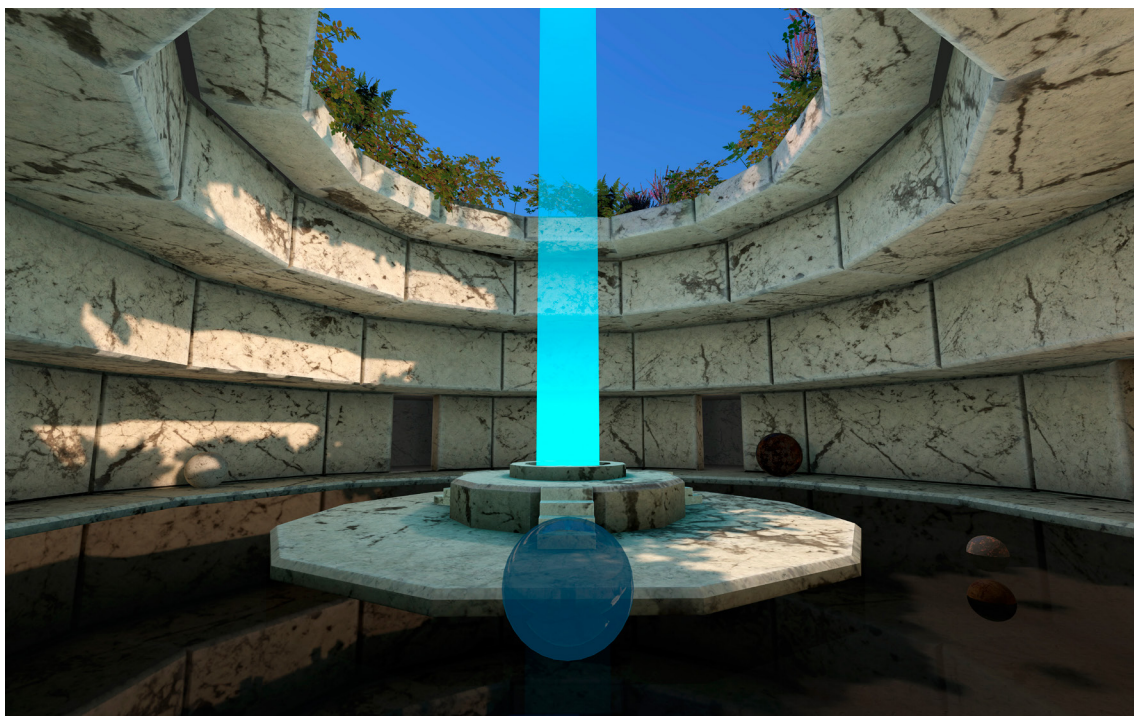


**360: REBECCA ALLEN
12 SEPTEMBER–20 OCTOBER 2019**



Rebecca Allen, image from *Life Without Matter*, 2018. Virtual Reality installation, 5:30 mins. Courtesy the artist

Zabludowicz Collection is proud to present *Life Without Matter* by Rebecca Allen as the latest installation in the 360 Virtual Reality room. Allen is a pioneering artist inspired by the aesthetics of motion, the study of perception and behaviour and the potential of advanced technology. Her artwork, which spans nearly four decades and takes the form of experimental video, large-scale performances, live simulations and virtual and augmented reality art installations, addresses issues of gender, identity and what it means to be human as technology redefines our sense of reality.

The installation *Life Without Matter* considers a future life in virtual reality where material things – physical matter – have mostly disappeared and our identity must be redefined. Within the virtual world we find ourselves in a mythic place. The viewer confronts their digital reflection, and since a virtual world is immaterial, a virtual mirror need not reflect one's physical appearance, but rather the female, male and animal in all of us.

While the viewer interacts with their virtual reflection, their shadow is shown on a special screen in the exhibition space, revealing their actions to the audience. This presents two components; the intimate, self-reflective experience in the virtual world and the projected, public experience via the shadow screen.

NOTES FOR EDITORS

Life Without Matter, 2018, was commissioned by QUAD Gallery, Derby, Arts Council England and Derby City Council

360 is the first dedicated virtual reality viewing room in an arts space in the UK, and is free to use to the public. It presents a series of solo projects by artists in the Collection and by artists who are pioneering in the realm of virtual reality.

BIOGRAPHY

With degrees from Rhode Island School of Design and Massachusetts Institute of Technology, Rebecca Allen (b. 1953, Michigan, USA) moves fluidly between artist studio and research lab, using her research to inform her art. Her artwork is exhibited internationally and is part of the permanent collection of the Centre Georges Pompidou, Paris, the Whitney Museum of American Art, New York and the Museum of Modern Art, New York.

Recent exhibitions include: *Sync(Emerge(Consciousness))*, QUAD Gallery, Derby, UK, 2018–19; *Programmed: Rules, Codes, and Choreographies in Art, 1965–2018 (Fin de Siècle II* collaboration with Nam June Paik), Whitney Museum of American Art, New York, 2018-19; *Very Real* (permanent virtual reality exhibition), DAM Gallery, Berlin, 2018-ongoing; *The Conquest of Reality* (featuring *INSIDE* and *The Tangle of Mind and Matter*), Society for Arts and Technology (SAT), Montreal, Canada, 2018; and *Kraftwerk – 3D* (featuring video projections of Allen's work from 1986), throughout Europe, February and June–September 2018.

ZABLUDOWICZ COLLECTION

Zabludowicz Collection is a philanthropic organisation including a growing collection of contemporary art and a programme of international exhibitions, events and artists' residencies. Founded in 1994, the Collection is dedicated to fostering new audiences and a sustainable environment for contemporary art, offering a variety of opportunities and support for artists and art organisations. All of its activities are privately funded and free for the public to access.

The Collection contains over 3000 works of art by more than 600 artists, spanning 40 years of art production. Its focus is on emerging art from the late 20th century to the present day, and it is in constant development. Since 2006, the Collection has been directed by Elizabeth Neilson. In 2007 the Collection opened its main space in London, in a 19th-century former Methodist chapel, where it has worked with artists and curators to produce exhibitions and events examining contemporary art practice in a public forum. The Collection now also runs an international programme of exhibitions, events, residencies and commissions across four permanent venues in the UK, USA and Finland. The programme is directed by Maitreyi Maheshwari.

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[facebook.com/ZabludowiczCollection](https://www.facebook.com/ZabludowiczCollection)

Admission: FREE

Thursday–Sunday,

12–6pm or by appointment

Café, Library and Shop

The **Shop** sells limited edition artworks, 50% of the proceeds go directly to the artist.

shop.zabludowiczcollection.com