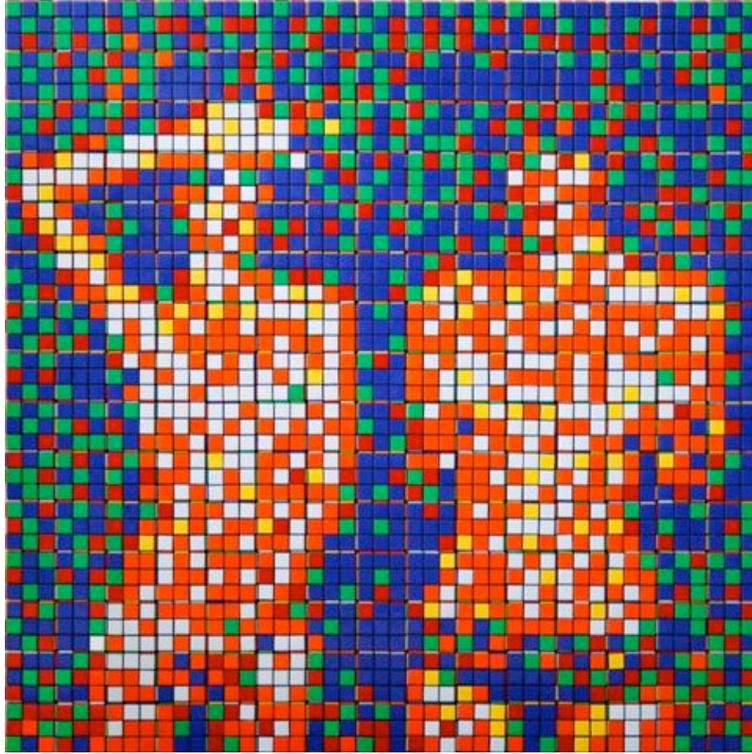


Invader

Low Fidelity

14th August – 17th September 2009



Lazarides proudly presents *Low Fidelity*, an exhibition of all new works by **Invader**, the French artist internationally recognised for the ubiquitous placement of his logo inspired by the 1970s computer game figure 'Space Invader'.

Showcased within the Rathbone gallery, *Low Fidelity* will feature all new works from the series 'Rubikcubism'. Using the famous 80's puzzle game's cubes as pixels, the artist has recreated album covers by rock bands such as the Velvet Underground, The Cure, Roxy Music, David Bowie and Michael Jackson. In addition to these classic images as well as a selection of sculptures and original works on paper, Invader has taken the pixelated image one-step further crafting his very own 'barcodes'. These abstract works are only discernable with the aid of a mobile phone digital camera, the image from which is then 'decoded' into a text message.

Employing modern technology as well as iconic imagery from the dawn of the digital age, the significance of this now global and literal "invasion" of public space, both inside the gallery and outside on urban streets, becomes evident as a commentary of this day and age. Invader's work remains a direct response to how technological developments in the past decades have influenced both social interaction, and mass contemporary culture.

Despite the many challenges posed by installing works on the street including inclement weather, theft by enthusiasts and multiple arrests whilst on his 'missions', Invader has successfully placed over a thousand of the iconic mosaic 'space invader' tile works in cities across the world. The project, which begun over a decade ago in Paris, has since spread to over 40 cities including London, Barcelona, Hong Kong, Los Angeles, Istanbul and Varanasi. Installed on walls, under bridges and on well-known monuments such as LA's iconic 'Hollywood' sign, the meticulously charted locations strictly follow a set of numeric and aesthetic rules instituted by Invader in his global game. Followers hip to the artist's ways will cleverly note that when viewed on the map his mosaics in Montpellier form the image of a 'Space Invader'.

The exhibition at Lazarides Rathbone will run from the 14th August through the 17th September. In addition to his gallery showcase, one can only hope that during his visit the artist might find time to add to his collection of famed 'Space Invader' mosaics on the streets of London.

For more information please contact: Nicolas Smirnoff
lazarides@brunswickgroup.com / +44 20 7963 1290

www.space-invaders.com

Lazarides Rathbone, 11 Rathbone Place, London, W1T 1HR
Tuesday - Friday 11 am - 7pm and Saturday 12pm - 5pm, admission free
+ 44 (0) 207 636 5443
www.lazinc.com

Lazarides

Working outside conventional practice and the contemporary art system, Lazarides welcomes a broad audience to an extensive exhibition programme, off-site projects and online exhibitions and collectives. Lazarides supports and develops the work of a group of artists who collectively, defy categorisation. Working almost with a disregard for medium, many give equal weighting to photography, drawing, sculpture and typography, as they do to the street, graffiti and the internet.

Founded in 2003 by Steve Lazarides, Lazarides represents over 30 artists including Antony Micallef, Faile, JF, Vhils, Stanley Donwood, Charlie Isoe, Mode 2, Paul Insect, Kelsey Brookes, Conor Harrington, Invader, Mark Jenkins, BAST, 3D, Jonathan Yeo, David Choe, Lucy McLauchlan, Jamie Hewlett, Miranda Donovan and Zevs.

The Lazarides gallery programme runs across exhibition spaces in London and Newcastle. The London gallery space, Lazarides Rathbone, presents over ten solo and group exhibitions each year, while Lazarides Shop, at the well known Lazarides location in Greek Street, Soho, welcomes over ten thousand visitors annually to smaller presentations and film screenings, as well as being home to publications, prints and artistic ephemera. The large-scale Newcastle space, opposite Baltic Gateshead, runs a rotating programme of projects and exhibitions from emerging artists and new practitioners.

