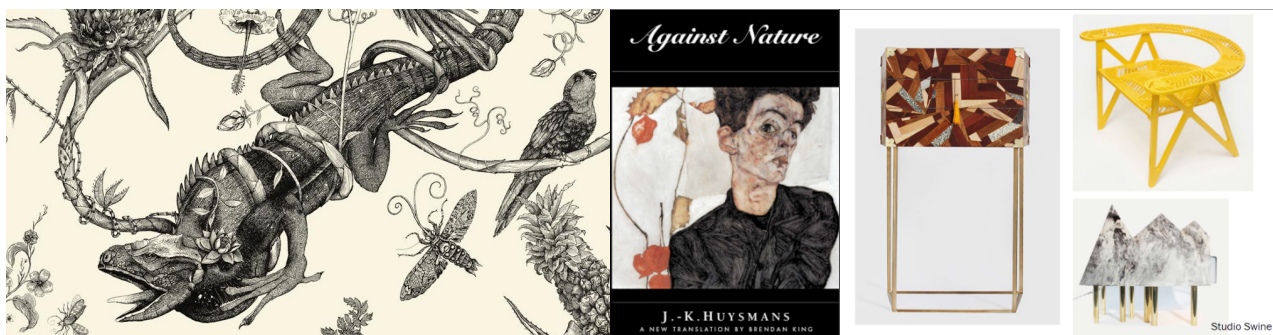


For immediate release, Wednesday 12 November 2014

Leading designers collaborate on a 'multi-sensory' homage to iconic 19th Century French novel in The Gallery at Foyles



An Ode to A Rebours: A Multi-Sensory Exploration of Contemporary Design & Master-craftsmanship

The Gallery at Foyles

25 November – 23 January

www.foyles.co.uk

Featuring: Vetyver / Timorous Beasties / Shaun Leane / Peter Saville for Dovecot Studios / Tom Price / Emma Yeo / Jason Marks / Alice Cicolini / Fabien Cappello / Glithero / Studio Swine / Leigh Cameron

A Rebours (published in English as *Against the Grain* or *Against Nature*), a novel by the 19th century French writer J K Huysmans that influenced the decadent movement, Dandyism and Oscar Wilde, is the starting point for the a new exhibition in The Gallery at Foyles 107 Charing Cross Road.

'An Ode to A Rebours: A Multi-Sensory Exploration of Contemporary Design & Master-craftsmanship' features twelve artists and designers whose work has been enhanced through a unique, newly commissioned collaboration with sensory branding agency Vetyver. Opening with a private view on 25 November, the exhibition will be free to view for visitors the new flagship Foyles bookshop until 23 January. It is third in an ongoing series of shows curated by FutureCity in The Gallery at Foyles.

The inspiration was drawn from Huysmans' anti-hero Des Esseintes, a decadent and ailing aristocrat who dedicates himself to the creation of a kaleidoscopic, hyper-natural environment through the

commissioning of fine craftsmanship and sublime materials. The text, in particular the chapter where Des Esseintes aims to transport himself through multiple landscapes by creating perfumes, forms the structure for the show and the brief for Vetyver to similarly transport the visitor.

Curated by designer and creative producer Alice Cicolini and Director of Futurecity Mark Davy, the exhibition will profile the work of twelve artists and designers, whose work explores nature in the context of the domestic, interior and urban environment. They are: Timorous Beasties; Shaun Leane; Peter Saville for Dovecot Studios; Emma Yeo; Glithero; Tom Price; Jason Marks; Alice Cicolini; Fabien Cappello; Studio Swine; Leigh Cameron.

Alice Cicolini, design and craft advisor to Futurecity comments:

'The enduring appeal of the dandy, both in literature and practice, seems to sustain for every generation. As one of the key works of the French Decadent movement, *A Rebours* offers something for those both inspired and horrified by the opulence of Des Esseintes' material consumption. This exhibition focuses on his appreciation of mastercraftsmanship, his rendering of nature through the surfaces of the domestic interior, and of the sensory spectacle he develops around himself, to explore the work of twelve contemporary practitioners whose practice draws inspiration from similar themes.'

Mark Davy, curator and founder of Futurecity comments:

'*A Rebours* highlights the huge reemergence of interest in using classic sculptural materials and applying historic techniques and celebrates the skill of physically making something precious and original"

Sion Hamilton, Retail Operations Director at Foyles comments:

'*A Rebours* is a touchstone work of French literature that you can go back to time and time again. Its influence over the last century extends to so many different areas of creative disciplines, and interest in the novel seems to regenerate with each new generation of readers.'

The Gallery at Foyles is a distinct space located on the fifth floor of the new Foyles bookshop at 107 Charing Cross Road. The gallery is curated and managed by Futurecity to celebrate 'the word' in all its forms. Past exhibitions have featured work by Turner-Prize winning artist Mark Titchner and Guardian Eyewitness photographer David Levene. Information on the exhibition and events programme can be found on the Foyles website: <http://www.foyles.co.uk/events>

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For further Foyles press information, please contact
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Notes to Editors:

The exhibition will be open each day at Foyles, 107 Charing Cross Road, London, WC2H 0DT, from Monday to Saturday 9.30am to 9pm and Sunday 11.30am - 6.00pm. Entrance is free.

About Vetyver

Vetyver is a Sensory Agency. By unleashing the power of music, voice, sound, smell, taste, touch, words, and theatre, they create sensory experiences to make brands, events and spaces more memorable and more engaging.

“Appealing to the senses taps in to unconscious desires,” suggests founding director Claire Sokell Thompson, “providing powerful triggers and instant access to the galleries of memory and emotions. Sensory experiences such as smell and sound instantly alter mood, pace and perception, appealing straight to the heart.”

www.vetyver.co.uk

About Alice Cicolini

Alice Cicolini is a designer, curator, published author and creative producer. Design & craft advisor to Futurecity, she is also a Research Associate at Central St Martins, where she graduated in 2009 with a Masters in Jewellery Design. She began her career with Tom Dixon, before joining the British Council for 8 ½ years, producing exhibitions that appeared at the V&A and Design Museum, as well as in 18 countries worldwide. She commissioned the acclaimed Tim Supple *Midsummer Nights Dream* whilst heading the arts for the British Council in India. As a freelance curator, she has worked for Selfridges & Simone Museum of the Handbag (both for Judith Clark), the Goethe Institute, London Design Festival and Royal Borough of Kensington & Chelsea. She published *The New English Dandy* with Thames & Hudson in 2005.

As a jewellery designer, she has exhibited at the V&A, Fortnum & Mason, Zaha Hadid Gallery, Sotheby's and Asia House in London. She has worked with Annoushka at Liberty's of London; luxury e-tailer 20Ltd.com; Swiss heritage pearl company [Winterson](http://Winterson.com); and Ilado, Paris. Her work has appeared in Joanna Hardy's *Masters of Modern Jewellery* and Carol Woolton's *Drawing Jewels for Fashion* and is stocked at Net A Porter, Dover Street Market and Colette.

www.alicecicolini.com

About Foyles

Foyles is National Bookseller of the Year 2013 and 2012, as well as Children's Bookseller of the Year 2012. It has bookshops on Charing Cross Road, at the Southbank Centre, Westfield London, Westfield Stratford City and London Waterloo Station, as well as a branch at Quakers Friars, Cabot Circus, Bristol. Founded in 1903 by two brothers – William and Gilbert Foyle - and trading on Charing Cross Road for over 100 years, Foyles celebrates its 111th anniversary in 2014.

The new flagship Foyles bookshop at 107 Charing Cross Road, designed by architects Lifschutz Davidson Sandilands as a 'bookshop for the 21st century', houses a range of over 200,000 different titles on four miles (6.5km) of shelves. With 37,000 square feet of flexible retail space spread across eight alternating levels and a full height central atrium, the retail layout allows for easy navigation and the serendipitous discovery of new books. A cultural hub on the on levels 5 and 6 consists of a Gallery, curated by FutureCity, a Café, run by Leafi, and Auditorium, for talks and discussions.

The Foyles website has millions of books and over 400,000 eBooks for sale, with live stock availability from all its bookshops and details of upcoming literary events and book signings. Foyles also sells nook ereaders and tablets.

www.foyles.co.uk

About Futurecity

Founded by Mark Davy in 2007, Futurecity is interested in developing collaborative relationships between artists and other disciplines, whether science, architecture or technology. Futurecity work with curators, galleries and clients from around the world, championing artists who are changing the way art is presented in an urban context. They curate major arts projects, devise cultural strategies, broker cultural partnerships and deliver art projects from inception to completion.

They are responsible for a large number of international multi-disciplinary art projects, including Mark Wallinger's 50 metre 'White Horse' part of a placemaking strategy for Ebbsfleet Valley UK; the recently unveiled 78 metre Richard Wilson sculpture 'Slipstream' for Heathrow's new Terminal 2: Queens Terminal and the 'Culture Line' public art strategy for the Crossrail project in London, which will deliver art installations for 8 central stations awarded to 8 artists from 8 international galleries based in London including PACE, White Cube, Lisson, Maureen Paley, Victoria Miro, Gagosian and Sadie Coles HQ. www.futurecity.co.uk