



© Installation view at Art Museum KUBE, Norway, Michael Takeo Magruder, *A New Jerusalem*, 2014.

Enter Through The Headset 3

Michael Takeo Magruder, Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole and CiRCA69 (Simon Wilkinson)

Private View: 6th September, 6–8pm

Exhibition: 7th - 30th September, 2018

Gazelli Art House is pleased to present *Enter Through the Headset 3*, in partnership with Blue Hire VR. The exhibition will showcase three artists working within the medium of virtual reality (VR) who have also been previous residents of 'Gazell.io' – the gallery's month long online residency that runs alongside the gallery's exhibition program. Gazell.io is an innovative digital platform, which embodies the gallery's commitment to digital art, interactivity and education.

Michael Takeo Magruder, Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole and CiRCA69 (Simon Wilkinson) will all have profound and cutting edge VR works on display. Drawing on themes of sustainability, truth and our human effect on society, these works are completely immersive with carefully created artistic environments, moving image and sound. The lines between art and reality become effortlessly blurred to engage the viewer through all senses simultaneously.

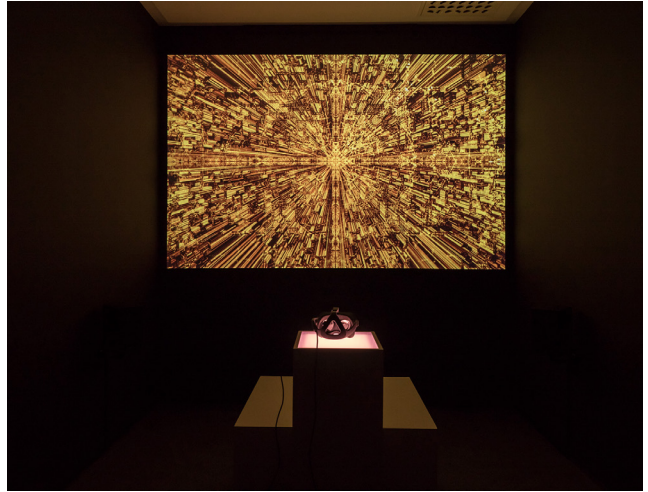
A New Jerusalem by Michael Takeo Magruder takes inspiration from the biblical text of the Book of Revelation. Using the virtual environment, the artist has created a beautiful metropolis that is based upon the ancient architectural descriptions of the prophesised city combined with Google Maps data from the present-day Jerusalem. Viewers can experience the illuminated city from multiple perspectives in ways that relate to Revelation's narratives of salvation and unveiling. Within this context, the work asks us to contemplate why we should care about our present society and environment if promises of "a new heaven and a new earth" (Rev. 21.1) await us.

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A New Jerusalem is a major part of Takeo's acclaimed solo exhibition 'De/coding the Apocalypse' (2014, Somerset House, London) and has been showcased in numerous international exhibitions, most recently in 'And I will Take You to Paradise' (2018) at Art Museum KUBE in Norway. The work has received several international accolades including the Lumen Prize Immersive Environments Award and the Bogdanka Poznanovic Award for best media installation, both in 2015.



© Installation view at Art Museum KUBE, Norway, Michael Takeo Magruder, *A New Jerusalem*, 2014.



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The design studio Mbryonic connects artists and audiences in new engaging ways through virtual and augmented realities. Collaborating with visual artist Xavier Sole, they examine the playfulness between satire and technology while also inviting their viewers to engage with dark pleasures that are cathartic and humorous. Two VR works that will be on display include *Appropriation #1: The Sleep of Reason Still Produces Monsters* and *Sunfollowers*.

Appropriation #1: The Sleep of Reason Still Produces Monsters is an ongoing project that utilises famous spaces, such as the Turbine Hall at Tate Modern in this case, in order to expand the viewer's imagination and our commonly accepted truths. The Turbine Hall was an industrial space but is now a consecrated one. This is a vital part of the context. What if the roof of the Tate were to fly off? Collapse? Burn? This work entitled, *Appropriation #1: The Sleep of Reason Still Produces Monsters* is inspired by three works of Francisco Goya's: *The Hill of San Isidro*, *The Pilgrimage of San Isidro*, and *The Great He-Goat*. In the work, the audience witnesses a surreal celebration party of decapitated heads, which evolves and descends into an aggressive assault on the senses.



© Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole, *Appropriation #1: The Sleep of Reason Still Produces Monsters*, 2018.



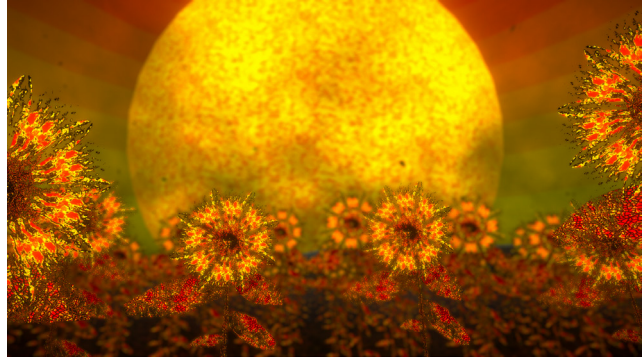
© Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole, *Appropriation #1: The Sleep of Reason Still Produces Monsters*, 2018.

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Sunfollowers is the second work on display from Mbryonic and Xavier Sole. Here, the viewer finds themselves in the middle of a beautiful and lush sunflower field. The relationship between the sun and field are rapidly changing, as the sun burns brighter and stronger with every second. The metaphor of the relationship between followers and followed has clear political resonance. Who is the influencer and who is the influenced? Questions of the relationship between independence and responsibility come up and make us critique how we inhabit our own world.



© Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole, *Sunfollowers*, 2018



© Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole, *Sunfollowers*, 2018

The Third Day by CiRCA69, the company of artist Simon Wilkinson, is another ongoing project comprising of a novel and a collection of virtual reality installations. As the VR work is being experienced and the novel is being narrated - there is an interplay happening between the third person experience of the story and fictional characters beside the first person experience through the VR. The work was instigated as part of a residency at Cambridge University's Leverhume Centre for the Future of Intelligence in June 2017.



©CiRCA69 (Simon Wilkinson), *The Third Day*, 2018



© Simon Wilkinson, *The Third Day*, 2018

“In its third year, the exhibition ‘Enter Through the Headset’ is becoming our way of identifying key artists working in virtual reality. It is exciting to see this medium accepted within the arts, going beyond the gaming industry.”

-Mila Askarova, Founding Director of Gazelli Art House

Through Gazell.io, Gazelli Art House is devoted to being at the forefront of technology and art consistently fostering innovative talent and helping to merge virtual and physical gallery spaces. Continuing throughout the yearlong exhibition program, Gazell.io has monthly online residencies that can be accessed from a desktop, mobile and in the Gazelli Art House gallery.

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About the Artists

Michael Takeo Magruder

Michael Takeo Magruder is a visual artist and researcher who works with new media including real-time data, digital archives, immersive environments, mobile devices and virtual worlds. His practice explores concepts ranging from media criticism and aesthetic journalism to digital formalism and computational aesthetics, deploying Information Age technologies and systems to examine our networked, media-rich world.

Mbryonic (Tom Szirtes & Xan Adderley) with Xavier Sole

Xavier Sole is a visual artist whose latest work is highly inspired by Goya. His practice is focused on the study of playfulness and its relation with satire and technology. Through nasty interactions, Xavier Sole invites the audience to engage with dark pleasures in cathartic, humoristic experiences. Mbryonic is a design studio run by Tom Szirtes and Xander Adderley. Mbryonic's interest is connecting artists and audiences in new engaging ways through virtual and augmented realities. Tom Szirtes and Xavier Sole met at Fish Island Labs, the digital art incubator programme run by Barbican and The Trampery.

CiRCA69 (Simon Wilkinson)

The work of Simon Wilkinson (CiRCA69) incorporates audiovisual, installation, VR, AR, AI, electronic music, online and performance mediums; often combining multiple approaches simultaneously to create highly immersive narrative environments which invite prolonged audience engagement. His work has been featured at Tate Modern and regularly tours internationally with his most recent completed collection of virtual reality installations entitled, *Whilst The Rest Were Sleeping* enjoying a 20 nation world tour across six continents from 2016-2017.

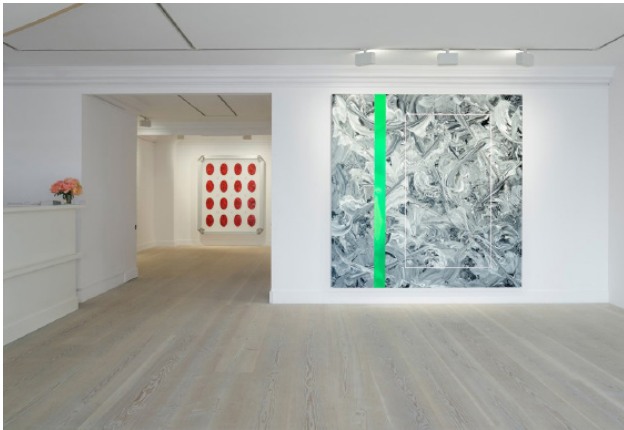
Notes to Editors

- Launched in 2015, Gazell.io is a unique initiative offering digital, VR and AR artists a month long online residency and complete creative control of the virtual gallery space in which they can code their online universe, showcase their artistic journey and directly interact with their audience.
- Michael Takeo Magruder was the 1st runner up in the British Library Labs 2016 competition. As a result, he took residency in the labs from November 2016 – March 2017 where he explored the British Library's digital collection of historic urban maps to create provocative fictional cityscapes for the Information Age.
- Michael Takeo Magruder was the March 2017 Gazell.io resident.
- CiRCA69 (Simon Wilkinson) was the February 2018 Gazell.io resident.
- Mbryonic (Tom Szirtes & Xan Adderley) with Xaveir Sole are the current September 2018 Gazell.io resident.

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Links

- Gazell.io: www.Gazell.io
- Takeo *A New Jerusalem*: <http://www.takeo.org/nospace/2014-dta-new-jerusalem/index.htm>
- Mbryonic *Appropriation #1: The Sleep of Reason Still Produces Monsters*:
<http://mbryonic.com/portfolio/appropriation/>
- Mbryonic *Sun Followers*: <http://xaviersolemora.com/sunfollowers>
- CiRCA69 *The Third Day*: <https://vimeo.com/256243397>



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About

Contemporary gallery Gazelli Art House supports a wide range of international artists, presenting a broad and critically acclaimed programme of exhibitions to a diverse audience through global public projects and exhibition spaces in London and Baku. Gazelli Art House was founded in 2003 in Baku, Azerbaijan where it held exhibitions with Azeri artists. From 2010, having hosted conceptually interlinked off-site exhibitions across London, Founder and Director Mila Askarova opened a permanent space on Dover Street, London in March 2012. The same year, the Window Project was launched utilising the frontage of the gallery as additional display platform. In 2015, the initiative was remodeled to solely accommodate art school graduates through open call competitions three times a year. As part of the gallery's on-going commitment to art education, a series of events and talks are organised to run alongside each exhibition. In 2015, the gallery launched its Digital Art House www.gazell.io, an online residency for artists working in the digital realm.

For further information please contact:
info@gazelliarthouse.com

About Blue Hire

We are specialists in event equipment hire and we stock all the latest technology including screens, video walls, VR equipment, Augmented Reality equipment, high powered laptops as well as furniture and technical staff.

For further information on Blue Hire, please contact:

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