

# GAZELLI ART HOUSE



© Sergio Calderon, *Window Project*, 2013.



© Gray Wielebinski, *A Dog Pees On Things For More Than One Reason*, 2018.

## *Ten years of the Window Project*

Preview: 8th September 2022, 6 – 8 PM (BST)

Exhibition opening: 9th September, 2022

Gazelli Art House celebrates a decade of the Window Project.

It's been ten years since Gazelli Art House first launched the Window Project. From its inception in 2012, the initiative has sought to support recent art school graduates and graduate students through annual open call competitions. By offering the gallery's prominent Dover Street façade as an additional platform for displaying art, the Window Project has evolved into a unique and established platform for the next generation of artists and curators, developing their exposure and access to the commercial angle of the market.

Winning submissions over the last decade have been conceptually and aesthetically diverse. From Julia Vogl's *Olympic Tides*, which explored the shift in London caused by hosting the Olympics in 2012, to James Ostrer's *Icons of Contemporary Sugar Worship*, which evaluated the corrupt nature of globalisation and food production methods - projects have often reflected, and critiqued, our ever-changing society.

The Mayfair gallery played host to Gary Wielebinski's 2018 mixed-media, installation-based work *A Dog Pees On Things For More Than One Reason* which 'queered' the traditional modes of experiencing media and space. Transcending past the gallery's windows, the exhibition featured a live dance performance that played with the idea of hierarchies and the ambivalent notions of masculinity.

In 2022, the Window Project's commitment to supporting emerging artists will remain unchanged. To mark the anniversary, the gallery is upscaling the project and taking over the windows of the whole building.

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In doing this, Gazelli Art House is collaborating with several schools in London and New York: Royal College of Art, Slade School of Fine Art, Chelsea College of Art & Design, Central Saint Martins, New York University, and University of the Arts London's Creative Computing Institute.

These partnerships continue a long tradition of collaboration. The gallery has worked with the RCA twice before, with the selection committee including Gavin Turk, Roland Cowan, Dylan Jones for the first time, and Andrew Renton, Kirsty Ogg and Tabish Khan for the second. Central St Martins has also been integral to the project, inviting Paul Haywood, Aurore Ogden and Sophie Hastings to be on the jury panel. Over the years, the gallery has also benefited from Kate Bryan, JJ Charlesworth, Whitney Hintz, Fatos Ustek, Eugenio Rebaudengo, James Putnam, Francesca Gavin and others as members of selection committees.

The Gazelli Art House Window Project call for submissions is open to MA/Postgraduate Fine Art and Curatorial Students or Graduate Students within five years of graduating. All submissions must be written in English.

Please send your submission by 19 June, 2022, until 23:59:59 BST to [info@gazelliarthouse.com](mailto:info@gazelliarthouse.com) with the subject title: NAME SURNAME - WINDOW PROJECT SUMMER 2022.

To view the Window Project archives please click [here](#).

## About Gazelli Art House

Founded in 2010 by Mila Askarova, Gazelli Art House brings a fresh perspective to Mayfair. The gallery champions artists from across the globe, focusing on those at the height of their practice, presenting and contextualising their work to new audiences. With galleries in London and Baku, Gazelli Art House has a specialist focus on promoting art from Azerbaijan and neighbouring countries to understand further the rich linguistic, religious, and historical ties that connect the region. Since 2015, the gallery has expanded to support artists working in digital art through its online platform GAZELL.iO. In 2020, it established the GAZELL.iO Project Space and VR Library, the first permanent home dedicated to digital art in Mayfair.

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