

press release

i:identify

exhibition of new work

Guðrún Sigríður Haraldsdóttir ARBS

NO:ID Gallery

31 Commercial Road

London - E1 1LG

07800 647 174

www.noidgallery.net

Private view: Thursday 3rd December 2009

from 6 - 9pm

Exhibition continues: Friday 4th to Sunday 6th

from 1- 6pm

Or by appointment: 07801538808



i:identify - an exploration of our various realities and beliefs contextualised in the form of linguistic constructions

I - Guðrún Sigríður Haraldsdóttir - am a multidisciplinary artist and designer; born in Iceland and currently based in East London. I create scalable, multi sensual, site- specific, public and private art pieces, installations and designs; - either from client's briefs or self generated.

Primary concerns within my art work are memories and perceptions, spanning from the personal to the universal and examination of our various ways of coping and making sense of our existence. The work often has an element of history or storytelling. The site specific installations often respond to the history of the site and explore the idea of what "site specific memories" might still linger in the air or be embedded in the fabric of the site. Whereas the smaller pieces tend to examine the more personal memories, emotions and state of mind; - occasionally drawing on my own experiences, but more often concerned with the collective passing down of patterns of behaviour, traditions and folklore.

The work I am showing at the NO:ID gallery is based on my fascination with how we actively construct, arrange and rearrange our own realities and beliefs; - the power of language and various other form of agreements with our fellow beings, - and probably most potent of all agreements, the one with ourselves, regarding who and how we are and feel, what (our) reality is, what it looks, sounds, feels, smells or even tastes like, - or not; - and who designed that anyway?

Recent exhibitions:

known not known – solo show – NO:ID Gallery, London – 2009

Fortiðar flögur – solo show – Breiðdalsetur, Iceland – 2009

Cowboy Art Fair – group show – Decima Gallery, London – 2008

Artist in Newham – group show – Old Town Hall, Stratford, London – 2008

Working together – group show – Surface gallery, Nottingham – 2007

FT07 – group show – Florence Trust Studios, London – 2007

For further information please contact me by phone: 07801538808,

email: guðrun@inabundance.co.uk , or visit: www.inabundance.co.uk