



HAY HILL
MAYFAIR

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

HOUSE OF THE NOBLEMAN LIGHT FANTASTIC

12 Hay Hill, London W1
Tuesday 14th – Saturday 18th October 2014
VIP Preview: Monday 13th October 2014 (7pm – 11pm)
Reception: Thursday 17th October 2014 (7pm – 11pm)
Viewing Daily: 12pm - 9 pm

House of the Nobleman is delighted to announce that it will be celebrating its 5th annual exhibition, during Frieze week and PAD (Pavilion of Art & Design), with a major display of Light Art at 12 Hay Hill in London's Mayfair. Curated by House of the Nobleman director, Victoria Golembiovskaya, LIGHT FANTASTIC will be a dazzling presentation of art works by leading artists of the genre as well as new work by some of today's most exciting artists, including Conrad Shawcross, Cerith Wyn Evans, Troika, Random International and Tim Noble & Sue Webster.

Throughout history, artists have been fascinated by light, its nature, behavior and transformative qualities, but only in the last few decades, assisted by vast technological developments, has it become a medium for art. Capturing the tangible and sensory nature of this natural force, light technology has allowed for the creation of a new, dynamic genre of contemporary art that has the ability to challenge our perception, stimulating wonder and serene contemplation.

Victoria Golembiovskaya comments: "We are delighted to bring together such a diverse group of inspirational artists and works which truly embrace the immersive and interactive nature of this exciting and dynamic art form. Presenting established names and works alongside fresh contributors to the contemporary art scene, LIGHT FANTASTIC illustrates the continual evolution and adaptation of technology to produce relevant, inspirational and thought-provoking works of art."

The project will also be showcasing a new interactive light technology in collaboration with the Lighting Design Collective and will be accompanied by a program of talks, events and performances.

For a full listing of artists included in the exhibition please see below:

AIDS-3D, Billy Apple, Laurent Bolognini, Rob and Nick Carter, Stanley Casselman, Lia Chavez, [Bill Culbert,] Shezad Dawood, Jari Haanpera, Pascal Haudressy, Tobias Klein, Arik Levy, Yvette Mattern, Francois Morellet, Inge Nabuurs, & Erwin Van Doorn, Tim Noble & Sue Webster, Overlap, Michael Samuels, Orsina Sforza, Margot Trishna, Random International, Conrad Shawcross, Troika, Cerith Wyn Evans

**Artists listed in italics will be available for interview upon request.*

HOUSE OF THE NOBLEMAN

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House of the Nobleman organizes and produces events that revitalize and create new possibilities for architectural landmarks, residential properties and commercial spaces. With different locations selected each year, House of the Nobleman creates unique and high-impact art events across the globe, and is credited for curating some of the largest and most significant privately sponsored commercial art exhibitions during the London Frieze Art Fair, exhibiting rare and previously unseen works from the most prestigious international collections alongside work by today's most notable artists and designers.



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12 HAY HILL

Opening in the first quarter of next year, 12 Hay Hill business and private members club is a new breed of business and social space. It offers its members the combination of immediate access to a high end office environment and a traditional luxurious private social club. Located in one of the most desirable business districts in the world - in the heart of Mayfair - 12 Hay Hill aims to become the luxury business and networking hub for established London-based entrepreneurs and international players alike. The business infrastructure and connections with London's elite business community that used to take huge amounts of time and financial commitment to build are now available to our club members

EXHIBITION DETAILS

Exhibition Dates: Tuesday 14th – Saturday 18th October 2014

Opening Hours: 12pm – 9pm

Address: 12 Hay Hill, London W1J 8NR

Visitors must book in advance at visit@houseofthenobleman.com or register on entry

VIP Preview Night: Monday 13th October 2014 (7pm–11pm)

For guest-list email vip@houseofthenobleman.com

Reception: Thursday 16th October 2014 (7pm–11pm)

For guest-list email rsvp@houseofthenobleman.com

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