

Press Release

Sergio Vega *Paradise: Real Time*

5 August – 5 September 2010
Ikon Eastside

Ikon Eastside presents *Paradise: Real Time*, a high definition video installation by Argentinian-born artist Sergio Vega that explores the mythologies of paradise.

Still camera shots show the vivid landscape of Brazil, with forests, animals, insects, rivers, towns and people – all filmed in ‘real time’ – projected across multiple screens around the gallery. For a few moments rain will fall in one screen, then it will rain in all screens; then night falls and with it arrives the sound of frogs and insects. Later sunrise comes, with birds singing, wind blowing and flowers falling from trees. The viewer is surrounded by luscious imagery, enveloped by visions of an unspoilt world.

Vega’s interest in notions of paradise stems from a 17th century declaration by historian Antonio de León Pinelo that the mythical Garden of Eden was in South America. Vega found Pinelo’s paradise in Mato Grosso, Brazil and now transports it through film to Birmingham for our consideration.

Playing on our increasingly loose connection with nature, a symptom of urban life intensified by technological development, the artist taps into current environmental preoccupations. Exhibited within the industrial context of Ikon Eastside, it becomes an incongruous vision of utopia.

After training at the Whitney Museum of American Art and Yale University, Sergio Vega currently lectures in photography and sculpture at the University of Florida. This is his first solo exhibition in the UK.

Cont.

Events:

See you Later Alligator

Ikon Eastside Summer Party

Friday 20 August, 8pm-late

Free Entry

Ikon Eastside hosts a party to celebrate artist Sergio Vega's vision of paradise, with DJs and live music.

The Fountain of Youth

Café Ikon, Brindleyplace, Birmingham B1 2HS

Thursday 5 August, 8pm





£15 per person

Sergio Vega cooks reptilian paella including scallops, frogs' legs and crocodile, service with a Cachaça fruit cocktail. To book a table call Café Ikon on 0121 248 3226.

Ends.

Notes to Editors:

1. Read an account of Sergio Vega's journey to paradise at www.sergiovega-art.net
2. A selection of images is shown below.
3. Exhibition opening Thursday 5 August, 6-8pm. Admission free, open to all.
4. Ikon Eastside is located 30 minutes walk from Ikon, 10 minutes from Moor Street Station and 5 minutes from Digbeth High Street. Ikon Eastside, 183 Fazeley Street, Digbeth, Birmingham B5 5SE. Tel. 0121 248 0708 www.ikon-gallery.co.uk
5. Ikon Eastside is open Thursday – Sunday, 1-5pm. Admission is free.
6. Since 2005, Ikon has been commissioning and programming work in Eastside, an ambitious expansion of Birmingham city centre with a focus on developing the creative industries. Moving between disused industrial buildings, Ikon has created unique exhibition spaces for large-scale works, video and events.
7. Ikon Gallery is a registered charity and receives core funding from Arts Council England and Birmingham City Council.
8. Further information and interview requests to Helen Stallard (PR for Ikon Gallery) on 0774 033 9604 or email h.stallard@ikon-gallery.co.uk

	<p>Sergio Vega <i>Paradise: Real Time</i> (2010) High definition video still</p>
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