



PRESS RELEASE

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Press View

MARCEL DUCHAMP'S *FOUNTAIN* INSPIRES CENTENARY EXHIBITION AS PART OF HULL 2017

The city that recently waved goodbye to *Blade*, which saw a wind turbine blade transformed into a giant artwork, is set to welcome an exhibition inspired by the artist who first presented ordinary manufactured objects as art - *readymades* - a century ago.

Marcel Duchamp's iconoclastic masterpiece, *Fountain*, is the inspiration behind *Fountain17*, with over 40 local and international artists making work that takes its cue from the urinal, which the artist turned on its back and signed 'R. Mutt 1917'.

The exhibition features sculpture, painting, performance, film and of course urinals. Those contributing work include Turner Prize winning collective Assemble, renowned author and poet Lemn Sissay MBE, award-winning designer Ben Kelly, Hull School of Art and Design alumnus sculptor Neville Gabie, artists Anna Bean, Andy Dakin and Adele Howitt, plus a host of others.

Also on show is artwork by students at Hull School of Art and Design, as well as from local schools and prison groups.

Fountain17 opens on Saturday (1 April) and runs until 14 May at Kingston Art Gallery, Eleven, Humber Street Gallery and Brodrick Gallery, before moving to London as part of Clerkenwell Design Week, then on to the Gladstone Museum in Stoke as part of its biennial celebrations. The artworks are then set to be auctioned for charity.

The exhibition is a collaboration between Hull manufacturer Ideal Standard, which owns Armitage Shanks, and the Hull School of Art and Design. It is one of 60 projects that Hull 2017 has supported alongside Big Lottery Fund through its Creative Communities Programme. The project has also received funding from Arts Council England.

In April 1917, Duchamp submitted his 'readymade' *Fountain* to the Society of Independent Artists' first exhibition in New York. The exhibit was rejected. This action redirected the trajectory of 20th century art and in 2004, 500 elected art professionals voted *Fountain* the most influential artwork of the 20th century.

Armitage Shanks was inspired by this work, which connects with the products it manufactures as well as its 200th anniversary, which falls in 2017. In celebration of Duchamp's work, Armitage Shanks launched an art competition in partnership with the Hull School of Art and Design as part of its bicentenary celebrations, inviting young artists to respond to Duchamp's *Fountain*.

The company was flooded with responses and now 45 pieces of art will be displayed at art galleries across Hull as part of its City of Culture programme.

Tony Rheinberg from Armitage Shanks and Fountain17, said: *“We have been absolutely delighted with the standard of entry which our call out to artists has generated. Fountain17 comprises a wide breadth of artwork in a variety of mediums and it has been fascinating to see how one iconic piece of art could create such a mix of pieces.*

“As the best known washroom product manufacturer it seems entirely fitting that our foray into the world of art has been driven by Duchamp’s Fountain. The exhibition is something truly unique and I hope it will become a highlight of our city’s celebrations for what is an exciting year for Hull and Armitage Shanks alike.”

Martin Green, Director of Hull 2017, said: *“Duchamp’s readymades are about seeing things in a different way, which chimes with the spirit of Hull. Fountain17 is bringing emerging and established artists together to embrace the spirit of one of the key figures in modern art and work that went on to inspire the likes of Blade. It promises to be a fascinating insight into where it all began.”*

All of the artworks will be auctioned for charity as part of the Armitage Thanks campaign, an on-going charitable project organised by Armitage Shanks which aims to raise £200,000 as part of the business’ 200th anniversary year. The proceeds from the auction will be split equally between Bowel Cancer UK and the Hull Samaritans.

For more information on Fountain17, please visit: www.fountain17.com.

For more information on Ideal Standard and its products, visit: www.ideal-standard.co.uk

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NOTES TO EDITORS

Fountain17 is one of 60 new projects to receive funding through the Hull 2017 Creative Communities Programme, which is being delivered in partnership with the Big Lottery Fund, a Principal Partner of Hull 2017.

A total of £750,000 is being invested in the programme, which was set up to celebrate, nurture and support local talent and develop opportunities for emerging artists.

In addition to cash from Hull 2017 and the Big Lottery Fund, the projects will receive staff support to build capacity in the arts sector, helping to create a legacy. The Creative Communities Programme is also being supported by Hull and East Riding Charitable Trust.

The projects - which range from photography exhibitions to music and food festivals and choral and orchestral concerts to audio-visual installations - will see local artists, community groups, cultural and other organisations in the city working with local people of all ages to create new artistic work, events, installations and other activity throughout 2017.

For a full list of projects visit: <https://www.hull2017.co.uk/discover/article/sixty-community-projects-inspire-creativity-across-hull-2/>

About Ideal Standard:

Providing a total bathroom solution, Ideal Standard believes people should have their ideal bathroom, whatever that means to them, as standard. As experts in people-centred design, Ideal Standard creates the perfect balance between form and function, helping people get the best out of their bathroom so that they can get the best out of themselves.

With 100 years of creating bathrooms means Ideal Standard understand how a bathroom works in totality - from the design of the perfect fitting through to making the most of the whole space. And because Ideal Standard produces its own products using the best materials and skilled craftsmanship we know that every product is made to the highest quality standards.

Ideal Standard is headquartered at Kingston upon Hull in East Yorkshire, with further manufacturing sites in the UK, including the historic Armitage Shanks in Staffordshire.

About Ideal Standard International:

Ideal Standard is the international flagship brand of Ideal Standard International, a privately-owned company headquartered in Brussels, Belgium, operating in Europe, Middle East and Africa. With total bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. The company employs almost 10,000 people and operates in over 30 countries.

About Hull UK City of Culture

Hull UK City of Culture 2017 is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

Divided into four seasons, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

For information go to www.hull2017.co.uk

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About Big Lottery Fund

- The Big Lottery Fund is the largest funder of community activity in the UK. It puts people in the lead to improve their lives and communities, often through small, local projects.
- It is responsible for giving out 40% of the money raised by National Lottery players for good causes. Every year it invests over £650 million and awards around 12,000 grants across the UK for health, education, environment and charitable purposes.
- Since June 2004 it has awarded over £8 billion to projects that change the lives of millions of people. Since the National Lottery began in 1994, £34 billion has been raised and more than 450,000 grants awarded.

About Hull & East Riding Charitable Trust

The Hollingbery Family founded the business in 1933 with the first Comet superstore opened in Hull in 1968. The business was subsequently sold to Kingfisher and in 1985 the charity was established with the defined purpose of donating funds to help and support charities, both national and local, and other deserving causes, provided that direct benefit was forthcoming for people who live in Hull or the East Riding of Yorkshire.

For more information, including on how to apply for funds, see <http://hullandeastridingtrust.org.uk/>