

Matthew Noel-Tod / **End Again Week (Pop-Up!)**

*the two Jonnys' project space* / London  
www.thetwojonnys.org

Fri 30 Oct - Sun 1 Nov 2009  
Opening Fri 30 Oct / 6pm – 9pm



***End Again Week (Pop-Up!)*** is a weekend long exhibition of new work by Matthew Noel-Tod. Outside of the building on Cambridge Heath Road hang billboards and posters in the style of a contemporary fashion campaign. Inside the gallery are posters and a video of the photo shoot.

The show takes the form of a fashion retail pop-up boutique and reflects the importance of community, for the most seriously INFOLUSTY consumers, the link between INNOVATION JUBILATION and trends. Many 'fixed' ideas run the risk of becoming synonymous with boredom, hassle, eco-unfriendliness, and sinking a large part of one's budget into one object (which impedes spending on multiple experiences). The idea was intended to be the ultimate ironic pun for a sexy brand in a logo-led age. They believed the image was playful and showed how men and women's sexual roles were changing. We accepted the argument that the advert appeared in locations targeted at modern, fashion-conscious and sophisticated adults. Outside the gallery we were stopped and asked, in Italian, how to get to the Burberry Outlet? There was a savage depravity in their thoughts as they faced DEATH. It personally bothers me and it's been a steady build-up. After fifteen years of more and more serious debauchery I don't like the ads, but I'm sure their hearts were in the right place.

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Matthew Noel-Tod (b.1978, UK) studied film and fine art at The Slade School of Fine Art, Norwich School of Art and Design and Goldsmiths. Recent works and exhibitions include *Blind Carbon Copy* (2008) at Picture This, Bristol and ICA, London; *Obcy Aktorzy / Foreign Actors* (2006) at Centre for Contemporary Art, Warsaw, Whitechapel Project Space, London and Cambridge Film Festival, and *Nausea* (2005) at London Film Festival, EMAF, Osnabrück and Rotterdam Film Festival. In 2007-2008 he was a participant in the LUX Associate Artists Programme. Forthcoming shows include the group exhibition, *Remote Viewing: New Video Art*, Pacific Design Center, Los Angeles, 2009.