

## ***From Now to Eternity***

**Plastic in design**

**19<sup>th</sup> September – 19<sup>th</sup> October 2008**

***Private View, 6.30-8.30, 18<sup>th</sup> September***

Biscuit Building  
10 Redchurch Street  
London E2

*Opening Hours: Wednesday to Friday 2-6, Saturday to Sunday 12-6 or by appointment*

*From Now to Eternity* is a celebration of and debate around design, with a focus on one material: plastic.

Plastic is with us virtually from now to eternity: impervious to bacteria, acid, salt, rust, breakage and, in some cases, able to withstand heat, plastic is something of a miracle substance. One hundred years ago, when it was first invented, no one could have anticipated that plastic would present one of our biggest recycling challenges.

Pioneering arts consultancy Arts Co is commissioning eight leading contemporary designers and design collectives to celebrate plastic through their work and look at ways to reduce our growing mountains of discarded plastic. Their ingenious creations will be on display at *From Now to Eternity*, an exhibition launching during the 2008 London Design Festival and continuing through Frieze Art Fair, at the Biscuit Building in London's East End.

The designers will show how plastic's versatility - transparent or opaque, hard or pliant, able to take on a myriad of colours and forms – can serve their creativity. Committee, Stuart Haygarth, Raw Edges and FAT take a witty, playful and imaginative approach: Committee will build on their improbable towers of household objects to create extraordinary designs, while Haygarth's ebullient plastic chandelier is made from 1,000 exploded party poppers. Tomoko Azumi's minimal, yet highly sensual work, Tom Price's sculptural aesthetic and award-winning collective Troika, renowned for their pioneering use of technology, reveal the subtler possibilities of the medium. Shanghai-based WOKmedia are particularly keen to respond to this brief since China has become the recycling centre of the world, while Japanese designer Hiroko Shiratori will explore the indestructibility of plastic objects to create what she has called the 'fossils' of the future, thus giving them a new value.

Details of a talks programme, to accompany the exhibition, will be released in August. For topics see over.

**For further information please contact Sarah McLean  
Theresa Simon & Partners Ltd 020 7734 4800 [sarah@theresasimon.com](mailto:sarah@theresasimon.com)**

## Notes to Editors

### Artists / Designers

|                  |  |
|------------------|--|
| Committee        | <a href="http://www.gallop.co.uk">www.gallop.co.uk</a>                                 |
| FAT              | <a href="http://www.fashionarchitecturetaste.com">www.fashionarchitecturetaste.com</a> |
| Hiroko Shiratori | <a href="http://www.hirokoshiratori.com">www.hirokoshiratori.com</a>                   |
| Raw Edges        | <a href="http://www.raw-edges.com">www.raw-edges.com</a>                               |
| Stuart Haygarth  | <a href="http://www.stuarthaygarth.com">www.stuarthaygarth.com</a>                     |
| Tom Price        | <a href="http://www.tom-price.com">www.tom-price.com</a>                               |
| Tomoko Azumi     | <a href="http://www.tnadesignstudio.co.uk">www.tnadesignstudio.co.uk</a>               |
| Troika           | <a href="http://www.troika.uk.com">www.troika.uk.com</a>                               |
| WOKMedia         | <a href="http://www.wokmedia.com">www.wokmedia.com</a>                                 |

### Talks programme

The 'From Now to Eternity' talks programme will include:

- **The Development of Design** - 'More than a substance, plastic is the very idea of its infinite transformation' (Roland Barthes). Includes a look at the ten biggest steps forward in design
- **The Environmental Question** – in the footsteps of scientific researchers, designers, manufacturers, architects and big business are examining sustainability & recycling
- **The Role of Creativity in Driving Discourse**
- **Mine for Eternity** - five opinion formers choose the object they'd like to have 'for eternity'.

**Arts Co** is an art advisory company, founded by Isabella Macpherson and Sigrid Wilkinson, that connects individuals and companies with artists, designers and architects. Although only established a year ago, Arts Co has already garnered considerable press attention. Recent projects have included developing a programme of exhibitions for environmental body Adventure Ecology, culminating in an event at Phillips de Pury & Co (27 June), to auction bird, bat and bee houses created by twenty artists and designers. This unique approach to both raising awareness about the endangered habitats of birds, bats and bees and offering solutions for re-using corporate waste in a functional and imaginative way, has led to the genesis of 'From Now to Eternity'.

Arts Co's next project will be 'Atlantis' (November, 2008), an exhibition by artist Gayle Chong Kwan, whose permanent commission 'Journey to the Centre of the Earth' was completed for London Underground last summer. A city made from household waste will fill the gallery space.

### Comments on Arts Co

*"Arts Co offers independent advice to companies and individuals, with a special interest in supporting emerging artists. Macpherson [and Wilkinson are] also invited by collectors and project spaces to put on exhibitions, and because [they are] constantly scouting for new talent and [don't] have [their] own stable of artists, [their] advice can be independent".*

The Observer, October 2007

*"Arts Co, an organisation that connects individuals and companies with artists."*

Wallpaper\* Magazine, May 2008