



Giorgio Sadotti: ELEANOR ELEANOR ELEANOR ELEANOR ELEANOR ELEANOR ELEANOR

18 January - 10 February 2013



The Gallery @ Idea Store Whitechapel presents a solo exhibition of new work by Giorgio Sadotti.

Sadotti alters what we think we know in order to surprise us with other possibilities. The exhibition includes a large scale vinyl wall text using HI DE, a new font conceived by the artist and implemented by designer Fraser Muggeridge with the aim of mimicking the process of speech. The text is, paradoxically, legible yet disarming in its strangeness; the letters appear cropped and incomplete but the font is successful in its efforts to replicate how

speech is experienced as a succession of sounds in real time.

The text acts as a drawing as well as the title of a work consisting of seven different found reproductions of a black and white image by the American twentieth century photographer Harry Callahan. The image depicts Eleanor, the photographer's wife, who was one of his main subjects from 1947 to 1960. Shown facing the camera whilst standing naked in a lake, Eleanor represents a striking homage to the Romantic tradition of the human figure being at one with nature. Sadotti's invitation to contemplate seven different manifestations of the same image accentuates an appreciation of specificity.

The artist's characteristic tactic of recontextualising or modifying the found or ostensibly familiar relates to his concern with bringing forth alternative scenarios and experiences. His interventions act as reminders of how meaning can be opened up and reinvented, alluding to the potential embedded in the everyday.

Giorgio Sadotti is a British artist based in London. Recent solo exhibitions include 'This Can', Studio 1.1, London (2012); 'This This Monster This Things', Focal Point Gallery and tour (2012); 'The The Things Is (For 3)', Milton Keynes Gallery (2010). Recent group exhibitions include 'A Word for a Play', Kunsthaus Baselland, Muttenz, Switzerland; 'Changeable Conditions', Mecklenburgh Square, London; 'Dead Fingers Talking', The Galleri Box, Gothenburg, Sweden; 'YBA', Limoncello, London.