White Cube: Curated by Adriano Pedrosa
White Cube Mason's Yard
12 July - 21 September 2013

White Cube Mason's Yard is pleased to present 'Open Cube', an international group exhibition organised by São Paulo-based curator Adriano Pedrosa. Invited by the gallery to curate an exhibition, Pedrosa launched a process of open submission via Art Agenda in January 2013, under the title 'Call for entries: 'Open Cube' at White Cube Mason's Yard'. The only requirement was that the artist needed to be available for an interview in London with the curator, in March 2013. 'Open Cube' received over 2,900 applicants, of which Pedrosa interviewed 38 and selected a final group of 17 artists.

Taking his cue from Brian O'Doherty's seminal book Inside the White Cube, the Ideology of the Gallery Space (1976), Pedrosa's exhibition challenges the identity of White Cube as an organisation, as a physical space and as a concept, questioning the complex relationships between existent notions of 'inside' and 'outside', value and economics. By opening up the curatorial selection process beyond his own networks and meeting with artists who were previously unknown to him, Pedrosa confronts what he perceives to be the standard gallery practice of seemingly closed systems that exist in the criteria for staging exhibitions.

The works in the ground-floor gallery are concerned with the concept of the 'white cube' and the 'open cube' itself, of public and private spaces, as well as value and currency. The works in the lower ground-floor gallery present different forms of abstraction - constructivist and geometric and also organic, amorphous, fluid types - yet many of these run counter to traditional modernist abstract idioms. The 17 artists included in this exhibition, from Bosnia and Herzegovina, Brazil, The Netherlands, Portugal, Ireland, UK and USA, have created works that contest these national boundaries as well as the very identity of White Cube itself.

In the accompanying catalogue, which includes transcripts of the interviews Pedrosa conducted with the 17 selected artists, he suggests that the 'Open Cube' is a transparent cube and sets out to reveal what goes on behind the gallery doors. Pedrosa is himself interviewed by Pablo Leon de la Barra, in order to expose his own methods and the motivations behind this exhibition. The publication is fully illustrated and will be available in September 2013.

Artists:

Matt Ager was born in 1985 in England and lives and works in London. He recently completed a residency at Skowhegan School in Maine, USA and is currently part of the postgraduate programme at the Royal Academy Schools in London. Recent exhibitions include 'Classic Poncho', The China Shop, Oxford (2013); 'A Nod', Space in Between, London (2012); 'OVERTHIN', Gallery Primo Alonso, London (2011) and 'DUMBO Arts Festival', Brooklyn, USA (2010).


Sarah Bernhardt was born in 1989 in Canterbury, UK and lives and works in London. She received a BA in Fine Art at Central Saint Martins. Recent exhibitions include 'Co-Respondent', Transition Gallery, London (2013) and 'The Sand Between God’s Toes', Pie Factory, Margate (2012).
Martin John Callanan was born in 1982 in the UK and lives and works in London. He holds an MFA from The Slade School of Fine Art, University College London (2005) and is currently a Teaching Fellow in Fine Art Media at the Slade School of Fine Art, University College London. Recent exhibitions include ‘Along Some Sympathetic Lines’, Or Gallery, Berlin (2013); Whitstable Biennale (2012); Horrach Moya Gallery, Palma (2012) and ‘Deed Poll’, a performance at Whitechapel Gallery, London (2012).

Nuno Direitinho was born in 1981 in Portugal and lives and works in London. He holds a BA in Fine Art Photography from the Glasgow School of Art (2011) and is currently doing his MFA in Fine Art Media at the Slade School of Fine Art, University College London. Recent exhibitions include ‘Voies Off’, La Galerie a Ciel Ouvert, Arles, France (2012); ‘Emergents DST’, Teatro Circo de Braga, Portugal (2011) and ‘5+1’, Assembly Gallery, Glasgow (2011).


Nada Prlja was born in Sarajevo, Bosnia and Herzegovina and lives and works in London. She holds a degree from the Academy of Fine Arts in Skopje, Macedonia and an MPhil research degree from the Royal College of Art, London. Recent exhibitions include the ‘7th Berlin Biennale’ (2012); Manifesta 8, Murcia, Spain (2010) and International Biennial of Graphic Arts, Ljubljana (2009). Recent public presentations include Nottingham Contemporary, UK (2013); ICA, London (2011) and Tate Britain (2009).

Jacopo Trabona was born in 1989 in Italy and lives and works in London. He graduates this year with an MA from Chelsea College of Art, London. Recent exhibitions include RIVALutACTION, Riva Lofts, Florence (2012); ‘B x H x Me’, A + A Gallery, Venice (2012); ‘95 Young Talents Collective’, Bevilacqua La Masa Foundation, Venice (2011) and Cava delle Rosselle, Grosseto, Italy (2011).

Caitlin Yardley was born in 1984 in Australia and lives and works in London. She received an MA from Edith Cowan University, Perth, Australia (2007) and an MFA from Goldsmiths, University London (2012). Recent exhibitions include ‘Changing direction after entering at an angle’, Goldsmiths, University of London (2012);

Curator:

Adriano Pedrosa is an independent curator, editor and writer currently based in São Paulo. He has curated numerous international exhibitions and was adjunct curator of the 24th Bienal de São Paulo (1998) with chief curator Paulo Herkenhoff, co-curator of the 27th Bienal de São Paulo (2006) with chief curator Lisette Lagnado and co-curator of the 12th Istanbul Biennial (2011) with Jens Hoffmann. He has published extensively on contemporary art in numerous catalogues and magazines and is the founding director of PIESP-Programa Independente da Escola São Paulo.