

Oliver Hickmet

## THE END IS THE BEGINNING IS THE END

2 MARCH – 2 APRIL 2017

OPENING Thursday 2 March 6-8 PM

### *IS IT BRIGHT WHERE YOU ARE?*

onepointfiveone presents *The End is the Beginning is the End* by Oliver Hickmet from Thursday 2 March through Sunday 2 April 2017. This presentation is the second in a series of five commissioned as part of the long-term curatorial project, onepointfiveone, taking place in the Window Space through June 2017.

*The End is the Beginning is the End* explores the way in which our experiences today are mediated **through technology**. **Hickmet's work negotiates the space between reality and the imaginary** by questioning the way in which reality is packaged and reformed. In order to address the discrepancy between how things appear and how things actually are, Hickmet investigates the branding and dissemination of invented spaces, as they are packaged and redistributed through the global subconscious.

With reference to the commercial window display acting as a means to present the idealised product of human imagination, *The End is the Beginning is the End* deploys the use of imagery and language of advertising through video and text. Videos *Roll Baby* and *A Foreboding Scene of Impending Happiness* are accompanied by a newly commissioned poem, *The End is the Beginning is the End*. The Window Space becomes a meditation on reality and artifice in the digital era – now we can begin.

### OLIVER HICKMET

Oliver Hickmet (b. 1992, Crawley, UK) is a London-based artist whose practice aims to decode the condition of places within their networks, exploring how they are mediated via technology and in what way such tools are reconfiguring our own orientation and lived experience.

Recent exhibitions include: *No Place Like Home*, The Telfer Gallery, Glasgow, 2016, *For You! I'd Do Anything*, Tritongatan5, Gothenburg, Sweden, 2015, *Hummmmmmmmmmmmmmmmmmm*, Hilbert Raum, Berlin, 2016; and *24k Gold Rita*, Caustic Coastal, Manchester, 2015.

## FURTHER INFORMATION

### ABOUT onepointfiveone

onepointfiveone is a long-term curatorial project based at Window Space on Whitechapel High Street taking place from January to June 2017 and born out of considerations around the physicality of space. The project develops through a series of five solo shows that challenge the idea of exhibiting artwork in a space that has limited access yet full visibility to the audience. onepointfiveone aims to open up the Window Space beyond its real depth of approximately 1.51 meters into new spaces that blur the lines between reality and illusion.

Each month, one artist reinterprets the Window Space as a layered form, questioning the multiple layers contained within a fixed depth and addressing the illusion existing beyond real and perceived dimension. Every solo show opens on the first Thursday of the month and is enriched by a public programme of commissioned performances, artist talks, and films beyond our 1.51 meters.

onepointfiveone is organised by London-based curators Caterina Avataneo, Rokhsane Hovaida, and Christina Makri.

### ABOUT THE WINDOW SPACE

The Window Space is a street-facing window gallery managed by the students of the MA Curating the Contemporary, a joint programme led by London Metropolitan University and Whitechapel Gallery. Visitors to the Window Space do not have physical access to the gallery and can only see what is on display from the street. Inducted as a temporary gallery in August 2014, the Window Space has commissioned over two dozen site-specific installations to be displayed in the window, with an opening every first Thursday of the month.

## VISITOR INFORMATION

### ADDRESS

Window Space  
Central House  
London Metropolitan University  
59-63 Whitechapel High St  
London E1 7PF  
United Kingdom

### OPENING HOURS

Open to the public 24/7

### TRANSPORT

By tube: Aldgate East station  
By bus: routes 15, 115 stop in front of the gallery; routes 25, 67, 135, 205, 254, D3 are all within walking distance

## PRESS ENQUIRIES

FOR FURTHER INFORMATION, PLEASE CONTACT:

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 [onepointfiveone.com](tel:02075936100)

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