

Eleanor Lindsay-Fynn invites you to take 'A Step into the Art World' at a new temporary art space, Floor, Hoxton Square. Top Floor provides London with an irreverent alternative to the now traditional white-walled gallery and play host to performances, debates and film screenings.

For the current exhibition the space has been humorously divided into four areas: the Drinks Reception, the Collector's Living Room, the Contemporary Arts Space, and the Artist's Studio. Each represents a part of what a life in art means: how it can be ridiculous and brilliant at the same time.

While drinking the obligatory art world cocktail and glass of cheap wine in the Drinks Reception, the audience will encounter Sarah Maple's triptych- Art Snobs, a light-hearted, tongue-in-cheek piece made after last year's trip to Frieze, and still's from Eleanor's film 'Igrored, Rejected and Now Banned' that was screened at the opening party on 25th October.

Moving from the glitz of the reception, the visitor becomes the owner. In the Collector's Living Room, complete with grandfather clock and fitted bookshelves, we face the private nature of art curation and ownership. Included here is Jane Simpson's 'Head Cake with Lost Marbles' which she says reflects how *'being an artist feels a bit like you are slicing yourself up, and offering yourself on a plate'*, a collection of intriguing ceramics from Sun Ae Kim and Mollie Riach and innovative art furniture by Crook and Jones.

From this cosy, private area, the viewer is then pushed back into the public, white-walled art world in the contemporary art gallery. Here they find contemporary art commenting on itself in the form of prints from Miriam Elia's new book 'Peter and Jane go to a BA Fine Art show', a witty mock-up of a 1960's Ladybird children's book showing a family working around a graduate show and Eleanor Lindsay-Fynn's 'Yellow Faces' which highlight how odd cultural rituals, like going to an art fair, really are while Ben Moore's Stormoffski, a glittering Stromtropper Helmet, storm trooper helmet embellished in over 6000 swarovski crystals rotates steadily on a turntable.

The final piece of this world is the insecure, sombre world of rejection that is the Artist's Studio. But here we also discover contemporary art's new lease of life – an internet-savvy generation whose work includes the videos of Charlotte Young and the wit of Hayden Kays. Through one-liners and comedy, 'art bollocks' is reduced to everyday language. This is popular art – art fed up with being trapped in white walls that is bursting to get out.

Emerging from this whistle-stop tour, one thing is clear, contemporary art has turned on itself.

Artists in the show include: Baccara Smart, Edward Mirza, Patrick Morrissey, Hanz Hancock, Sun Ae Kim, Benjamin Moore, Landon Peck, David C West, Alice Herrick, Sarah Maple, Miriam Elia, Hayden Kays, Jane Simpson, Charlotte Young, Eleanor Lindsay-Fynn and design duo Crook and Jones.

ELEREANOR LINDSAY FYNN
 PLATFORM 1 | BAKERLOO LINE | REGENTS PARK STATION



FRIEZE STEREOTYPES
 SARAH MAPLE 2010



MUCH LOVED FLAT
 SUN AE KIM
 2011



STORMOFFSKI
 BEN MOORE 2010

For further information and high resolution images please email ELEANOR LINDSAY FYNN
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ELEREANOR LINDSAY FYNN
 PLATFORM 1 | BAKERLOO LINE | REGENTS PARK STATION

Jane see's the painting.
 It is a pretty painting.
 'Why is there a penis
 on the painting'?
 says Jane.
 'Because God is dead
 and everything is sex',
 says mummy.



w words Pretty Painting Penis

Water Color Illustration
 Miriam Elia 2011



YOUNG BRITISH ARTIST
 Photograph
 Hayden Kays 2011



WHY THE FUCK DID YOU LEAVE ME?
 Water Color Illustration
 Miriam Elia 2011

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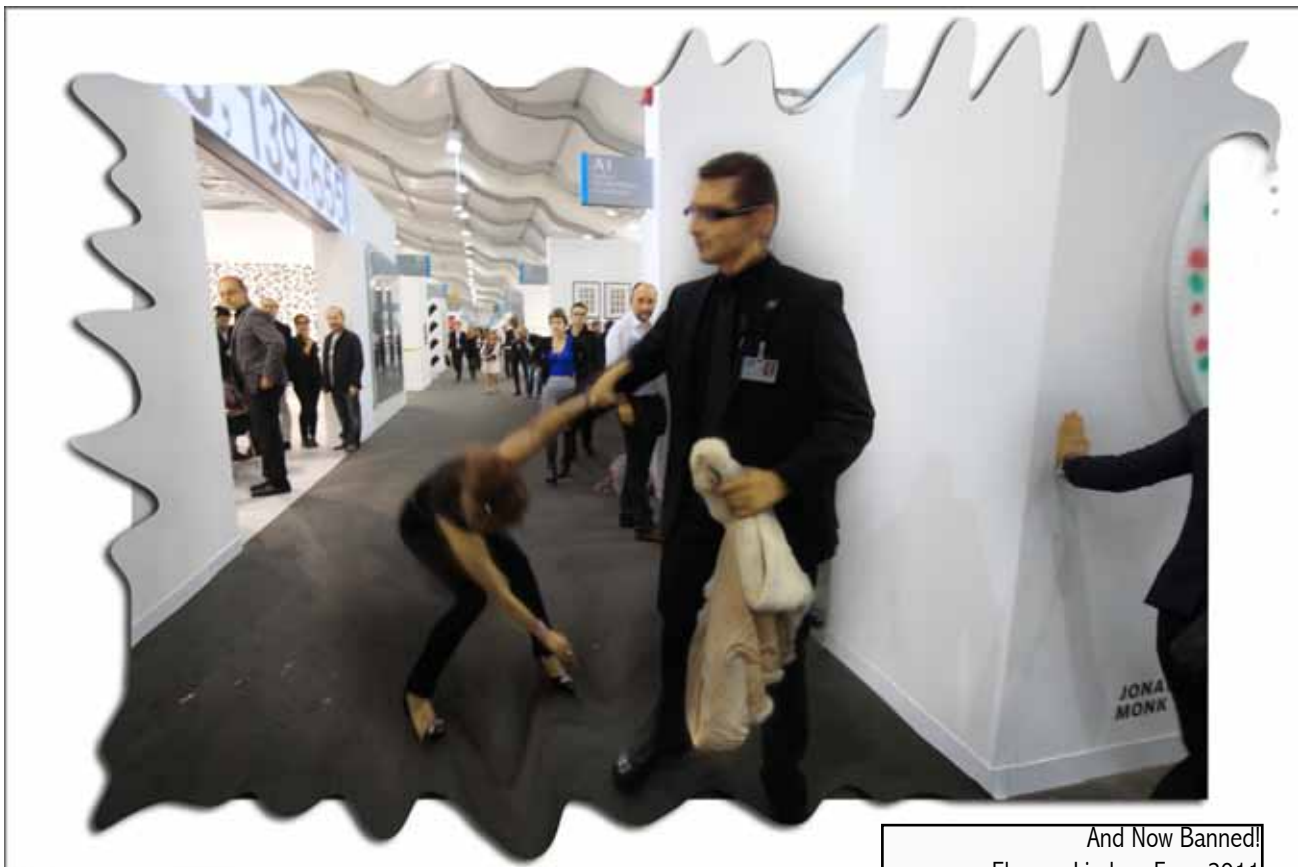
ELEREANOR LINDSAY FYNN
 PLATFORM 1 | BAKERLOO LINE | REGENTS PARK STATION



HEAD CAKE WITH LOST
 MARBLES
 Jane Simpson 2009



INSIDE THE SECONDARY MARKET
 Photography and Digital Painting
 Eleanor Lindsay Fynn 2011



And Now Banned!
 Eleanor Lindsay Fynn 2011

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NOTES FOR EDITORS:

ELEANOR LINDSAY FYNN | www.eleanorlindsayfynn.com

Eleanor Lindsay-Fynn is a physics graduate from Cambridge, turned superstar artist. She likes to think of her self as a creative intellectual, but likes nothing more than a good party. When she's not running round London with her camera, she's taking part in a number of high brow organisations including the Crunch Art Festival in Hay where she has been a speaker, chair and exhibitor.

HAYDEN KAYS | www.haydenkays.blogspot.com

Hayden Kays, born in London on the 276th day of the year. Hayden has lived the entirety of his existence in London. Hayden has 2 middle names Caleb and James. Hayden has a perforated right eardrum. Hayden weighs 63 Kilograms. Hayden likes to touch things he knows he shouldn't. Hayden has a severe issue with authority. Hayden likes nothing more than to mock. Hayden likes nothing less than people who refer to themselves in third person.

JANE SIMPSON

Jane Simpson is an English artist who lives and works in London. She primarily produces sculptures, using diverse elements such as ice, silicone rubber, wood, precious metals, glass, ceramics and household objects including items bought at flea markets and on eBay. Simpson's work is part of many public and private collections including the Saatchi Collection, Arts Council of England, Damien Hirst's Murderme Collection, British Council and the Coleccion Ciudad de Pamplona.

SARAH MAPLE | www.sarahmaple.com

She completed a BA in Fine Art from Kingston University in 2007, and now lives in her native Sussex. In the same year she also won the '4 New Sensations' competition for emerging artists, run by Charles Saatchi and Channel 4. Sarah's work has been featured as the cover and content of US art/fashion magazine Swindle, and Nylon magazine. She has also worked with Dazed and Confused and Dolce and Gabbana on her film and performance works. Maple states that the aim of her work is 'to give my audience food for thought. I believe comedy is a great tool to achieve this, which is why I choose to portray my conceptual ideas through a light-hearted and tongue-in-cheek approach'.

MIRIAM ELIA | www.miriamelia.co.uk

Miriam Elia is a Visual Artist and Comedian. Her work is diverse- from radio comedy sketches, films and live stand-up, to collage, prints, photography and animation. In 2011, she is working on her first installation. She has her own Sony nominated BBC Radio 4 sketch show-'A Series of Psychotic Episodes,' and has written for some of the top names in comedy, including Arthur Smith and Mitchell and Webb. Miriam writes and creates much of her comedy work with her brother Ezra Elia. Her greatest inspiration is Tony Hancock, and his 1961 film 'The Rebel,' written by Galton and Simpson.

SUN AE KIM | www.sunaekim.com

Sun Ae Kim is currently based in London, a recent graduate of ceramics and glass art at the Royal College of Art. She is interested in creating narratives using contemporary satirical stories found in ceramics, whilst referring to European Figurines from the 18th and 19th centuries. Figurines that were purposely used for striking a conversation among people during meal time...and break up easily these days.