

WALALA

PRESS RELEASE, 20 June 2017

Now Playing: Camille Walala Puts a Puzzle on the Peninsula

WALALA X PLAY at NOW Gallery

14 July to 24 September 2017



WALALA X PLAY by Camille Walala. Photography by Charles Emerson.

Graphic artist Camille Walala is building a labyrinth of shapes and colours on **Greenwich Peninsula**. Selected as **NOW Gallery**'s 2017 Design Collaborator, Camille presents **WALALA X PLAY** for the gallery's summer programme – an immersive, interactive installation exploring ideas of art, wellbeing and human scale.

Occupying NOW's main exhibition area from **14 July to 24 September**, the installation invites visitors of all ages to explore the space – and themselves – via a maze of geometric patterns, unpredictable corridors and Walala's distinctive bold colours.

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'We love having colour in our gallery space, it glows through the glass and resonates on Peninsula Square. Camille Walala is the queen of colour and her patterns will create another world for all in NOW Gallery. We are creating a playful place where – as is in our past exhibitions – we give people time to linger, digest and unpick puzzles, giving space to let the installation resonate.'

– Jemima Burrill, NOW gallery curator



WALALA X PLAY by Camille Walala. Photography by Charles Emerson.

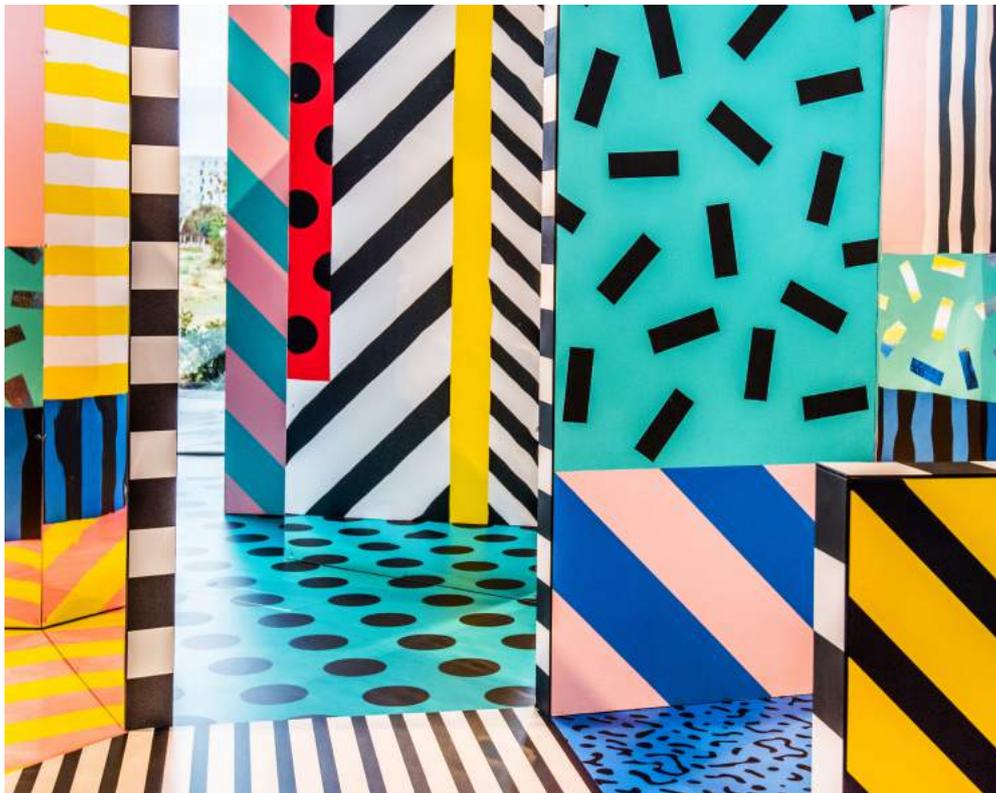
Walala has set out to create a 'temple to wonder' in which visitors can unleash their inner child and lose themselves in colour and pattern. With walls of different heights, passageways of different widths, enclosed spaces and curved and zigzag paths, the installation foregrounds the idea of human scale, giving visitors both a lasting visual impression and an extraordinary physical experience as they pass through it. Mirrored panels reflect the space back on itself; suspended shapes introduce a feeling of lightness and playful disorientation – **WALALA X PLAY** is a journey that will challenge, reward and excite gallery-goers in equal measure.

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Shaped by the surroundings

The waterways of the Greenwich Peninsula, the curve of the Thames, and the internal shapes and angles of the buildings themselves are referenced and represented in the internal flow and reflections contained within **WALALA X PLAY**. The layout of the installation playfully mirrors the shape of the building and its components are positioned in response to the mapping of the building and the peninsula around it. Seen from above, there is a clear, fluid relationship between the walls of the installation and the aerial view of the wider area, making the piece a structural extension of its immediate environment.



WALALA X PLAY by Camille Walala. Photography by Charles Emerson.

What's wrong with this picture?

At the heart of the installation is a puzzle – a giant three-dimensional game of **Spot the Difference**. Walala has woven inconsistencies and asymmetries throughout the maze – peppering it with broken geometries and subtly distorted patterns. Stepping into the installation, visitors will be confronted with a challenge: enter the space and explore its colours, patterns, shapes and scales to locate all the differences.

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Players will also be invited to share their findings on Instagram, tagged with **@nowgalleryse10** and the hashtag **#WALALAXPLAY**, creating a digital archive that will evolve over the duration of the exhibition.

The anomalies and asymmetries will generally be discreetly positioned, requiring visitors to engage their bodies and investigate the space from all angles to complete the puzzle. Secret spots will be found when looking down from the balcony or looking up at the suspended elements. This element of physicality encourages individuals to become more aware of their bodies, engage their minds and give themselves over to play. The 'flaws' will be refreshed each month, ensuring that the installation evolves and that returning visitors will always have something new to discover.

***WALALA X PLAY** at **NOW Gallery** is free to visit, suitable for all ages, and showing from **14 July until 24 September 2017**. Please note that, to avoid overcrowding, sessions on **Fridays, Saturdays and Sundays** must be booked in advance via <https://www.eventbrite.co.uk/e/walala-x-play-tickets-36536253919>*

To help keep the installation looking its best, visitors are asked to remove shoes, refrain from touching the work and to stick to a walking pace while they explore.



WALALA X PLAY by Camille Walala. Photography by Charles Emerson.

For more information please contact **Jodi Moss** at jodi@zetteler.co.uk or call +44(0)7910 705147.



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NOTES TO EDITORS

About Camille Walala

Camille Walala is a purveyor of positivity, expressed through vibrant colour and bold pattern. Camille's career has taken her all over the world to transform homes and workspaces with her signature tribal-pop style. Drawing on influences including the Memphis Movement, the Ndebele tribe and op-art master Victor Vasarely, she has an irrepressible enthusiasm for playful, graphic patterns that invoke a smile in all who view them. Recent years have seen her progress from her textile-based work to encompass art direction and interior design. Finding that her style translates powerfully to larger surfaces and installations, she is now working with greater scope and at greater scale than ever before, with an overriding ambition to imbue the world's urban landscapes with eye-popping colour and soul-stirring energy.

Clients include: Harrods, Sarenza, Armani, The Other Art Fair, Natuzzi, Better Bankside, Naked Heart Foundation, Topshop, Swatch, Nike, Ted Baker, Art Fund, Selfridges, ES Magazine, Marie Claire, Converse, Facebook, Nintendo, XOYO, Koppaberg, Bompas & Parr, Darkroom, Barbican Festival, Land of King, Urban Outfitters, Caterpillar, Sydney Koskela, Facebook, Splice TV, Converse, ARIA London.

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STUDIO TEAM

Creative director Camille Walala

Art director Julia Jomaa

Architect Iona Lapascu

Design, fabrication and installation Simon Sawyer

Vinyl studio Dave Gibbons (Puck Studio)

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About NOW Gallery

Conceived as part of the on-going regeneration of Greenwich Peninsula, NOW Gallery sits within a pavilion designed by Marks Barfield architects, moments from the O2 and North Greenwich station. The pavilion forms two curved glass buildings linked by a patinated brass-edged canopy, containing NOW Gallery and Craft London. Showcasing one-off experimental and exciting art and design, NOW Gallery provides artists and designers with space to explore ideas and create innovative large-scale artworks they may not usually have the opportunity to develop.

W: nowgallery.co.uk

T: @NOWGallery

I: [nowgalleryse10](https://www.instagram.com/nowgalleryse10)



Camille Walala. Photography by Katy Davies.
