

## 16:9 billboard - Lauren Godfrey



Lauren Godfrey, 'Selfridges Seabreeze' 2019,  
Pencil on paper (with Halpern, Moschino, Pleats Please, Kenzo, McQueen and Prada)

### Kingsgate Project Space

30 March – 27 April 2019

Preview Friday 29 March 2019, 6 – 9pm

For the 16:9 billboard commission, Lauren Godfrey has super-sized a drawing that was originally created live in the window of Selfridges department store in London in February 2019. Lauren collected clothes from the shop floor and drew a 'pattern portrait' of the garments. Prada rubs up against Topshop, which bustles alongside Kenzo with a dash of JW Anderson – their folds and undulations, flattened onto the drawing's surface, are distilled into a blur of colours and textures, existing as a sort of alluring and abstracted landscape. The drawing – now enlarged and displayed on a billboard – becomes an exercise in ambiguous advertising, disorientation and immersion.

**Lauren Godfrey** (b. UK) is an artist based in London. Her work invites interaction and collaboration, often swerving close to furniture or the quasi-useful. Recent exhibitions and collaborations include *Hidden Harlequin* with Lauren Coullard at Centre For Recent Drawing, London; *Alimentari* solo show at Geddes Gallery, London; *House Work*, 53 Beck Road, curated by Art Licks; *Doing Easy*, Outpost Projects, Joshua Tree; a swimwear display for Karen Mabon at Les Filles in Lisbon and a jewellery display for SVP at House Of Voltaire, London. Godfrey was in residence at Triangle, New York in 2016 and Kingsgate Workshops, London in 2015. Godfrey has an upcoming show at De La Warr Pavilion and a residency at Villa Lena, Italy in 2019.