



**DIGITAL PACKAGE XOYO GALLERY**

**EXHIBITIONS**

**AUGUST 2011 - JULY 2012**

**CURATOR & GALLERY MANAGER : ALISA PHOMMAHAXAY / GALLERY ASSISTANTS : LUKE MCDONALD, MARGAUX DAUBRY**

# PURE EVIL PRESENTS « THE LAST GOOD TIME » (4TH AUGUST 2011 – 11TH SEPTEMBER 2011)



Andy Warhol's famous dictum that "making money is art and working is art and good business is the best art" feels in an age of media hype and art market saturation less like an off hand quip and more a prescient statement of fact, fitting then that the impetus for the series of darkly reductive prints created by artist Pure Evil that make up the core of the Last Good Time show was an email received from a village in China specializing in the reproduction of the classic canon of western artwork, a factory indifferently churning out Rembrandts and Warhol's alike.

From this spark came further prints in a series built around the idea of the muse, the 'POP' combustibility of creative relationships and the dark side of classic glamour found prior to tabloid overloads or carefully crafted identities and seen through the ghostly tear filled eyes of Elizabeth Taylor, Li Tobler, Sylvette Davide and Brigitte Bardot.

**Press :** [Art Pie](#) + [Who's Jack](#) + [Brooklyn Street Art](#) + [Run Riot](#) + [Société Perrier](#) + [Vandalog](#) + [The Cult Of Brand](#) + [Paper Blog](#) + [Invisible Made Visible](#) + [Art Of Playlist](#)

# GAMMA PROFORMA PRESENTS

## « DUAL CHANNELS » : ELPH / LYKEN / SWAIN

(19TH AUGUST/26TH AUGUST/2ND SEPTEMBER 2011)



**Gamma Proforma** is a London based arts label and publisher that exists to push, extend and drive forward the work of the challenging and progressive. Exploring duality in Art & Music, **Gamma Proforma's GP2011** events feature three distinct UK artists with a common thread, they operate on **Dual Channels**.

Three events at **XOYO** London during August/September 2011. Each event launches a set of Giclee prints and a soundtrack album by the featured artist. The artists will be in attendance and will perform works at the events.

**Elph's** art is in a world of it's own, literally. A man with an eye for style, his quirky cool female characters occupy the hazy streets & substations of planet Elph. His **Pilot Nishiko** sound works are derived from his paintings, transcribing patterns and strokes to midi signals.

**Lyken's** layered & gestural work captures turbulent events & cycles along the timeline of a living cosmos. These are worlds within worlds, chemical universes revealed at a microscopic level.

**Swain's** stylistic graphics are equally as cinematic as his moody **Method-black** soundtracks. With a flair for the dramatic his images are like windows on other worlds, distant yet familiar.

**Press** : [Resident Advisor](#) + [VNA](#) + [Hooked Blog](#) + [Graffuturism](#) + [Red Squirrel](#) + [London Street Art Design](#) + [Artel](#) + [Lyken](#) + [Urban Kultur Blog](#)

# ALISA GALLERY & THE MOST CAKE PRESENTS : « HOLLY FALCONER : TECHNICOLOURS HYMNS » (6TH OCTOBER 2011 – 7TH NOVEMBER 2011)



Frankie, 2011, Selly Oak near Birmingham, C-Type Matt, 100 x 67 cm



Zara and Sophia, 2010, Bethnal Green, London, C-Type Matt, 90 x 60 cm



Sho, 2010, London, C-Type Matt, 90 x 60 cm

**Technicolour Hymns is Holly Falconer's first solo exhibition, presenting a preview of projects completed over the last two years. The show will include snapshots of English women who disregard norms: odes to lone rangers stalking ground unfriendly to a decade that opened with a wedding celebrating a demure girl marrying her fairytale prince.**

The product of a strong Christian background, Holly's work focuses on the iconography of all that surrounds her: her friends, favourite bands and London, where she is now based. Inspired by church stained glass windows, her colour-drenched portraits have a myth-making quality to them – presenting individuals in all their raw glory. A lifelong despiser of Disney and its accompanying clichéd heroines, her wide-eyed subjects may look cartoon-like, but these colour block photos celebrate a woman far more complicated than the paper princesses the current 20-something generation were raised on.

Inspired by the photography arising from nights such as Boombox and Ponystep, Holly has captured the east London lesbian scene at clubs such as Dalston Superstore over the last two years. What arose from this was a document of women decked out in their own sartorial language of graphic hairstyles and punch-drunk colour: a group less encumbered by older generations' fears over rights. Leading on from this, Holly's subsequent projects London Girls (2010) and Duets (2010-2011, a project on female friendship and relationships) are carefully-observed observations of urban women and their lives.

**Press :** [The Print Space](#) + [Diva](#) + [G3](#) + [Style Caster](#) + [The Most Cake](#) + [Foleffet](#) + [Yagg](#) + [The Dj List](#) + [Time Out London](#) + [Run Riot](#) + [Who's Jack](#) + [Barbi\(e\)turix](#)

# VICTORIA SIN PRESENTS « DRAWING » (12TH NOVEMBER – 22ND NOVEMBER 2011)



Cross, 594 x 841 mm, Pigment pen on cartridge



Stag, 594 x 841 mm, Acrylic on Cartridge



Wolf and Panther, 420 x 594 mm, Pigment pen on cartridge

'Drawing' is Victoria Sin's first solo exhibition.

Her work is explicit and unabashed, fantastical and more often than not erotic. Even Vice has picked up that "half of [the] collection is pretty explicit porn-inspired stuff and the other is insanely detailed drawings of dogs". (Vice.com)

Toronto born Victoria Sin moved to London a few years ago to study fashion but found her interests lay instead in illustration and fine art. The 20-year-old artist has been drawing ever since, focussing on themes such as mythology, religion, pornography and drag culture.

Victoria works as a freelance illustrator, and receives commissions from a wide range of clients from private pet owners to the Southwark Arts Forum. More recently she's explored different avenues with her private illustration work; such as street art, and fashion via her screen-printed clothing range Victory.

"Artist Victoria Sin is one to watch" – Wonderland [www.victoriasin.co.uk](http://www.victoriasin.co.uk)

**Press :** [The Most Cake](#) + [The Dj List](#)

**XOYO & WHISPER GALLERY PRESENTS:  
“LYLE OWERKO’S BOOMBOX PROJECT”  
(1ST DECEMBER 2011 – 15TH JANUARY 2012)**



Lyle Owerko is a New York–based filmmaker and photographer whose clients have included the Sundance Channel and MTV. He has also directed music videos for artists such as Rufus Wainwright and American Hi-Fi. Owerko shot the cover photograph for the September 11, 2001 issue of Time, which was ranked as one of the 40 most important magazine covers in the past 40 years by the American Society of Magazine Editors. While in Tokyo in 2001, Owerko found mint late-seventies Victor JVC at an outdoor market. Having already been a collector, his hunt began for more rare and obscure models. Beloved by rappers, b-boys, dancers, political protestors, and punks, a siren call to gather and dance, the boombox reminds us of when music was a collective experience and the street was a club. Owerko spent years collecting and photographing a remarkable set of vintage boomboxes, resulting in an arresting, unexpected photoseries of these cult objects.

Exactly when the term ‘boombox’ hit the streets is not known for sure. In the United States, department stores apparently began using the term in marketing and advertising as early as 1983. Street slang linguists pin the term down at 1981, and define the boombox as ‘a large portable radio and tape player with two attached speakers’. Initially, it became identified with certain segments of urban society, hence adopting epithetic nicknames, like ‘ghetto blaster’, and ‘jam box’.

**Press :** [Fact Mag](#) + [Festival For All](#) + [Data Transmission](#) + [Who’s Jack](#) + [AAA Music](#) + [Flavor Pill](#) + [The Diverse Ozone](#) + [Tuppence](#) + [Themaggiemusings](#) + [Altsounds](#) + [The Upcoming](#) + [Idol Magazine](#) + [Wcommunications](#) + [Fad](#) + [It’s The Shiznit](#) + [Think – Work – Play](#) + [Shook](#) + [Huffington Post UK](#) + [Triganome](#) + [Design Week](#) + [Unfolded Magazine](#)

**LET THEM EAT CAKE PRESENTS :**  
**« LET THEM EAT CAKE: COVER STORY »**  
**(16TH FEBRUARY – 11TH MARCH 2012)**  
**LONDON FASHION WEEK**



Let Them Eat Cake, 2012, 15th Cover, Photo by Holly Falconer, styled by Celia-Jane Ukwenya

The increasingly famous fashion magazine launched in 2006, staging a new generation of image-makers, fashion designers and writers, has become a benchmark for the fashion industry worldwide. The exhibition showcased 10 of its iconic cover images from up-and-coming photographers that have become industry names. The « Cover Story » exhibition aimed to illustrate more than the story of the magazine, it was the story of fashion, fashion medias, trends and their evolution over time. Credited by The Observer as “the rising star of our generation” the magazine has established its reputation by providing a unique and strong vision regarding the new and promising fashion designers of tomorrow.

Targeting a new generation of free thinkers with a rebellious nature, the magazine has shown a real success in terms of creativity and artistic innovation in order to stay one step ahead of the trends. In other words, the strength of the entity relies on a certain brand culture where consumers are the reflection of a new fashionable genre. That new genre wants to be different: using provocative images and promoting freedom of style, avoiding taboos and rules of conduct.

**Press :** [Run Riot](#) + [Tillate](#) + [Time Out Listing](#) + [Thrill City](#) + [We Heart](#) + [Wherevent](#) + [Made in Shoreditch](#) + [Little Ghost](#) + [Industry Publicity](#) + [Strong Room Alive](#) + [Fashion Beauty Insight](#)

**Video + Photos**

**ALISA GALLERY & MARGUERITE AGENCE PRESENT :**  
**« ROMAIN FROQUET : 'EMPREINTE' »**  
**(5TH APRIL – 30TH APRIL 2012)**



Life, mix media on paper, 50x65cm.



Gazelle, mix media on paper, 70x100cm.



Amour, mix media on paper, 50x65cm.

Romain Froquet, first exhibition in the UK.

The “Empreinte” exhibition is a series of drawings recently realised by Romain Froquet. After generating prints of his drawings in various formats he decides to re-edit them. That reproduction system offers a different interpretation and a certain uniqueness for each of his drawing. The declination that he makes often appears under positive/negative signs.

“Empreinte”, this is the name he chose for his exhibition. He aims to reflect through his drawings the projection of his inner self in constant evolution. It makes us feel a strong nostalgia from childhood expressed by the use of different mediums such as chalk, pastels or colored pencils. The presence of figurative elements are of the order of the naive and primitive, with a handprint or a drawing of a heart. Those simple and universal symbols illustrate vitality. Also appearing in his work are some typographic elements sometimes legible: representing his own language and allowing him to communicate with his own univers. Those elements are in contrast with clean lines and a structured background. In other words, it is the representation of the adult and the child both cohabiting, allowing the artist a pure expression.

This univers, touched by Romain Froquet represents an emancipation in his artistic work, that he often used for the benefit of advertising and communication.

**Press :** [Unfolded](#) + [Idol Magazine](#) + [Arte Creative](#) + [Artilinki](#) + [Télérama](#) + [We Heart](#) + [French Arts Office](#) + [Graffiti Art](#) + [Graffart](#) + [Finerats](#) + [Le Cool London](#) + [Geo Clubbing](#) + [All Events](#) + [Savage Habbit](#) + [Informed London](#) + [Photos](#)



# XOYO PRESENTS : « SMOKING AREA LAUNCH » (10TH MAY-4TH JUNE 2012)



Victoria Sin, Lil Kim, 2012



Susie Hogarth, 2011



Absent Shuush, Dick I Drew This, 2010

For this exhibition, XOYO has encouraged local artists to re-decorate the smoking area with their own creative illustrations. The exhibition gathered the work of four different artists representing different styles and emotions, from Print drawings to colourful collages and stencils. XOYO was proud to introduce the following artists; Absent Shuush, Susie Hogarth, Victoria Sin and Argir Ziovsky.

**JENNIFER K. OTTER PRESENTS :**  
**« JOY DEVOTION : A YEAR IN THE LIFE OF A ROCK**  
**SHRINE AT IAN CURTIS MEMORIAL STONE »**  
**(19TH JULY – 31ST JULY)**



Taken on the 18th of every month for a year between 2009-10 (including the 30th anniversary of Curtis's death), Joy Devotion documents the evolution of death- and of memory. The trinkets, tributes and trash on the Curtis memorial stone is in constant flux, reflecting the ever migrating myth of the vocalist himself- a harsh and glaring contrast to the finality of death. Joy Devotion captures for the first time the year in the life of the rock shrine- existing almost as a destination unto itself. With each visitor, identity, 'memory', meaning and the legacy of Curtis and Joy Division changes and flows- similar to the seasons rotating, the movement in the landscape of the cemetery itself.

As a part of her PhD research, photographer Jennifer Otter captured images of fans, flowers and fauna every month over the course of a year. Joy Devotion marks the first time the pictures have been showcased together on display for the public.

**Press :** [All Gigs](#) + [Tuppence](#) + [Société Perrier](#) + [Trinketization](#) + [Fine Art London](#) + [First Post](#) + [Art Rocker](#) + [Dazed Digital](#)  
+ [Londonist](#) + [The Playground](#)