

*If You Could
Print Series 2008*

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*Genevieve Gauckler
Dan Mumford
Kate Gibb
Alex Trochut
Anthony Burrill
Siggi Eggertsson
Joe Burrin & Tom Crabtree
NODE
Kate Moross
Körner Union
The Designers Republic
Emily Forgot
Tom Gauld
Letman
Rob Ryan
Jason Munn
Build
Andreas Samuelsson
Luke Best
Ryan Waller
Kam Tang
Matthew Green
Ian Wright
Hellovon*

—

If You Could

HudsonBec
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London
EC2A 3AY
www.hudsonbec.com
www.ifyoucould.co.uk

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+44 (0)7709105590

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+44 (0)20 7729 3636

If You Could - Print Series 2008 Press Release

Foreword by Adrian Shaughnessy

Each year, for the past three years, design studio HudsonBec has invited contemporary image makers to respond to the question - 'If you could do anything tomorrow, what would it be?'. The latest responses to this enigmatic question - which sounds as if it's the title of a work by Damien Hirst - can be seen in this on the walls of their forthcoming exhibition at Kemistry Gallery celebrating the completion of the project.

2008's image makers were a carefully chosen group; all of the participants live on or near the sharp edge of the visual zeitgeist. Each month, two of them - one established, one emerging - were invited to create a poster. These two-colour, limited edition screenprints were only available to buy from the If You Could website, and they were only available for one month. Like photographing rainbows, you had to be quick to catch them.

Viewed together, the posters make an impressive rainbow of graphic invention. It also shows the importance of casting: just as a film relies on a good cast, so the success of this venture depends on choosing the right artists to make the prints. HudsonBec have done an impressive casting job. Artists include Genevieve Gauckler, Anthony Burrill, Tom Gauld, Rob Ryan, Build, Kam Tang, Ian Wright and rising star HelloVon - amongst others.

The design duo is not new to creative online entrepreneurship. In 2006 they invited 21 illustrators to respond to the same question, and published the results in an A5 box. The following year a total of 112 artists' responses were made into a full colour, 160-page book. Both editions were produced in quantities of 1000 and both sold out.


The other thing you'll notice about this project is the sense of personal involvement and commitment. All the posters are printed by HudsonBec at a local screen printers and they watched each poster come off the printing bed. Every print was stamped for authenticity, and wherever possible, taken to the artist to be signed regardless of geographical location - travelling to Paris, New York, Berlin and Amsterdam. The size of the edition was limited to the number ordered in any one month.

In an interview I conducted with Alex Bec for an article on the growing interest in buying prints of the work of illustrators and graphic designers, he had this to say: 'Illustrators have always sold prints, but have not always had the means we have now to sell them, or produce them at costs that make sense. We want someone to buy something that they love, and cherish rather than just stick on their wall.'

So what have we got here? There seems to be two important aspects to this project. The first is the curatorial and entrepreneurial aspect: gone are the days when design groups were passive entities waiting for the next commercial project to arrive. Thanks to the internet and new technology, it is now possible for studios like HudsonBec to use their energy and skill to create self-initiated projects that both support creative work and show self-reliance in a way that previous generations of graphic designers could only dream of.

The second intriguing aspect is the rise in interest surrounding the work of commercial illustrators and graphic designers. Always seen as the poor relation of Fine Art, the If You Could project demonstrates that there is as much vim and flair in the commercial sector as there is in the rarefied, often over-conceptualised world of contemporary art.

But why wait till 'tomorrow' to find out for yourself? Do it now.



Exhibition Details

Private View

December 1st 2008, 6.30 — 9.30pm
Open for press from 12 midday

Please RSVP to rsvp@ifyoucould.co.uk

Subsequent exhibition runs from December 2nd - 31st 2008

Kemistry Gallery
43 Charlotte Road
London
EC2A 3PD
+44 (0)20 7729 3636
www.kemistrygallery.co.uk

Opening Hours:
Monday to Friday 9.30 — 18.00
Saturday 11.00 — 16.00

Available to purchase

As every print was only available for the month it was released only December's prints by Ian Wright and HelloVon will be available at the show. Ian and Von will also have original, one off versions of their print available.

However as a special end of series celebration, the highly sought after 'No.1' prints of every piece will be available to buy framed as part of a silent auction. You will be able to bid for the pieces online at www.ifyoucould.co.uk/auction and at the gallery. A reserve of £100 will be put on each piece.

The auctions will end at 12 midday on Friday December 19th, and a special winning certificate will be sent to all buyers in time for Christmas. The framed pieces will then be dispatched the first week of 2009.

There will also be an accompanying catalogue to the show available. This will be a pack of B5 (176mm x 250mm) litho printed separate cards of all 24 pieces, along with an introduction by Adrian Shaughnessy.

Kemistry Gallery

Kemistry Gallery is an independent design gallery dedicated to exhibiting the work of outstanding designers both past, present and upcoming. Kemistry Gallery is the only independent gallery doing so in the UK at the present time; it exists as a one-off, having built up a far-reaching and highly respected reputation for showcasing talented designers and promoting design to a wider audience. We aim to make design accessible to an audience that might otherwise overlook or undervalue its importance next to disciplines such as fine art or photography. Kemistry Gallery strongly believes that good design in years to come will be both valued and valuable to the public and collectors alike.

The gallery has been responsible for giving first solo shows to now familiar names such as Parra, James Joyce, and Ben Eine, highlighting the talents of Daniel Eatock and Zak Kyes, as well as bringing over already established graphic design champions like Geoff McFetridge and Experimental Jetset.

Kemistry Gallery was founded in 2004 by Graham McCallum, Richard Churchill and Dan Witchell.

If you would like any of the images on the following pages at high-res please e-mail info@ifyoucould.co.uk

January 2008

Genevieve Gauckler
I'd fly to planet Mars and say
hello to the martians
www.g2works.com

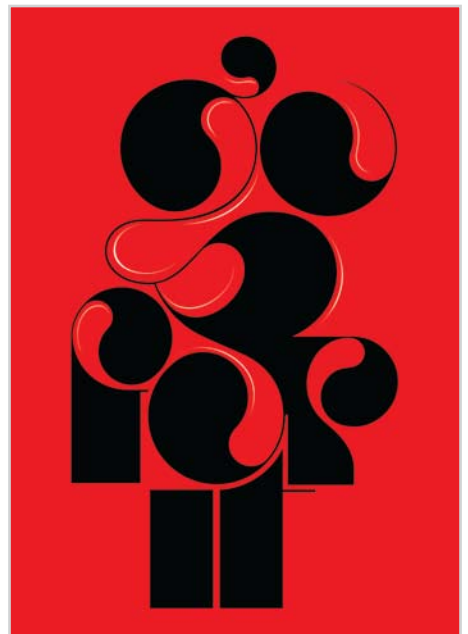
Dan Mumford
Beastmaster
www.dan-mumford.com



February 2008

Kate Gibb
I'd view the world symmetrically
kategibb.blogspot.com

Alex Trochut
Go For It
www.alextruchut.com



March 2008

Anthony Burrill
Bad Art
www.anthonyburrill.com

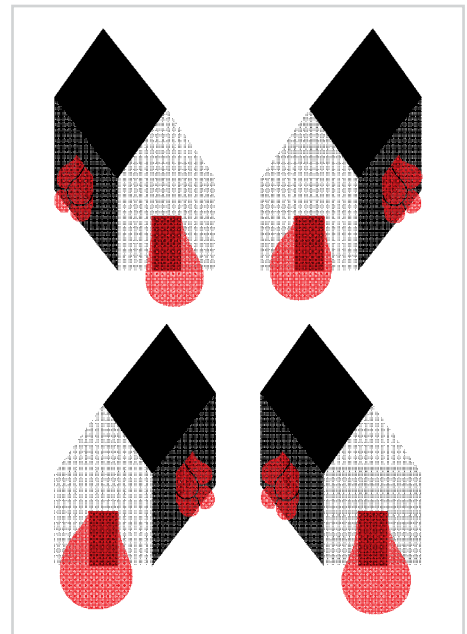
Siggi Eggertsson
Get A Dog
www.vanillusaft.com



April 2008

Joe Burrin & Tom Crabtree
Make Records

Körner Union
Spend all day in bed
doing nothing
www.koernerunion.com



May 2008

NODE

Just Tum Zang Tuum Tumb It
www.nodeberlin.com

Kate Moross

I Would run away to New York
www.katemoross.com



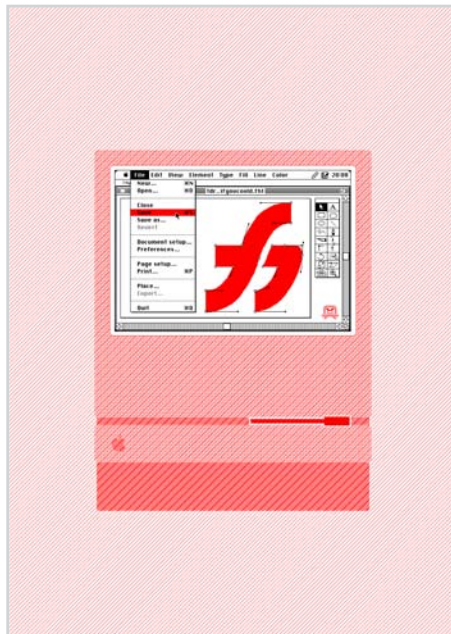
June 2008

The Designers Republic

I Would Save Freehand
www.thedesignersrepublic.com

Emily Forgot

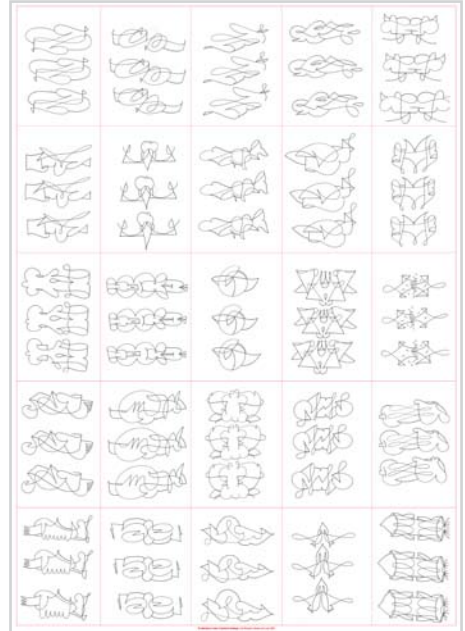
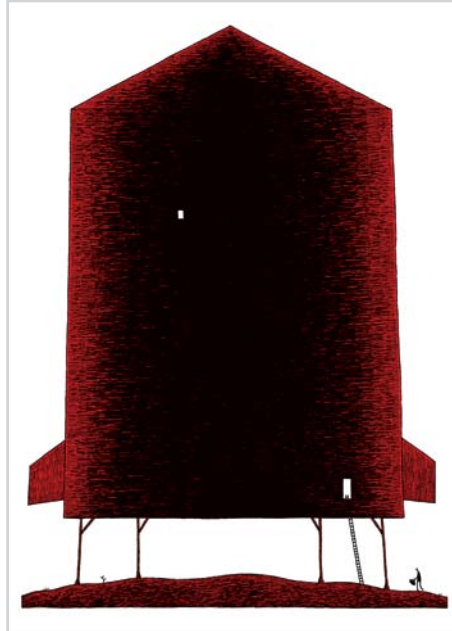
I'd get dressed up with nowhere
to go
www.emilyforgot.co.uk



July 2008

Tom Gauld
Go Into Space
www.cabanonpress.com

Letman
I Would Draw All Day
www.letman.com



August 2008

Rob Ryan
No Minute Gone...
www.misterrob.co.uk

Jason Munn
Stay in and Draw
www.themallstakes.com



September 2008

Build

Live A Simple Life
www.wearebuild.com

Andreas Samuelsson

See Things From Above
www.andreassamuelsson.com



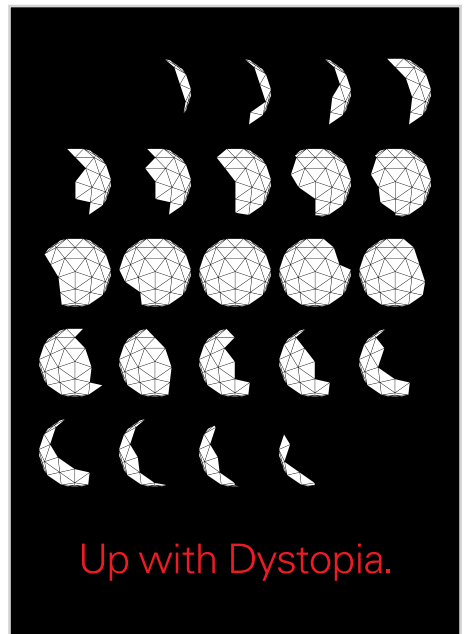
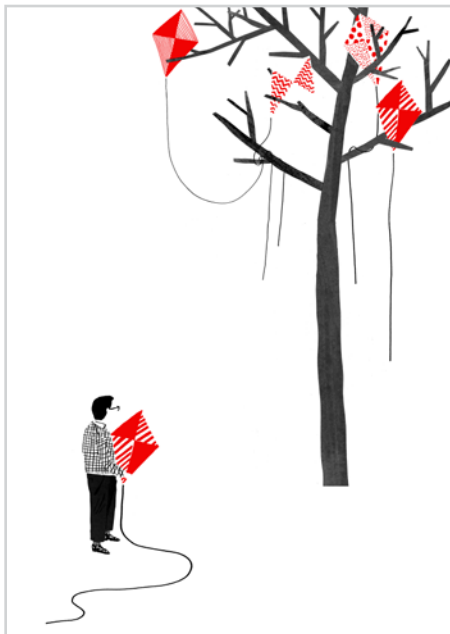
October 2008

Luke Best

Try Again
www.lukebest.com

Ryan Waller

Up With Dystopia
www.ryanwaller.com



November 2008

Kam Tang
Power Cosmic
www.kamtang.co.uk

Matthew Green
Go Down To The Woods
www.icantbelieveitsnotbetter.co.uk



December 2008

Ian Wright
'Imagine John Lennon'
www.mrianwright.co.uk

HelloVon
'Escape'
www.hellovon.com

RELEASED
01/12/08

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