

Art Students Satirise Shopping

Friday 30th April – Monday 3rd May 2010

10:30am - 18:30pm

FREE EXHIBITION

Burlington Arcade, Old Christchurch road, Bournemouth, BH1 2HZ

Student group OutsideIN creative collective present their latest project, 'Shop' .

'Shop' will see them taking over an empty retail unit in Bournemouth town centre (Burlington Arcade) they will use the space to create their own shop made from recycled cardboard.

'Shop' will exist as a living sitcom, the event is free for all members of the public to take part. The public will interact with the characters inside 'Shop' and take home highly imaginative products and become part of the atmosphere.

When the customer (viewer) enters 'Shop' they are given some fake currency, which they use to purchase the products. The hundreds of handmade products focus on the absurdities of the consumer culture we live in; highlighting this theme in a comic and thought provoking way. The viewer experiences a lively and fully interactive performance, which they can engage with on a number of levels.

Why are they doing it? In the current financial climate, shops across the country are going out of business, often left for an indeterminate amount of time as empty, tatty shells. Reflecting badly on the local area.

OutsideIN have come up with an innovative way of using these spaces to benefit their local community. 'Shop' is Art with a social conscience. The event is made using recycled material sourced from the waste of our commercial high streets. Then transformed into objects which question our role as consumers and encourage discussion on our shopping obsessed culture.

On the last day of the event, from 4pm onwards Monday 3rd May 2010, there will be an open discussion, in which members of the public can talk with local officials and artists about the cultural and commercial future of the high street.

“When a person comes into ‘Shop’ and takes home a free cardboard product, maybe they’ll see it as something that questions the difference between what we are being sold and what we actually get as a consumer. Maybe not, but I’ll be happy if they’ve just had some fun.” Fred Nicholas, Artist, OutsideIN Creative Collective.

OutsideIN Creative Collective are a group of artists that formed in 2009. They are based in

Bournemouth, most of them are studying at Arts University College Bournemouth (AUCB). Their current goal is to create work that engages a public wider than the average art audience. They believe in creating unconventional art outside of the gallery system. OutsideIN have taken inspiration for this event from other artists work such as Hew Lockes', 'Cardboard Palace' (2002, London) and Michael Landy's, 'Break Down' (2001, London) and 'Closing Down Sale' (1992, London).

Project 'Shop' will be active during Friday 30th April – Monday 3rd May 2010 from 10:30am -18:30pm inside the Burlington Arcade-Bournemouth town centre.

The event takes place at a time when Bournemouth is buzzing with creativity. Bournemouth is celebrating its Bicentenary and 'The lower gardens' event (held by AUCB Fine Art). 'Shop' is a great example of the growing creative atmosphere in the Bournemouth area.

OutsideIN Creative Collective are:

Martin Billingham

Fred Nicholas

Patrick Collier

Jack Honeysett

Ellie Smith

Ellie Kent-Plummer

Ashley Nicholas

---CONTACT---

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HIGH RESOLUTION IMAGES ARE AVAILABLE.