

bedlam

PRESENTED BY LAZARIDES GALLERY IN ASSOCIATION WITH HTC

9th – 21st OCTOBER 2012

Private View: 8th October 2012

Following the success of Hell's Half Acre in 2010 and Minotaur in 2011, **Lazarides Gallery** and **The Old Vic Tunnels** will join artistic forces for the third and final time coinciding with this year's Frieze Art Fair - **9th – 21st October**. This year's instalment will be supported by HTC®, a global leader of mobile innovation and design, and Snow Queen Vodka.

The exhibition goes against the grain of society to bring you 'Bedlam' a term coined from 'Bethlam' London's Hospital for the clinically insane. The infamous madhouse is the oldest in the country, which came to epitomise the brutality long associated with mental institutes. The meeting of minds between Lazarides Gallery and London's foremost artistic platform The Old Vic Tunnels will creatively explore the term's modern day usage to include the brutality long associated with lunatic asylums to a much looser interpretation indicative of a state of chaos, disorder and extreme confusion.. It will certainly leave you questioning your 'compos mentis' an experience that will showcase the line between genius and madness has never been so thin.

HTC, a global leader of mobile innovation and design, has partnered with Lazarides Gallery to present Bedlam. Guests will receive an HTC device and headphones preloaded with an audio book tour of the exhibit. HTC is also working with exhibiting artist ATMA on an art installation with customised handsets to be featured in the exhibition. In addition, the HTC One™ device will be used to capture three images that will be featured in the Bedlam catalogue following the show.

Contributors include: Antony Micallef, Artists Anonymous, ATMA, Conor Harrington, Dan Witz, Doug Foster, Ian Francis, Jane Fradgley, Karim Zeriahen, Kelsey Brookes, Klaus Weiskopf, Lucy McLauchlan, Michael Najjar, Nachev, Tessa Farmer, Tina Tsang, Tobias Klein, War Boutique and 3D.

"Bedlam over the years has become synonymous with madness, chaos and pandemonium, it seemed like the perfect theme for a world gone mad. Be afraid." **Steve Lazarides, Owner, Lazarides Gallery**

'Most people that work in theatre are mad, everyone involved in the art world is crazy, Steve Lazarides is probably the craziest of them all, which is why Bedlam, the historic mental asylum, is the perfect backdrop for an art show, a stones throw from the original site. Built around the same time as The Old Vic Theatre it drew almost as many crowds; for a penny one could peer into their cells, view the freaks of the "show of Bethlehem" and laugh at their antics. I guess nothing changes....'

Hamish Jenkinson - Director, The Old Vic Tunnels

Apartment 58, a member's only space connecting and supporting creatives and ZEO the non-alcoholic drink for adults have joined forces to provide hospitality throughout the exhibition alongside a dedicated program of daytime and evening entertainment.

ENDS

For media enquiries and high resolution imagery contact Julia or Charlotte at Purple:
Julia@purplepr.com +44 (0) 207 434 7082 charlotte@purplepr.com +44 (0) 20 7434 7069



Notes to Editors

About Lazarides

Lazarides Inc is one of the world's most influential galleries, with three permanent spaces and extensive high profile off-site activity. The group is dedicated to emerging international artists who defy categorisation, often existing outside of conventional artistic career structures. This vision has resonated with the general public and major collectors alike.

Founded in 2006 by Steve Lazarides, the group represents some of the most exciting and innovative artists working today including Antony Micallef, David Choe, JR, Vhils, Faile, Jonathan Yeo, Charlie Isoe, Conor Harrington, Ian Francis, Stanley Donwood, 3D, Invader, Zevs, Mode 2, Todd James /Reas, Blu, Paul Insect and BAST.

In addition to its extensive exhibition program Lazarides has also presented numerous art events outside of the UK, most notably: Banksy's Barely Legal in Los Angeles (2007), Antony Micallef's Impure Idols also in LA (2007), The Outsiders in New York (2008), Eurotrash in LA (2010) plus others by Jonathan Yeo, Faile and David Choe. Off-site shows in Britain include Faile's Lost in Glimmering Shadows (2008) and Hell's Half Acre (2010) in conjunction with the Old Vic tunnels.

www.lazinc.com

About The Old Vic Tunnels

Hidden beneath Waterloo Station lies 30,000 square feet of unused railway vaults, a labyrinth of mystical tunnels. Fast becoming London's leading underground Arts venue, The Old Vic Tunnels has seen indie phenomenon Edward Sharpe and the Magnetic Zeros create 5 nights of the Wild West on Mars; the legendary New York Dolls perform; a 5 day festival of comedy and improvisation; a season with the decadent Boom Boom Club; a summer term from the National Youth Theatre of Great Britain; Universal's Yellow Lounge and a Michelin Star pop-up restaurant. There is an Underground Artist scheme with a resident Photographer, Graffiti Artist, Designer and soon Filmmaker and DJ. Veuve Clicquot recently sponsored the build of a brand new piano bar which can be found outside The Screening Room, and Bloomberg continues to provide support as The Old Vic Tunnels Volunteers Partner.

The Old Vic Tunnels is a wholly owned subsidiary of The Old Vic Theatre Trust.

www.oldvictunnels.com

About HTC

Founded in 1997, HTC Corporation (HTC) is the creator of many award-winning mobile devices and industry firsts. By putting people at the center of everything it does, HTC pushes the boundaries of design and technology to create innovative and personal experiences for consumers around the globe. HTC's portfolio includes smartphones and tablets powered by HTC Sense®, a multilayered graphical user interface that vastly improves user experience. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). For more information, please visit www.htc.com

About Apartment 58

Since opening its doors in Soho this February, Apartment 58 has launched a new global concept with its first accessible work and socialising space for the creative industry. Apartment 58 aims to offer a high-tech home from home where members can access and use the apartment for both work and play. The simple concept offers intimate apartment and bar spaces with understated design and personal access available for members who can use the space to work, hold meetings, host events or simply socialise with some friends over a cocktail.

About ZEO

ZEO is a low calorie, sensorial drink created specifically for the adult premium market.

Until now, any adult on an evening out would have to choose between something alcoholic or sugary and sticky which will most likely be high in calories. ZEO – which is like nothing you've ever experienced before - offers a similarly refined taste profile to 'distilled'-type drinks but without any alcohol and in addition to its blend of natural extracts and essences, delivers a range of sensorial effects (such as chilling, warming and tingling).

www.seekzeo.com