



social systems

7 July – 2 Sept 2007

ProjectBase presents *social systems*, an exhibition featuring new work by seven international artists and artists' collectives, shown at Newlyn Art Gallery, The Exchange, Tate St Ives, and also in the Public Realm. All of the artists, in different ways, are interested in researching and exploring processes, systems and tools that engage with individuals and social groups – a 'public' that is not conceived as a passive audience but as an active and creative participant in the realisation of art.

Hassan Hajjaj

Road from Marrakech to Penzance (2007)

The Exchange

Mixed media installation



Hajjaj moved from Morocco to England in his teens, growing up amid London's emerging club scene. At the heart of his eclectic practice is a celebration of the popular visual culture of the Moroccan market or souk, a place of lively interaction and exchange. Using seductive, hybrid objects and a vibrant mix of styles, for *social systems* at The Exchange, Hajjaj has produced a place where visitors can relax and chat. It might also be seen as a symbolic space, where life and art are momentarily integrated.

Hajjaj fuses pop culture influences from his dual cultural background, bringing together re-cycled North African objects such as upturned Coca-Cola crates made into stools, with 1970's kitsch and refined handcrafted items. The riot of colour, juxtaposition of patterns, and co-existence of old and new, creates a playful, feel-good environment. Here visitors can sit, read, relax, listen and talk.

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