

PUBLIC LAUNCH OF ANTONY GORMLEY'S FOURTH PLINTH MARATHON TODAY



Rachel Wardell will be the first person to step onto the plinth at 9am on Monday 6th July, and wants to raise awareness for the NSPCC

Rachel Wardell, a 35 year-old housewife from Sleaford in the East Midlands will be the first member of the public to stand on the Fourth Plinth in Trafalgar Square, as part of Antony Gormley's *One & Other* project, **today, Monday 6th July at 9.00am**. Commissioned by the Mayor of London and produced in partnership with Sky Arts, the project will see a different person take their place on the Fourth Plinth every hour, 24 hours a day for 100 days. Applications for the project are still open and can be made at www.oneandother.co.uk

While on the plinth Rachel will raise awareness for the NSPCC. Commenting on being chosen she said: *"I am a stay-at-home mum with 2 young children. I have no great involvement in the Arts but felt moved to get involved with this project for several reasons. I'm originally from Newcastle and the Angel of the North has a great emotional significance for me. I like the idea of the Arts as inclusive rather than exclusive and feel like this is something that Antony Gormley, and this project in particular, embrace. I wanted to be able to represent normal, everyday stay-at-home mums who aren't normally a feature of major artworks - to show my kids now, and when they're older, that you can do, and be part of anything, no matter how ordinary you are or feel."*



Suren Seneviratne has just graduated from Goldsmiths and plans a performance piece on the plinth



Jill Gatum is going to release balloons for charity during her hour on the plinth



Jason Clark, an NHS nurse from Brighton who promises to be properly clothed on the plinth

Other participants today include:

Jason Clark, a 41 year-old nurse from Brighton, who has worked for the NHS for 18 years. Jason took part in Spencer Tunick's installation of live nude figures at Selfridges in 2003. He will remain clothed on the plinth and is scared of heights so won't move or run around, but will take a book and read and wave. (10:00 - 11:00)

Jill Gatcum, 51, an IT consultant from London, will release 60 helium balloons while on the plinth. She is asking the public to buy her balloons by making a donation to their favourite charity and hopes to create a portrait of modern philanthropy in the UK via her website www.balloonfromtheplinth.co.uk. (11:00 - 12:00)

Christine Sharman, 54, from Wakefield, who works in Adult Education will be wearing an androgynous suit decorated with images of the things that are important to her; her work in Adult Education, symbols of current technology and the environment. (12:00 – 13:00)

Scott Illman, 34, an entrepreneur bar owner from Hammersmith, London will dress as a town crier and is using his hour to promote his business. (13:00 – 14:00)

Steve Platt, 54, from London is doing it for his 20-month-old grandson to give him something to remember him by. (14:00 – 15:00)

Suren Seneviratne, a 22 year-old Sri Lankan recent fine art graduate from Goldsmiths, University of London : *"I think this is a great project and I am very grateful at having being chosen as a Plinther where I will be interested in doing some kind of performance piece whilst on the plinth"*. (15:00 – 16:00)

Rupert Meese, 42, a symbolic modeller from Derby: *"My intention is simply to be there as present as possible in the moment in the most authentic way that I can be. I don't imagine it will be easy or comfortable. For me the idea that captivated me was celebrating humanity through the ordinary and every-day in us, letting the light shine through the cracks as it were."* (16:00 – 17:00)

Victor Martinez, 37, a TV art director from London is using his slot to show the *"modern, multi-cultural face of the UK"* while capturing the essence of a *"pre-Raphaelite painting"*. (17:00 – 18:00)

Ishvinder Singh Matharu, 31, an Optometrist from Chigwell: *"I really believe that this is a brilliant opportunity for the 'general public' to be involved in 'Art'. To me the fourth plinth is important. At the moment my hour is undecided."* (18:00 – 19:00)

Monique Speksnyder, 45, an adviser from Corbridge, Northumberland, will dance and hopes to get everybody on their feet. *"I think this project is just what we need in times of credit crunch and other misery."* (19:00 – 20:00)

Mark Korczak, 47, a local government officer from Leicester, hopes to promote sustainable travel. (20:00 – 21:00)

Stephen Roser, 52, a University Lecturer from Bristol will throw chocolates down to the crowds in the Square. (21:00 – 22:00)

Mike Longman, 20, an art student will be making a sculpture during his time slot. (22:00 – 23:00)

Andrew Deathe, a gallery author from Swansea will take a magnifying glass with him and use it to watch the people who might be watching him. *"I'll be representing Wales. That's important to me."* (23:00 – 00:00)

615 participants have been chosen for the month of July from the 13,000 applications that had been received at the time of the first draw. Nearly 2,000 more applications have been received since. The selected participants come from all over the UK, from as far afield as Coleraine in Northern Ireland to the Norfolk coast, from Paisley in Scotland to the West Country. Participants range from 16 to 83, and list their occupations as everything from blacksmith to professor, aquatic scientist to hospital porter.

As part of the Sky Arts Artichoke Season, Sky Arts will play a crucial role in *One & Other*, broadcasting all the live action from the Fourth Plinth, twenty four hours a day over the whole project, on the *One & Other* website: www.oneandother.co.uk. Sky Arts will go live from the plinth on 6th July from 8.15am on Sky Arts 1 HD and Sky Arts 1, with host Clive Anderson bringing viewers live coverage in the lead up to the first person stepping onto the plinth. A weekly show, live from the plinth, offering the highlights of that week, will then go out on Fridays at 7pm from 10th July on Sky Arts 1 and Sky Arts 1 HD.

Altogether 2,400 participants will be chosen at random by computer algorithm. The population of the UK will be represented proportionally by choosing a certain number of people from each region. Participants can use their time on the plinth as they like – to perform, to demonstrate, or simply to reflect.

Applications remain open until 1 September and places for the plinth will be allocated in a further two phases. Applicants who have been unsuccessful will remain in the draw for the remaining phases. The next draw will be on 1 August for places in September.

Artichoke, an Arts Council regularly funded organisation, best known for bringing *The Sultan's Elephant* to London in 2006 and *La Machine* to Liverpool last year - is producing the event as part of the **2009 Sky Arts Artichoke Season**, which will underline Sky's ongoing commitment to the arts, on screen, online and on the streets.

Antony Gormley said: "One & Other will be a picture, or representation, of a very different kind from the statues around the square or the paintings in the National Gallery. It is not about myths, power or privilege, nor about war and certainly not about death – it is an opportunity to look at life. The making of this living monument has changed through the participation of its makers; the 'Plinthers' as they have come to be known. It is amazing how quickly the idea took hold – it started as a relatively simple idea but now in becoming real it has an energy and vitality all of its own."

Mayor of London Boris Johnson, who will join Antony Gormley to see Rachel take her place on top of the plinth, said: "What an amazing experience for everyone taking part in One & Other. It's a brilliant social experiment as well as artistic work and will be fascinating to follow over the next 100 days."

Moira Sinclair, Executive Director, Arts Council England, London, said: "Like the Mayor, we want everyone to be excited by, and want to take part in, great art. One & Other is helping to do just that, creating a living monument of the nation's diversity and creativity in the middle of the capital. It's going to be truly fascinating to see how people respond to this unique event."

Jeremy Darroch, CEO BSKyB said: "We're very proud to be working with Anthony Gormley on the One & Other project. We've long been one of the biggest corporate supporters of arts in the UK but we also like to think of ourselves as an innovative company. We'll keep pushing boundaries through projects such as this, because we want to be able to help people to open up to new ideas and experiences in a way that is fresh, intriguing and enjoyable."

Monday 6 July 2009

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For further information / Use of pictures / Interviews

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Editor's Notes

NOTES TO EDITORS:

1. TAKING PART

www.oneandother.co.uk

Applications can be made at www.oneandother.co.uk, or through the post by sending a large stamped addressed envelope (with stamps to the value of £1.08) to One & Other, c/o Artichoke, Toynbee Studios, 28 Commercial Street, London E1 6AB.

Altogether 2,400 participants will be chosen at random by computer algorithm. There is no audition process. There are only four criteria – participants must be age 16 and must live, or be staying in, the UK, an equal number of men and women will be chosen, and the population of the UK will be represented proportionally by choosing a certain number of people from each region: 207 participants from Scotland, 67 from Wales, 71 from Northern Ireland, 227 from the East of England, 103 from the North East of England, 227 from the North West of England, 334 from the South East of England, 207 from the South West of England, 217 from the West Midlands, 208 from Yorkshire and the Humber, 178 from the East Midlands and 304 from London.

Places for the plinth will be allocated in a further two phases:

1 August - places allocated for September.

1 September - places allocated for October.

Each participant will spend exactly sixty minutes alone on the plinth. Volunteers may take equipment or props with them, provided they can carry them themselves. The plinth will be accessible to those with disabilities, including wheelchair users. Participants must agree to abide by the Terms and Conditions detailed on the website and in the application pack, and will need to prove their address when they take their place.

2. ANTONY GORMLEY BIOGRAPHY

Antony Gormley was born in London in 1950. Over the last 25 years Antony Gormley has revitalised the human image in sculpture through a radical investigation of the body as a place of memory and transformation, using his own body as subject, tool and material. Since 1990 he has expanded his concern with the human condition to explore the collective body and the relationship between self and other in large-scale installations like *Another Place*, *Domain Field*, and *Inside Australia*. His recent work increasingly engages with energy systems, fields and vectors, rather than mass and defined volume, evident in works like *Clearing*, *Blind Light*, *Firmament* and *Another Singularity*.

Antony Gormley's work has been exhibited extensively, with solo shows throughout the UK in venues such as the Whitechapel, Tate and the Hayward galleries, the British Museum and White Cube, and his work has been exhibited internationally at museums including the Museum of Modern Art in New York, the Los Angeles County Museum of Art, the Louisiana Museum in Humlebaek, the Corcoran Gallery of Art in Washington DC, the Irish Museum of Modern Art in Dublin, Malmö Konsthall, the Moderna Museet in Stockholm, and the Kölnischer Kunstverein in Germany. *Blind Light*, a major solo exhibition of his work, was held at the Hayward Gallery in 2007.

He has participated in major group shows such as the Venice Biennale and the Kassel Documenta 8. His *Field* has toured America, Europe and Asia. *Angel of the North* and, more recently, *Quantum Cloud* on the Thames in Greenwich are amongst the most celebrated examples of contemporary British sculpture.

3. THE FOURTH PLINTH

The Fourth Plinth project is funded by the Mayor of London and Arts Council England, London involving a rolling programme of contemporary art commissions to be installed temporarily on the empty plinth in Trafalgar Square. The scheme was initiated in 1998 by the RSA with the support of the Cass Sculpture Foundation. In 1999 responsibility for Trafalgar Square was transferred to the Mayor of London and the Greater London Authority. The scheme is led by the Cultural Strategy team, within the Mayor of London's Office, under the guidance of the Fourth Plinth Commissioning Group (FPCG), which recommends contemporary works to be placed on the plinth. The London office of Arts Council England has been a funding partner supporting the programme since 2003. More information is available on the website: www.fourthplinth.co.uk.

The first new commission for the Fourth Plinth under the auspices of the Mayor of London's Fourth Plinth Commissioning Group was Marc Quinn's sculpture, *Alison Lapper Pregnant*, unveiled in a public ceremony in September 2005. It was replaced in November 2007 by Thomas Schütte's *Model for a Hotel*. Previous commissions have been *Ecce Homo* by Mark Wallinger (1999), *Regardless of History* by Bill Woodrow (2000) and *Monument* by Rachel Whiteread (2001).

The programme is part of the vision for Trafalgar Square to be a vibrant, public space and to encourage debate about the place and value of public art in the built environment. For more information visit the Greater London Authority website: www.london.gov.uk/trafalgarsquare/index.jsp.

The Fourth Plinth Commissioning Group is:

Chair:	Ekow Eshun	Artistic Director, Institute of Contemporary Arts
Members:	Michaela Crimmin	Head of Arts, RSA
	Iwona Blazwick	Director of Whitechapel Gallery
	Mick Brundle	Principal, Arup Associates
	Tamsin Dillon	Head, Platform for Art, Transport for London
	Grayson Perry	Artist
	Sunand Prasad	President, RIBA; Architect, Partner in Penoyre and Prasad
	Richard Rieser	Director, Disability Equality in Education
	Jon Snow	Broadcaster
	Bill Woodrow	Artist (previously exhibited <i>Regardless of History</i> on the Fourth Plinth)
	Julie Lomax	Head of Visual Arts, Arts Council England, London

Project Director, Mayor of London: Justine Simons

4. SKY ARTS: ON SCREEN, ONLINE, ON STAGE AND ON THE STREETS

Sky Arts will play a crucial role in *One & Other*, supporting the event by commissioning a groundbreaking website (www.oneandother.co.uk) which will feature real time footage at any hour of the day or night, as well as a unique application that will enable visitors to the site to see how many people from their own, and other regions across the UK have applied. The project will also be reflected on screen through a weekly programme showcasing the nation's favourite 'plinthers' as voted for on the dedicated website; and a full-length documentary, *Antony Gormley and The Fourth Plinth*: focusing on Antony Gormley's career to date, and how he arrived at the concept for *One & Other*.

One & Other is produced as part of the 2009 Sky Arts Artichoke Season, a major two-year sponsorship with Artichoke, the groundbreaking company that brings art to the streets of towns and cities across the UK with projects that have included *The Sultan's Elephant* in 2006 and *La Machine* in Liverpool. Sky Arts is one of the largest corporate sponsors of the arts in the UK.

Sky is all about providing choice. That includes giving arts lovers the content they are passionate about, and making great arts accessible to everyone.

Now, with four arts channels in nearly 9 million customer homes across the UK and Ireland, Sky Arts has doubled output to 36 hours every day of the week on Sky Arts 1 and Sky Arts 2, with Sky Arts 1 HD and Sky Arts 2 HD offering the best programmes in glorious high definition

Sky wants to support the arts and make them accessible off as well as on screen, to the broadest possible audience. Recent programme highlights include *The Book Show* - the UK's only television programme dedicated to books, hosted by Mariella Frostrup; *Songbook*, a series on some of the greatest songwriters of the day; and *Brush with Fame* which sees reformed art forger John Myatt paint celebrities such as John Cleese and Robin Gibb in the style of world famous artists.

Sky Arts have built a set of partnerships with leading arts organisations. Sky Arts is:

- Broadcast partner of the Hay Festival (where Mariella Frostrup broadcasts from every day of the festival with *The Book Show*);
- Season sponsor at English National Opera 2003 - 2009 (10 new productions this season, including the Sky Focus, *L'amour de loin*).
- National Tour sponsor of English National Ballet (this season saw the ENB bring *Manon* to the stage for the first time in its history).

Sky Arts also runs Sky Arts Arts, a series of 24 partnerships each year that bring performances from across the country to a whole new audience through special behind-the-scenes documentaries shown on Sky Arts and skyarts.co.uk.

5. ARTS COUNCIL ENGLAND

Arts Council England works to get great art to everyone by championing, developing and investing in artistic experiences that enrich people's lives. As the national development agency for the arts, it supports a range of artistic activities from theatre to music, literature to dance, photography to digital art, and carnival to crafts. Great art inspires us, brings us together and teaches us about ourselves, and the world around us. In short, it makes life better.

Between 2008 and 2011, it will invest £1.3 billion of public money from government and a further £0.3 billion from the National Lottery to create these experiences for as many people as possible across the country.

Ends

Website



www.oneandother.co.uk

For:

- Information
- Applications