

WORKS | PROJECTS

PRESS RELEASE

SEBASTIAN JEFFORD

Records of Garden Keeping

5 April – 20 April 2013

Sebastian Jefford's exhibition is the fourth instalment in the gallery's Regional Interference exhibition cycle, profiling the most exciting emerging artists working in the South West of England.

For *Records of Garden Keeping*, Jefford's mixes references to ancient advice on the creation of Japanese Zen gardens with visual devices from the creation of catalogue images to create a meditation on our desire relationships with objects and the dance of anticipation and disappointment that is woven around this by the all pervading presence of digital imagery.

Much like the promotion of the DIY and consumer products that Jefford's works ape, the artist's new work is accompanied by a series of promotional images that attempt to demonstrate not only its function but also its desirability. These images are encountered as an animated gif on the gallery website and the artists' own website for the duration of the exhibition. Displayed against fades of digital colour Jefford's peculiar objects are displayed in an expectation of function – a model moves a small abstract shape on a large, mobile display trolley; a set of bright orange batons spill out of a dark blue nylon bag. The objects suggest a space somewhere between play equipment, sport and DIY – a world of tactility and bodily involvement is evoked but kept at a sterile remove.

In the gallery the visitor again encounters these images on a large commercial display monitor deliberately counterpointed against the actual objects. The objects are scattered across one half of the gallery as if left after use in an unknown scenario. The viewer is unsure of whether they should regard this scenario from outside, like the Zen gardens inferred in the exhibitions title, as a space of contemplation, or enter it and interact, as the objects suggest they will only truly reveal their meaning through use.

Records of Garden Keeping explicitly exists between two, perhaps equally fictionalised, spaces – the accentuated anticipation of commercialised digital space and deliberately orchestrated disappointment of the physical potential of Jefford's objects that reveal themselves to be almost props for their promotional images rather than primary objects in their own right.

In Jefford's work activity is fictionalised, desire is digitised, physicality plasticised until the seduction of the shell is the whole of the world. The work is part broken love-song to the primacy of the physical in an electronic culture, part illicit affair with the exquisite promiscuity of its betrayal in the democracy of digitisation.

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Notes to editors

For more information, images or to arrange interviews with the artist or with Simon Morrissey, Director of WORKS|PROJECTS, please email info@worksprojects.co.uk

Exhibition dates:

Preview Thursday 4 April 2013

Exhibition continues 12-5pm, Thursday – Saturday, 5 April – 20 April 2013
or by appointment. Admission free.

About **SEBASTIAN JEFFORD**

Sebastian Jefford works with painting, sculpture, photography and digital platforms and has exhibited in the UK and Germany. Recent projects include *Enlighten us but make it quick*, New Gallery, London, 2012, *Spike Island Graduate Fellowship*, Bristol, 2012-2013, *Soft Laminate*, Horton Gallery, Berlin, 2012, *Berlin UDK Rundgang*, Universität der Künste Berlin, Berlin.

Jefford has work in private collections in the UK.

About **WORKS|PROJECTS**

WORKS|PROJECTS is a critically recognized commercial gallery that works with a stable of distinctive British artists. The gallery stages exhibition in Bristol and London where it operates a private viewing space WORKS|PROJECTS STUDIO and participates in leading art fairs in the UK and Europe. The Gallery is located on Sydney Row in Bristol's harbourside, which has steadily developed into the centre for visual arts in the city. WORKS|PROJECTS is directed by curator Simon Morrissey.

About **REGIONAL INTERFERENCE**

Staged in collaboration with Visual Arts South West, Regional Interference will offer 5 contemporary artists based in the South West region, who at present do not have commercial gallery representation in the UK, the opportunity to be supported by WORKS|PROJECTS for five months.

The selection panel of Ellen Mara De Wachter, curator, Zabłudowicz Collection, one of the UK's most significant private collections of contemporary art; Paul Hobson, Director, Contemporary Art Society, which exists to support and develop public collections of contemporary art in the UK, and Simon Morrissey, Director, WORKS|PROJECTS, selected Sebastian Jefford, James Parkinson, Kit Poulson, Mike Ricketts and Marie Toseland for the programme.

The selected artists will participate in a 4 month season of solo exhibitions at WORKS|PROJECTS in Bristol between January and May 2013 and receive professional development throughout the period. Each artist will also have an illustrated critical profile developed by a leading writer in response to their work.

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REGIONAL INTERFERENCE

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Supported using public funding by
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