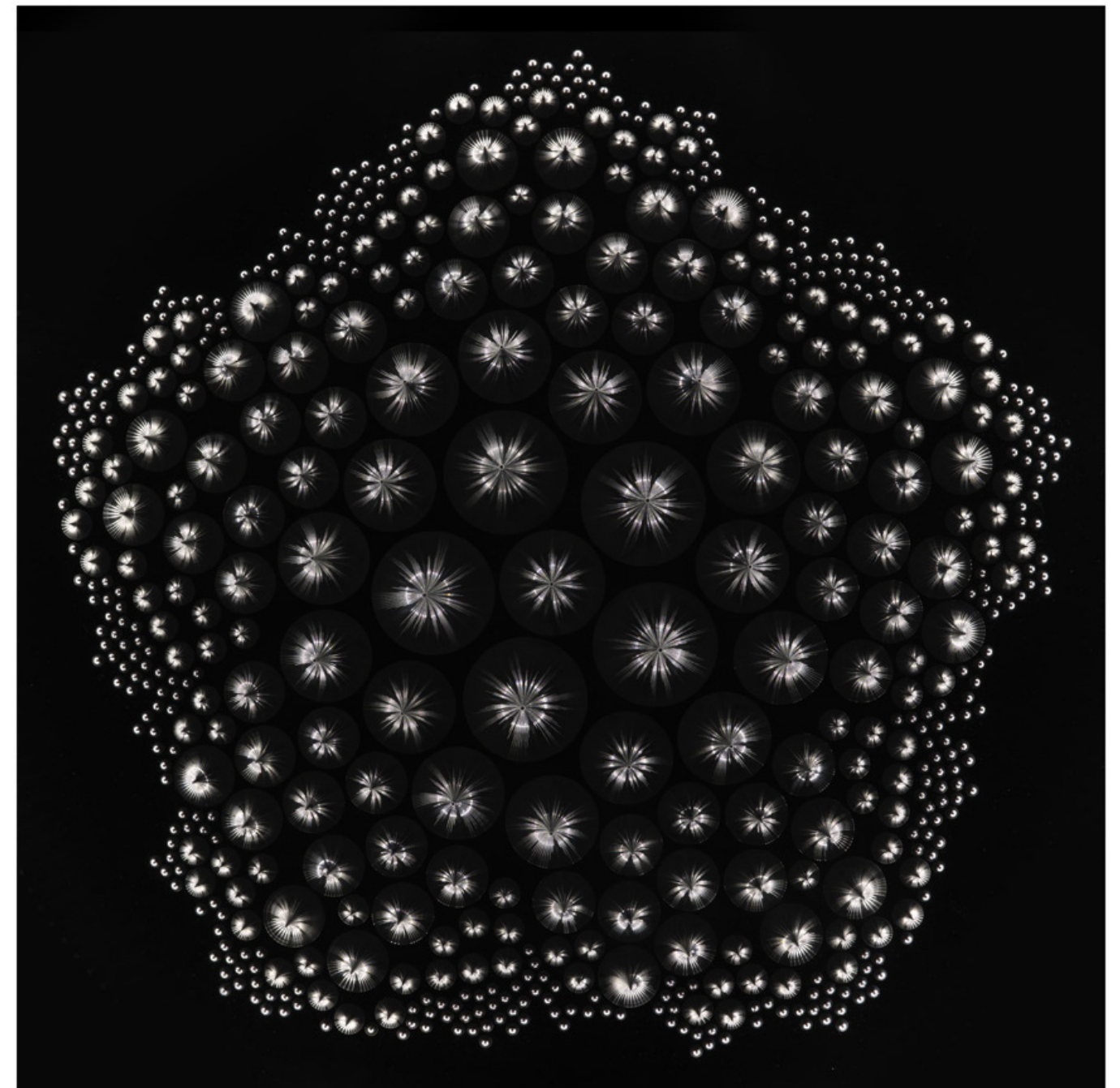
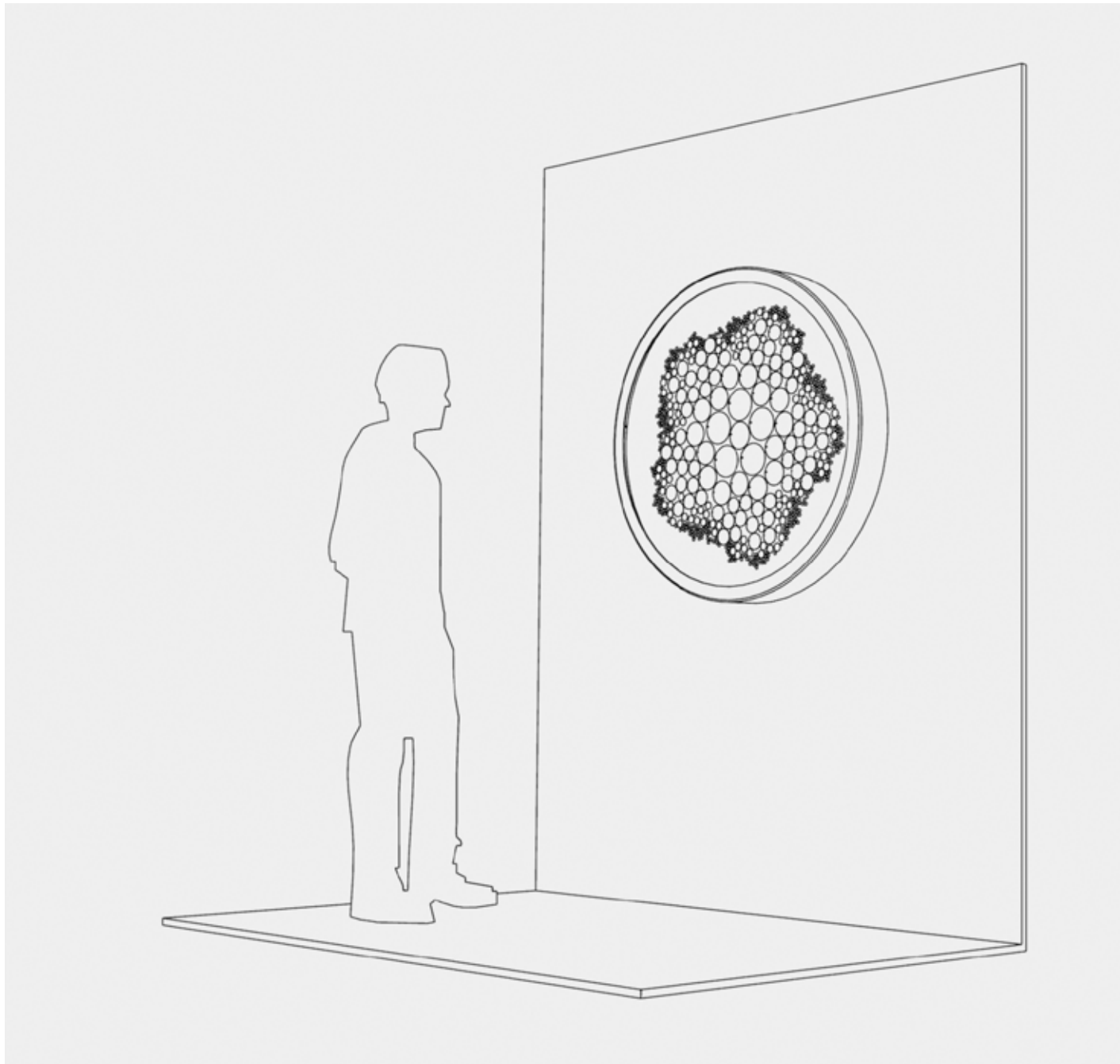
Aluminium-mounted photographic print*
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white behind glass
£3,895 + VAT

*Lambda C-Type Print

DOPPLER EFFECT - Lightbox 2015



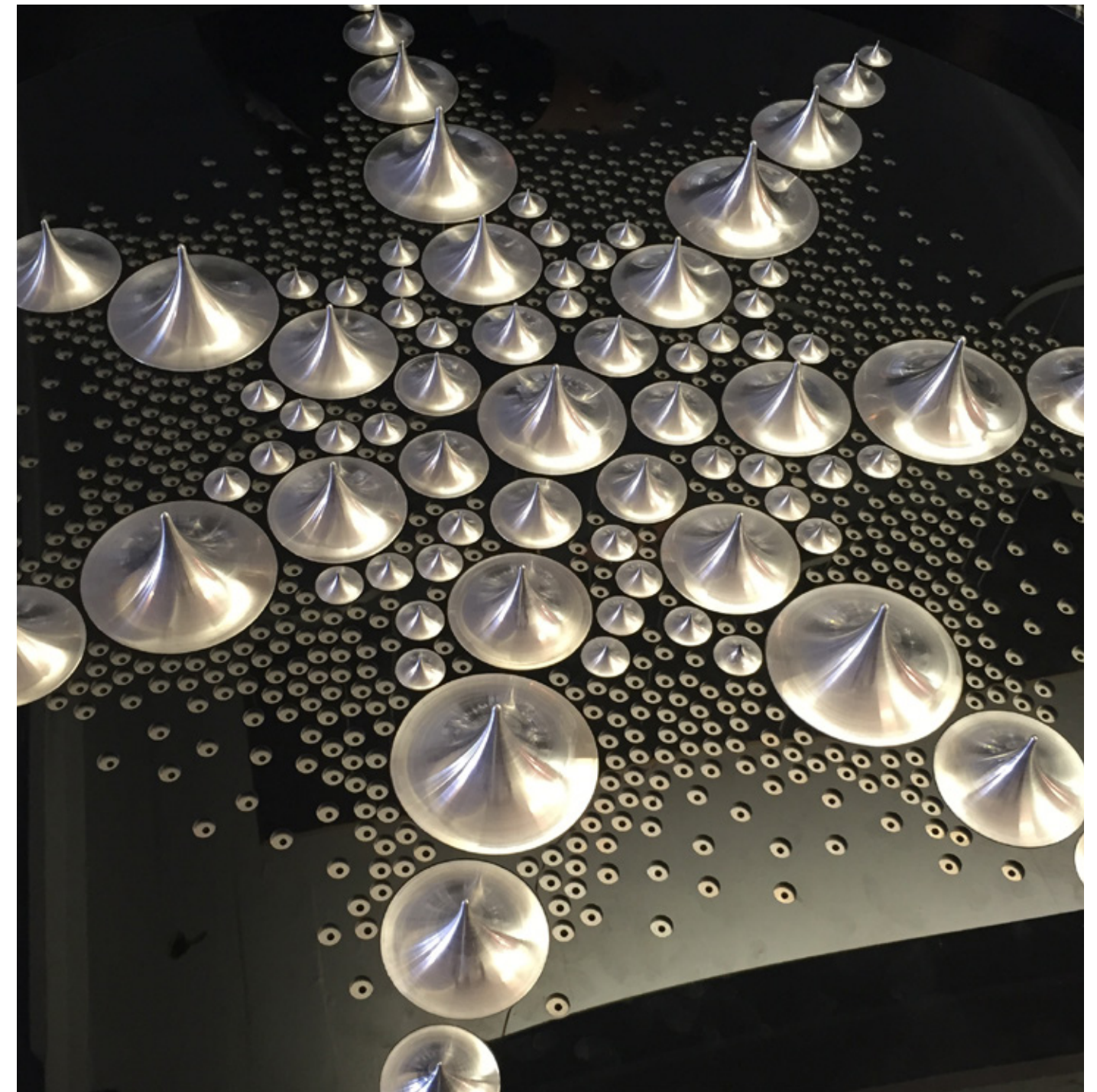
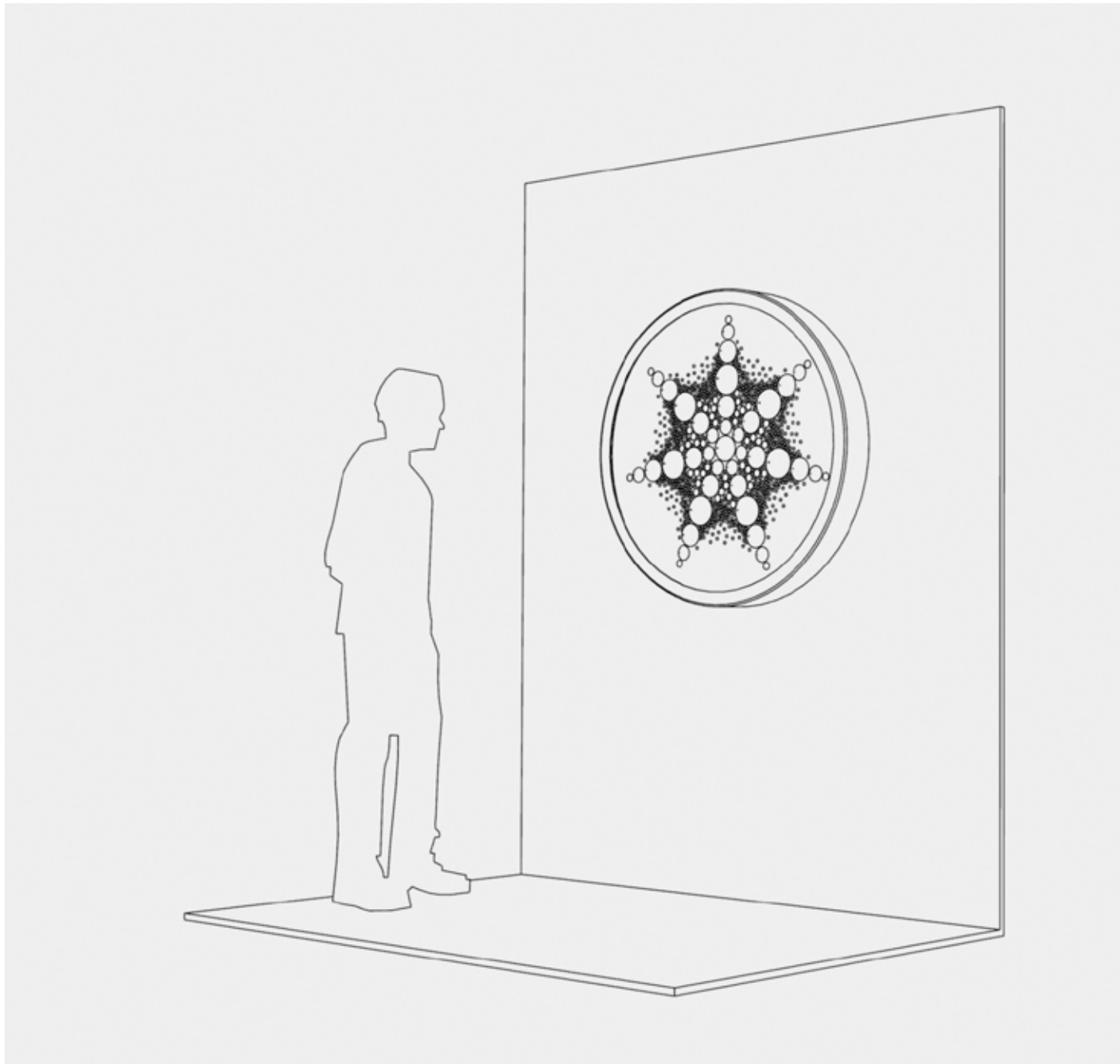
Framed lightbox, digital print
Edition of 3 + 2 Artist proof
101.6 x 101.6 cm
Framed in white
£4750 + VAT



HOLOGRAPHIC PRINCIPLE 1 2014

Light sculpture
100 x 100 cm
Aluminium, Black Acrylic, LED

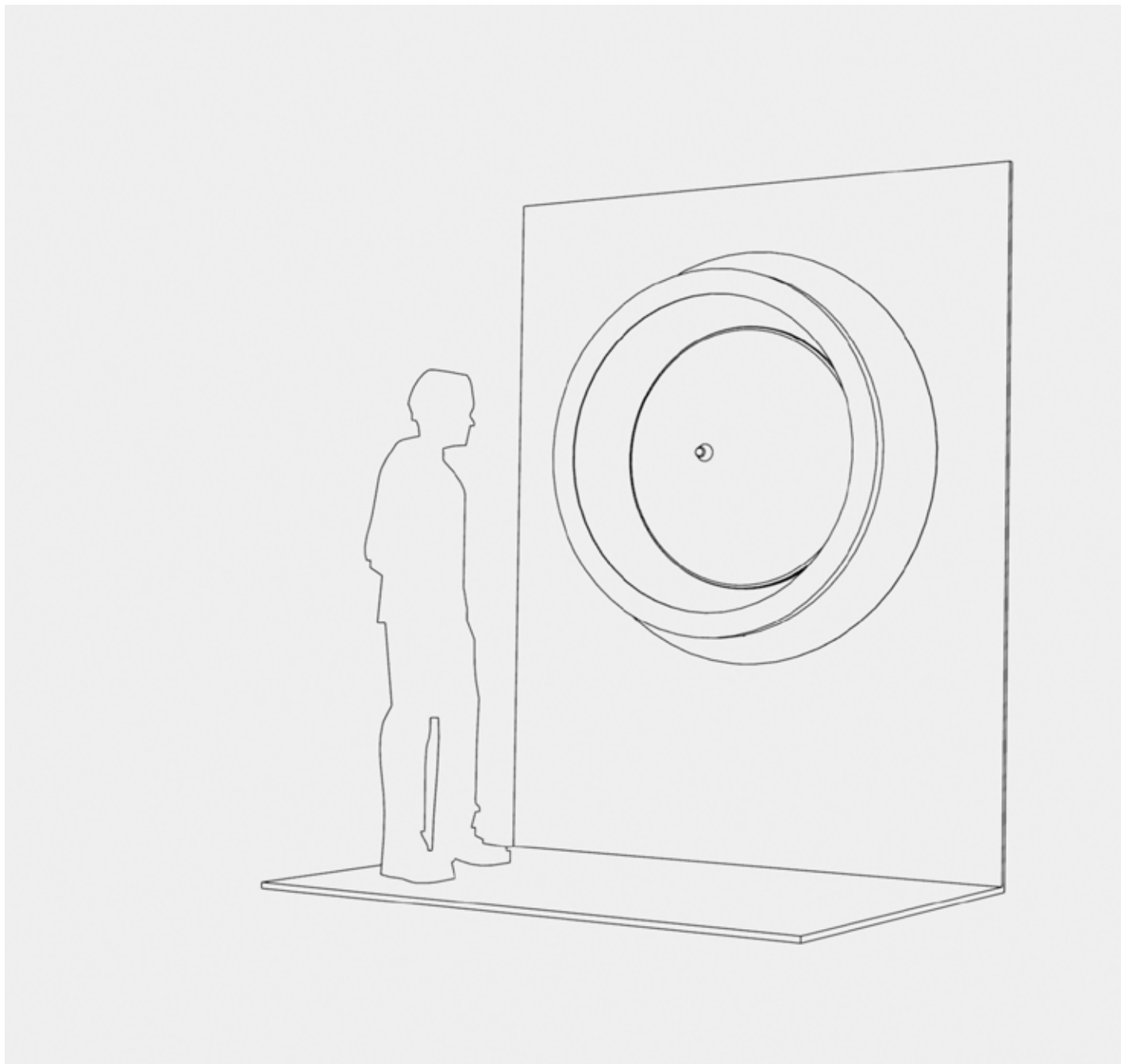
Edition of 3 + 1 Artist proof
£8500 + VAT



HOLOGRAPHIC PRINCIPLE 2 2014

Light sculpture
100 x 100 cm
Aluminium, Black Acrylic, LED

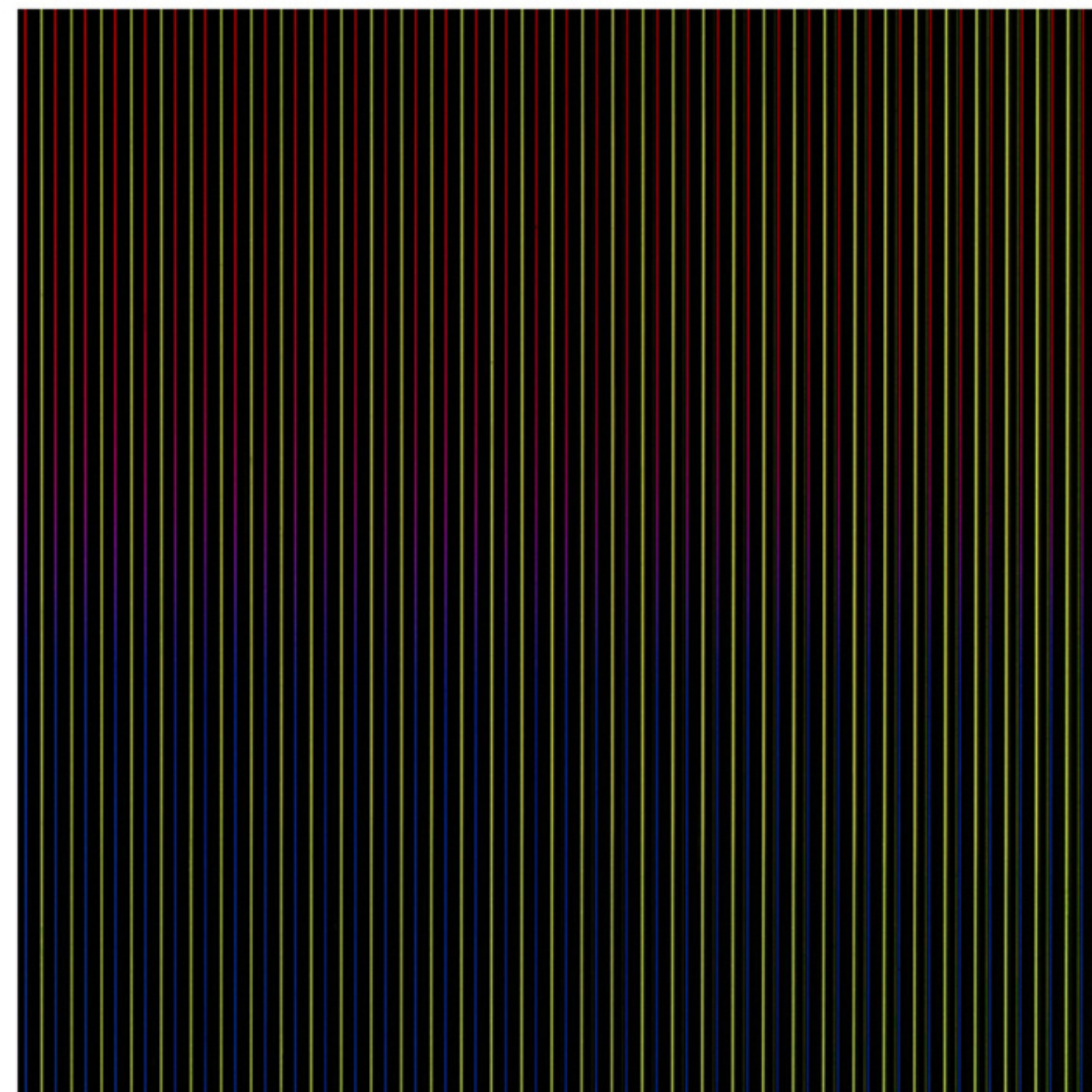
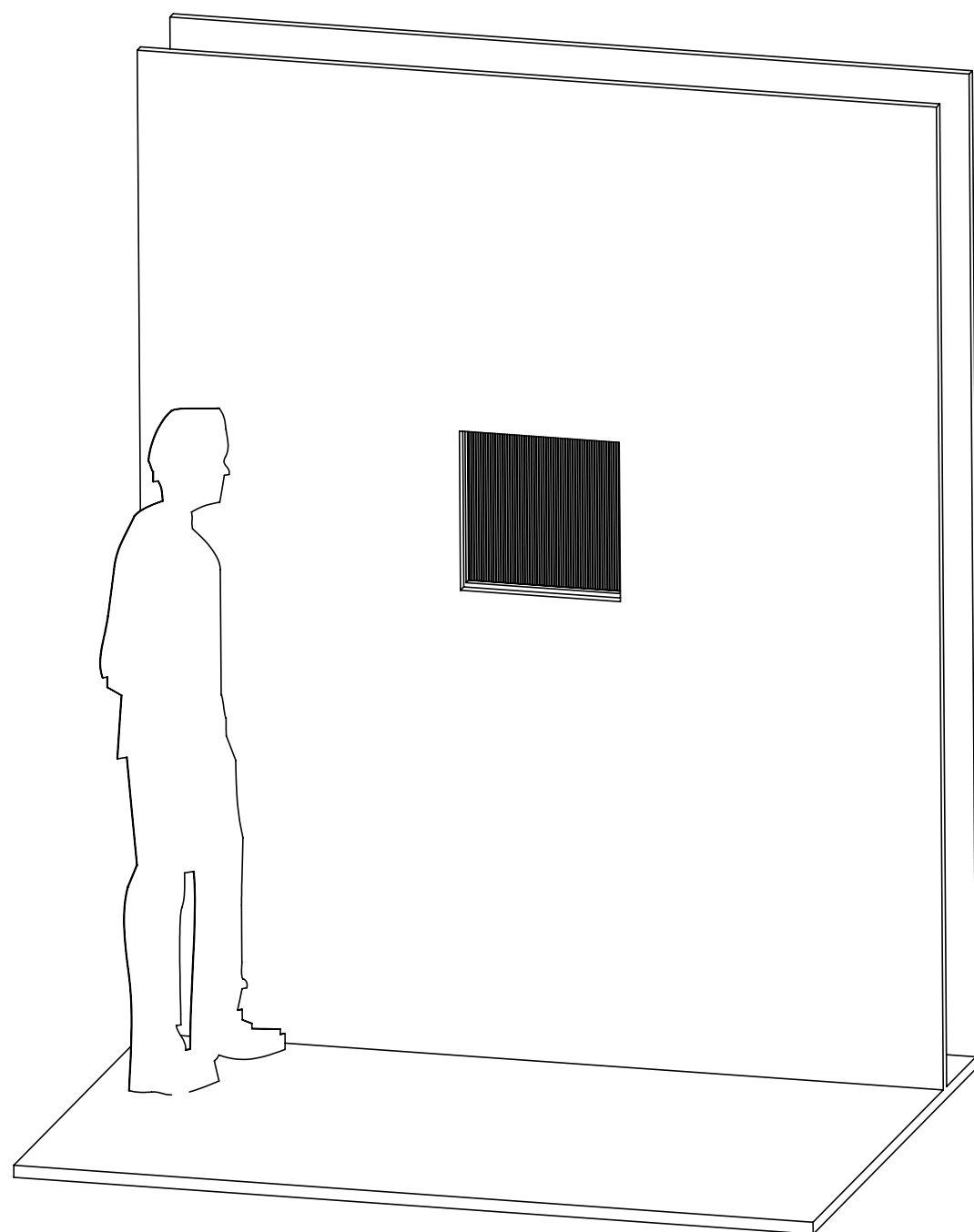
Edition of 3 + 1 Artist proof
£8500 + VAT



VORTEX 2014

Light sculpture
100 x 100 cm
Aluminium, LED

Edition of 3 + 1 Artist proof
£7000 + VAT



CHROMATIC OSCILLATIONS IN STEEL 2013

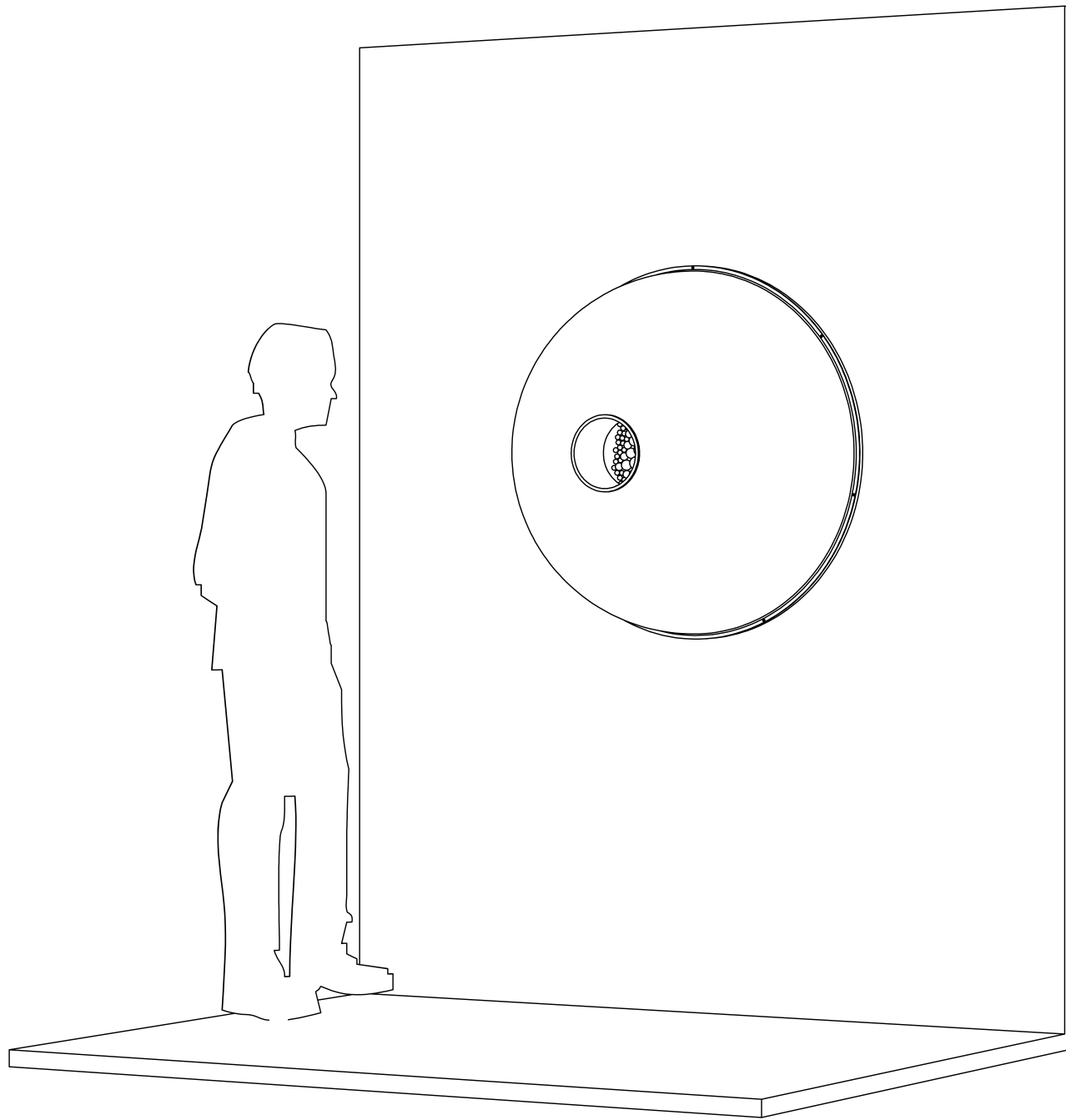
Light Sculpture

Edition of 2 + 1 Artist proof

50.8 x 50.8 cm

Stainless steel, Aluminium, LED

POA



ARC FREQUENCY 2013

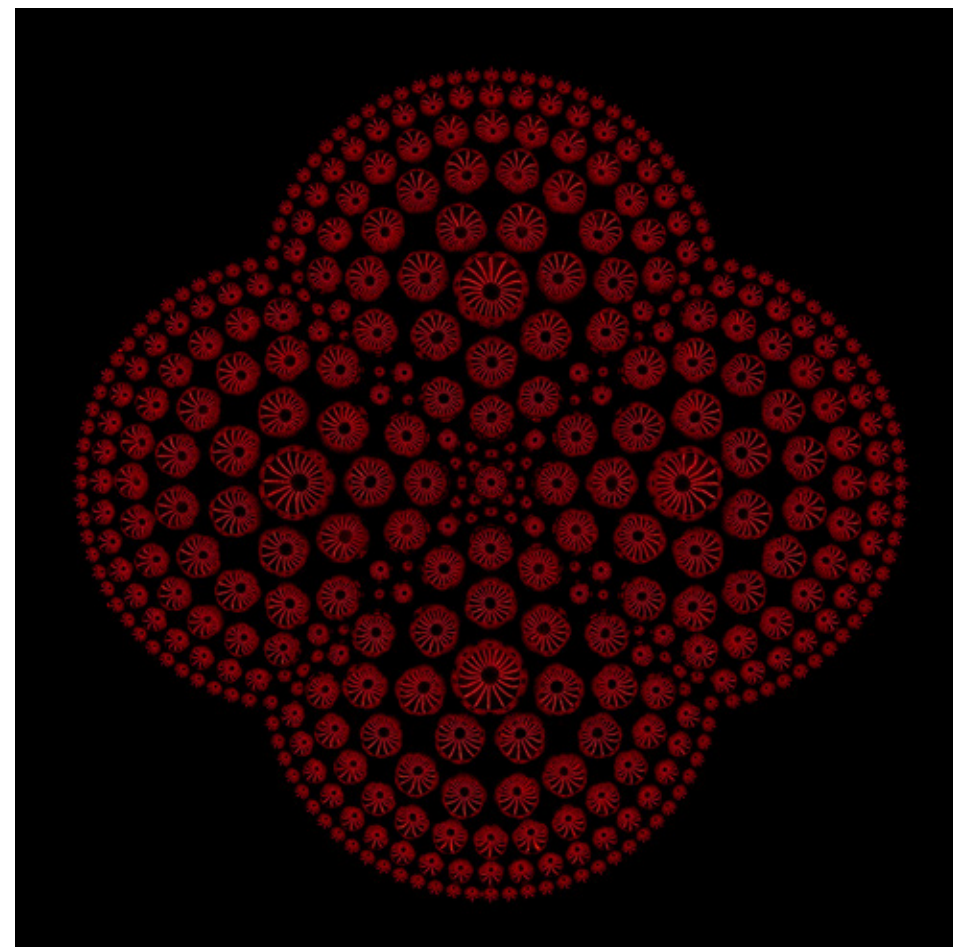
Light sculpture

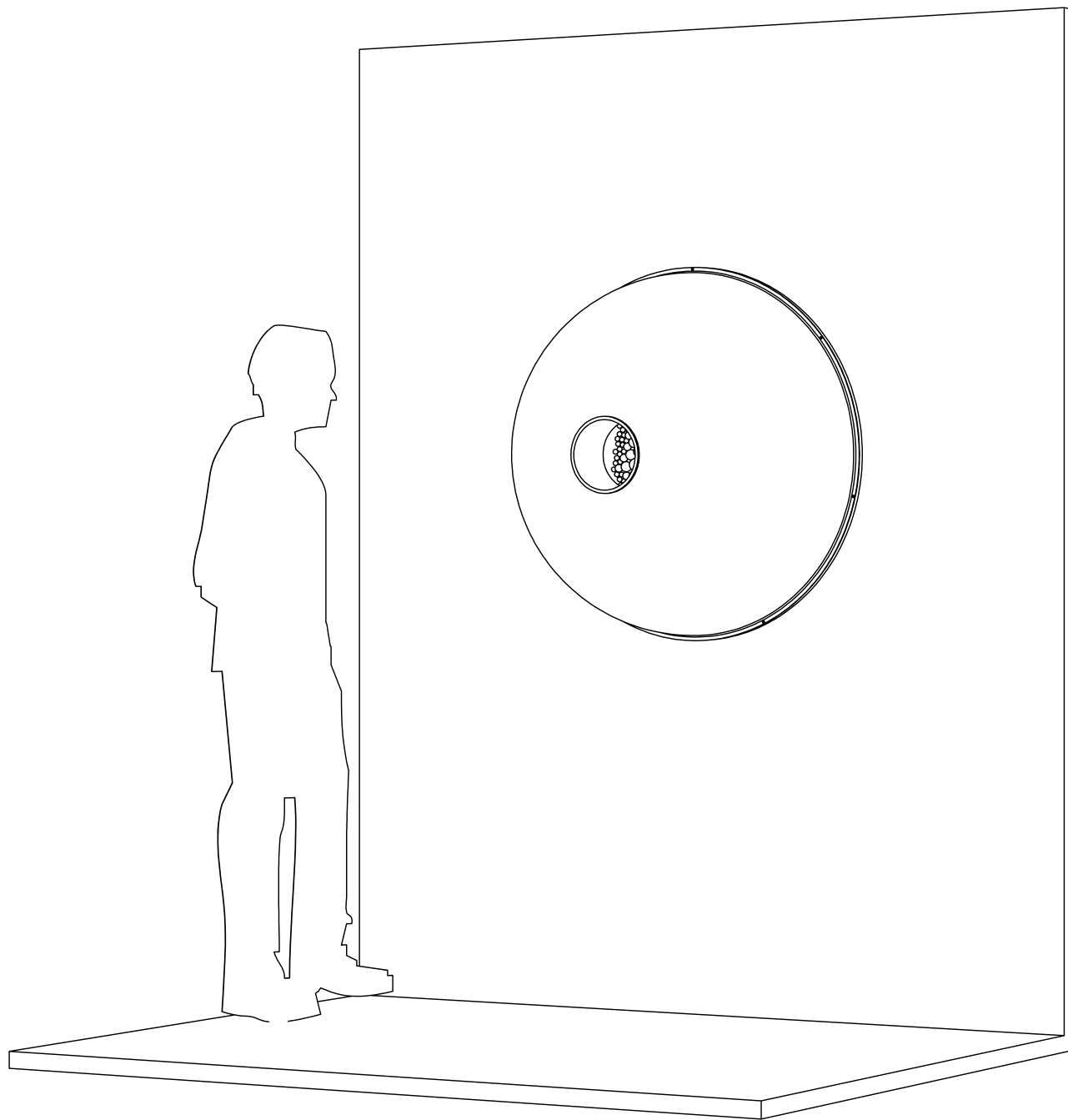
Edition of 3 + 1 artist proof

Stainless steel, Aluminium, Acrylic, LED

90 x 90 x 45 cm

£7,000 + Vat





MUSICA 2013

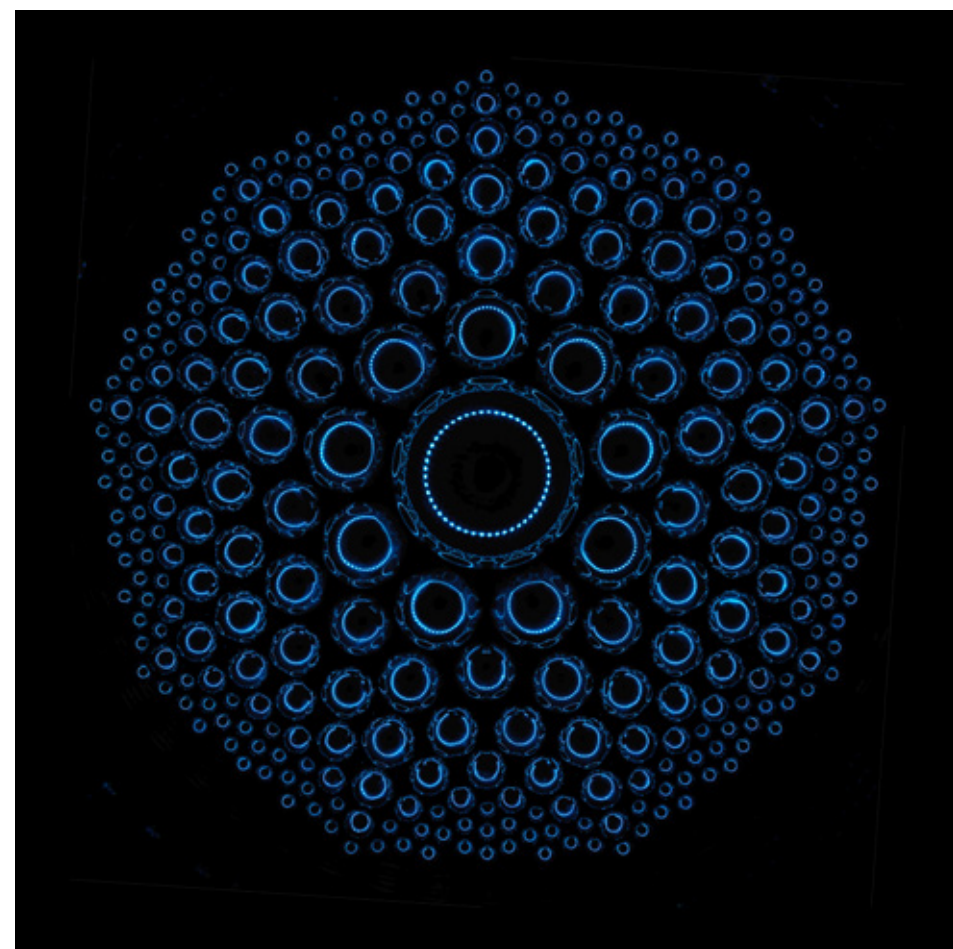
Light sculpture

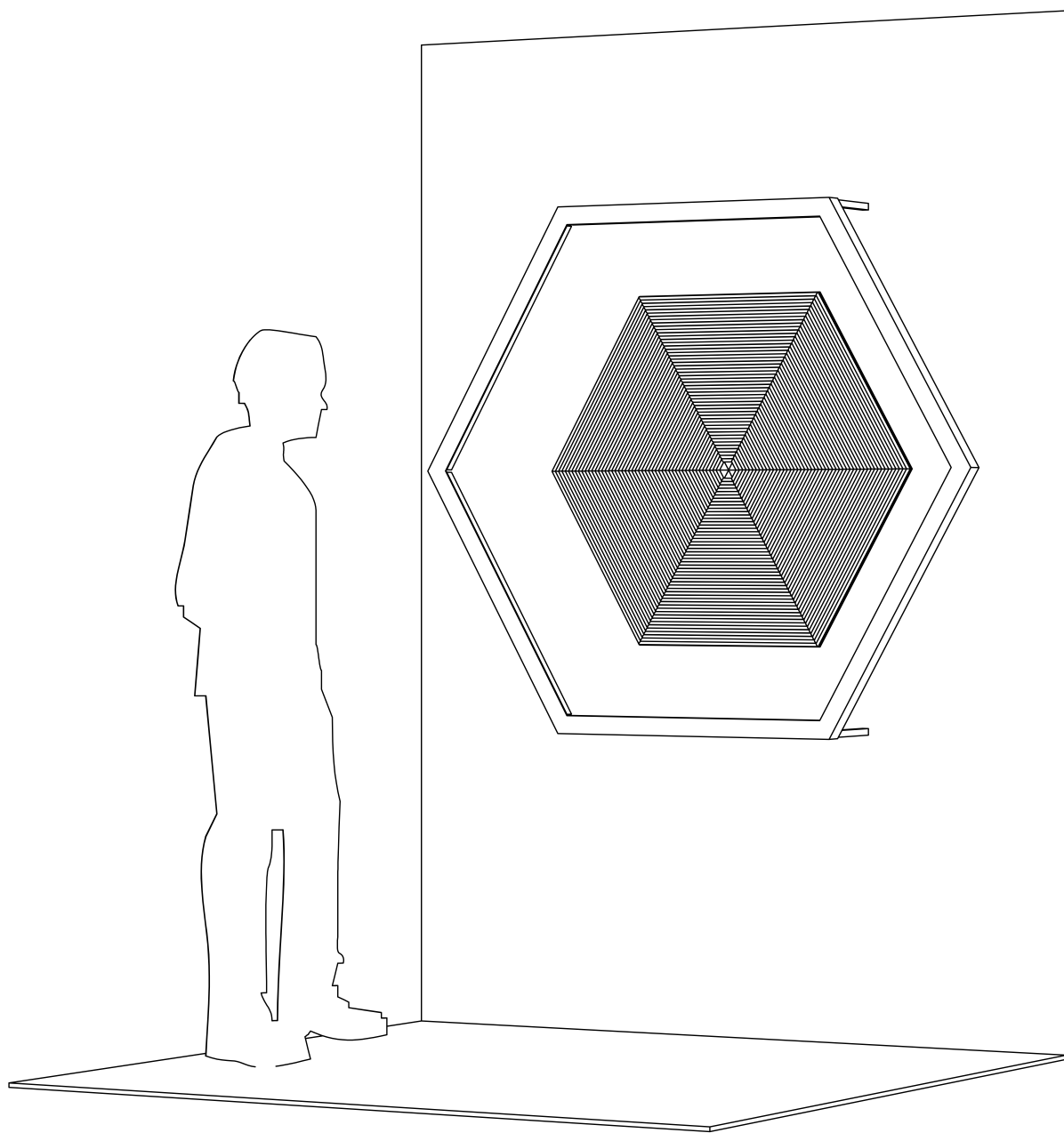
Edition of 3 + 1 artist proof

Stainless steel, Aluminium, Acrylic, LED

90 x 90 x 45 cm

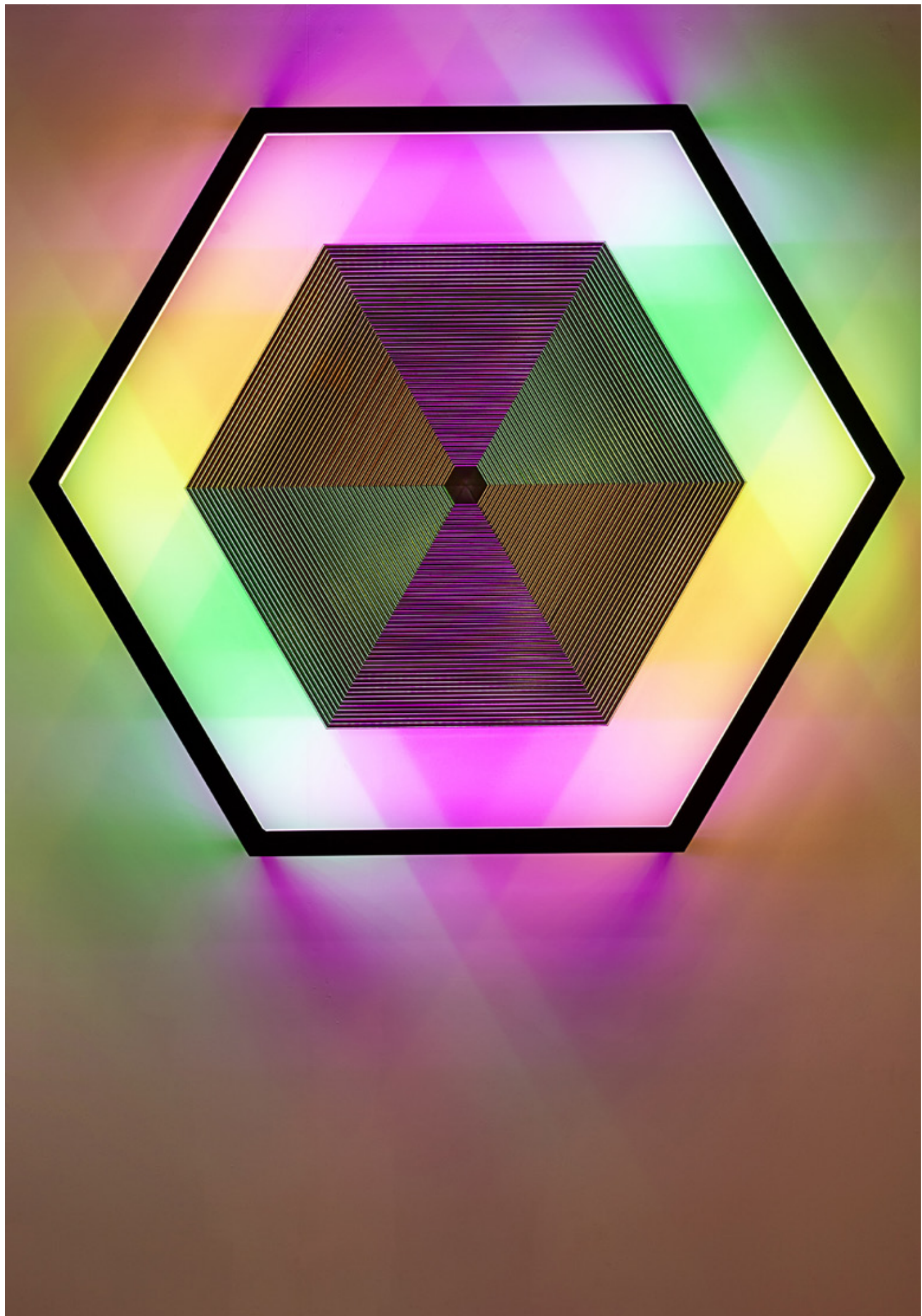
£7,000 + Vat

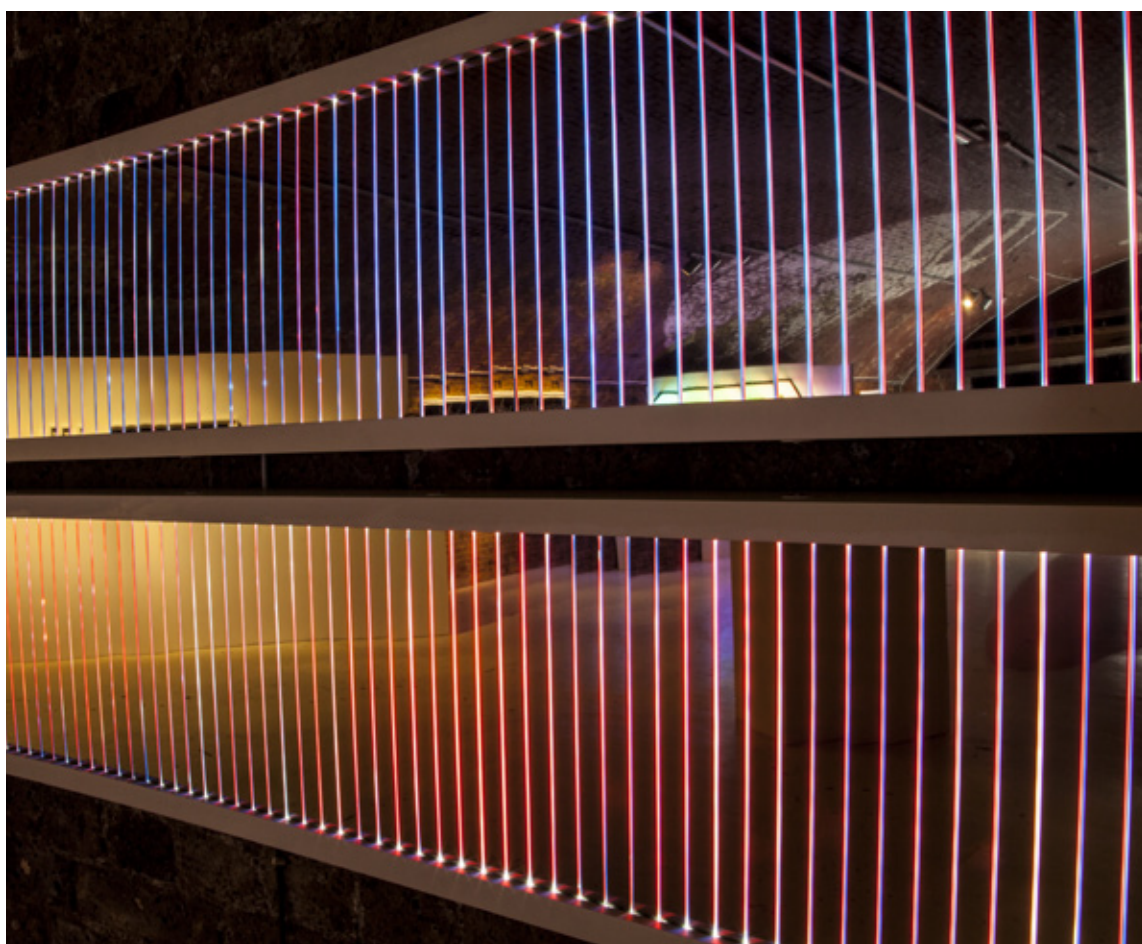




6ths 2013

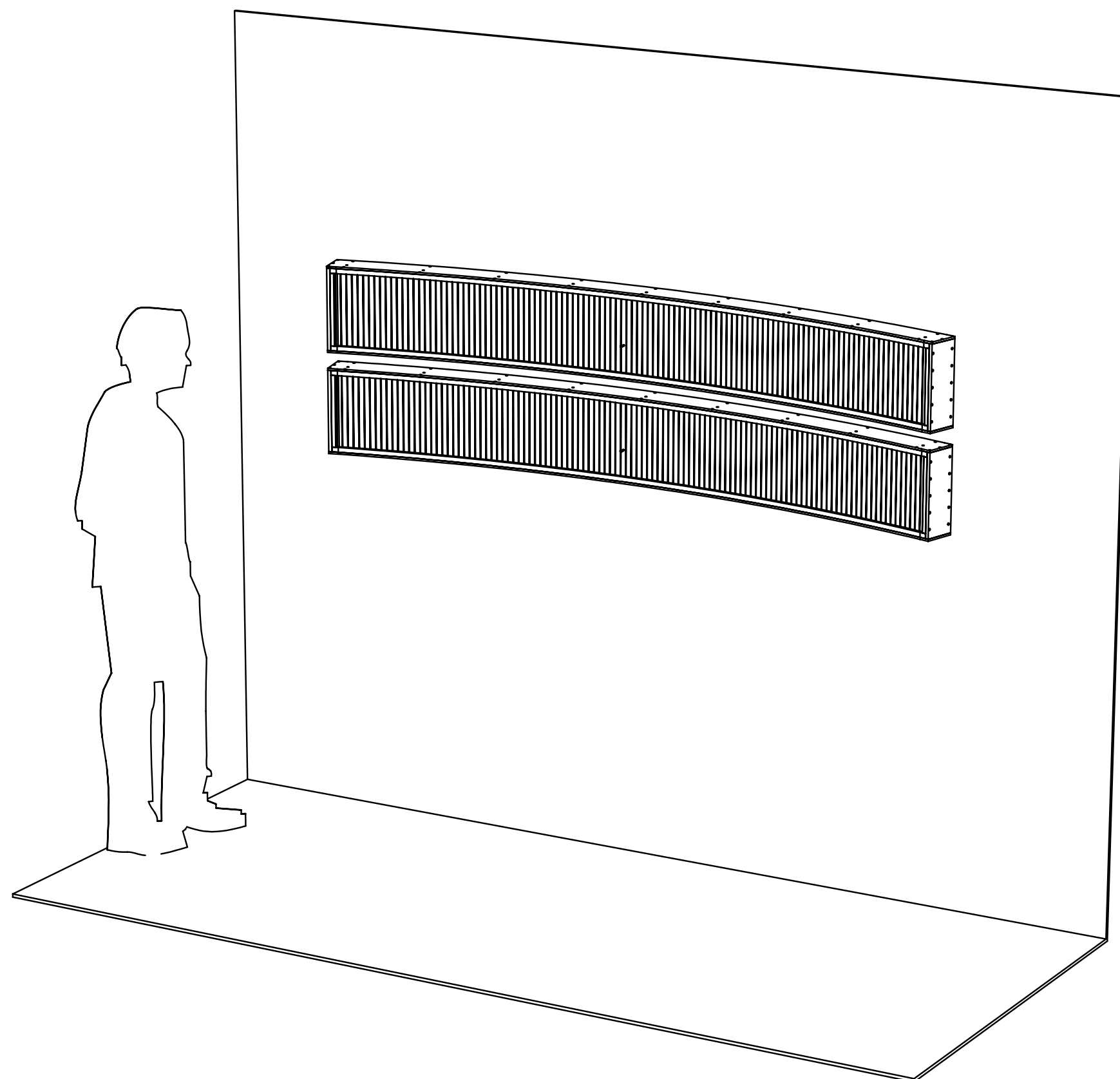
Light sculpture
Edition of 2 + 1 artist proof
Stainless steel, Aluminium, LED
150 x 150 x 45 cm
£8,000 + Vat

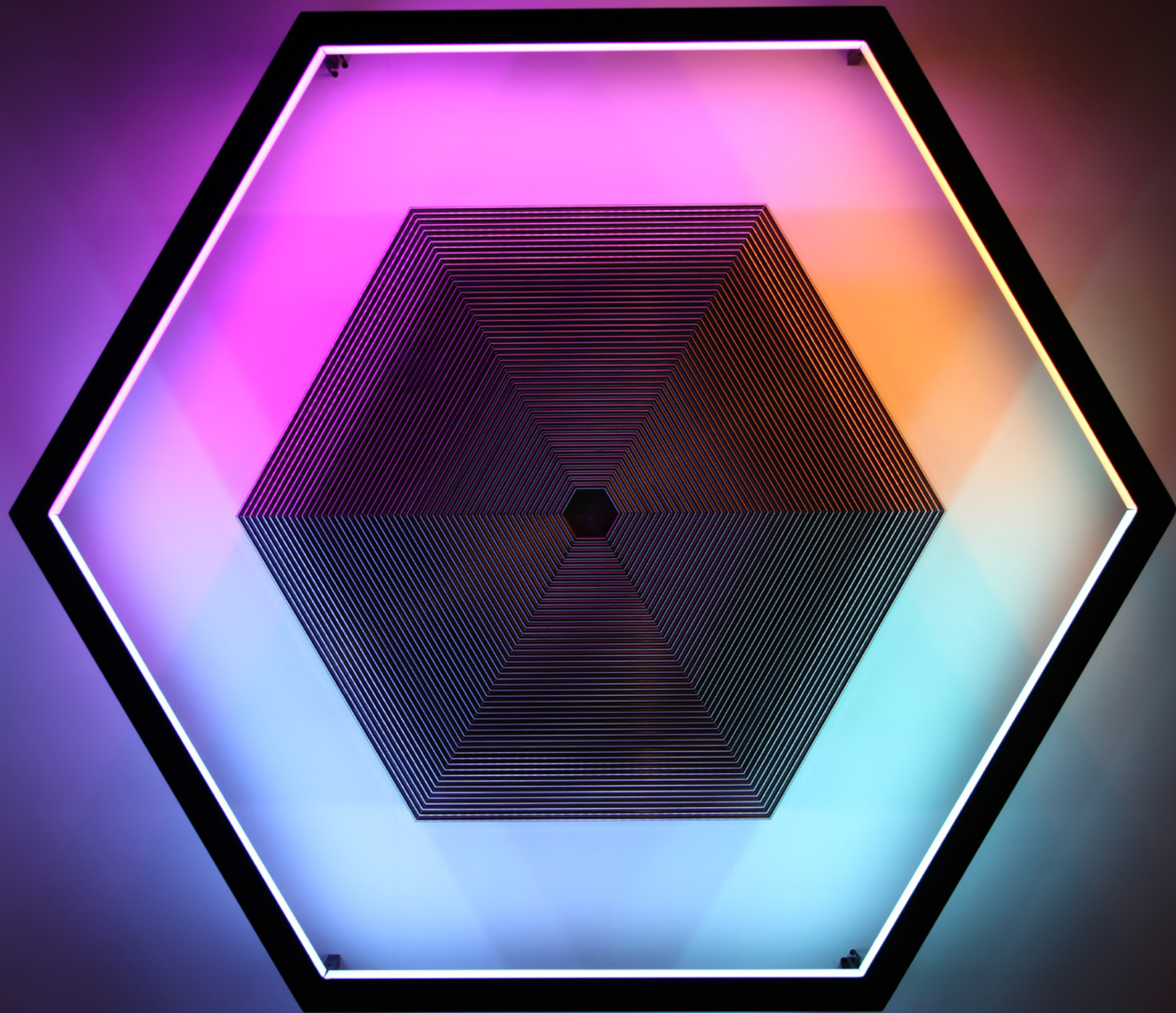


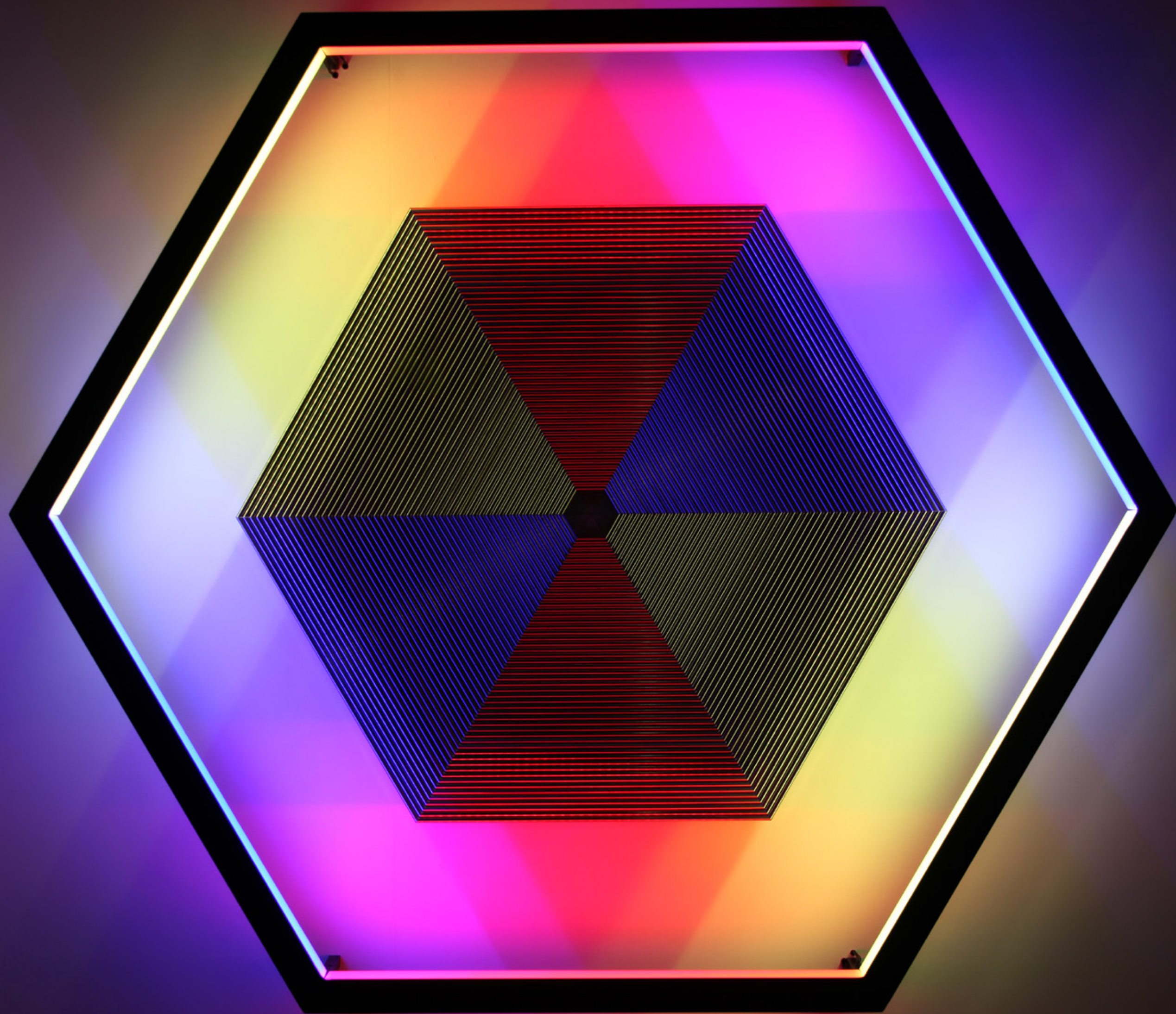


HORIZON 2013

Light sculpture
Edition of 2 + 1 artist proof
Stainless steel, Aluminium, LED
150 x 30 x 40 cm
£13,000 + Vat / Sold as a pair

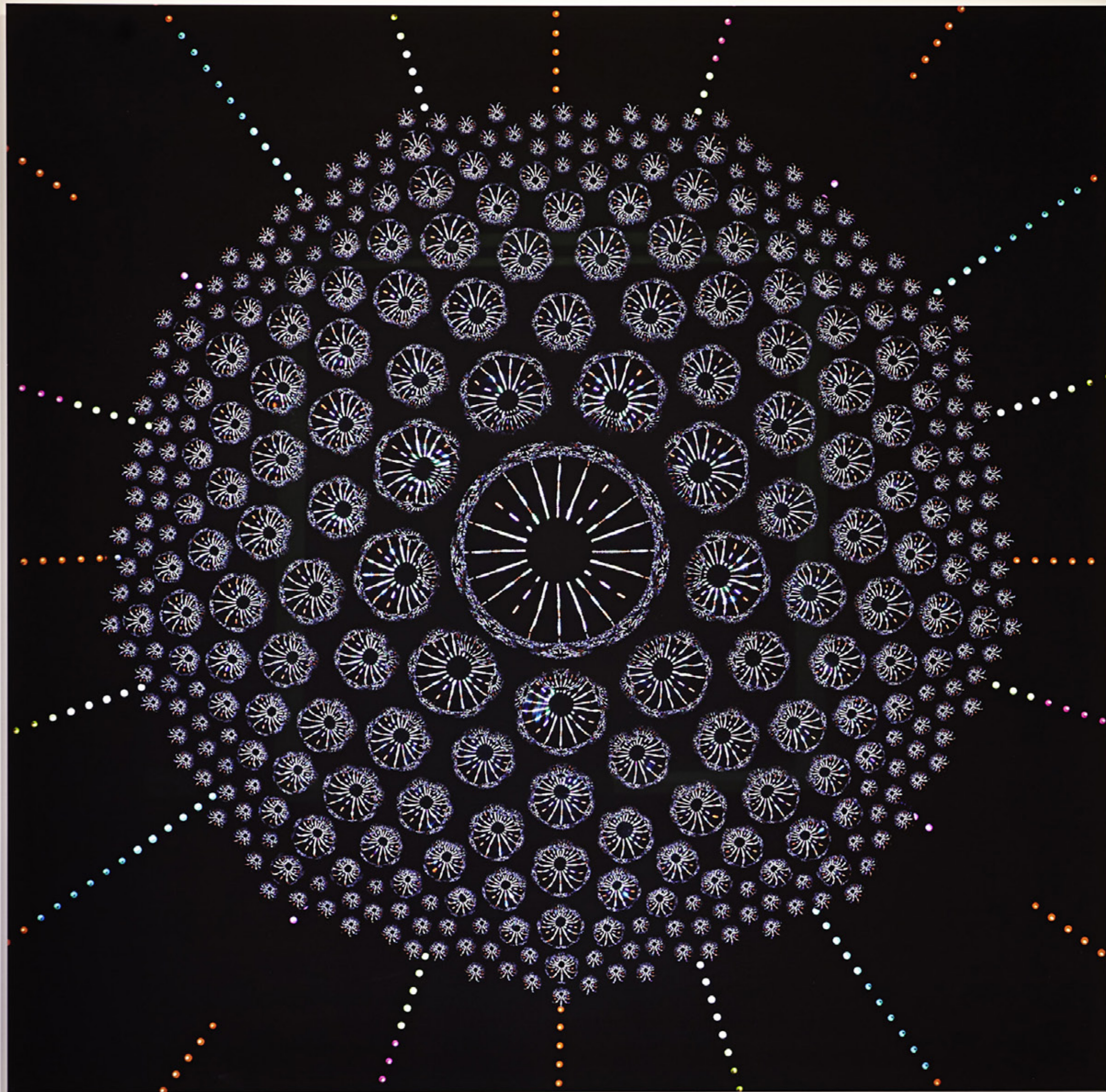








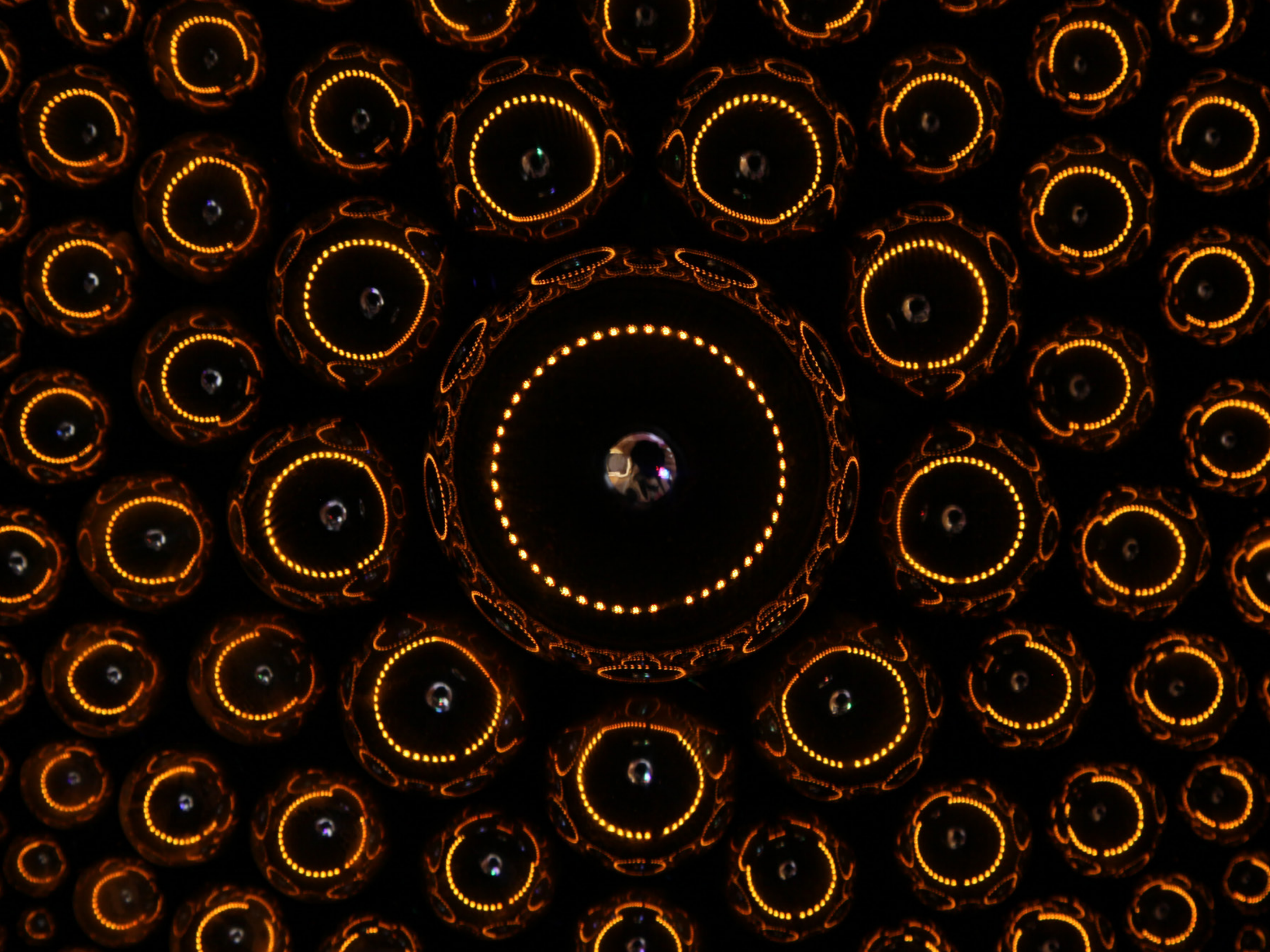






MUSICA
LIFT SCULPTURE
2011 x 2012 mm
Stainless Steel, Aluminum, Acrylic
Edition of 3 + three art objects







FREQUENCY

Serena Morton

