

Press Release: Outsiders' Celebration of Sport

Private View: 24 July, 2012

Event Dates: 25 July – 10 August, 2012

In conjunction with this summer's sporting festivities The Bermondsey Project is hosting a new Open Exhibition sponsored by the organisers of The Cork Street Open Exhibition. More than 100 paintings, sculptures, photographs, digital imagery, original prints and drawings will focus on all aspects of Sport.

The selection committee which included UK art experts such as Tim Marlow of the White Cube Gallery; art historian and writer, Edward Lucie-Smith; gallerist Xavier Ellis and critic, Simon Tait reviewed hundreds of entries via a two-stage voting process.

The end result is an interesting and varied selection of contemporary art that reflects many artists' perception of sport from either a participants or observers point of view.

In addition to the juried works the photographs of two guest artists, both photographers, will also be featured during the 17 day exhibition.

Olympic Opinion a selection of photographs by Oleg Tolstoy. Of British nationality, Oleg is a gifted, young photographer and artist of distinguished Russian descent. Based in London, Oleg's photographs have appeared in many publications and editorials including *Q-Magazine* and *NME* and he has produced portraits for many distinguished clients including Sir Elton John and Mick Jones. He has also exhibited in many distinguished art shows, including *British Art Now, Berlin 2010* (curated by Edward Lucie-Smith), *The Saatchi Gallery & Channel 4's New Sensations* and *The Future Can Wait* at Victoria House, London in 2011.

His latest work, ***Olympic Opinion*** focuses on the divide between the people of London, created by the impending Summer sporting events. "There appears to be," he says "a split among those who live in the city, with one side celebrating a grandiose event that will, they believe, reinvigorate British sports, and at the same time do wonders for the British economy and British culture; and the other camp, who believe that the Games are an annoyance to those who live their everyday lives in the city, and a drain on public finances." (Oleg Tolstoy, 2012).

Moritz Stragholz (MO-ST Photography) is the second guest artist. A London based photographer, Moritz was born in 1978 in Germany. When he moved to the UK in 2007, he developed his fashion photography combined with the urban landscape often with the use of additional lighting.

Since 2009 he has worked at London fashion Week, completed shoots for *Vanity* magazine as well as shoots for online magazines *Final Fitness* and *Flawless Magazine*. Now his main focus is on fashion and commercial sport/action shots (often with edgy lighting to make the model stand out from the background).

His clients since then include various musicians (incl. Carlos Paul, NU-J.A.M, Rogue, Elektra, Monroe), athletes (incl. martial artist and Guinness book record holder Chloe Bruce, Olympic rowers and Olympic bobsleighers, Team GB Beach Volleyball), dancers and models.

Outsiders' Celebration of Sport 25 July – 10 August 2012 at The Bermondsey Project, 46 Willow Walk, London, SE1 5SF and is open daily from 11-6pm. For more information visit www.OutsidetheWhiteCube.com or email info@OutsidetheWhiteCube.com

For Additional Information or High Resolution Images

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