



► SOFTROOM

STOCKHOLM / WORLDWIDE 2001

HOME SWEET HOME BRITISH COUNCIL EXHIBITION A TOURING EXHIBITION OF 100 EXAMPLES OF CONTEMPORARY BRITISH DESIGN FOR THE HOME. THE SHOW PRESENTED ITEMS RANGING FROM SOFAS TO CERAMICS IN THEMATICALLY DISCREET SECTIONS, REMINISCENT OF DOMESTIC SCENES.

TO FULFIL THE REQUIREMENTS OF THE BRIEF, INCLUDING THE NEED FOR A ROBUST AND SIMPLE DESIGN TO FACILITATE WORLDWIDE TRANSPORTATION, A BESPOKE MODULAR SYSTEM WAS DEVELOPED. THE DESIRE WAS TO ENHANCE THE OBJECTS ON DISPLAY WITHOUT OVER-COMPLICATING A POTENTIALLY 'BUSY-LOOKING' SHOW, AS WELL AS PROTECTING THE EXHIBITS WITH A MINIMUM OF OBSTRUCTIONS.

CURATED BY LESLEY JACKSON, EACH SET OF EXHIBITS IS RAISED OFF THE GALLERY FLOOR AND DISPLAYED ON ITS OWN STAND, COMPRISING A PLINTH FLANKED BY A PAIR OF L-SHAPED WALLS. THESE WALLS 'BRACKET' THE EXHIBITS IN EACH THEMATIC CATEGORY, WHILST MAINTAINING A SENSE

OF CONTINUITY TO THE EXHIBITION AS A WHOLE. LABELS, GRAPHICS AND EXPLANATORY TEXTS WERE PLACED ON THE BLACK OUTSIDES OF THE WALLS, WHILE THE INTERIOR FACES ARE MIRRORED. IN THIS WAY, THE VIEWER SEES ALTERNATELY RESONANT INFINITE REFLECTIONS OF A SINGLE GROUP, OR VIEWS ACROSS THE FIELD OF EXHIBITS IN THE WHOLE SHOW.

THE EXHIBITION WAS LAUNCHED AT THE KULTURHUSET IN STOCKHOLM IN FEBRUARY 2001 AND THEN TRAVELS TO DENMARK, AUSTRALIA AND SOUTH AMERICA OVER THE FOLLOWING TWO YEARS.