

PRESS RELEASE

New Art Commissions for 7 Air Street, Piccadilly, London, W1

Commissioned by The Crown Estate

Curated by Modus Operandi

Completed: October 2015

The Crown Estate and Modus Operandi are delighted to announce the completion of two art commissions for 7 Air Street:

***The Grammar of Orientation*, Giulia Ricci and *Heliostat*, United Visual Artists (UVA)**

The two new commissions form part of The Quadrant Public Art Programme, curated for The Crown Estate by Modus Operandi. Designed by Barr Gazetas Architects, 7 Air Street forms part of The Crown Estate's Quadrant 2 South development. It unifies two Grade II listed properties into a single, upgraded office building with a new entrance opposite the Hotel Café Royal. Artists Giulia Ricci and UVA won invited competitions for the commissions and developed their proposals in discussion with The Crown Estate, Barr Gazetas Architects and Modus Operandi.

The Grammar of Orientation by Giulia Ricci echoes the identity and shape of the Air Street building and is embedded as an etched design within the exterior bronze panel door fins and the reception desk.

Pattern is central to Giulia Ricci's work, forming intricate designs that often play with the sense of proximity and distance between the artwork's surface and the viewer, and acting as a reminder to the unseen complex configurations that surround us in the everyday world.

Here the repetitive shape of a 'quadrant' follows a series of permutations in a narrative sequence based on a 90 degrees rotation. The work can be read in terms of the quadrant as a tool for orientation and marine navigation and as a series of lunar phases.

This is Giulia Ricci's first commission on a large scale and in permanent materials. Her work on paper was first seen by Modus Operandi's Director at the Jerwood Drawing Prize exhibition in 2011.

Heliostat, an aerial sculpture, continues UVA's body of work exploring symmetry and repetition and the intersection of geometry, time and illumination. Comprising a series of light-emitting diodes (LEDS) within a symmetrical cubic form, the work is digitally programmed to emit multiple changing evolutions of phasing light.

Shapes appear and disappear within the sculpture and the sun is called to mind as real and virtual light refracts and radiates into the reception space.

Together ***The Grammar of Orientation*** and ***Heliostat*** work in synergy at Q2, engaging the viewer and animating the building from outside as well as within.

Modus Operandi

Curating art for public places

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Notes to Editors:

Giulia Ricci is a celebrated Italian London-based artist. She specializes in making detailed, geometrical abstract work using a variety of different methods such as manual and digital drawing. *The Grammar of Orientation* is Ricci's first permanent public artwork. Recent exhibitions include the *Jerwood Drawing Prize 2015*, Jerwood Drawing Space, London; *The Grammar of Order* (a collaborative work with the musician Tom Hopkins), The Tetley, Leeds; and *Wunderkammer*, Bartha Contemporary, London. Ricci is represented by the Bartha Contemporary, London.

United Visual Artists a world-renowned art practice based in London. It combines a wide range of disciplines including sculpture, installation, live performance, and architecture. Their materials and technology continuously evolve in a collaborative studio environment that encourages interdisciplinary projects and engenders new visionary artistic directions. Recent installations of UVA's work include *Clear, Loud, Bright, Forward*, Opera Garnier, Paris; *Volume*, Bucharest; and *Principles of Motion*, Seoul.

Modus Operandi is a leading independent agency for art in the public realm, founded and directed by Vivien Lovell. It aims to deliver excellent art integral to architecture and the public realm, matching the vision of artists to client, audience and place. Modus Operandi curates and project manages permanent and temporary commissions, collaborations and interventions, based on creative strategies and appropriate selection procedures. The Quadrant Public Art Programme includes a light sculpture by Spencer Finch, a glass and light pedestrian walkway by Daniela Schoenbaechler and paintings by Rachel Howard; these were commissioned by The Crown Estate and Stanhope in cooperation with architects Dixon Jones, and curated by Modus Operandi.

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