

Press Release

AVPD

Hitchcock Hallway

23 September – 14 November 2010
Ikon Eastside

Ikon Eastside presents *Hitchcock Hallway*, an installation by Danish artist duo AVPD. The title makes reference to director Alfred Hitchcock, whose use of architectural motifs in his films typically enhanced the psychological intensity of the narrative.

This major new work sees the entrance to the gallery replaced by a door that the visitor is invited to enter. However all is not what it seems, and the visitor's journey through the exhibition becomes increasingly claustrophobic.

AVPD will also produce a number of off-site projects around Birmingham. In *Conceal*, a window at Ikon's Brindleyplace entrance is covered by multiple layers of glass; paradoxically, with each transparent sheet the window becomes more opaque. *Level* takes place throughout the city, a series of simple graphic posters, black with a white horizontal line, each one subtly different. A fourth project, *Rotobjects*, is a discreet sculptural action. White Perspex objects, each the shape and size of a drinks can, are dropped at the top of public escalators around the city. There they will rotate, continually, until removed.

AVPD are Aslak Vibæk and Peter Døssing, both graduates of The Royal Danish Academy of Fine Arts. Their work typically consists of complex spatial and perceptual experiments, often inspired by literature, film and science. The artists aim to challenge socially conditioned or innate perceptual habits, emphasising how our bodies 'read' spaces and react to them, be it physically, intuitively or intellectually.

A second series of 90 posters are available as limited editions from Ikon Eastside, Ikon Shop and online at www.ikon-gallery.co.uk The first comprehensive publication of AVPD's works to date will be published by Ikon in November 2010.

Ends.



Ikon Gallery, 1 Oozells Square, Brindleyplace, Birmingham B1 2HS
TEL. +44 (0) 121 248 0708 / FAX. +44 (0) 121 248 0709
WEBSITE. www.ikon-gallery.co.uk
Ikon Gallery is a registered charity no. 528892

Notes to Editors:

1. A selection of images is shown below.
2. Exhibition opening, Friday 24 September, 6-8pm. Admission free, open to all.
3. Ikon Eastside is located 30 minutes walk from Ikon, 10 minutes from Moor Street Station and 5 minutes from Digbeth High Street. Ikon Eastside, 183 Fazeley Street, Digbeth, Birmingham B5 5SE. Tel. 0121 248 0708 www.ikon-gallery.co.uk
4. Ikon Eastside is open Thursday – Sunday, 1-5pm. Admission is free.
5. Since 2005, Ikon has been commissioning and programming work in Eastside, an ambitious expansion of Birmingham city centre with a focus on developing the creative industries. Moving between disused industrial buildings, Ikon has created unique exhibition spaces for large-scale works, video and events.
6. Ikon Gallery is a registered charity and receives core funding from Arts Council England and Birmingham City Council.
7. Further information and interview requests to Helen Stallard (PR for Ikon Gallery) on 0774 033 9604 or email h.stallard@ikon-gallery.co.uk

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