

23 April 2009

South Wing 3rd Floor
Somerset House
Strand
London WC2R 1LA
T +44 (0)20 7183 3577
F +44 (0)20 7183 3578
info@suttonpr.com
www.suttonpr.com

Press Release:

LAZARIDES BUCKS TREND AND OPENS NEW GALLERY IN RATHBONE PLACE

Opening 15 May 2009



Lazarides is proud to announce the opening of its new flagship gallery The Rathbone. The original cult art gallery, Lazarides will celebrate its coming of age with a group show from artists including JR, Invader, Antony Micallef, David Choe and Jonathan Yeo. Never one to shy away from coming forward when others are going backward, Lazarides has opened SHOP, the ultimate outsider art retail experience, in their Greek Street space, full of affordable posters, prints, originals and highly-coveted cult ephemera.

The Rathbone, a handsome five-storey Georgian building which was once a brothel and drinking den, will now be the home of the main Lazarides group and solo exhibitions. With more space to show works from gallery artists such as Polly Morgan, Paul Insect and Miranda Donovan, The Rathbone will also have room for some surprises. More than just a gallery, it will also house a studio for artists to use to put the final touches to shows, with a screen printing table and blank walls for last-minute experimentation.

For the first Rathbone show, the artists are producing new works to hang alongside some previously seen classics. Antony Micallef, fresh from success

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in GSK Contemporary at the Royal Academy of Arts, will be showing his *Parasite* painting as well as a new canvas, *Red Siren* (illustrated above left). Bold and provocative David Choe has made beautiful new paintings such as *I like my waffles sprinkled with deep throat tears* (illustrated above right). Parisian photographer JR, whose work has adorned buildings, trains, political hot spots and whole neighbourhoods all over the world, will present new work for this show. Following the group show, there will be solo shows from artists Vhils, Invader, Micallef, Conor Harrington and Ian Francis.

Lazarides artists' works defy simple categories like 'graffiti', 'graphics' or 'pop art' and are best described instead as 'cult art'. The absolute core of cult art is its accessibility to its public. Lazarides represents a new movement in contemporary art, reaching out to a mass audience and pushing art beyond the confines of the hushed tones of the museum. It has a fresh take on pop culture, combining a critical appraisal of consumerism with an anarchic spirit. With a genuine desire to be as inclusive and unconstrained by the art world as possible, The Rathbone will allow the public to see a constantly evolving scene by some of the brightest art stars.

With posters, prints, etchings, books, specially commissioned one-offs and highly collectable rare finds, SHOP on Greek Street will have a steady stream of work by new artists including Coop and Frank Kozik as well as work from artists already under the Lazarides umbrella – Vhils, Conor Harrington, Blu, Faile, JR and Bast to name just a few.

Visitor Information:

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| The Rathbone | 11 Rathbone Place London WC2H 0EW |
| Hours: | Tues-Sat 11am-7pm |
| Admission: | Free |
| Nearest tube: | Tottenham Court Road |

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| SHOP | 8 Greek Street Soho, London W1D 4DG |
| Website: | www.lazinc.com |
| Nearest tube: | Tottenham Court Road |

Directions: Visit www.lazinc.com to download a PDF map with directions
Visitor information: Call: +44 (0)20 3214 0055 or visit:
<http://www.lazinc.com/contact>

For further press information and images contact:
Elizabeth Barrett, +44 (0)20 7183 3577 or email elizabeth@suttonpr.com