

NORTH: IDENTITY, PHOTOGRAPHY, FASHION

**6 JANUARY - 19 MARCH 2017
OPEN EYE GALLERY**

**CO-CURATED BY LOU STOPPARD & ADAM MURRAY
KINDLY SUPPORTED BY ADIDAS**

INTRODUCTION

North: Identity, Photography, Fashion explores the way the North of England is depicted, constructed and celebrated in select photographs, artworks and fashion collections. The show brings together collective visions of the North, unpicking themes that regularly appear in design and media.

Featured objects include documentary work dating back over eighty years, and fashion media from the last thirty years. The ways in which the realities captured in the early project have become tropes, rehashed and recreated year on year, season on season is considered. In *Looking North*, the cultural historian Dave Russell writes, 'The real skill will be in learning to look beneath the clichés and habits of imagination that lie at the heart of these myths.' With this in mind, the exhibition is both about the style and cultural heritage of the North, and the ways in which ideals of it – the clothes, the music, the smells, the houses, the men, the women, the communities – have spread and, in turn, been shaped by others through visual representations. It is about the evolution of tradition, character and identity as much as it is photography and fashion.

Exhibition curated by Lou Stoppard and Adam Murray. Set design by Tony Hornecker. Display units by Alisdair Simpson and Theo Simpson. Kindly supported by adidas.

Special thanks to Peter Saville, Nick Knight and the team at SHOWstudio, Mike Chetcuti, Gary Aspden and the team at adidas, and all contributing artists.

Featuring:

Virgil Abloh, adidas, Gary Aspden, Shirley Baker, Claire Barrow, John Bulmer, Elaine Constantine, John Davies, Corinne Day, Brett Dee, Jeremy Deller, David Ellison, Jason Evans, Simon Foxton, Nik Hartley, Jamie Hawkesworth, Alice Hawkins, Humphrey Jennings, Stephen Jones, Ben Kelly, Scott King, Nick Knight, Greg Leach, Mark Leckey, Glen Luchford, Stephen McCoy, Alasdair McLellan, Peter Mitchell, Thom Murphy, Paul O'Donnell, New Power Studio, Gareth Pugh, Martin Roberts, Michael Robinson, Michelle Sank, Peter Saville, Christopher Shannon, Raf Simons, David Sims, John Skelton, Paul Smith, Ewen Spencer, Humphrey Spender, Maxwell Sterling, John Stoddart, Matthew Stone, Dave Turner, Rob Williams, Tom Wood

INFORMATION

North: Identity, Photography, Fashion has been a great success at Open Eye Gallery:

North has broken Open Eye Gallery's visitor figure records, overtaking the Liverpool Biennial in terms of average daily visits.

There have been 10,074 visitors in the first 3 weeks, an average of 560 each day.

Press and media coverage has been significant. The exhibition has been featured on BBC Radio 4 Front Row, BBC North West Tonight, BBC Radio Merseyside, The Guardian named it as one of their top exhibitions to visit nationally in 2017, The Financial Times, Dazed, i-D, The Creative Review, Hypebeast, Wallpaper as well as international titles such as W, Vogue Paris and V.



GALLERY WINDOW



6 JANUARY - 19 MARCH 2017

**NORTH:
IDENTITY, PHOTOGRAPHY, FASHION**

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Exhibition curated by Liu Stoppard and Adam Murray. Set design by Tom Hornicker. Display units by Theo Simpson and Aislinn Simpson. Kindly supported by adidas.



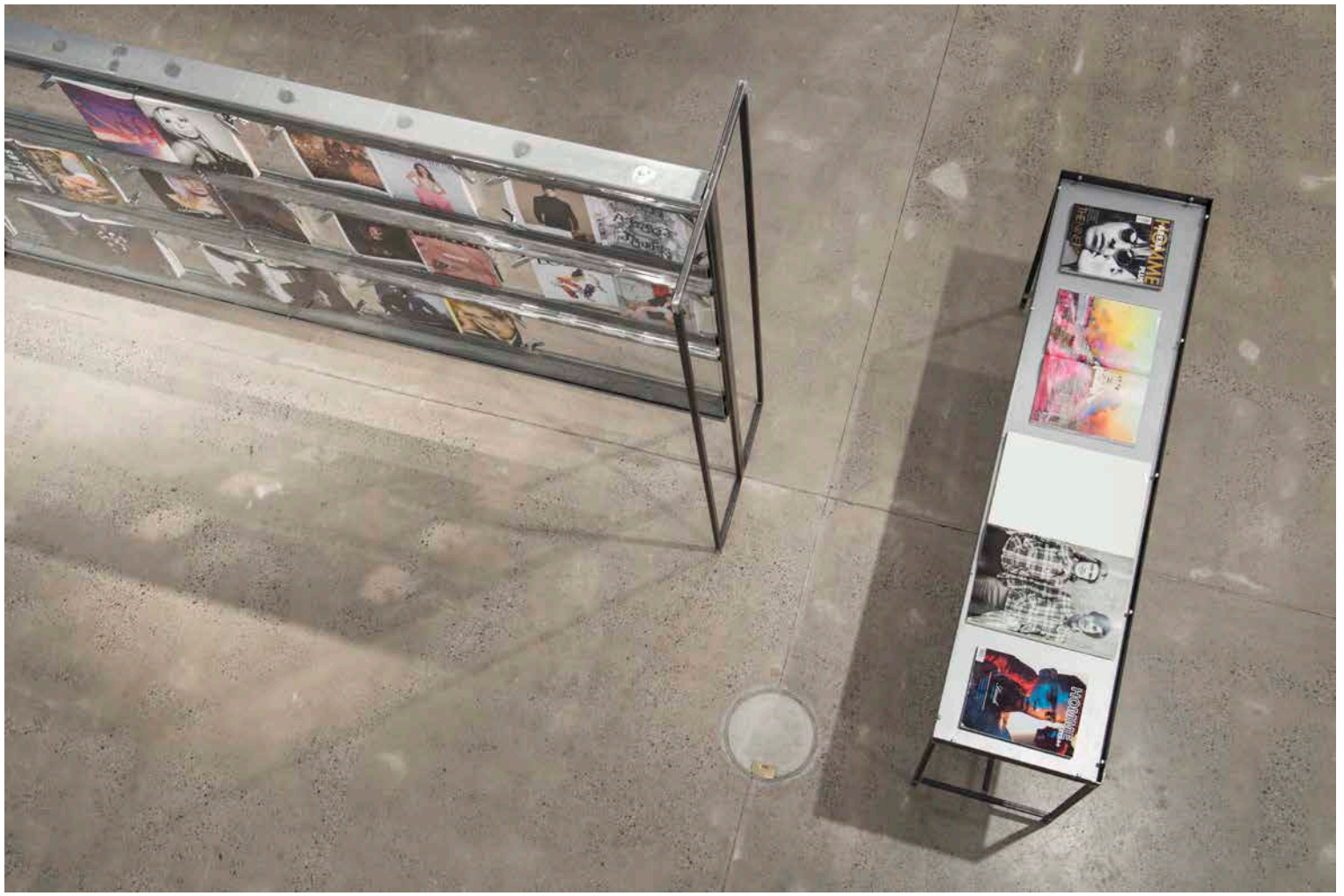
Special thanks to Peter Saville, Nick Knight and the team at 3NC/Watcup, Mike Chetcuti, Gary Aspin and the team at adidas, and all contributing artists.

#North

This exhibition contains images of nudity



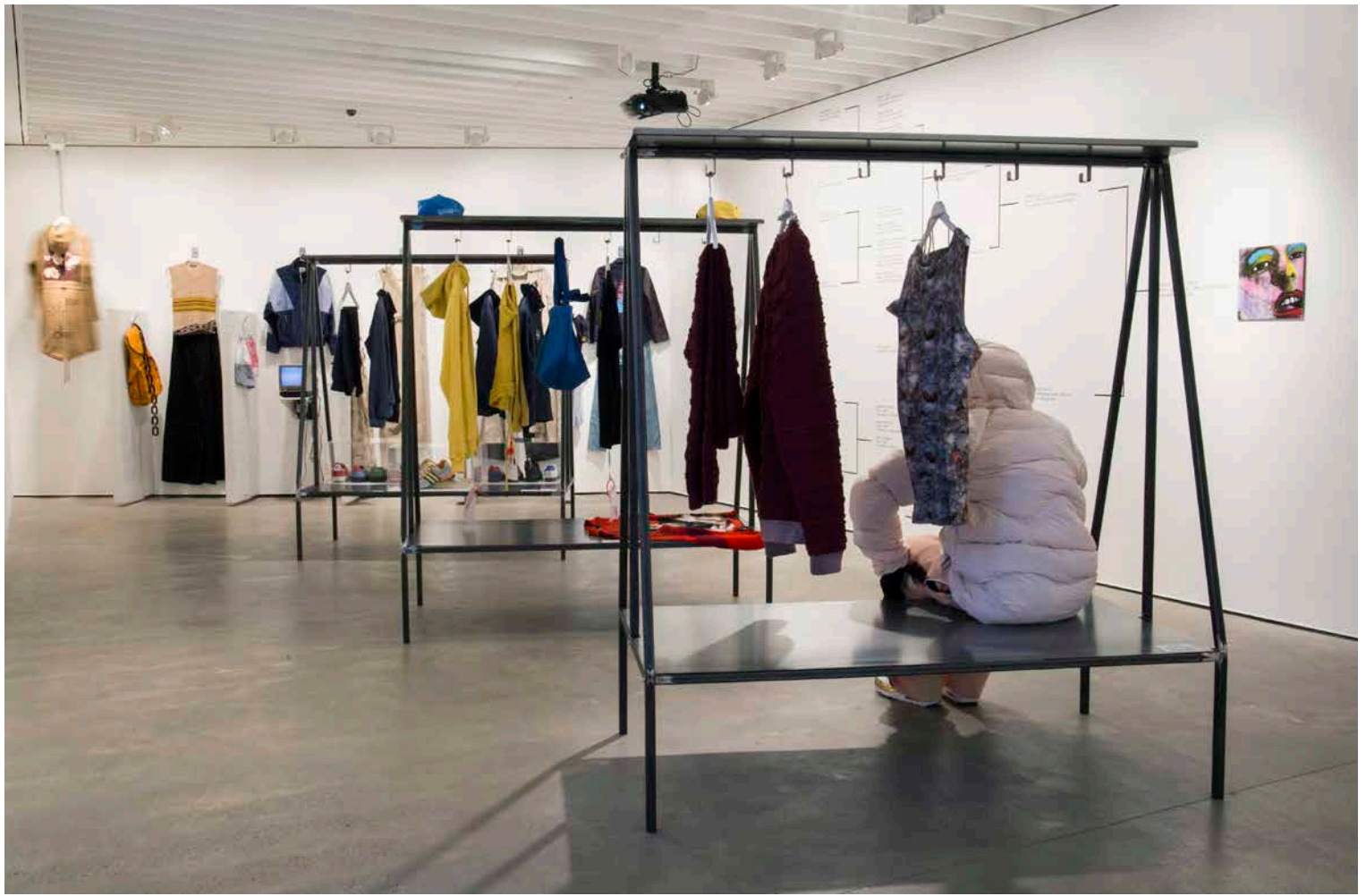
GALLERY 1



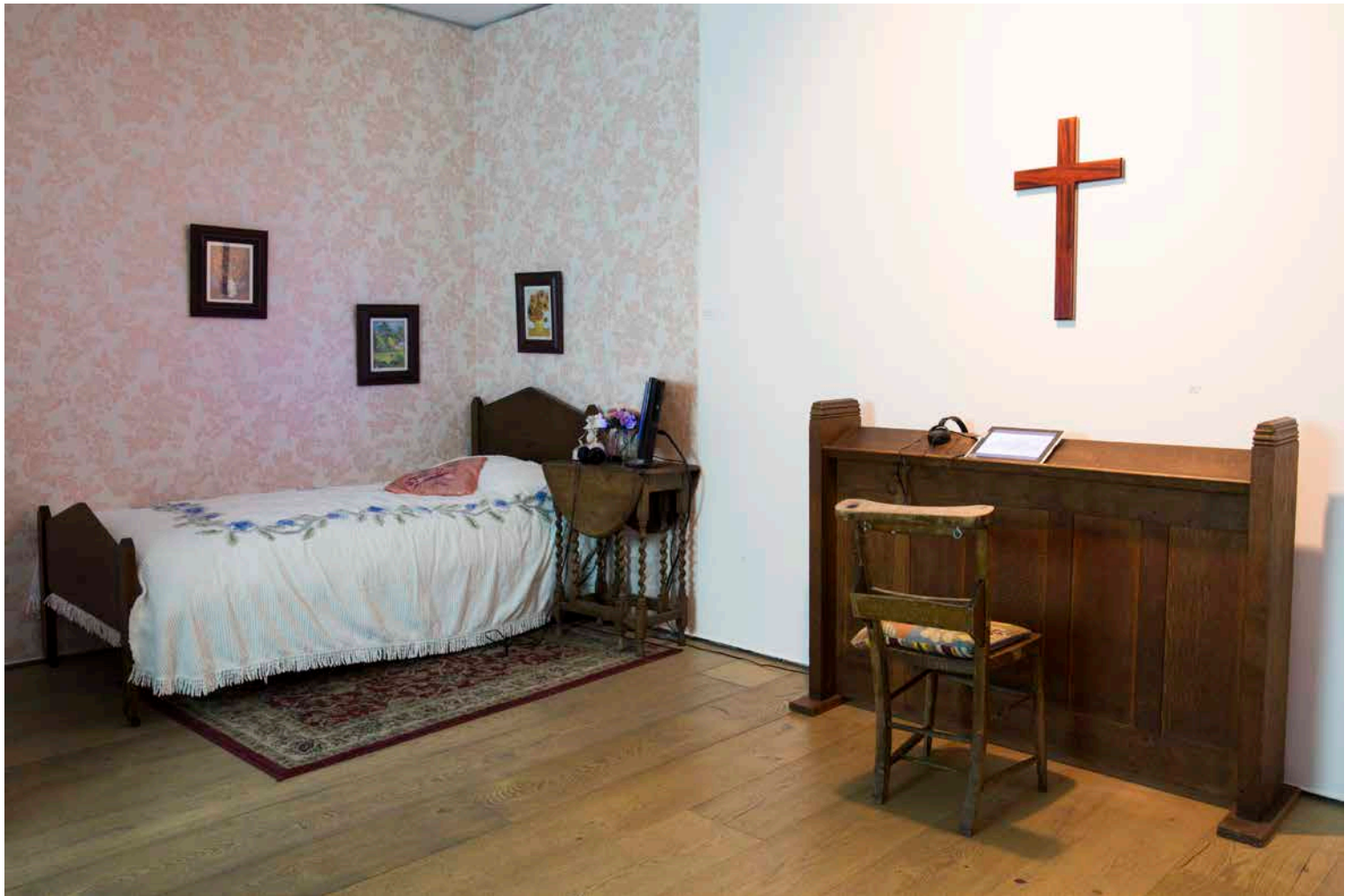
GALLERY 1



GALLERY 2



GALLERY 2



GALLERY 3

Art & design



Great exhibitions

North: Identity, Photography, Fashion

An exhibition that asks whether the north of England has a particular aesthetic as well as an attitude. Helping provide the answer are photographers Nick Knight, Corinne Day, Jason Evans, fashion designer Paul Smith, and artists Peter Saville and Jeremy Deller. *Open Eye Gallery, Liverpool, 6 January-19 March.*

Terrains of the Body: Photography from the National Museum of Women in the Arts

This intriguing group show looks at the female body as a medium for visual storytelling. Marina Abramovic, Nan Goldin, Justine Kurland, Hellen van Meene and Shirin Neshat turn the camera on themselves to explore female identity and experience through still images, video and installation. *Whitechapel Gallery, London, 18 January-16 April.*

first UK solo show takes us from the world's deepest underground marble quarry to the stone's destination in Manhattan's skyscrapers in a complex film about place and material, work and history. A second film rummages through Sigmund Freud's collection of totemic objects, as though it were itself a kind of subconscious. *South London Gallery, 20 January-26 March.*

COUM Transmissions (Hull UK City of Culture)

Founded in Hull by Cosey Fanni Tutti and Genesis P-Orridge in the late 60s, COUM have become a countercultural legend. Celebrating the renegade band of art provocateurs who later morphed into the no less confrontational Throbbing Gristle, this is the first major survey of their rickety lives and art. One Conservative MP called them "wreckers of civilisation". Which is good enough for me. *Humber Street Gallery, Hull, 3 February-22 March.*

Mark Wallinger MARK

Punning on his name and leaving his mark wherever he goes, Wallinger splits

Visual storytelling ... clockwise from main picture

David Hockney at Tate Britain; Terrains of the Body at the Whitechapel; the Royal Academy's America After the Fall; Robots at the Science Museum

the basis of exhibitions that artist in a bear suit and the II the id. Wallinger can be funny poignant, painful, perverse a political, sometimes all at the time.

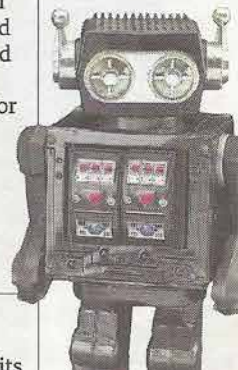
Fruitmarket Gallery, Edinburgh 4 February-4 June, and Dundee Contemporary Arts, 4 March-

The Place is Here

A survey of black art in Britain the 1980s - John Akomfrah and Audio Film Collective, Rasheem Sunil Gupta, Isaac Julien, Lulu Himid, Maud Sulter and more. A montage of photography and moving image, painting, sculpture, documentary of post-colonialism. *Nottingham Contemporary, 4 February-30 April.*

Robots

Leonardo da Vinci made a mechanical monster to impress the king in the early 1500s. At the start of the 20th century, Jacob Epstein's terrifying droid in his sculpture Rock Drill. This exhibition has everything from Renaissance to the latest attempts to rekindle



'Bet Lynch is always o

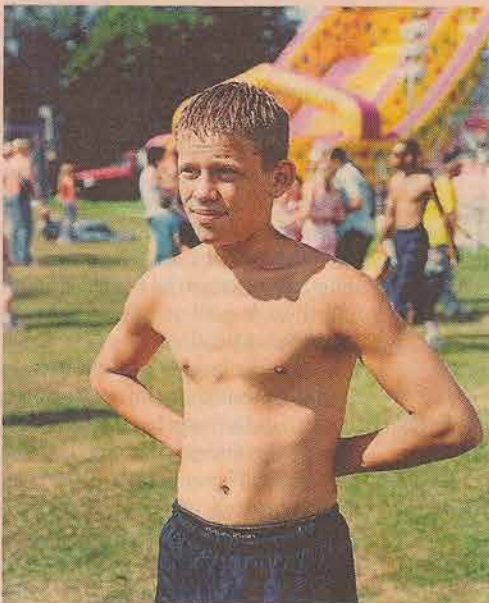
Art | *Lou Stoppard* asks contributors to a new exhibition about the North to share their views

In fashion, there's a trend for looking north. Birkenhead-born artist Mark Leckey, who won the Turner Prize in 2008, dedicates much of his work to the left field rave culture of northern England. His latest exhibition *Containers and Their Drivers*, named after a song by Mancunian band The Fall, is on at New York's MoMA PS1 until March – but references to his work have been around on the catwalk for a while. Raf Simons used him as an influence on his SS16 menswear show. The Belgian designer clearly has north-of-England sensibilities: his AW03 collection was dedicated to Manchester-born Peter Saville, art director behind the Factory Records sleeves for New Order. Illinois-born Virgil Abloh of Off-White has created Gallagher-themed

knitwear for SS17; and there's a broader nostalgia for "casual" culture, pioneered in the 1980s by northern football fans wearing European sports labels.

Elsewhere Doncaster-born photographer Alasdair McLellan brings his vision to high-fashion brands and magazines, while Jamie Hawkesworth, who got his break while photographing bus passengers in Preston, works with JW Anderson and Alexander McQueen. These visions come together in a new exhibition I have curated with Adam Murray. Here, those involved define their relationship with the north and its influence on their work.

'North: Identity, Photography, Fashion', January 6-March 19, Open Eye Gallery, Liverpool, openeye.org.uk



Boy, Doncaster, 2005 — Alasdair McLellan

Alasdair McLellan

Photographer

McLellan started his career at i-D

times you can only draw on your own experience. I've always been most happy with the fashion pictures that have looked like pictures from my photo album from when I was a kid. I like when they look like that, rather than just an image of a model.

I think the landscape and architecture in my pictures does look very northern. But the pictures I create are not all about gritty working-class things: often I choose the locations to be quite deliberately middle-class, which is not really something that gets referenced elsewhere because it's not really cool to be mid-

class. I wouldn't say my work is documentary – although I have done documentary projects. I'd call it,



home > fashion

Fashion

Northern soul: a fashion showcase

Liverpool's Open Eye gallery is host to a new exhibition that celebrates the north of England's long-held breadth of style and influence on the fashion world



Most popular



John Hurt, versatile star of The Elephant Man, Alien and Harry Potter, dies aged 77



Never mind the optics, Theresa May's US dash was mortifying



Squatters turn oligarch's

Lifestyle > Design

The real Northern powerhouse: How fashion and design is heavily influenced by the north of England

A new exhibition in Liverpool explores how grass-roots design in the North of England has influenced the world

Kashmira Gander | @kashmiragander | Friday 23 December 2016 | 0 comments



Like Click to follow Indy Lifestyle Online



How the north of England impacted style

A new exhibition, North: Identity, Photography and Fashion, will look at the region's enormous influence on fashion and visual culture – here, its curators tell us more

Fashion Q+A A month ago Text Ted Stansfield

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More Alasdair McLellan

Elle Fanning stars in Miu Miu's new beachside campaign

J.W. Anderson & Alasdair McLellan debut NSFW photo project

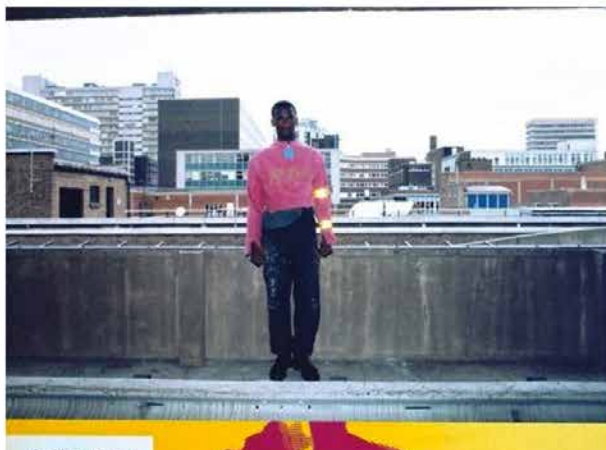
Most Viewed News

PHOTOGRAPHY | Matthew Whitehouse | 30 November 2016

exploring the north of england's influence on fashion and visual culture

The North, so much to answer for.

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MUSIC | Frankie Quinn | 27 January 2017

i-DJ: mobilegirl



8 JANUARY - 19 MARCH 2017

NORTH: IDENTITY, PHOTOGRAPHY, FASHION

North Identity: Photography, Fashion explores the way the North of England is depicted, constructed and celebrated in select photographs, artworks and fashion collections. The show brings together collective visions of the North - inspiring themes that appear regularly in design and media.

Featured artists include documentary rock dating back over eighty years, and fashion media from the last fifty years. The ways in which the realities captured in the early projects have become 'staple', refreshed and reinvented year on year: season on season, is considered in *Looking North*, the cultural historian Dave Russell writes. *The real skill will be in learning to look beneath the cliché and habits of imagination that lie at the heart of these myths.* With this in mind, this exhibition is both about the style and cultural heritage of the North, and the ways in which ideas of it - the clothes, the music, the smells, the houses, the men, the women, the communities - have spread and, in turn, been shaped by others through visual representations. It is about the evolution of tradition, character and identity as much as it is photography and fashion.

Exhibition curated by Lou Stoppard and Adam Murray. Set design



NEW EXHIBITION CELEBRATES THE INIMITABLE INFLUENCE OF THE ENGLISH NORTH



London Might Not Be England's True Capital of Fashion





✕ FERMER LE DIAPORAMA

☰ VOIR TOUTES LES IMAGES

1/7

Raf Simons, Jamie Hawkesworth, Alasdair McLellan, Glen Luchford, David Sims, Nick Night, Virgil Abloh... Ils ont tous un point commun, celui de s'être inspiré au moins une fois du Nord de l'Angleterre. Inventaire d'un air du temps et d'un style mode ou photo dont l'image reste pour toujours accrochée à la rétine, ces artistes et créateurs se retrouvent tous à la **Open**



CREATIVE REVIEW

How northern style has influenced the world

The north of England has established an identity and an array of visual imagery that resonates not only through the UK, but across the world. A new show at the Open Eye Gallery in Liverpool examines its influence.

By Eliza Williams 16th January 2017



You may also like



teamLab creates a digital wonderland at Pace London

27th January 2017



Watch the winning student animations created for Vintage's Russians series

NORTH: FASHIONING IDENTITY

TRUTH, MYTH AND THE SPACES IN-BETWEEN IN VISUAL REPRESENTATIONS
OF THE NORTH OF ENGLAND



EXHIBITION PACK

EXHIBITION OVERVIEW

The exhibition explored contemporary artistic and stylistic representations of the North of England. Examining the themes and tropes present in these collective visions of northern England, it considered why these regions, or representations of them, are increasingly a source of inspiration and still so idealised today. Originally presented at Open Eye Gallery, the exhibition was further developed and expanded for display at Somerset House by curators Adam Murray and Lou Stoppard. We are grateful to adidas for its generous support of the project.

Contemporary photography, fashion and multimedia work sat alongside social documentary film and photography. This highlighted how the realities of life in the North of England captured in the mid-20th century continue to influence new generations of photographers, artists and designers.

The exhibition featured over 100 photographs, fashion garments and artworks from a host of renowned photographers, designers and artists including Alasdair McLellan, Corinne Day, Mark Leckey, Jeremy Deller, Alice Hawkins, Raf Simons, Paul Smith, Off-White's Virgil Abloh, Peter Saville, Stephen Jones, Gareth Pugh, Nick Knight, Glen Luchford and Jamie Hawkesworth, plus the likes of Shirley Baker, John Bulmer and Peter Mitchell.

Many of the works in the show offered personal reflections on the artists' senses of northern identity, including a number of interviews with northern talent looking at how their home towns influenced their creative output over the years. It didn't only focus on homegrown creatives, but showed that admirers from further afield are also shaping and spreading narratives of the North. The international impact of northern style and culture – its music, film, sport, fashion, landscapes and communities – was also showcased in the exhibition, from Belgian-born Raf Simons' parka featuring imagery by Peter Saville to the (Ben Kelly) Hacienda (design) – that inspired American fashion designer Virgil Abloh.



© Tim Bowditch

VISITORS

The exhibition received a total of 19,492 visitors across its 3 month run, an average of 211 per day.

Selected comments:

“We love all the historical photography in the first two rooms and love the fashion take on the exhibition.”

“[I] loved the curation and presentation of the show.”

“It was a pleasure to see an exhibition that explored an intellectual view of the North.”

“Made me want to be a northerner.”

“The exhibition was thought provoking and challenged [my] idea of stereotypes in the North.”

“[I] had never thought of northern landscape as being particularly iconic, however after viewing the agricultural images in the exhibition [I] changed [my] mind.”



© Tim Bowditch

EXHIBITION IMAGES



© Tim Bowditch

EXHIBITION IMAGES



© Tim Bowditch

EXHIBITION IMAGES



Exhibition continues

© Tim Bowditch

EXHIBITION IMAGES



© Tim Bowditch

EVENTS PROGRAMME

All events were in high demand and sold out on ticket sales. A good split with student (concession) / adult ticket sales was evident, which demonstrates Somerset House's aim to develop young audiences between the ages of 16-24.

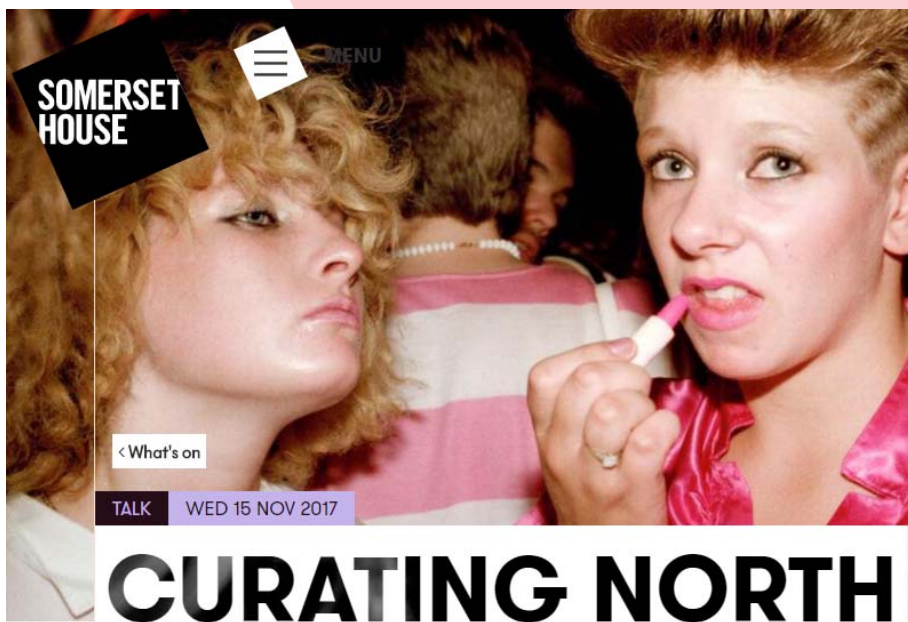
**Free spotlight tours
Tuesdays and Thursdays 13.15 – 13.30**

Visitors used their lunchtime to explore *North: Fashioning Identity* through lively lunchtime tours that highlighted individual exhibits as a way to examine the narratives that ran throughout the exhibition. Dedicated guides wrestled facts from fiction and revealed why the visual iconography of the North is seductive in perpetuating its own mythology.



© Somerset House Trust

EVENTS PROGRAMME



Curating North Wednesday 15 November 2017 19.00-20.30

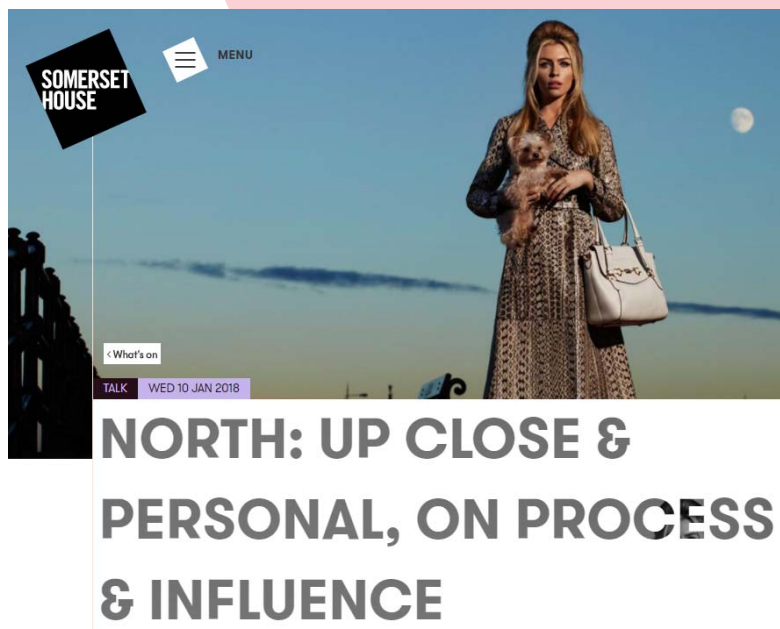
Co-curators Lou Stoppard and Adam Murray discussed the inner workings of their curatorial research, artist relations and considered complications in showcasing 'the North'. The evening explored both the initial development of the exhibition and the integration of new works in its transition from Liverpool to London.

The conversation was chaired by Sarah Fisher, Executive Director of Open Eye, the Liverpool based gallery that originally exhibited the show.



© Somerset House Trust

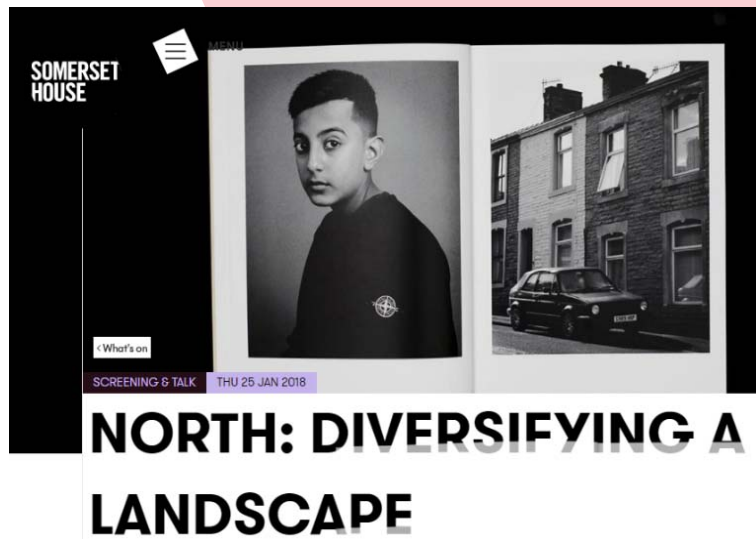
EVENTS PROGRAMME



North: Up Close & Personal, on Process & Influence Wednesday 10 January 2018 19.00-20.30

This event looked at deconstructing the myth and truth of 'the North' and the world behind and beyond the camera's lens. Matthew Whitehouse, Arts and Culture Editor at i-D magazine and self-confessed northern negotiator, chaired a discussion that featured photographers Alice Hawkins and Ken Grant. The two photographers discussed their contrasting experiences, anecdotes on action shots and impact on shaping industry and pre-conceived identities. Matthew also revealed his own insights on why 'the North' sells magazines, whilst exploring and unpicking the photographed worlds both constructed and captured, subjects found and fashioned.

EVENTS PROGRAMME



© Somerset House Trust

North: Diversifying a Landscape Thursday 25 January 2018 19.00-20.30

The evening encompassed two distinct events, which culminated in a combined audience Q&A.

Nik Hartley introduced the debut screening of his new short film *Albert the Lion*, depicting local Lancashire school children narrating a northern tale. The film is an extension of Hartley's exhibited photographs from his *Every Street* series, set in a local Lancashire British Asian barbershop. Looking at the evolution of society and dialect, the project is a celebration of youth and diversity in a time of political uncertainty.

Vanley Burke, dubbed the 'Godfather of British Black Photography', discussed with Renée Mussai, Senior Curator and Head of Archive and Research at Autograph ABP how his iconic images have captured the evolving landscape and stimulated debate in the UK over the past four decades. This presented an opportunity to hear directly from the artist about his motivations, inspiration and his role in the preservation of culture and history through documentation, creation and discovery.

LEARNING PROGRAMME



© Somerset House Trust

London College of Fashion Research Day Monday 13 November 2017

New perceptions on fashion communication, critical spaces, digital materiality.

Students on the MA Fashion, Media, Practice and Criticism programme explored ideas around critical space, both real and virtual. They looked at how to translate a physical fashion object into a digital outcome through how that object made them 'feel'. From this brief the students investigated the potential to add value and extend the lifespan of an object beyond its physical state and through this, challenge ways to communicate and exhibit the fashion object.



© Somerset House Trust

LEARNING PROGRAMME

Open Eye Youth Roots visit and workshop
Saturday 9 December 2017

Pairing with Open Eye Somerset House explored *North: Fashioning Identity* in support of Open Eye's Youth Roots group and continuing *North* HLF activity. The group was invited to view and tour the exhibition before undertaking a workshop in exploration of digital reach, defining the northern voice and ideas around identity. This workshop was jointly led by the Digital Content Producer and aimed to shape and establish access to Somerset House's social platforms, with an added incentive for participants to host and promote outcomes online.



© Somerset House Trust

PRESS COVERAGE

Press interest in *North: Fashioning Identity* was consistently high in the lead up to the exhibition, its opening and throughout the run. Early support came from popular titles, such as *Stylist*, who dedicated a major feature in its fashion special to the show. *Time Out* also selected the exhibition as one of its top 'unmissable events' for autumn 2017.

Campaign highlights included a segment on BBC Breakfast, which increased the exhibition's reach. The Guardian was also a strong supporter of the show, promoting it through an Eyewitness double-page spread in the main paper, as a top 10 event in the guide and in a chronicle of Northern men's style online. Inspired by *North: Fashioning Identity*, i-D developed a week of online content.

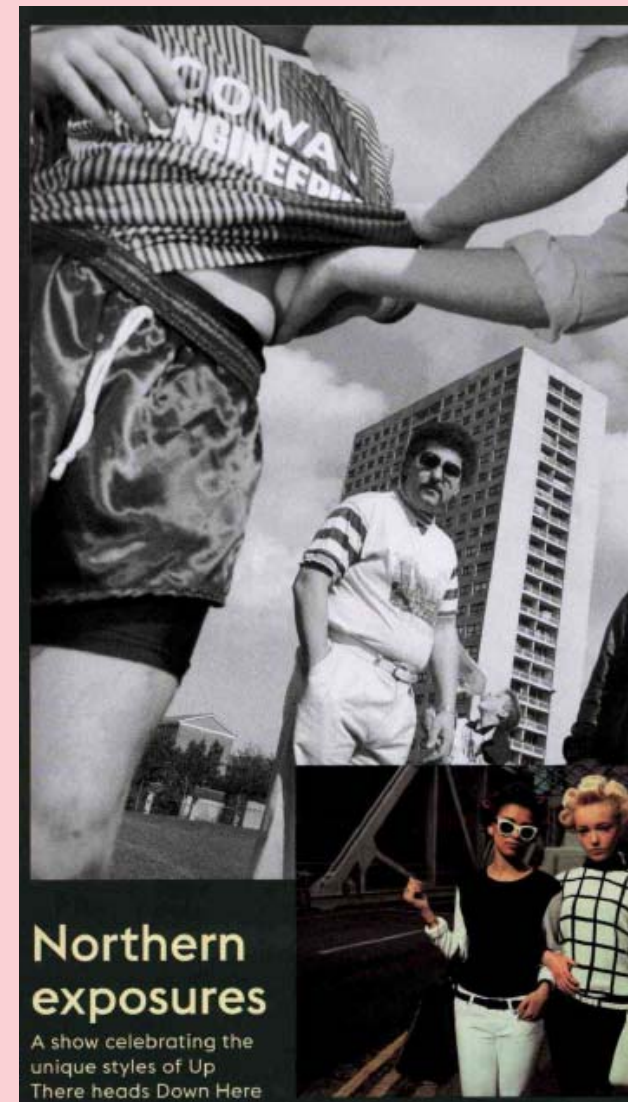
Selected quotes:

The New York Times - "the Northern lights are shining brightly and more defiantly than ever"

City A.M. - ***** "manages to capture both the myth and the reality of the north", "if you're from the north, this show will make you want to book a ticket home."

Culture Whisper - **** "one of the most ambitious but beautifully curated small-scale exhibitions on in London now. It's engaging and lively, and we bet you'll find yourself asking: should I finally move out of London?"

Wallpaper - "let's hope you're as mad fer it as we are!"



Esquire, 1 December 2017



Big Issue, 6 November 2017



BBC Radio 2, the Radio 2 Arts Show with Jonathan Ross, 9 November 2017

OUR TRENDS IN THE NORTH

When Martanne Jones (aka Our Kid) moved to London from Liverpool, she was shocked by the lax southern attitudes to getting dressed for a night out. As a photographic exhibition of northern style hits London, she celebrates its sheer showy fun



The Daily Telegraph [Telegraph Magazine], 4 November 2017

10

NORTHERN STYLE? WE'RE MAD FER IT!

CORRIE, THE HACIENDA, bad weather and a great brew... the North of England invites certain clichéd images that are indelibly inscribed on the collective consciousness (some fair, some less so). Now you'll need to add stylish to your shorthand as a new exhibition shines a light on the North's place in photography, fashion and art. Migrating south from Liverpool's Open Eye museum, this week North: Fashioning Identity opens at London's Somerset House.

'It is a show about photography and fashion but it's more about how these myths that surround a place grow and develop and get built over time,' says writer and SHOWstudio editor-at-large Lou Stoppard, who co-curated the show with Manchester School of Art and Central Saint Martins lecturer Adam Murray. 'What we're trying to show is that the North is constantly fashioning identity, just in different ways,' says Murray.

Contemporary photography, fashion and multimedia artworks sit alongside social documentary film and photography. But it's not just Northern voices represented. 'We wanted to include global voices,' says Lou. 'It was really important to point out how massive the North's influence and impact is. It's not a poor little sister to London.'

North: Fashioning Identity opens on 8 November; somersetshouse.org.uk

HERE'S WHAT THE SHOW'S FASHION EXPERT LOU STOPPARD SAYS...

Agness Deyn by Alasdair McLellan for i-D, 2008

Agness emerged around 2008 and you did see this bubble of interest around the North. A lot of articles wrote about how she was this chip shop girl, plucked from obscurity. Her story sums up that interest in the North and the idea of authenticity and 'normal' life.

Karen Elson by Elaine Constantine, 2003

This is such a lively image. It's by Elaine Constantine, whose work has constantly drawn on the North. She's a female image maker, which is really exciting as a lot of what you would typically associate with the North is well-dressed straight white men.

Grazia, 13 November 2017

British Journal of Photography



DOCUMENTARY, EXHIBITIONS, FASHION, INTERVIEWS, UNCATEGORIZED

Published on 20 October 2017

Tom Wood, Ken Grant, Alasdair McLellan, Corrine Day, and more in a star-studded show on Northern style

Written by Eoin Murray



Pink lipstick, 1983 © Tom Wood

North: Fashioning Identity brings over 100 works and a fresh look at North England to Somerset House this Autumn

British Journal of Photography [\[online article\]](#),
20 October 2017



THE ART NEWSPAPER

Three to see: London

From photographs of real northern soul to Lydia Ourahmane's golden teeth and trembling floor

JOSÉ DA SILVA and RIA HOPKINSON


2nd February 2018 10:22 GMT



McLellan, Agyness Deyn, Rawtenstall (2008) © Alasdair McLellan

The Art Newspaper, 2 February 2018

MARKETING - GRAPHICS



SOMERSET HOUSE

NORTH

Fashioning Identity

Truth, myth and the spaces in-between
in visual representations of the North of England

08 NOV 2017 - 04 FEB 2018

In partnership with **OPEN EYE GALLERY** With support from **adidas**



SOMERSET HOUSE

NORTH

Fashioning Identity

08 NOV 2017 - 04 FEB 2018

This exhibition features contemporary photography, fashion and multimedia work, sitting alongside social documentary film and photography, highlighting how the realities of life in the north of England captured in the mid-20th century continue to influence new generations of photographers, artists and designers.

The exhibition comprises over 100 photographs, fashion garments and artworks from a host of renowned photographers, designers and artists including Alasdair McLellan, Corinne Day, Mark Leckey, Jeremy Deller, Alice Hawkins, Raf Simons, Paul Smith, Off White's Virgil Abloh, Peter Saville, Stephen Jones, Gareth Pugh, Nick Knight, Glen Luchford, Jamie Hawkesworth, plus the likes of Shirley Baker, John Bulmer and Peter Mitchell.

The show looks at the themes and tropes present in these collective visions of northern England, considering why these regions, or representations of them, are increasingly a source of inspiration and still so idealised today.

BOOK NOW
TICKETS £7 (£5 CONCESSIONS)
somersethouse.org.uk
#North

f /somersethouse
t @somersethouse
@ somersethouse
u /somersethouselondon

Image: Dennis Crawford and Demi Leigh Churchbank in 'The Live Birds, LOVE magazine, Liverpool, 2012' © Alice Hawkins

MARKETING - GRAPHICS

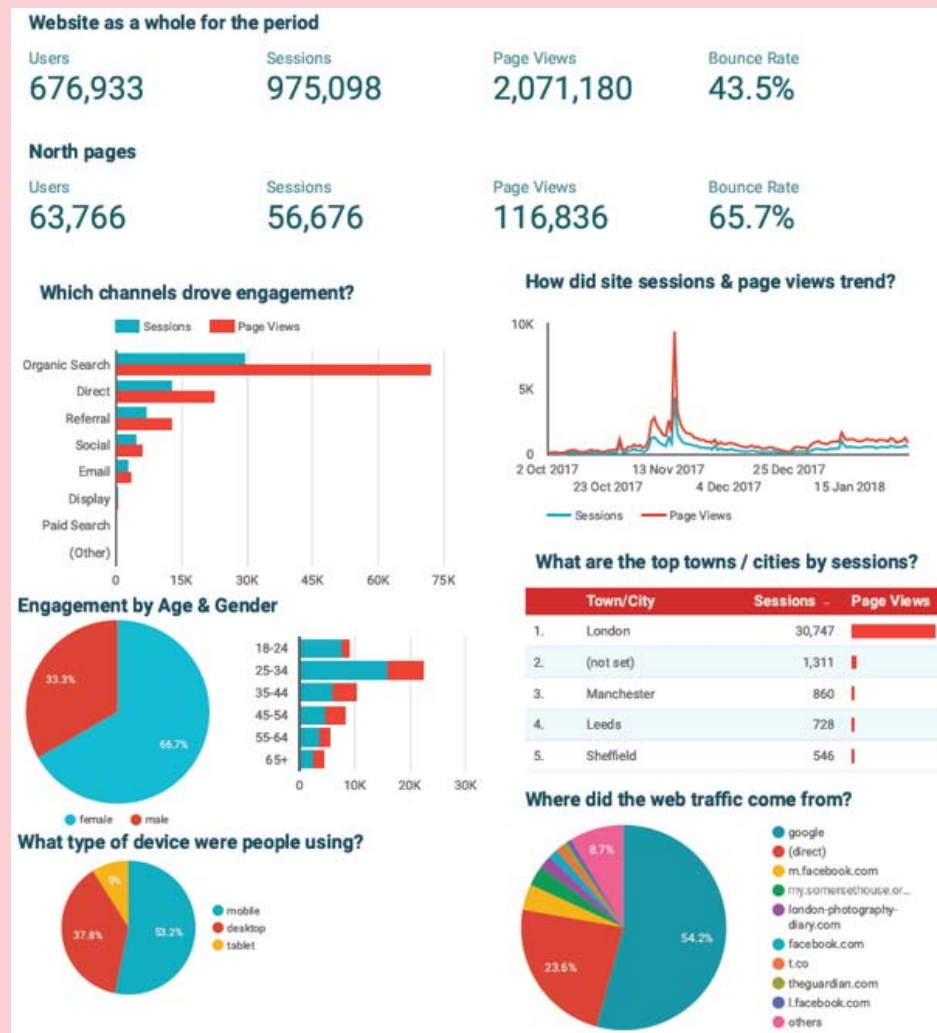
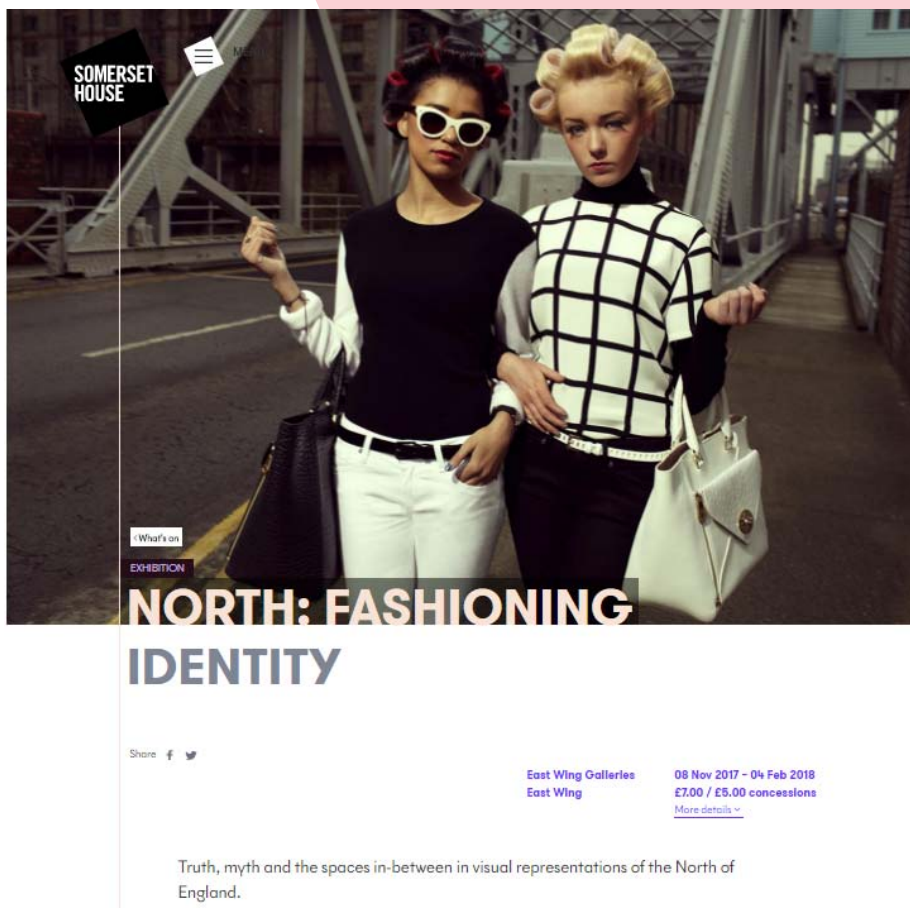


The exhibition had a strong visual presence, with postcards, A2 and A1 posters displayed across the site, including a lightbox at the exhibition entrance and vinyl signage overlooking Waterloo Bridge / Lancaster Place.



MARKETING - WEBSITE

The largest audience in terms of web traffic for *North: Fashioning Identity* was female (66.7%), aged 25-34.



MARKETING – DIGITAL CONTENT

A range of films were produced to promote the exhibition and expand on its content and themes.



Exhibition trailer, 3,327 views



Media representations, 8,175 views



Fashion designer and Somerset House Studios artist Gareth Pugh shares his experience of growing up in Sunderland, 1206 views

MARKETING – NEWSLETTERS

Different audiences were targeted through various newsletters, such as Somerset House’s monthly ‘What’s On’ and ‘Learning and Participation’ networks , which encompasses Somerset House’s full subscriber list. Solus represents dedicated correspondence about the exhibition, while reciprocal organisations also profiled *North: Fashioning Identity* as part of their own marketing activity.

What’s On

Oct	258,909	16.1% opens
Nov	256,755	13.7% opens
Dec	255,403	13.4% opens

Learning

Nov	70,505	14.3% opens
Dec	70,221	15% opens

Solus

27 Oct	257,334	14.6% opens
12 Jan	252,748	15.9% opens

Reciprocals

29 Sep	V&A, 150k
29 Sep	Courtauld Gallery, 25k
6 Dec	British Fashion Council, London Fashion Week 120k

MARKETING – SOCIAL MEDIA

Posts promoting the exhibition received over 1 million impressions and reached just over 300k users across three main platforms:

	Total posts	Impressions	Reach
Facebook	37	503,912	278,347
Twitter	22	390,024	37,273
Instagram	41	425,881	-
TOTAL	100	1,319,817	315,620



FACEBOOK

Somerset House
27 December 2017 · 🌐

How have myths and representations of 'The North' been perpetuated and refashioned through the lens of fashion media? Head on over to i-D now to watch our latest film.

North: Fashioning Identity continues until 4 Feb 2018.



how music and style magazines have shaped northern identity

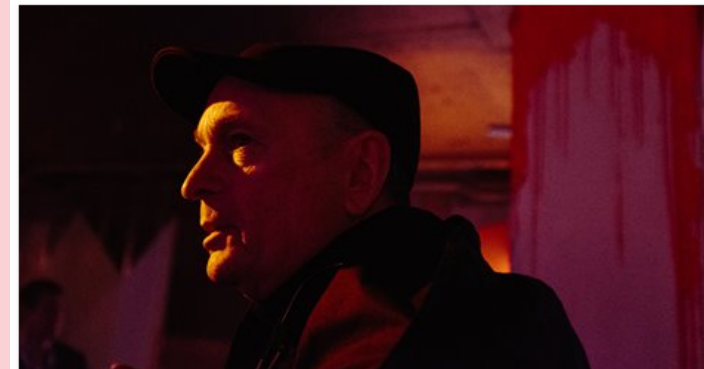
Cop a look as we speak to Adam Murray and Lou Stoppard, curators of Somerset House's brilliant North: Fashioning Identity exhibition, and premiere a short film...

I-D.VICE.COM

Somerset House
13 December 2017 · 🌐

Read an interview with iconic designer Ben Kelly, famous for designing the interior of Manchester's legendary Hacienda nightclub.

The influence of his work still resonates today, as shown by his collaboration with Off-White c/o Virgil Abloh, which features as part of North: Fashioning Identity until 4 February.



Interview: Designer Ben Kelly On His Versatile Practice & Collaborating With Virgil Abloh - Something Curated

Ben Kelly is recognised as a pioneer in the practice of interior design, continuing to inspire the work of his contemporaries. Recently appointed as Professor of Interior...

SOMETHINGCURATED.COM

Somerset House
18 January · 🌐

"It was never about the building, but the people inside it"

Photographer Jamie Hawkesworth talks to It's Nice That about his ongoing series of photos taken in Preston's brutalist 1960s bus station. Images from the series are featured in North: Fashioning Identity until 4 Feb.



Photographer Jamie Hawkesworth and his four-year love affair with Preston bus station

If you've never visited Preston bus station, the most striking thing about it is the building itself. Unapologetically brutalist, the imposing structure was built in the late...

ITSNICETHAT.COM

TWITTER



Somerset House @SomersetHouse · Feb 2
This weekend is your last chance to see #North: Fashioning Identity, exploring the cultural impact of collective visions of the north of England.

Exhibition closes on Sunday, book tickets here: bit.ly/fashioningiden...



Lou Stoppard, Preston is my Paris and SHOWstudio.com



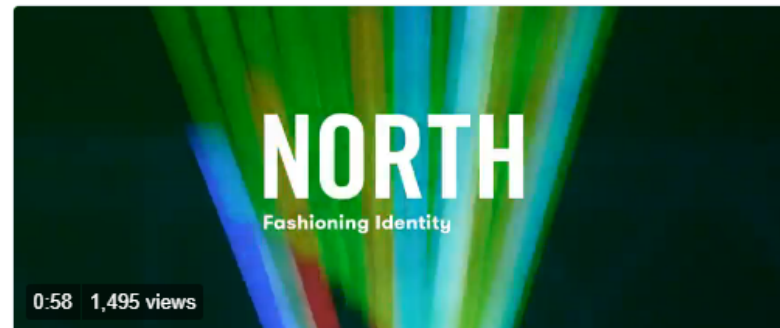
Somerset House @SomersetHouse · 8 Nov 2017
'Growing up, my vision of 'The North' was shaped by my daily dose of Coronation Street and I especially loved Bet Lynch.'

@AliceHawkins_ takes over our Insta feed to mark the opening of #North: Fashioning Identity. See her work in the show till 4 Feb instagram.com/somersethouse/



Somerset House @SomersetHouse · 1 Dec 2017
"A spotlight on the international impact of northern style...intelligent, celebratory and in love with its subject matter." (@guardian)

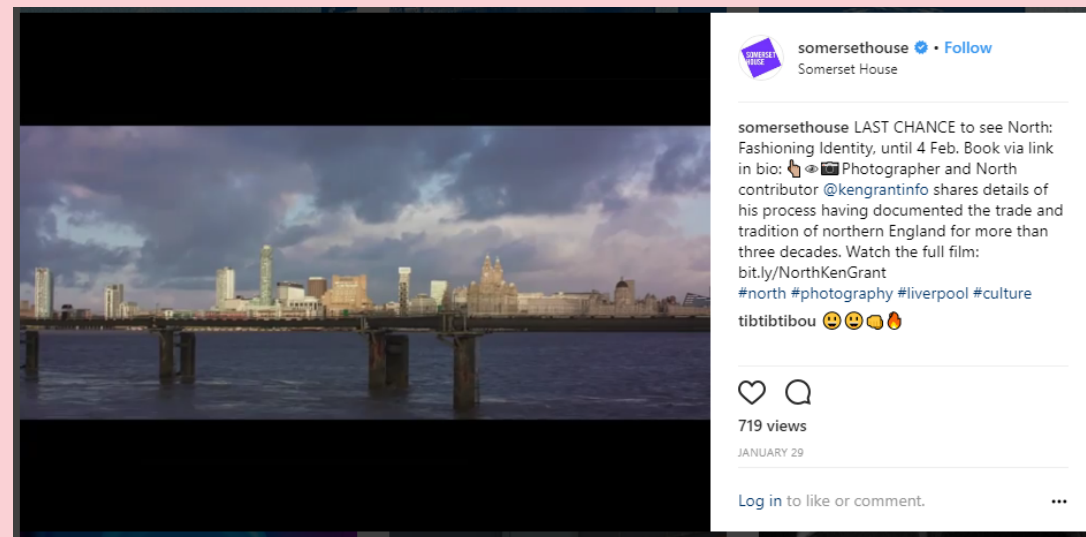
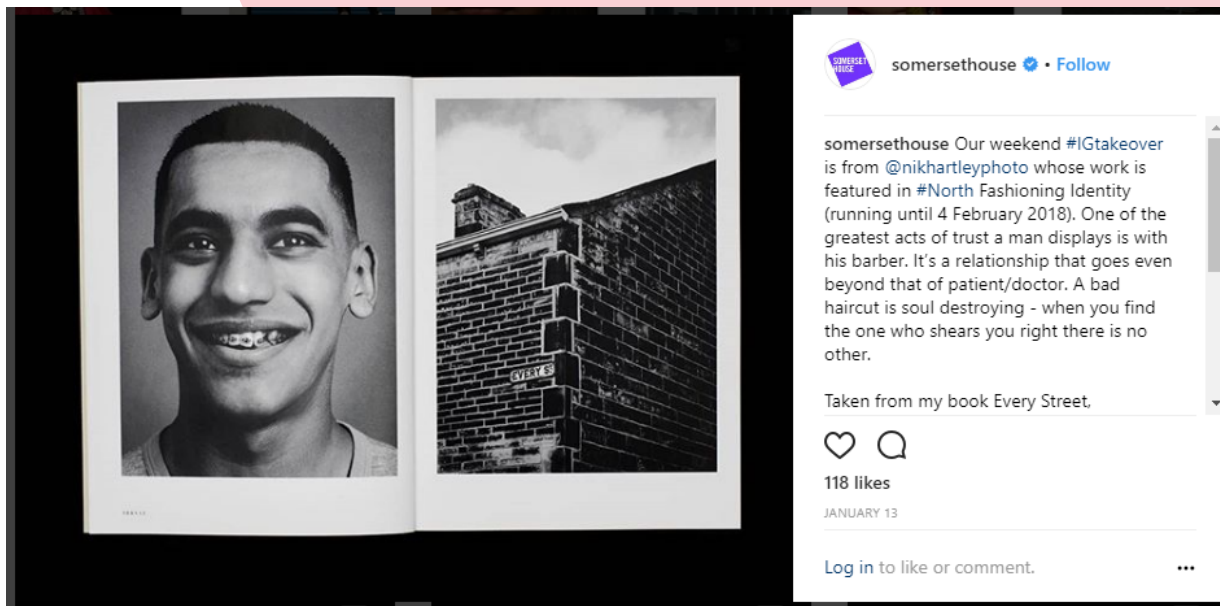
Book now for our major winter exhibition #North: Fashioning Identity, open now until 4 Feb 2018.



North: Fashioning Identity

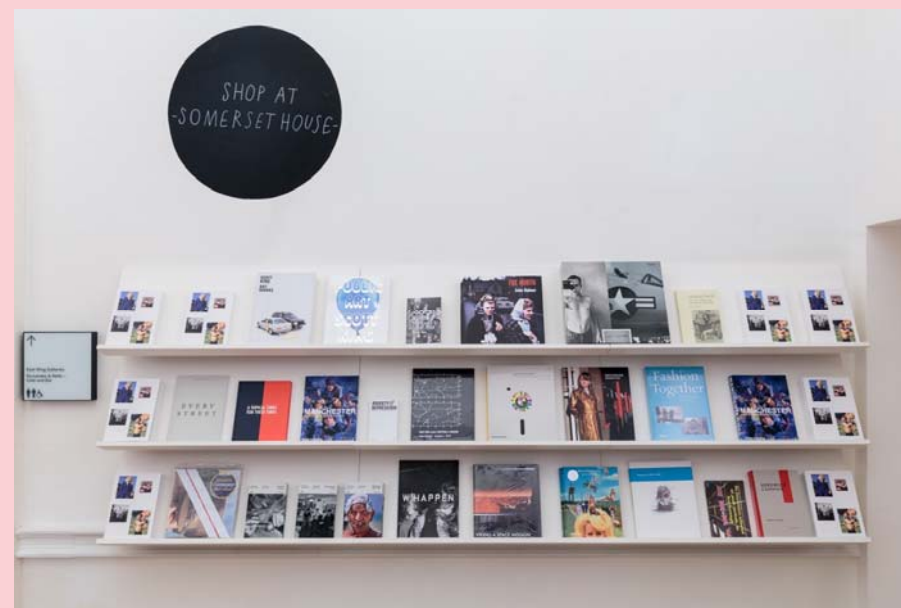
The first in a series of short films about our major winter exhibition North: Fashioning Identity.

INSTAGRAM

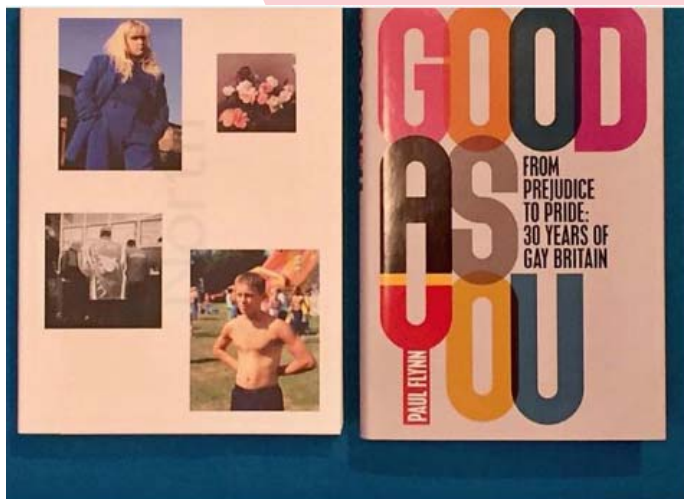


PUBLICATION

A catalogue was produced to accompany the exhibition, including images of the majority of the works featured in the show. Introductions were presented both by Somerset House and Open Eye. It was received very well and sold 1,067 copies.



PUBLICATION



loustoppard • Follow

loustoppard Oh my gosh I'll be book signing next week with my North curator (and love and light) @adam_murray. We'll be joined by the exceptional @paul_flynn, who'll be reading from Good As You. We were so honoured that Paul wrote an essay for the North catalogue to accompany the exhibition at @somersethouse. Come down to @donlonbooks for a book and a glass of something something.

alexmalgouyres I just ordered it for Xmas
volcomwomens ❤️

lanilees_jewelry 🌸🌸🌸🌸

arev14 @simonfreshwater

palmerharding Cool! Read Good as you and loved it, also has a great suggestions for gay history soundtrack in it!



124 likes

DECEMBER 15, 2017

Log in to like or comment.



Liked by thecharlieporter, adam_murray and 32 others

donlonbooks Please join us next Tuesday, 19th December for a pre-Christmas double whammy, when we will be celebrating the launch of North: Fashioning identity - Co-edited by Adam Murray and Lou Stoppard. If that wasn't enough our good friend Paul Flynn will be reading from his book Good As You: From Prejudice to Pride – 30 Years of Gay Britain released earlier this year.



Liked by adam_murray and 11 others

amygrant loved #northfashioningidentity so much I even splashed out n bought the book • Shirley Baker 'Five Young Children on a Manchester Pavement', 1965 & 'Glamorous Elderly Lady Smoking', 1985 • Alice Hawkins 'The Liver Birds', 2013 • John Bulmer 'Curlers and Chips', 1965

Curated by Lou Stoppard and Adam Murray

Graphic design: B.A.M.
 Set design: Tony Hornecker
 Display systems: Dean Edmonds
 Technical production: Eoin Donnelly
 Audio and visual: ADi Audiovisual

Senior Curator: Claire Catterall
 Senior Exhibitions Manager: Rosie Wanek
 Exhibitions Coordinator: Taz Chappell
 Exhibitions Assistant: Grace Perrett
 Learning and Events Programmer: Sophie Greenstreet

An exhibition organised by Somerset House Trust
 in partnership with Open Eye Gallery and supported by adidas

Audio partner: Bowers & Wilkins



SOMERSET HOUSE


NORTH
Fashioning Identity
 Truth, myth and the spaces in-between
 in visual representations of the North of England

Virgil Abloh	Simon Foxton	Stephen McCoy	Christopher Shannon
Gary Aspden	Ken Grant	Alasdair McLellan	Raf Simons
Shirley Baker	Nik Hartley	Peter Mitchell	David Sims
Claire Barrow	Jamie Hawkesworth	Thom Murphy	John Alexander Skelton
John Bulmer	Alice Hawkins	New Power Studio	Paul Smith
Vanley Burke	Eric Jaquier	Paul O'Donnell	Ewen Spencer
Elaine Constantine	Humphrey Jennings	Ingrid Pollard	Humphrey Spender
Philippe Conti	Stephen Jones	Gareth Pugh	Maxwell Stirling
John Davies	Ben Kelly	Martin Roberts	John Stoddart
Corinne Day	Scott King	Michael Robinson	Matthew Stone
Brett Dee	Nick Knight	Kuba Rymiewicz	Dave Turner
Jeremy Deller	Greg Leach	Michelle Sank	Rob Williams
David Ellison	Mark Leckey	Peter Saville	Tom Wood
Jason Evans	Glen Luchford	Samantha Seneviratne	

8 NOV 2017 - 4 FEB 2018

TICKETS £7
(£5 CONCESSIONS)
somersethouse.org.uk East Wing Galleries
 #North

In partnership with **OPEN EYE GALLERY** With support from **adidas**

A photograph of the Somerset House building in London at night. The building features a grand facade with a row of tall, fluted columns supporting a balcony with a decorative balustrade. Below the balcony are several arched windows and doorways, some of which are illuminated from within. In the foreground, a large fountain with multiple jets of water is visible, partially obscuring the view of the building. The sky is dark, and the overall scene is lit by the building's lights and the fountain's lights.

APRIL 2018

For further enquiries, contact
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