



MUSEO D'ARTE CONTEMPORANEA DONNAREGINA

PRESS OFFICE

press release

Document Data
22.03.2011 10:59:25

Ceal Floyer

curated by : Mario Codognato
from : Saturday, 29 November 2008
to : Monday, 23 February 2009



CEAL FLOYER

Ceal Floyer's clarity of thought and the elegantly precise presentation of her ideas resonate through all areas of her practice. The deceptive simplicity of the work is informed by Floyer's particular sense of humour and an awareness of the absurd; her use of double-takes and shifting points of view forces the spectator to renegotiate his perception of the world.

All of Floyer's works, all the objects of which they are composed, are always readymade, they all explore the dialectical tension inevitably created between the literal and the mundane in an imaginative construction of meaning, of real value, associated with the actual use of the objects represented.

Works such as Drill, Mousehole, Untitled Installation (Dotted Line) and Exit were created with the intention of representing what they are and at the same time through a desire to identify simplicity with the complexity of being simply what they represent, thus giving rise to an inevitable mechanism of reflection on the obvious. Ceal Floyer says:

I want the manifestation of my ideas to be the same size as in real life, not only as regards scale, but also in terms of their relevance to the situation or surroundings. Then they're more like ideas behind something. Art after all is only a manifestation, a Trojan horse, for ideas.



Ceal Floyer was born in Pakistan in 1968. She moved to London to study for her BA at Goldsmiths College, graduating in 1994. She now lives and works in Berlin. In 2007 she won the prestigious Nationalgalerie Prize for Young Art. Since 1992 she has participated in numerous group shows in London while her first solo show was held in 1995. She exhibited at the Lisson Gallery for the first time in 1997, further shows following in 2002 and 2006 as she cemented her place in the prominent London gallery's team of artists. She also works with Esther Schipper in Berlin where she exhibited in 2005 and again in 2008.

Information:

Location Naples, MADRE Museum – Via Settembrini 79, Naples

Information and bookings: Telephone: 081 19313016

(Monday-Sunday: 10.00 AM – 8.00 PM)

Website www.museomadre.it

Opening hours from Monday to Friday 10.00 AM – 9.00 PM

Saturday and Sunday 10.00 AM – Midnight

Closed Tuesdays

Tickets Adults: € 7.00

Concessions: € 3.50

Audio guide € 4.00

How to reach the museum

from Capodichino airport

and Central Station: Taxi (around 10/15 minutes)

By bus: bus number 3S departing every 15 minutes. Alight at Central Station (Piazza Garibaldi).

Alibus: departing every 30 minutes. Alight at Central Station (Piazza Garibaldi). From here take the metro Line 2 to Cavour which is around 200 metres from the museum.

The exhibition is included in the Campania Artec card circuit

www.campaniartecard.it

MADRE Press Office

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