



PRESS RELEASE:

Montage

An exhibition of new work by Icelandic artist Gudrún Sigríður Haraldsdóttir MRBS

The Ambassador of Iceland H.E. Mr. Thórdur Aegir Óskarsson will open the exhibition in the presence of The President of Iceland H.E. Mr. Gudni Th. Jóhannesson

Venue: The Embassy of Iceland, 2A Hans Street, London SW1X 0JE, UK

Preview: 13th of September from 5:30-7:30pm.

RSVP by 8th September to london.rsvp2@mfa.is or by telephone on 020 7259 3999

The exhibition will open to the public by appointment only from 15th Sept. until 19th Jan. 2017

For further information email gudrun@inabundance.co.uk or visit www.inabundance.co.uk

Gudrún Sigríður Haraldsdóttir is a multidisciplinary artist and designer, born in Iceland and currently based in London. She creates scalable multi-sensory site-specific public and private art pieces, installations and designs - both in her own varied art practice and also in response to various client briefs or commissions.

Primary concerns within Gudrún Sigríður's work are identity, memories and perceptions - ranging from the personal to the universal - in an examination of our various ways of coping and making sense of our existence and experience.

The works Gudrún Sigríður exhibits at the Embassy of Iceland are all new pieces and represent her continuous exploration of how the past lingers on in our present; and how that mutable perception of memory and history is open to a fragmentary interpretation and re-appropriation.

Thematically, the exhibition is a montage derived from found objects and myriad images that have been collated in Gudrún Sigríður's studio and collected archive through many years - Nostalgic treasures seemingly of little use - such as a fragment of cast iron found by her father on a derelict farm in Iceland over 40 years ago; remnants of a decorative plaster cornice found in a skip in east London; surviving details of her grandmother's national costume; - as well as various images that Gudrún Sigríður has repeatedly drawn on in her extensive creative career. These include her own ongoing photographic studies of architectural details and images of Icelandic national treasures such as of the 16th century embroidered altar-cloth from Hólar and of Meyers' exquisite early 19th century studies and etchings of animal skulls - abstracted in the pursuit of creating a personal reliquary.

About the artist:

Since training in the UK as a Theatre Designer, Gudrún Sigríður has worked internationally on a wide range of projects; in theatre, film, television and museums; and as public artist, lead artist and artist in residence. Gudrún Sigríður is a member of The Royal British Society of Sculptures and her public art piece, *ARRAY* in The North Gate Bus Station, Northampton, was nominated for The MARSH Award for Excellence in Public Sculpture in 2014. She has exhibited in both solo and group shows in the UK, Iceland, Denmark and Germany including: 'Traces' - Crypt Gallery (2016, solo), Euston, 'Fragments remain' - Green Room Studio (2011, solo), Soho and 'Architectural Memories' - Hoxton Hall (2004, group), Hoxton, London; *Quadratshow* - Druck Dealer Gallery (2010, group), Hamburg; and 'vera:kven:vera' [*being:femail:being*] - Reykjavik Town Hall (2015, solo), 'byrðar:bröt' [*baggage:remains*] - Iðnó Cultural Centre (2015, solo) and 'á:lit/a:view' - Member of the month show SÍM Gallery (2013, solo), Reykjavík. Gudrún Sigríður was Artist in Residence at The Florence Trust Studios (2006/7), London and The Reykjavik Municipal Archives (2014), Reykjavik. She has worked for all major Theatres and TV in Iceland and also with film maker Kristín Jóhannsdóttir on 'As in Heaven' and others. Gudrún Sigríður has designed exhibits for The Museum of Tolerance, LA and she was Lead Exhibition Designer for NUS Museum in Singapore.

