



- The Medium is the Massage  
by Marshall McLuhan, 1967
- The (Starving) Artist's Cookbook  
by Stephanie Willats, 2016
- The Futurist Cookbook  
by Filippo Tommaso Marinetti, 1932
- On the Table: Pies, Pâtés, and  
Pastries, Secrets Old and New of  
the Art of Cooking  
by Charlotte Birnbaum, 2013
- The Internet Does Not Exist  
E-Flux Journal, 2015
- The Age of Earthquakes: A Guide to  
the Extreme Present  
by Shumon Basar, Hans-Ulrich  
Obrist and Douglas Coupland, 2015
- Simulacra and Simulation  
by Jean Baudrillard, 1981
- You Are Here: Art After the Internet  
edited by Omar Kholeif, 2014
- Robert Ryman: Used Paint  
by Suzanne P Hudson, 2009
- Toward an Aesthetics of Production  
by Sebastian Egenhofer, 2017
- The White Book  
by Han King, 2017
- American Psycho  
by Bret Easton Ellis, 1991
- Invisible  
by Philip Ball, 2014
- Invisible Fabrick  
edited by Adam Pugh, 2015
- Becoming Invisible  
by Ian Whittlesea, 2013
- The Day My Mother Touched  
Robert Ryman, by Stefan Sulzer,  
2015
- On the Shortness of Life  
by Seneca, 49 AD
- The Work of Art in the Age of  
Mechanical Reproduction  
by Walter Benjamin, 1936
- 24/7: Late Capitalism and the Ends  
of Sleep  
by Jonathan Crary, 2013
- The Consumer Society  
by Jean Baudrillard, 1970

## A PROJECT BY: ITS KIND OF HARD TO EXPLAIN (IKO)

'byIKO'

at Subsidiary Projects, London, SW8 1TQ

Private View: 16.03.2018 | 6:00 – 9:00pm

Open Dates: 10.03.18 - 18.03.18 (by appointment only)

To schedule a visit, contact: [subsidiaryprojects@gmail.com](mailto:subsidiaryprojects@gmail.com)

**Corey Bartle-Sanderson**

**Oliver Durcan**

**Steven Gee**

'ByIKO' is an exhibition by Corey Bartle-Sanderson, Oliver Durcan and Steven Gee, the three members of 'ITS KIND OF HARD TO EXPLAIN (IKO)', a London-based art collective. The exhibition is hosted by 'Subsidiary Projects'; an artist-led home-gallery based in Vauxhall, London which acts as a testing ground for emerging artists and curators.

Responding to the domestic exhibiting environment at 'Subsidiary Projects', byIKO imagines the collective as a household brand, adopting the Amazon Dash Button as a means to consume their artwork via the Amazon Prime consumer channel. The exhibition is a showroom of 'artworks turned product', presenting the merging of artist-led and corporate-led experience. Books the artists use as reference in their own practices are stacked and positioned as entry points to selected work (see reading list).

"Amazon Dash Button is a Wi-Fi-connected device that reorders your favourite product with the press of a button. Each Dash Button is paired with a product of your choice, which is selected during the setup process. When you're running low, simply press Dash Button—ensuring you never run out of your essentials again."

ITS KIND OF HARD TO EXPLAIN (IKO) are an artist collective who make collaborative artwork and exhibitions that involve emerging artists and institutions in the UK. IKO's programme consists of physical exhibitions, online projects and art writing, often produced with the participation of other art organisations and individuals. Since beginning in 2017, IKO has partnered with 'SET' – a London studio complex with project spaces who act as exhibition space hosts – and 'Is This It?' – an online residency space - and have brought together artists from Glasgow, Newcastle, Manchester, Liverpool, Leeds and London to partake in its programme.

This partnership with Subsidiary Projects marks the first exhibition of work only byIKO as an artist collective. Formed of artists Corey Bartle-Sanderson, Oliver Durcan and Steven Gee, their joint activity in 2018 IKO projects will vary from being completely curatorial to collaborating with other artists in production and curation to showcasing IKO members only like this one.

### 1 IKO

Personalized Amazon Dash Button

### 2 STEVEN GEE

Watermark, 2018

Digital printed coasters, Digital printed towel

### 3 COREY BARTLE-SANDERSON

A Pumpkin Is For Life, Not Just For Halloween, 2018

Glazed earthenware

### 4 COREY BARTLE-SANDERSON

Oh My Gourd!, 2018

Photo key ring on gallerists' keys

### 5 COREY BARTLE-SANDERSON

Oh My Gourd!, 2018

Glazed earthenware, cigarette smoked by artist during install

### 6 OLIVER DURCAN

Exit Entry, 2018

Oil on aluminium, LSD blotter paper

### 7 STEVEN GEE

If You Wish To Make An Apple Pie From Scratch, You Must First Invent The Universe, 2017

Oven bake clay, glaze, filling (left over materials from 2017: energy drink healed by energy healer John McGrath, window safety dots, cocaine, charcoal toothpaste, chewing gum, yellow coloured toilet roll, protect insulation fabric, magazines artist reads during lunch breaks, post-it notes, iron on hi-vis fabric)

### 8 STEVEN GEE

Peckham Spring, 2018

Aroma diffuser, Peckham spring flavoured e-cigarette liquid

**IKO**

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