

FAIR&CO

PRESS RELEASE

Images available on request

RE-WORK IT

FAIR & CO COLLABORATES WITH *THE ART ROOM* TO INVITE ARTISTS, DESIGNERS AND ARCHITECTS TO TRANSFORM THE CLASSIC ERNEST RACE BA2 CHAIR - CREATING VARIATIONS FOR AN INSTALLATION CASCADING FROM THE ATRIUM CEILING IN SELFRIDGES



Re-work it is an exciting project curated by Fair & Co in aid of The Art Room charity, which brings together a range of creatives including artists, architects and designers, each to transform a chair.

For 6 weeks from 30 April 2015, The Art Room will be given a major presence in Selfridges, with a large-scale installation of the chairs suspended from the atrium ceiling. They will be auctioned in aid of The Art Room through on-line auctioneers Paddle8, culminating in a live auction event at Selfridges on 9th June 2015.

The installation, consisting of different transformations of the Ernest Race BA2 chair will expand in size as more and more of the chairs are added to it over the duration of the project.

Langlands & Bell have contributed a pair of chairs titled: **Air Routes of the World (Night & Day)**

“Travel and communication, space and time, present and future, movement and light: Air Routes of the World (Night & Day) maps the persistent transience of today’s world. Eventually everything connects – people, places, objects and ideas. Langlands & Bell 2015

Fair & Co, a creative consultancy working with leaders in the field of art and design, was set up by Flora Fairbairn and Julia Fairrie in 2014.

The Art Room offers art as a therapeutic intervention for children aged 5 to 16, providing a platform for them to build confidence, self-esteem, and learn about the power of creativity. The chair, the charity's logo, represents one of the tangible objects that Art Room students get to work with - introducing them to a sense of empowerment through transforming everyday objects into something creative and individual.

Artists:

Emma Alcock · Bill Amberg · **Assa Ashuach** · Liz Bailey · **Barnaby Barford** · Emmie Van Biervliet · **David Blandy** · Ronan & Erwan Bouroullec · **Francesca Bristol** · Sarah Campbell · **Daniel Chadwick** · David Chipperfield · **Sebastian Conran** · Sophie Conran · **Fiona Curran** · Hugo Dalton · **Cara Delevingne** · Bouke de Vries · **Miranda Donovan** · Henry Estorffe · **Stuart Ferris** · Stuart Finlator - Race Furniture · **Foxall** · Nancy Fouts · **Cosmo Fry** · Anya Gallaccio · **Giffords Circus** · Jasmine Guinness · **Lulu Guinness** · Zebedee Helm · **Hamish & Lyons** · Nicky Haslam · **Stephane Hof** · Charles Holland · **Patrick Hughes** · Kassandra Isaacson · **Jenny Jones** · Patrick Kinmonth · **Tomas Klassnik** · Danny Lane · **Liane Lang** · Langlands & Bell · **Hervé Léger** · David Linley · **Lulu Lytle for Soane Britain** · Dan Macmillan · **Penelope Madden** · Makerversity · **Mlinaric, Henry & Zervudachi** · James Moores · **John Morgan** · Annie Morris · **Susan Moxley** · Charlotte Olympia · **Korky Paul** · Angela Palmer · **William Peers** · Jake Phipps · **Martha Read** · Ab Rogers · **Royal Drawing School** · The Rug Company · **Rose Russell** · Rolf Sachs · **Francesca Shakespeare** · Jess Shaw · **Yinka Shonibare MBE** · Jason Shulman · **Jane Simpson** · Pippa Small · **Paul Smith** · Jenny Van Sommers · **Matt Stanwix** · Seth Stein · **Spectator Camp** · Alice Temperley · **Rose Uniacke** · Richard Wentworth · **Hannah Weiland of Shrimps** · Douglas White · **Marcia Williams** · Lucy Wood · **Lisa Wright**

Notes to Editors

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Fair & Co is a creative consultancy founded by curators and creative advisers Flora Fairbairn and Julia Fairrie. Collaborating with the brightest stars across the design and arts sectors, Fair & Co produce creative projects and build art collections. www.fairandco.com

- **The Art Room** offers art as therapy to children and young people to raise their self-esteem, self-confidence and independence. Since 2012, HRH The Duchess of Cambridge has been the charity's Royal Patron. www.theartroom.org.uk
- Main Exhibition Partner: **Columbia Threadneedle Foundation**
- **Race Furniture** have kindly supplied the chairs. The BA2 chair was designed by Ernest Race 70 years ago in 1945. Race has manufactured these chairs almost continuously since their original birth. It was the only British chair to win the Gold Medal in the Milan Triennale in 1954. For more information visit www.racefurniture.com

- **Paddle8** is an online auction house selling fine art and collectibles across the internet. Founded in 2011 by Alexander Gilkes and Aditya Julka, Paddle8 conducts themed or curated sales of works consigned by owners worldwide, as well as benefit auctions in collaboration with non-profits. Paddle8 has offices in New York, Los Angeles and London. www.paddle8.com