



Press Release

Kinetica presents:

IN FLUX: A STATE OF BEING

at 100% Design, Earls Court
20th - 23rd September 2007

Kinetica are to launch a touring programme of shows at this year's 100% Design 2007, which takes place in Earls Court from 20 – 23 September. 100% Design's Artistic Director Tom Dixon has asked Kinetica to curate and install a feature exhibition, as part of the show's '100% Light' event. The exhibition includes the work of 8 international artists and is entitled 'In Flux'.

Says Dianne Harris, Kinetica's artistic director and curator of 'In Flux': "To be **IN FLUX** is a state of being. It is a moment of transience, change and movement. The natural world is constantly in flux as the transformation of nature and the sun and moon indicates the passing of time which governs our very existence. It is constant and infinite. It is this manifestation of Flux that motivates the artists exhibiting in this, Kinetica's eighth group show."

In Flux will feature:

Tom Wilkinson is inspired by astrophysics and the movement of the spheres. The giant sphere we stand on, the Earth, in its cyclical dance with the Moon and Sun.

Chris Levine experiments with our peripheral vision, creating universal symbols through motion and the frequency of light.

Peter Sedgley has produced a vast and diverse body of work over the last four decades, through which, he has created works where light and the passing of time creates pure and shifting colour.

Andrew Fentem's LED eyes focus on the movement of humans through space.

Roger Vilder believes nothing is created, nothing is lost, everything is transformed. His geometric kinetic work explores and emphasises the harmony of simple elements in a continuum of time through motion.

Ginco has embraced the creative potential of 'electroluminescent' technology to create environments in motion, where an ongoing rhythm of light echoes the dynamic cycle inherent to life and matter.

Hans Kotter pushes into the outer limits of perception. The vitality of his work stems from a playful interaction with materials, the skill with which he uses them, and his instinctive sense for form, colour, light and space.

Jason Bruges is teaming up with the environmental organisation Greenpeace to create an interactive installation made up of hundreds of energy efficient light bulbs.

**For all press queries, images, and interview requests please contact
info@kinetica-museum.org**

NOTES FOR EDITORS

ABOUT KINETICA

Kinetica aims to actively encourage the convergence of art and technology, providing an alternative platform to static traditional forms of art such as painting and sculpture. The museum champions artistic innovation of all kinds and showcases work which explores the interwoven complexities of scientific development and the human condition. Our vision is to create both a historical and contemporary art collection of seminal and cutting-edge multi-disciplinary works that date back from the 1920s through to the present day, focusing on the pioneering and influential importance of such works.

In its first phase, Kinetica Museum successfully established itself as one of London's premier artistic centres and received international recognition for its dynamic series of exhibitions, workshops, performances and artist talks. This phase of the project, launched on October 6th, 2006, revolved around Kinetica's high-profile exhibition space in central London, where, over the course of nine months, some of the most important examples of kinetic, technological and electronic art, both past and present were showcased through seven major exhibitions.

For the second phase, the museum will become truly kinetic with a series of exhibitions planned around the globe.

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Kinetica Biographies:

Dianne Harris, Art Director, has worked within the applied arts for the past 15 years and has exhibited extensively in America, North Africa, Europe and England. She was founder, curator and director of the Luminaries kinetic and interactive gallery in London from 2003-4.

From this she went on to co-found Kinetica. Dianne sources and curates the revolving collection for Kinetica and is instrumental in inviting key workshop leaders, artists, curators, scientists, musicians, authors and philosophers to run programmes, forums and special exhibitions.

Tony Langford, Co-founder, Operations and Managing Director, has been involved in the research and application of audiovisual and interactive media for more than 10 years. He has organised and run events with a focus on providing stimulating and interactive audiovisual experiences for visitors. Most recently he managed visual campaigns and events (outdoor, audiovisual and online) for an independent record label.

Charlotte Tiley, Commercial Director, has been setting up and developing creative businesses for the last 10 years from fashion houses in Milan to corporate entertainment companies in F1 and now oversees the business development and management of Kinetica.

ABOUT 100% DESIGN

100% Design is the UK's premier contemporary interiors event for the contract market. There is no other show that connects the worlds of architecture and design with innovative, contemporary interior products, creativity and an exciting mix of new and established talent. 100% Detail, 100% Light, 100% Futures and 100% Materials are all events running alongside the central 100% Design exhibition.

Exhibition Opening Hours –

Thursday 20th 10:00 – 21:00
Friday 21st 10:00 – 19:00
Saturday 22nd 10:00 – 18:00
Sunday 23rd 11:00 – 18:00

PRESS Registration –

Please bring a valid press identity card or editorial business card with you to the event. Entry to 100% Design for press visitors is via an entry badge.

Don't forget that your badge for 100% Design will also allow you access to the other co-located events taking place in Earl's Court which make up 100% Design London - 100% Detail, 100%Light, 100% Futures and 100% Materials. Visitors will be able to walk freely from one area of the show to the next.

STUDENT visitors - please bring relevant student ID with you. 100% Design is open to student visitors on Saturday 22nd and Sunday 23rd September 2007 only.

Admission: £10 online / £20 on the door

PUBLIC visitors - 100% Design is open to public visitors on Sunday 23rd September only. Public visitors arriving on any other day will not be permitted access to the exhibition.

Admission: £15 Adult / £8 Child online
£20 Adult / £10 Child on the door

To register online go to www.100percentdesign.co.uk