

## PRESS RELEASE

### POTENTIAL IN THE ORDINARY

Group show curated by Leen Horsford

**Opening: January 22nd, 2015 - 6 - 9pm**

Duration: January 23rd - February 19th, 2015

Performance events: January 29th - 6 - 8 pm, February 14th - 2 - 5 pm, and the Finissage on February 19th, 2015 - 6 - 8 pm

ROCKELMANN& is pleased to present 'Potential in the Ordinary', a group show curated by Leen Horsford exploring the potential in our everyday, featuring Albrecht Fersch, Annie Carpenter, Anton Burdakov, Daniel Chluba, Emily Perry, ETAW, Eva Schmidhuber & Marc-Antoine Carcereri, Ilya Noe, Joanna Mortreux, Klaus Pichler, Liam Slevin, Lise Poulette, and Tatsumi Ryusui.

Andy Warhol once said *you need to let the little things that would ordinarily bore you suddenly thrill you.* 'Potential in the Ordinary' is a collection of works where the central element has been taken from our everyday world. Giving these features, whether it be the dust in the room, sounds travelling across open water, or how we see our food, a primary role in the work forces the spectator to pay attention to what would ordinarily go unnoticed. The re-structuring of these everyday elements within the gallery setting makes us look at them in a new light. We are no longer able to ignore them, and this new perspective gives us a fresh view on the world around us. Our attention is drawn to the formal aspects of these ordinary elements as we notice the colour, shape, size, texture, depth, pitch...etc.

Using elements from the ordinary world around us is a simple and direct way of communicating an idea with everyone. Elements such as tea, walking in the streets, or coat hangers, are obvious and simple. They do not need to be explained and everyone can relate to them, which results in an openness between the spectator and the work. From this point of entry the language of the artist takes over. The everyday is a theme that we can all understand, and what makes it interesting is that it enables us to see how an artist approaches and engages with the world around them. Through the manipulation of an ordinary aspect of our daily world we are able to see what the artist him/herself is concerned with. It is a demonstration of how the world is driven by experimentation and new ideas, and that there is a world of potential around us.

This is a group show in the middle of the darkest and coldest months of the year that amusingly, intelligently and mystically transforms ordinary aspects of our daily lives into moments of wonder.

Join us for the opening of 'Potential in the Ordinary' on Thursday 22nd January from 6pm to 9pm. There will be additional performance events on Thursday 29th, Saturday 14th and Thursday 19th. For more information please contact Leen at [leen@rockelmann-and.com](mailto:leen@rockelmann-and.com).