

SPRING PROJECTS

Spring Projects at Liberty

GARY CARD / MATERIAL

8th February – 14th March 2009

Liberty, Great Marlborough Street, London W2B 5AH

GARY CARD

The window next to the flower shop on Great Marlborough Street

Known predominately as a set designer and illustrator Gary Card is one of London's' most talked about up and coming talents. Commercially his clients have included: Comme de Garcons, Uniqlo, Topshop, House of Holland, Dover Street market, Nike, Adidas, Stella McCartney, Penguin and LG. His work has featured in: The New York Times, Another Man, Another Magazine, Dazed & Confused, ID, British Vogue, Vogue Homme Japan, V Man, Pop and Paradis.

For Liberty's window, Gary has produced a new series of work: drawn images on box structures which take inspiration from, and refer to the 5 photographers images in the *Oh! You Pretty Things* exhibition (see separate press release).

Cards' trademarks; his use of colour and texture, which employ an unbridled aesthetic that utilizes a combination of visual mediums and aesthetics, are some of the elements evident in this piece, the second of his Special Projects series, which comprises unique custom made pieces for interior spaces. All pieces in the window are for sale.

MATERIAL by Six Creative

On the plasma screen in Liberty of London, ground floor

Material is an on-line environment showcasing exclusively produced fashion and contemporary culture moving image projects. Produced by leading talents in the field of fashion editorial, the site provides a new platform from which these individuals can realise their creativity in a new medium. Alongside creative fashion stories there are short documentaries, interviews and profiles, both one-off projects as well as ongoing stories. *Material* is regularly updated but simultaneously provides a significant archive for future reference. Editorially focused and user friendly, the *Material* team functions in a similar way to that of a conventional magazine with contributors providing input and insight into the content.

Launched alongside *Oh! You Pretty Things* at Liberty's in Liberty of London, *Material* showcases photographers from the exhibition and goes online during London Fashion Week. Free to view on-line; subscribers will be given an option to download hi-res formats.

Material sets out to define the parameters for moving image fashion projects online and create a new broadcast platform for the 21st century.

Six Creative are a London based agency providing creative direction for fashion, luxury and retail brands.
www.six-creative.com