

# GAZELLI ART HOUSE

## JULIA VOGL

### ***Olympic Tides***

7<sup>th</sup> July – 16<sup>th</sup> August

Gazelli Art House's latest initiative - The Window Project - provides artists with complete creative control of the gallery's frontage as an extension of the gallery-held shows. Winner of the 2012 Catlin Art Prize, Julia Vogl will be the inaugural artist to take part in this unique project, creating window displays that relate to the gallery's *On the Move* exhibition.

With the 2012 London Olympics expecting over 4 millions visitors from across the globe, Gazelli Art House will also explore the 'movement' this event will create in the city.

For The Window Project, Vogl will create two unique installations for the ground floor and first floor windows of the gallery. The first floor installation will resemble a hyperbolic bar chart reflecting the public's opinions on various 'Olympics-centered' questions. The installation will change on a daily basis depending on the global reference and statistical data gathered for that day. The ground floor installation will resemble an abacus whereby visitors will be asked to make predictions about the following day.

#### **Ground Floor Window Project**

Vogl's design for the ground floor window will be an interactive space where visitors will be invited to make their own 'tides'. A large abacus will be placed in front of the window comprising of glow in the dark balls. Viewers will be invited to make predictions on unforeseeable .....such as weather forecasts and sports results. For example, viewers may be asked to slide one of the balls either left or right to mark whether they predict rain or sunshine. The abacus will consist of seven rows, one for every day of the week. Each week the abacus will be cleared to allow for new predictions. The interesting and aesthetically pleasing patterns created from this movement of beads will light up in the darkness, shining through the evening to pedestrians on the road.

#### **First Floor Window Project**

On the first floor windows of Gazelli Art House, Vogl will create moving colourful blinds, which will change daily depending on the results of a variety of data presenting a global presence for the Olympics in London, and painting a picture of the world in 2012.

The windows will consist of 5 brightly coloured custom roller blinds that represent different continents from across the globe. Each colour is selected from the symbolic interlocking Olympic rings, thus reflecting the joining of each continent participating in the games. A key in vinyl will be mounted on the side of each window frame, and on the surface inside the gallery will be the name of what the blind is measuring. It will be a happy surprise for the visitor outside to come in and see what the blinds are monitoring - as they otherwise appear to arbitrarily go up and down.

# GAZELLI ART HOUSE

To create powerful colour patterns inside and outside the gallery at day and night, Vogl will coat the windows in transparent coloured vinyl that will allow light to pass through them thus creating a colourful stream in the interior of the space during the day. A sliver of the Olympic ring will also be cut out so a sharper shadow will show on the gallery floor by day, and a dark shadow will reflect to the street viewer at night.

In 2012, we live in a world that is continually changing. Living in London there seems to be two components that we consistently turn our attention to monitor – one is the value of money and the other is the weather conditions. Both are in constant flux, ebbing and flowing like tides and carrying us along with their waves. *Olympic Tides* is about exploring such shifts - in context of the UK Olympics - as a historically defining time to reflect what makes the world move.



Julia Vogl  
Past Works:  
*1000 Opinions*

“Where would you allocate £1000000 of public spending?”

Venue: University College London

## Julia Vogl

Julia Vogl's social sculpture incorporates public engagement, architectural interventions and colour. She is resolved to create experiences and memories for the viewer, prompting discourse, while creating aesthetically rich works. Inspired by political events, social behavior, and the community where the work is sited, Vogl aims to create works that reveal underlying cultural values.

## Gazelli Art House

In March 2012, Gazelli Art House opened its first permanent gallery space located on Dover Street in central London. As part of Gazelli Art House's ongoing commitment to art education, the gallery will also invite individuals to embark on a journey of understanding art through talks, workshops and tours. As an art organisation they are dedicated to providing a new setting for the understanding and deeper appreciation of art.