

WORKPLACEGATESHEAD

The Old Post Office
19-21 West Street
Gateshead, NE8 1AD

thecollective

Preview: Friday 5th May
6pm – 8pm

Exhibition continues:
6th May – 3rd June
Opening hours:
Tuesday – Saturday 11am – 5pm

Issued Wednesday 26th April 2018



Workplace Gateshead is delighted to present the first public exhibition of selected works from The Founding Collective.

FOR IMMEDIATE RELEASE

Started in 2002 in London by a group of art professionals and families interested in living with contemporary art The Collective is a growing network of groups collecting, sharing and enjoying contemporary art in their homes or places of work. The combined collection of The Founding Group now comprises over 60 original and limited edition works by emerging and established artists.

Selected by Workplace this exhibition includes works by:

Mel Brimfield, Jemima Brown, Fiona Banner, Libia Castro & Olafur Olafsson, Martin Creed, Tom Dale, Michael Dean, Tacita Dean, Peter Doig, Bobby Dowler, Tracey Emin, Erica Eyres, Rose Finn-Kelcey, Ceal Floyer, Matthew Higgs, Gareth Jones, Alex Katz, Scott King, Jochen Klein, Edwin Li, Hilary Lloyd, Paul McCarthy, Paul Noble, Chris Ofili, Peter Pommerer, James Pyman, Frances Richardson, Giorgio Sadotti, Jane Simpson, Wolfgang Tillmans, Piotr Uklanski, Mark Wallinger, Bedwyr Williams, and Elizabeth Wright.

Free public event: Friday 5th May, 5pm - 6pm, all welcome

Founding members of The Collective will give an informal introduction to the history of the group, how it works, how it expanded and plans for the future. This will be followed by an open discussion chaired by WORKPLACE directors Paul Moss and Miles Thurlow focusing on the importance of collecting contemporary art, how to make a start regardless of budget, and the challenges and opportunities for new collectors in the North of England.

-ENDS-

Press information:

For more information or images please contact:

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Visitor information:

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Admission Free, Nearest Bus/Metro: Gateshead Interchange

Notes for Editors:

Workplace Gallery

<http://www.workplacegallery.co.uk/>

WORKPLACE is a contemporary art gallery founded in Gateshead in the North of England in 2002, and with a gallery in Mayfair, London since 2013. Originally situated far from any of the UK's major cultural centres, the Gallery has worked intensely over the past decade to access the international artworld. With the objective of working with artists to achieve critical acclaim, WORKPLACE has become an important and integral part of the UK's cultural landscape through a respected programme of exhibitions, taking part in the leading international art fairs, and long-term partnerships with highly esteemed international artists and galleries. Growing out of an artist-led Northern English art scene, WORKPLACE aims to combine a progressive, countercultural spirit with an independent D.I.Y. attitude, connecting to a new generation of artists, collectors and curators worldwide.

WORKPLACE GATESHEAD opened in 2005 at 34 Ellison Street, Gateshead – part of Trinity Square Shopping Centre particularly noted for its iconic Brutalist car park which featured as a key location in the 1971 cult British gangster film 'Get Carter' starring Michael Caine. Since the complex was demolished in 2008, WORKPLACE Gateshead has been located at The Old Post Office in Gateshead – a 19th Century Grade 2 listed building built upon the site of the important 18th

century British artist, engraver, and naturalist Thomas Bewick's studio and residence. Workplace Gateshead is supported by Arts Council England.

More about The Collective:

<http://www.the-collective.info/>

The Collective enables its members to tap into new artistic scene, offering an alternative, enjoyable pathway into the art market. Members often go on to buy work individually. Mostly, groups prioritise upcoming artists, although some have acquired works by established practitioners including Fiona Banner, Tracy Emin, Peter Doig and Paul McCarthy. New work is usually purchased only after a number of meetings with the artists in their studios or galleries.

Aims:

- Nurture the collection of contemporary art for domestic and workplace contexts
- Make collecting a more affordable, socially inclusive activity
- Encourage adults, young people and children to build their knowledge of contemporary art by living with it, meeting artists and visiting exhibitions
- Build bridges between new audiences, the art market and artists
- Grow a larger, culturally diverse constituency of collectors
- Provide support for emerging artists and curators

The Collective is now expanding beyond its founding group in London and is seeking new members to establish their own buying groups in different parts of the country. The Collective aims to become a national web-based network of buying groups, providing information, links and advice to new groups and organising exchanges, joint events and exhibitions.

Press image caption:

Mel Brimfield

On Board, 2010

Colour Photograph

70 x 105 cm

Courtesy of the artist and The Collective.
