

Diana Marrone (pr/undercover)
presents:

JAMES RUSSELL
HANNAH PLUMB
JAMESPLUMB

FROM THIS DAY FORWARD
luminaires , assemblage , interiors

Milan Design Week, 14th – 18th April 2010
Press Preview, Tuesday April 13th, h. 11.00 – 14.00,
Opening, Tuesday April 13th, h. 18.30 – 20.00

FROM THIS DAY FORWARD, curated by Italian critic Diana Marrone, is the first solo show outside England by London based designers JAMESPLUMB. The overlooked, discarded and time-worn have a new found confidence and identity under their hand, with their luminaires, assemblage, and interiors sitting between design and art. In combining, restoring, and finding new habitats for the unwanted they celebrate and reveal stories that might have gone untold, and in new function find new tales.

FROM THIS DAY FORWARD will be set up in and around a campaign style tent designed by JAMESPLUMB and placed in the brand new modern space Zona K, a suspended and ethereal place that acts as dialectical frame for their poetics. JAMESPLUMB will live, sleep, and work in the environment they create, inviting the audience to view their latest processes and projects.

FROM THIS DAY FORWARD, according to Diana Marrone, "is a true collection of uniquely reworked furniture – mostly one-offs, but also multiples and limited editions. Their works include lighting, decorative objects, and sculptures that are more functional and less fictional than those found in the visual art world. All are distinguished by the love JAMESPLUMB have for even the smallest forgotten relic - they create on the border between storytelling and set design, psychoanalysis and philology of the object. Art and design for JAMESPLUMB is to keenly and critically re-use what is already present (in form, tools and materials) - to give new life, and sometimes new function, to objects. In exploring the unwanted, I see JAMESPLUMB creating a hint of retro-punk aesthetics with a unique touch, versatile for new nomadic lives."

JAMESPLUMB: "We relish chance encounters with the overlooked and discarded, and the opportunity to celebrate and reveal the stories which might have gone untold. We simply love unearthing objects with a personal history, that show the marks and traces of time - often marrying two objects together to create entirely new characters yet always grounded in their origins."

The pair will exhibit new work including additions to their series of one-off assemblage "Monuments to the Anonymous", and a brand new series of one-off furniture pieces they are developing for Milan under the working title "Concrete Stitches". Broken and abandoned furniture is rendered functional again by casting concrete in, on, and around the pieces.

FROM THIS DAY FORWARD reveals a strong personality in JAMESPLUMB works. By creatively exploiting fetishisms, the duo let objects speak in a way that takes account of the value of materials, the efforts to consume less and the need to be more responsible.

Each day of the exhibition JAMESPLUMB invite the public to eat and drink with them in their travelling home – hosting tea and cakes from 5 pm to 7 pm at Zona K.

JAMESPLUMB are also exhibiting in 100% BRITISH DESIGN - a pop-up shop and exhibition of British design products organised by the British Consulate General Milan and supported by UK Trade & Investment - within the newly opened Design Supermarket at La Rinascente flagship store in Milan.

JAMESPLUMB is Hannah Plumb (1981) and James Russell (1980), a couple in life and work – who met in 1998 at Wimbledon School of Art studying Fine Art Sculpture. Their combined name of JAMESPLUMB represents the single artistic voice that builds on their different but complementary approaches.

EXHIBITIONS

Worn with Love – Curated by Emma Freemantle – December 2009
FRANK - Clarke & Reilly, October 2009
TENT London - London Design Festival, September 2009
mint Tells Tales – mint, June 2009
Forget me not – mint, October 2008

PUBLICATIONS

World of Interiors - 2010 Issue tbc
Financial Times – How To Spend It, April 2010
House & Gardens – March 2010
Sublime Magazine - New Moves, February 2010
Nisha Magazine Israel – February 2010
Casa Viva Mexico - Esta de Moda, December 2009
Saturday Telegraph Magazine – November 2009
Sunday Times Style Magazine - The Shock of the New, September 2009
Sunday Times - Interiors: London Design Festival: Show and sell, September 2009
Architects Journal - London Design Festival Preview, September 2009
Evening Standard Homes & property - London Design Festival Preview, Sept 2009
Living etc - London Design Festival Preview, August 2009

COMMISSIONS

JAMESPLUMB have completed commissions for private clients around the UK, as well as current projects in Toronto and Sweden. They are currently delivering a design for a new menswear store in London.



FROM THIS DAY FORWARD
by JAMESPLUMB (London)
curated by Diana Marrone

Fundraising, communications, and production:
pr/undercover

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Taxi Stop: Piazzale Lagosta (15 metres from location)

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Opening dates: Wednesday 14th to
Sunday 18th April, h. 11.00 – 20.00.

Tea & Cake served every day from
17.00 to 19.00

ASSEMBLAGE - LUMINAIRES - INTERIORS

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