

GAZELLI ART HOUSE



© Hua Dung Clerget. La Mia Ultrafragola series, 2018. Acrylic and oil painting on canvas, gold mirror acrylic sheet, 80cm x 110 cm x 5 cm each

Gazelli Art House Window Project, Winter 2018 *Hoa Dung Clerget: La Mia Ultrafragola series*

Exhibition: 10th December 2018 – 5th January 2019

Gazelli Art House in partnership with Central Saint Martin, the world-renowned arts and design college, is pleased to present Hoa Dung Clerget, winner of our Winter Window Project 2018 for 'La Mia Ultrafragola series'. Our London windows will showcase La Mia Ultrafragola 1, 2 and 3 until 5th January.

Each edition of the window project welcomes a new selection committee, usually composed of a collector, a curator and a critic. This winter, the members of the jury were Paul Haywood, Art Programme Director of Central Saint Martin, Aurore Ogden, Art Director of The Arts Club and Sophie Hastings of GC Mag, arts contributor.

In La Mia Ultrafragola series, Clerget explores the frontier between art and design, and their place in a modern society. The series, imagined to be displayed in contemporary shop-windows, refers to Walter Benjamin's analyse of passages and shop-windows as an unprecedented Capitalism that comes together, combining commerce and aesthetic emotion, creating a world of images and market dreams. The series is also inspired by Ettore Sottsass famous mirror, Ultrafragola. Once object of daily-life, this mirror has become an object of desire, found in auction houses and sold as a piece of art. This evolution echoes to what Benjamin defined as the Modernity in his book *The Arcades Projects*: something that would change the face of cities. Therefore, of society. Design and fashion logics have gradually invaded the worlds of objects, moving from a functionalist conception to a seductive functionalism. With La Mia Ultrafragola series, the artist wonders about the aesthetic paradigm in a capitalist world entered into the stage hyper-modernity dominated by ambivalence. Can Art escape this condition?

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Notes to Editors

About Hoa Dung Clerget

Hoa Dung Clerget is a Franco-Vietnamese artist living and working in London. Often borrowing from Design strategies, graphic imagery and colours from makeup advertising images, the artist through her works intends to question the aesthetic dimension of visual communication. After a brilliant career in finance, Clerget followed her passion and entered Central Saint Martin in 2016. Since then she has exhibited in various group show including Surge - East Wing Biennale at Courtauld Institute of Art, London, 2018, Expanded City curated by The Curations Society, London, 2017 and Blue at Josephine Clavel Gallery, London, 2017. She will graduate in 2019.

About the Window project

Since its launch during the London Olympics in 2012, the Window Project has established itself as a significant platform for artists to display site-specific works on the windows of the London gallery.

Willing to support the next generation of artists and curators and in the framework of its educational programme, Gazelli Art House gives a unique opportunity for MA and post-graduate students to expose a body of their work. The gallery offers an allocated space with street frontage as well as the windows of the first floor to display the works. Former winners include Grey Wielebinski (Slade School of Fine Art, London), Tom Pope (The Royal College of Art, London) and Alexander Duncan (The Royal College of Art, London).

Gazelli Art House invites an external jury, usually composed of a collector, a curator and a critic, to name the winner. Kate Bryan (art expert), JJ Charlesworth (art writer and art critic), Fatos Ustek (director and curator of David Roberts Art Foundation), Kamiar Maleki (collector, Director of Contemporary Istanbul art fair) and James Putnam (curator and writer) have been part of our selection committee, among others.

About Gazelli Art House

Contemporary gallery Gazelli Art House supports a wide range of international artists, presenting a broad and critically acclaimed programme of exhibitions to a diverse audience through global public projects and exhibition spaces in London and Baku. Gazelli Art House was founded in 2003 in Baku, Azerbaijan where it held exhibitions with Azeri artists. From 2010, having hosted conceptually interlinked off-site exhibitions across London, Founder and Director Mila Askarova opened a permanent space on Dover Street, London in March 2012. The same year, the Window Project was launched utilising the frontage of the gallery as additional display platform. In 2015, the initiative was remodelled to solely accommodate art school graduates through open call competitions three times a year. In 2015, the gallery launched its Digital Art House www.gazelli.io, an online residency for artists working in the digital realm. As part of the gallery's ongoing commitment to art education, a series of events and talks are organised to run alongside each exhibition.

For media enquiries about Gazelli Art House please contact:

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Gazelli Art House

39 Dover Street, W1S 4NN London

www.gazelliarthouse.com

Opening times

Monday–Friday 10am–6pm

Saturday 11am–7pm

Sunday by appointment

For updates follow us on social media: [@gazelliarthouse](https://www.instagram.com/gazelliarthouse)