

A project by **ITS KIND OF HARD TO EXPLAIN & MILK**
Hosted and supported by **SET**

ULTRA SUNRISE
at **SET ALSCOT ROAD, London, SE1 3AW**

Opening Event: Friday 7 July 2017 6:00 – 9:00pm
Open Dates: 12 - 6pm on 8, 9, 10, 15 July 2017
or by appointment (contact@itskindof.com)

Corey Bartle-Sanderson

Steven Gee

Alice Rout

Oliver Durcan

Jane Hayes Greenwood

Joe Shaw

Jemma Egan

Max Lee

Sam Venables

Justin Fitzpatrick

Jack Otway

'Ultra sunrise is dedicated to those who sacrifice sleep' ¹

A quick hit for a quick fix. We want it and we want it now. Instant gratification spans from the first bite of the apple to the hand-held Apple oracle delivering information to our fingertips.

Our energy levels are now being maintained and modified to keep up with a culture that stays awake and active 24/7. New smartphone features like Night Shift ² mitigate the onslaught of information.

An endless tower of orange-softened data being thumb-nudged beyond the horizon of a screen.

Just keep scrolling.

'After all, it's always sunrise somewhere' ¹

~

Taking it's title from a Monster energy drink flavour, *Ultra Sunrise* is a collaborative exhibition between IT'S KIND OF HARD TO EXPLAIN (IKO), London and M I L K, Newcastle, featuring artists from Newcastle, Liverpool and London.

The exhibition is kindly hosted and supported by SET.

Specialist printing has been supported by *Genesis Imaging* and *Hexio LLP*.

During July and August 2017 IKO will publish written responses to the exhibition by selected writers via a new platform titled 'Deep Dive'. See the IKO website for access and sign up to the mailing list for new releases.

¹ Monster Ultra Sunrise™ product description

² support.apple.com/en-us/HT207513

- 1 ALICE ROUT, Cherish The Day, Video
- 2 SAM VENABLES, These Hands, LED light box, Fluorescent lava orange perspex, Sign-writer's enamel
- 3 COREY BARTLE-SANDERSON, I Can See It In Your Eyes, Vinyl print
- 4 JUSTIN FITZPATRICK, Irish Bird, Acrylic on canvas
- 5 JEMMA EGAN, Dead Or In Jail, Film, TV stand
- 6 STEVEN GEE, Healed Energy Drink, Energy drink healed by energy healer John McGrath, glass, vinyl, energy drink essence, mister
- 7 JANE HAYES-GREENWOOD, I Heart You, Oil and acrylic on canvas
- 8 JOE SHAW, Public Art, Mixed media
- 9 JACK OTWAY, Don't Eat Urinal Cakes! (Krystal Cherry), Oil on canvas
- 10 COREY BARTLE-SANDERSON, I Don't Understand Sunglasses At Night, Pewter, Peach
- 11 MAX LEE, True Romance, C-Type Prints, Motors
- 12 JOE SHAW, BBQ, Mixed media
- 13 STEVEN GEE, The Thought Of Labor, T-shirt worn by the artist during the build of the exhibition
- 14 JUSTIN FITZPATRICK, Swan Taxi, Acrylic on canvas
- 15 JANE HAYES-GREENWOOD, Milky, Oil and acrylic on canvas
- 16 COREY BARTLE-SANDERSON, After All It's Always Sunrise Somewhere, Digital print on aluminium dibond, sun cream
- 17 OLIVER DURCAN, Just Juice, Sticker
- 18 STEVEN GEE, "I've Come To Tell You What I See. There Are Great Darknesses. Farther Than Time Itself. And Beyond The Darkness... A Light That Glows, Changes... And In The Center Of The Universe... The Eye That Sees Us All." Hi-Vis reflective bag, badge, inanimate objects the artist has been carrying around in his bag for months

