

SHERIFF

PRESS RELEASE

New gallery opening

a Sheriff project

53 rue de Turenne, Paris

-

First group show

MUSHROOMS

June 11th - July 1st 2021

With

Samuel Bradley, Katie Scott, Maurizio Montalti, Jazz Grant,
Tang Tsung Chien, Ibbly Njoya, Ghislaine Herbera and Superbien.

Post Production and Fine Art Printing company Sheriff Projects opens a new gallery space under the name “a Sheriff project” at 53 Rue de Turenne in Paris, a place of wonder and creation, a platform for emerging and established artists.

The exhibition will open with a group show curated by Sophie Strobele, featuring multi-disciplinary works of eight international artists around the theme „Mushrooms“, whose artistic approach and practice revolves around, with or alike mushrooms.

When one tree struggles, the other trees send nutrients to sustain the harmed tree through the web of mycelia connecting roots between each other.

Inspired by mycelium, nature’s intelligent web of communication and its fertile body, mushrooms, the show intends to emphasise the interconnection between creatives in the art space, hidden or visible, one nourishing the other.

Fungi’s power of transformation and regeneration positively affects our perception of decay. Through decomposition we transform the past, creating a base for new beginnings, while integrating and learning from what’s behind us.

From colourful illustrations, over botanical depictions, documentary photography, clothing design, collages, painting, bio-fabricated objects and an interactive video, the chosen artworks embody solidarity, regeneration, new materials, decomposition and transformation.

Drawing a parallel from nature’s design and the mycelium interconnecting all organisms, this exhibition intends to invite a transition from passive display or consumption of art to support of and amongst artists, growing a long lasting relationship and generating positive change. As well as shining a light on fungi’s incredible potential in bio-fabrication and alternative to conventional materials.

Reaching from literal to abstract interpretation of the theme, artists chose to support art students in difficulty with their artistic contribution, with 50% of sales going to the ERE Foundation’s “Youth Solidarity Fund”. Students and next-gen creatives have undergone a creatively and mentally draining year. The consequences of the pandemic and a global uncertainty challenge their inspiration, self-expression and future. ERE Foundation organizes an ongoing series of initiatives (e.g. educational exhibitions, formations, fund raisings...) to nurture solidarity amongst creatives, supporting those lacking opportunities and resources.

The show also features an interactive video content by Superbien and a sound installation by Fabien Girard.

The opening reception is supported by Domaine Milan (completely natural wine from south of France, farmed by hand, practicing biodynamics and permaculture) Heaven Saké and Pastis 1212.

ABOUT

Sheriff Projects

Sheriff Projects operates as a full service image content production house providing services such as Digital Capture, Post Production, Fine Art printing, Consulting, digital Production, Studios rental and groundbreaking innovative technologies in order to help established and emerging brands produce content with the highest standards in Fashion, Beauty and Luxury Industries.

Sophie Strobele

Activist and Co-Founder of ERE Foundation, Sophie Strobele builds on her experience as a model in the fashion industry to curate art exhibitions with a statement, uniting causes and artists through creation.

ERE Foundation

ERE is a philanthropic organization serving as a platform that connects creatives and NGOs through artistic work. ERE facilitates the inclusion of NGOs and positive impact causes in creative projects.

Samuel Bradley

Samuel is a British photographer and director born in 1989. His work utilises the juxtaposition of lively and joyful compositions with more pensive studies of form. Together with Kat Chan, cultural researcher and writer, and designer team Wolfe Hall, Samuel will be showing a print and serigraphy from their debut book ,Immortal Mushroom'. Taking its name from the nickname

for lingzhi, the revered medicinal mushroom in Asia, Immortal Mushroom is a collaborative exploration of Shagri-La, a remote city in northern Yunnan, China's most culturally and biodiverse province.

Jazz Grant

Jazz is a London based artist who mainly works in the medium of non-digital collage artwork and stop animation. Her unique style and craft has lead to her creating artwork for the front cover of Dazed magazine and collaborate with tastemaking brands and artists such as Celeste, Noname, Burberry, Gucci and Adidas, whilst being celebrated in magazines such as The Face, Love Magazine and Creative Review alongside an upcoming string of exhibitions this year. .

Maurizio Montalti

Strongly characterised by a creative trans-disciplinary approach and rooted in a collaborative, research-based and experimental practice, Maurizio Montalti's work explores and questions cultural stigmas as well as the design discipline itself, selecting upon contemporary (material) culture, and thereby creating new opportunities, critical analyses and advanced visions for the (creative) industry and for the broader social spectrum.

His work The Growing Lab/Mycelia employs fungal mycelium - the vegetative body of mushrooms - as the main transformative and cohesive agent for valorising organic residues deriving from other production processes. The project allows for the creation of visionary narratives through tangible artefacts.

Katie Scott

Katie Scott is a freelance illustrator based in London. (bio to come)

Ibby Njoya

Ibby is a London based set designer and art director whose practices focus on a fresh approach to viewing people's surroundings, and how that leads to the creation of innovative imagery. (tbd)

Tsung-Chien Tang

Born in Taiwan, Tsung-Chien Tang studied Textile Design at Ecole Duperré in Paris, France. In 2019, he presented his first collection at the 34th Hyeres International Festival of Fashion, Photography and Fashion Accessories. He now enrolls in MA Menswear at Institut Français de la Mode in Paris, France.

Ghislaine Herbéra

Since her studies at the Beaux-Arts in Paris, Ghislaine Herbéra has collaborated with various theater companies producing scenographies, costumes, masks and puppets. Following the publication of her first children's book, *Monsieur cent têtes*, celebrated in France and abroad, she dedicates more time to her work as illustrator. Ghislaine's practice includes drawings for newspapers, posters and engraving techniques.

Superbien

SUPERBIEN is a global creative studio based in Paris and New York. They transform the physical space into immersive/interactive experiences and mind-blowing stage shows that connect audiences with innovative ideas, as memorable as they are meaningful. Ideas expressed through compelling narrative and inventive material — from video content and scenography to creative tech.

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