

# media contemporary arts

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## FOR IMMEDIATE RELEASE

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Media Contemporary Arts is delighted to announce the travelling exhibition of Taken By Storm: Art Of Storm Thorgerson.

Storm Thorgerson, first with Hipgnosis and then later in his own right, is the artist behind the images synonymous with identifying the pop culture of the 70's throughout and into the Millennium (eg Pink Floyd's Dark Side of the Moon, Led Zeppelin's House of the Holy, Cranberries Bury Hatchet). Creating visually beautiful and thought-provoking art, Storm's work has featured on a variety of single and album covers and collected in books including "Eye of the Storm", "Mind over Matter" and "Walk Away Renee". Storm's distinctive style has made his artwork one of the most recognisable in the music industry. He is responsible for the iconic images we associate with bands like Pink Floyd, Led Zeppelin, The Cranberries, Black Sabbath, Peter Gabriel, and 10cc amongst others.

The distinctive and edgy style of Storm Thorgerson Art has an element of "performance" to it. The Artist visualises the concept, creates the imaginative scene and then captures it through photography – the 'temporary installation' is caught through the camera and then it is gone, leaving behind a photograph as the only evidence of the occurrence, which is what appears on the album cover. Storm takes joy in engaging the audience to provoke a reaction – is it reality or is it fantasy?

*I like photography because it is a reality medium, unlike drawing which is unreal. I like to mess with reality. Bend reality. Some of my works beg the question of is it real or not? I use real elements in unreal ways. Is the man really on fire? Why would he just be standing there? Who put the beds on the beach? Why? Why is there a cow on the cover? It doesn't have anything to do with the album, or does it? A boxer dog in designer boxer shorts on a beach?*

*Incongruity. I like to create things that are unlikely (dog in designer shorts), unbelievable (beds on a beach) and unacceptable (setting a man on fire). Make people doubt what they see. How real is real? My work triggers sufficient interest in what it 'is' and makes people ask what it 'means'.*

-- Storm Thorgerson, private interview, 2004

This will be both the first international exhibition of Storm's artwork since his stroke at the opening night of his Paris exhibition last year and the first ever touring of his work worldwide. The exhibition will open in May 2005 in Chicago and tour around the North America for the remainder of 2005 before continuing to selected cities in Central America, Asia, Continental Europe and UK in 2006.

For an exciting insight into the man behind these iconic images, Taken By Storm: Art Of Storm Thorgerson is an opportunity not to be missed!

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