

PRESS RELEASE
November 2014

ALICE WOODS DEAD CAT BOUNCE 15th – 29th November

PRIVATE VIEW
Friday 14th November, 6.30pm - 9.30pm



Light Eye Mind are excited to present Dead Cat Bounce, the UK debut solo show by Alice Woods.

Woods, a final year student studying BA Fine Art at Central St Martins, is a recent recipient of the prestigious Mead Scholarship and is without a doubt, one to watch out for in the future.

Woods is concerned with the implications of economic and financial systems that highlight the complex relationships between the powerful and the powerless, particularly since the explosion of the Occupy movement and the effects of the 2008 global recession in Woods' home region of North East England.

Through in-depth research, Woods sets out to address the UK's economic knowledge deficit and elucidate the relationships between cultural and economic decision-making.

Woods explores how social practice can contribute to alternative perspectives on finance and open accessible

information channels in the pursuit of instigating positive and meaningful reform in the face of an uncertain and challenging future. Dead Cat Bounce serves to create an objective flow of investigations into the workings of the opaque and often bewildering financial sector.

Woods states, "In my view, survival in contemporary society must include active economic awareness and the arts present a useful way of revealing some of this information. As someone who was lucky enough to be involved with arts-based regeneration programs in the North East when I was growing up, I am fully aware of the impact the arts can have on less affluent and socially mobile areas. In-part, economic factors dictate the availability of such programs, and for me wealth distribution and its effect on equality and opportunity, is a subject that remains close."

Dead Cat Bounce is a thoughtful and eye-catching contribution not only to the art world, but also to the wider public.

LIST OF WORKS:

Dead Cat Bounce

Site-specific installation, PVC, Wall Panels

Made of continuous pieces of intersecting PVC, Dead Cat Bounce explores the relationships between interconnected power elites, where relatively few people oscillate in influential decision-making roles.



Keep Me Warm At Night

3D Printed Parts

Part blanket, part armour, Keep Me Warm At Night acts as a pseudo-cloak under which we sleep.



CTRL + S: A Pocket Guide To The Euro

Booklets, 3D Printed Case

CTRL + S examines the currencies used across the European Union as a useful way to understand the relationship between cultural and economic preferences. A lot can be gleaned from situations such as Denmark's eurosceptic public resistance to adopting the euro, and the Bulgarian government's desperate bid to be a part of it.

Private Deck

Playing Cards, 3D Printed Case

Private Deck charts the privatisation of 52 former state-owned firms. Since the late 1970s there has been an increasing push towards "laissez-faire" capitalism and liberal economic policies, with privatisation mandates leaving a wide range of industries, from housing to nuclear research, exposed to market forces.

OTHER WORKS:



01.



01.

01. Pink Sheets,
PVC, Various Counters

02. It's Big, Red & It's Seen A Lot of Action
PVC



02.

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