

# ...PRESS RELEASE...

## For immediate use

3<sup>rd</sup> September 2016

### A CAST OF THOUSANDS!

#### Jamie Reid's 'Casting Seeds' exhibition set to thrill Liverpool

One of the major artists of the Twentieth Century is to hold a unique exhibition at Liverpool's Florence Institute. **Jamie Reid's 'Casting Seeds'** show, featuring work from throughout his career, will be open for viewing from 9<sup>th</sup> September to 18<sup>th</sup> October. It coincides with other commemorations of the 40<sup>th</sup> anniversary of punk, but true to form, this one stands apart. It is another landmark cultural offering from the beloved South Liverpool venue.

Florrie CEO **Anne Lundon** said: "I'm overjoyed to host this prestigious and unique exhibition by the one and only Jamie Reid. He's an absolute gem. This is a real coup for The Florrie. This exhibition brings together work from Germany, Milan and Brighton, and will be a unique showcase of Jamie's career. And what's more, it's free. The Florrie brings back punk!"

Reid is best known for his work with the originators of Punk Rock – The Sex Pistols. He created the iconic cover designs including Never Mind The Bollocks, Anarchy in the UK and God Save series (including one for The Florrie). This exhibition features his original Sex Pistols mural, flown in specially from Milan. His art has been exhibited internationally and helped shape popular culture in the latter part of the 20<sup>th</sup> century. He is a founder member of fusion band **Afro Celt Sound System**, for whom he did all the visuals and artwork for current album 'The Source'. Always politically engaged and engaging, he has produced graphics and art for some of the key campaigns of the last 30 years, including Anti-Poll Tax, Criminal Justice Bill, Clause 28, Occupy and Reclaim the Streets. His work is considered timeless.

Reid has lived in Liverpool for over 20 years. He collaborated with **Kif Higgins**, **Maxine Brown** and **Jonathan Swain** on the landmark graphics and cultural events organisation '**Visual Stress**'. Despite this long-term

relationship with the city, 'Casting Seeds' will be his only exhibition since **Jump Ship Rat** in 2001. As such – and featuring as it does work never before seen in the city - interest in this exhibition is exceptionally high.

There are no less than 3 elements to the project: **Time for Magic** will be a giant site-specific wall collage within the building. The 20 ft collage will be a first for the city, and incorporate works from throughout his career, such as his 'God Save' series, 'Peace is Tough', 'Time for Magic' and much more.

**Casting Seeds** will literally do just that, with the production of 10,000 seedcards, containing **Liverpool Perennial** wildflower seeds. These will be distributed through local communities throughout the city. The aim is to carpet the city grot-spots with colourful flowers, which will return again and again. This will be his answer to the Biennial. The Liverpool Perennial will "let a thousand flowers bloom" according to Jamie.

**Casting Seeds** is also the title of the main exhibition, which brings together his tipi, wall-hangings, work from throughout his career, and rarities to really attract the enthusiasts.

The Jamie Reid exhibition is the second high-profile art show in as many months at the beloved South Liverpool venue. In July they hosted **Jimmy Cauty's 'Aftermath Dislocation Principle (ADP)'**, a tiny dystopian world in a shipping container, as part of the ongoing 'Riot' tour. Anne puts this artistic renaissance down to the love of the community by all concerned. She concluded: "The fact that both Jimmy and Jamie chose The Florrie to bring us their art here in the heart of the community speaks volumes. We all love the community, what it stands for as an ideal, what it represents today, and what it could be. What we're all saying in our own ways and together, is there can be a better world."

**Jamie Reid's 'Casting Seeds' LAUNCHES at The Florence Institute, 377 Mill Street, Liverpool L8 4RF on 9<sup>th</sup> September, 5-9pm. All welcome. The exhibition runs until 18 October 2016**

**Open 10-8, Mon-Sat**

**For further information, call 728 2323, follow on Twitter @theflorrie visit: [www.theflorrie.org.uk](http://www.theflorrie.org.uk) or email [info@theflorrie.org.uk](mailto:info@theflorrie.org.uk)**

**For detailed information about Jamie's work, contact:**

**John Marchant Gallery**

**07906275098**

**[www.johnmarchantgallery.com](http://www.johnmarchantgallery.com)**

**@johnmarchantgallery**

**<https://twitter.com/JMGalleryUK>**

**<https://www.facebook.com/isisgalleryuk>**

**[www.isisgallerymagazine.org](http://www.isisgallerymagazine.org)**

**Also see his daily updated website: [www.eightfoldyear.org](http://www.eightfoldyear.org)**