

For immediate release:

# THE NEW ART OF MAKING

The practice of Price & Myers Geometrics  
in The Gallery at Foyles, 107 Charing Cross Road, London

11<sup>th</sup> December 2015 – 7<sup>th</sup> February 2016  
Private View 10<sup>th</sup> December

Curated by Futurecity

*The New Art of Making*, a free exhibition which explores digital craftsmanship, curated by Futurecity in partnership with Price & Myers' Geometrics, will open in The Gallery at Foyles, London, from 11 December 2015 until 7 February 2016.

How we build our world is changing. A revolution is underway in making and building art and architecture, with technology now allowing us to create and make with an unprecedented freedom.

At the centre of this change is the 'designer-maker'; a cross-disciplinary master craftsman, who fuses sophisticated digital design tools and computerised fabrication with industrial, architectural and engineering expertise to define new ways of working with traditional materials - wood, stone, steel and glass.

This emerging practice is *digital craftsmanship* – a radical new practice of rendering sculptural form, blurring the line between artist, designer and maker. It is an approach pioneered by Price & Myers' Geometrics team, and supported by Futurecity through an innovative approach to commissioning art in the public realm.

The New Art Of Making exhibition realised by Futurecity and Price & Myers Geometrics, charts the evolution of digital creativity and fabrication over a sequence of recent collaborations featuring key groundbreaking projects and major sculptural commissions.

Advances in computer-controlled fabrication have closed the gap between the drawing board and the real world. The development of advanced digital design and production techniques means that instead of constructing our buildings, bridges and sculptures from a set of pre-defined pieces - bricks, girders, windows - we can now manufacture our own lego® kit for each and every project. By designing each piece specifically to the project requirements, we can minimize wasteful mass production and create almost any shape imaginable. Buildings become sculpture, and sculpture is set free to explore form at the limits of imagination.

Located at the point where architecture, engineering and fabrication converge with digital technology, Price & Myers Geometrics' team of specialist engineers and architects exemplify this new model of 'digital craftsmanship'. Together with visionary placemaking agency Futurecity, and working alongside pioneering artists and architects, the practice has delivered a diverse range of cutting-edge sculptures and architectural commissions across the capital and farther afield.

'The New Art Of Making' exhibition explores the theme of digital craftsmanship via a series of projects which range in scale from a chair arch in High Wycombe to a 12m aluminium vertical shell artwork, a stainless steel bridge in Bristol and a new pier building at Southend. It culminates with the digital craftsmanship embodied within the recently completed *Slipstream* sculpture by Richard Wilson (RA), which traces the motion of a stunt plane as it joyfully cartwheels across 78 metres of space through the new Terminal 2 : The Queen's Terminal at Heathrow Airport.

Created using techniques from fields as diverse as film animation, architecture, computer programming and – fittingly - aerodynamics and aerospace, *Slipstream* is formed by a vast kit of parts comprising over 45,000 unique pieces and 200,000 rivets; both a conscious echo and celebration of the golden era in aviation design. A digitally fabricated 1:18 scale facsimile of *Slipstream* forms the centrepiece of the exhibition, sitting alongside digital content and development models charting its journey from the take-off of an idea to its triumphant landing in the immense space of the terminal building.

Using text, diagrams and models, the interpretative materials describe the featured projects from genesis to completion. Visitors will have the opportunity to explore the themes of the exhibition by assembling their own models from digitally fabricated interlocking components.

The New Art Of Making exhibition gives a fascinating insight into an era of momentous change for the way we build, sculpt and curate the world around us.

For more information about Price & Myers Geometrics, visit:

[pricemyers.com/geometrics/](http://pricemyers.com/geometrics/)

For more information about The Gallery at Foyles, visit:

[futurecity.co.uk/gallery-at-foyles](http://futurecity.co.uk/gallery-at-foyles)

## LISTINGS INFORMATION

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**DATES:** 11<sup>th</sup> December 2015 – 7<sup>th</sup> February 2016

**PRIVATE VIEW / LAUNCH:** Thursday 10<sup>th</sup> December 2015 6.00 – 8.30pm

**OPENING HOURS:** Monday – Saturday 9.30am - 9.00pm Sundays 11.30am\*- 6.00pm  
(\*11.30am - 12.00 noon browsing only). The Café closes 30 minutes before the shop

**ADDRESS:** The Gallery at Foyles, Level 5, 107 Charing Cross Road, London, WC2H 0DT

**ADMISSION:** FREE

**TRANSPORT (UNDERGROUND):** Tottenham Court Road, Leicester Square, Charing Cross

**FURTHER INFORMATION:** [foyles.co.uk/events](http://foyles.co.uk/events) and [futurecity.co.uk/gallery-at-foyles](http://futurecity.co.uk/gallery-at-foyles)

## NOTES TO EDITORS

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### THE GALLERY AT FOYLES

The Gallery at Foyles is located on Level 5 of the new Foyles bookshop at 107 Charing Cross Road. The gallery is curated and managed by Futurecity and features collaborative projects inspired by the printed, performed and written word. The programme examines the space between text and the visual arts: using typography, languages, libraries and archives as a catalyst for exhibitions featuring **Fine Art, Photography** and **Mastercraftsmanship**.

Past exhibitions have featured work by Turner-Prize nominated artist Mark Titchner, Guardian Eyewitness photographer David Levene, a group exhibition *An Ode to 'A Rebours'* showcasing contemporary master craftsmanship, *Eccentric Spaces*; an exhibition of contemporary fine art responding to real and imagined places, *Inferno*; an exhibition of previously unseen photos of Alexander McQueen's seminal Dante catwalk show, *Growing the Future City*; Grimshaw Architects exploration of urban living in the 21<sup>st</sup> century, a solo presentation of work by artist Jane Ward and *Consequences* – a 'live' letterpress project in which the public could create a handprinted poster in the gallery. Future exhibitions for 2016 will include design, advertising and Digital projects.

[www.futurecity.co.uk/gallery-at-foyles](http://www.futurecity.co.uk/gallery-at-foyles)

## **PRICE & MYERS GEOMETRICS**

Geometrics are a specialist team of creative engineers and architects, working where structure, architecture, sculpture, technology and construction converge to solve complex making & building challenges in elegant, assured, simple ways.

We are curious, thoughtful and rigorous; by considering each project from first principles we create sophisticated construction solutions which integrate structural mechanics and architectural design with scientific knowledge and techniques from diverse fields including aerospace engineering, computer programming, and digital manufacture.

Working alongside leading artists and architects, we term this approach *digital craftsmanship* – where technological mastery combines with extensive construction expertise, research, development and design finesse to create well-built, beautiful buildings, sculptures and bridges.

Since 2001 we have built a wide variety of technologically pioneering & award-winning projects. We continually innovate in an appropriate and useful way on each project, with the aim of achieving quality with efficiency, and giving our clients confidence and assurance in what they are building.

[www.pricemyers.com/geometrics/](http://www.pricemyers.com/geometrics/)

## **FUTURECITY**

Founded by Mark Davy in 2007, Futurecity is interested in developing collaborative relationships between artists and other disciplines, whether science, architecture or technology. Futurecity work with curators, galleries and clients from around the world, championing artists who are changing the way art is presented in an urban context. They curate major arts projects, devise cultural strategies, broker cultural partnership and deliver arts projects from inception to completion.

[www.futurecity.co.uk](http://www.futurecity.co.uk)

## **FOYLES**

Foyles, the world-famous bookseller, was founded in 1903 by two brothers. As well as the flagship store on Charing Cross Road, Foyles has London bookshops at the Southbank Centre, Westfield Stratford City and London Waterloo Station. It also has branches in Cabot Circus, Bristol and Grand Central, Birmingham.

The Foyles website has millions of books for sale, with live stock availability from all its bookshops and details of upcoming literary events and book signings. Foyles also sells nook ereaders and tablets.

[www.foyles.co.uk](http://www.foyles.co.uk)

## **PRICE & MYERS CONSULTING ENGINEERS**

Price & Myers was established in 1978 as a firm of consulting engineers, with the aim of working with good imaginative architects, to make excellent buildings. We provide structural and civil

engineering consultancy and have specialist Geometrics and Sustainability teams within the practice. In our first 37 years we have completed over 24,000 jobs, and won over 580 awards. We have offices in London, Nottingham, and Oxford, and currently employ about 185 people.

Our work covers an unusually wide range, both in size and type. Projects vary from minor alterations and extensions, to major new buildings and refurbishment projects, using the most recent developments in materials and construction techniques. We have advised on the repair and restoration of many historic buildings, and we have worked with some of the country's leading architects on the design of many outstanding modern buildings.

[www.pricemyers.com](http://www.pricemyers.com)