

IF YOU COULD COLLABORATE

Full line-up of collaborations

Andersen M Studio & LekaGape
Fontaine Anderson & Deanne Cheuk
Jesse Auersalo & Jesse Pietilä
BCMh & Smith&Wightman
Anthony Burrill & John Griffiths
Fred Butler & No Days Off
Jacob Dahlgren & Johan Löfgren
Marion Deuchars & Margaret Calvert
James Gilpin & Helge Fischer
Karl Grandin & And Beyond
George Hardie & Leonardo Sonnoli & Sara Fanelli
Hellovon & Timothy Saccenti
Mario Hugo & Micah Lidberg
Hvass&Hannibal & Anne Werner
Oliver Jeffers & Aaron Ruff
Karlssonwilker & Frank DeRose
Jon Klassen & David O'Reilly
Stefan Kraus & Sebastian Wrong
Max Lamb & Gemma Holt
Chrissie Macdonald & Marie O'Connor
Sam Messenger & Bart Long
Michael Moloney & John Hooper
Praline & The Model Shop
Rainbow Dropshadow & A Nice Idea Every Day
Rob Ryan & Michael Marriott
Jim Stoten & Andy Rementer
Sandy Suffield & Fiona Woodcock
Julien Vallée & Nicolas Burrows
Jorre van Ast & Damien Poulain
Craig Ward & Sean Freeman & Alison Carmichael
With Associates & Anthony Dickens
Job Wouters & Roel Wouters
Ian Wright & Riitta Ikonen



LOTTERY FUNDED

IF YOU COULD COLLABORATE PRESS RELEASE

Exhibition Details

If You Could Collaborate

Private view 14 January, 6.30–9pm
RSVP to rsvp@ifyoucould.co.uk

15 — 24 January 2010, 12–6pm
(open late on 21 January, 12–9pm)
A Foundation Gallery at Rochelle
School, London E2 7ES.

www.ifyoucould.co.uk/collaborate

World-renowned creatives taken out of their comfort zones

If You Could Collaborate is the fourth annual If You Could exhibition. Aiming to provide a platform for the finest creatives from all over the world to question their conventional working methods and outcomes. The contributors have been challenged to produce something a little unexpected, by working with a partner of their choosing from any discipline, profession or background. There is no brief to answer, or format to honour – the only limit being the enterprise and imagination of the artists involved, and a liberal 12 month deadline.

The line-up is one of real stature, and includes world-renowned creatives from all over the globe. Accommodating for both legends of the creative industry, as well as up-and-coming stars, the show has thrown up some genuinely exciting outcomes. The output of many of the artists is so well-known that we are rarely surprised when viewing their work in a classic gallery setting. If You Could Collaborate has set out to confront these presumptions, in turn championing unrefined, honest creativity without commercial pressures.

A 312 page catalogue of the artists process will be published alongside the exhibition. The book documents and unveils the processes the artists used to create their work, including their struggles and successes, with candid interviews with every pairing opening up a world usually left behind closed doors.

The show has been curated by Will Hudson and Alex Bec, directors of celebrated website and publication *It's Nice That*.

For more information on any of the projects individually, or the exhibition as a whole, please e-mail alex@ifyoucould.co.uk

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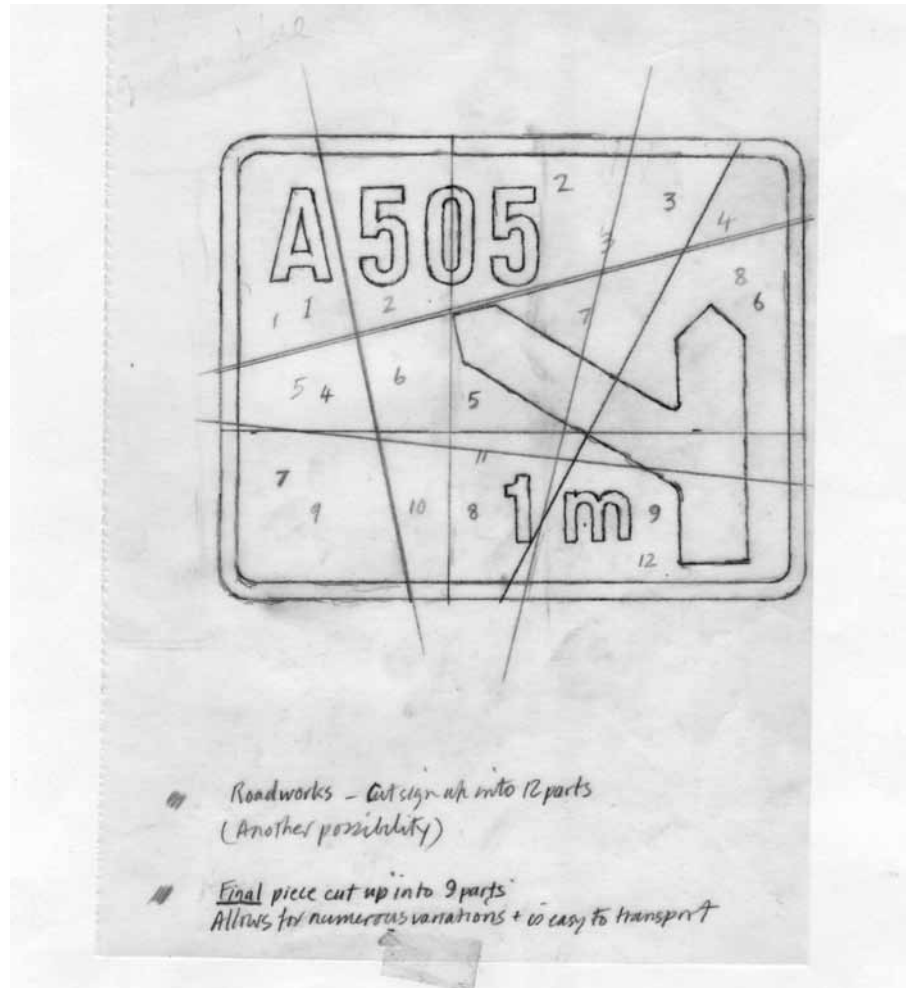
Project Case Studies
Marion Deuchars & Margaret Calvert

mariondeuchars.com

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Margaret Calvert is a legendary graphic designer who, along with colleague Jock Kinneir, designed many of the road signs used throughout Great Britain. Working with well respected illustrator Marion Deuchars, the pair set about creating a new piece of artwork, based on a classic road sign, but re-worked to celebrate the 50th anniversary of the completion of the M1.

They will be exhibiting a large-scale, dissected and re-assembled road sign.



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Project Case Studies
Karl Grandin & And Beyond

karlgrandin.com
andbeyond.nl

Karl Grandin is a creative who is difficult to shoehorn. You may find him working as one half of design team Vår, as co-founder of fashion label Cheap Monday, or as a successful freelance illustrator. Working with Dutch fashion designers And Beyond, they have collected familiar elements from flags, detached them from their sources and put them back together in a new combination - creating a new world in the form of a long flag.

They will be exhibiting an oversized flag.



IF YOU COULD COLLABORATE

Project Case Studies
Hellovon & Timothy Saccenti

hellovon.com
timothysaccenti.com

Very rarely do you see technology being used as a tool to sincerely complement an analogue process, but the work of London's Hellovon seems to buck the trend effortlessly. Using a combination of bewilderingly detailed pencil drawings and an equally deft touch on the mouse, Von makes compositions that seem to defy what we may have previously deemed possible. New York based photographer/director Timothy Saccenti was Von's chosen collaborator.

They will be exhibiting a limited A2 Giclee print based on a beautiful, nude female human.



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Project Case Studies
Oliver Jeffers & Aaron Ruff

oliverjeffers.com
digbyandiona.com

They say that the best illustrators are also excellent story-tellers, and in the case of Oliver Jeffers this couldn't be more appropriate. Having won numerous awards for his children's books *Lost and Found* and *The Incredible Book Eating Boy*, Oliver is proof that having the ambition to both pen and illustrate your own work isn't an impossibility. Oliver decided to collaborate with his studio mate and jewellery designer Aaron Ruff, founder of Digby & Iona, New York.

They will be exhibiting the world's first ever pair of 4D Glasses.



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Project Case Studies

Chrissie Macdonald & Marie O'Connor

chrissiemacdonald.co.uk

marieoconnor.co.uk

Prior to Chrissie Macdonald's public recognition for her cunningly crafted work for mobile network Orange, she was already an established member of the creative community. Part of the pioneering Peepshow Illustration collective, her work has developed from two to three dimensions, with her natural model making ability now commanding the attention it deserves. Fellow Peepshow-er Marie O'Connor has been drafted in, and together the pair have been experimenting with salvaged wood and scrap material.

They will be exhibiting a set of figures made from found wood off-cuts.



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Project Case Studies

Michael Moloney & John Hooper

michaelmoloneystudio.com

johnhooper.net

Michael Moloney's shorts are easy on the eye and packed with great ideas and his studio has worked for top clients without losing an ounce of personal verve. Having invested lots of time and planning in the project with his collaborator, photographer John Hooper, Michael has made a time-lapse film set 2500ft up a big hill in the Great Langdale area of The Lake District. They shot continuously for 24 hours with the camera rotating twice through 360°.

They will be exhibiting a three-minute time-lapse film of their 24 hour shoot.



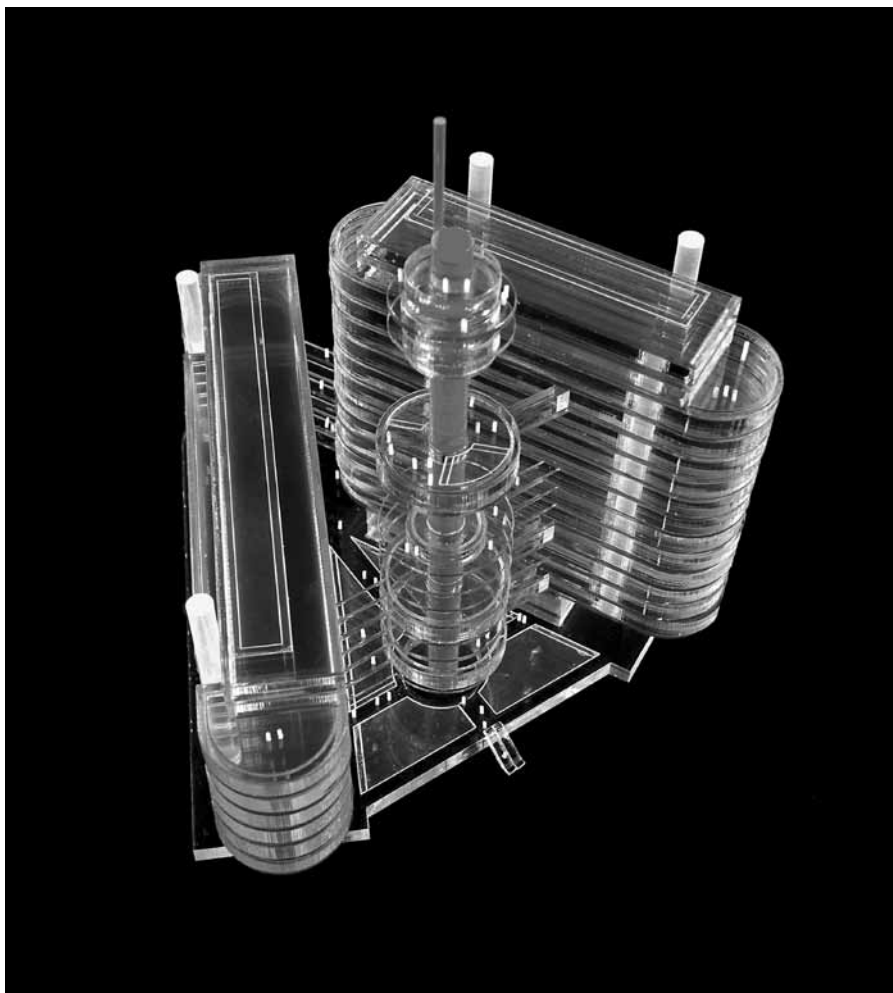
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Project Case Studies
Praline & The Model Shop

designbypraline.com
rsh-p.com/practice/model_shop

Praline have been creating brilliant design solutions for many years, from publications and branding, to websites and exhibitions. Always looking to add humour and clarity to their work, they're not put off by the size of a project, working with both large organisations and smaller outfits, including esteemed clients such as the Pompidou Centre and Tate Modern. After meeting The Model Shop of architects Rogers Stirk Harbour + Partners, through a previous commission they decided they'd like to extend their working relationship a little further.

They will be exhibiting a new font and physical scale models interpreting its shapes.



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Project Case Studies
Rob Ryan & Michael Marriott

misterrob.co.uk
michaelmarriott.com

There are a thousand words we could use to describe Rob Ryan's work, and all of them are superlatives. Hyperbole is something we usually try and steer away from when describing artwork, but it's tough to do Rob's work enough justice without it. A combination of heartfelt sentiments, both beautifully depicted and exquisitely cut, confirm you're in the hands of a true great when presented with a Rob Ryan piece. Rob's good friend Michael Marriott was chosen to provide the canvas for some specially designed print.

They will be exhibiting a hand printed, flatpack rocking chair.



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Project Case Studies
Job Wouters & Roel Wouters

letman.com
xelor.nl

Dutch typographer Job Wouters is better known as 'Letman', but regardless of what you decide to call him, his work is always of the highest order. Expressive and dramatic, he treats letters with the care and respect they deserve and this appreciation has led him to create compelling, hand-drawn work for clients all over the world. His brother is an equally as exciting practitioner and the siblings have combined to create a new spray-painting machine called the Rainbow gun.

They will be exhibiting some site-specific typography created by the Rainbow gun.



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Project Case Studies
Ian Wright & Riitta Ikonen

mrianwright.co.uk
riittaikonen.com

Ian's recognisably time-consuming brand of image making has led to numerous high profile editorials and record sleeves for the likes of The Face, The NME, Issey Miyake, Bjork, Ian Brown and many others. A body of work that spans four decades and a whole host of processes – all as easy on the eye as the next. Alongside ex-student Riitta Ikonen, the two have gone on a significant and exploratory collaborative journey.

They will be exhibiting photography, costume, sculpture and shoes.

