

May 2006

Jointly exploring the notion of 'priceless' with local communities and National Institutions.

The roadshows were the core of the project's process and development, allowing new dialogues, interaction and personal stories to arise. The extraordinary engagement with the participants generated a multi-layered artwork in which the voices of individuals and institutions merged in surprising ways.

We engaged with over 250 residents from the less visible communities of the City of Westminster and the Royal Borough of Kensington and Chelsea. During six one-day roadshows, priceless objects presented by the partner institutions inspired imaginative journeys around the notion of 'priceless'. Participants shared their own special objects, unique stories, memories and aspirations through film and sound recordings. These stimulating one-day events included 'expert' presentations from guest speakers and curatorial staff, discussions, performances and engaged in creative tasks. The video and sound material collated from the roadshows was transformed by the artists to create individual video works exhibited within partner institutions and the mobile units. The project was marked by a large scale public launch event on Exhibition Road to which all participants were invited.

#### Artistic Director

Ali Zaidi

#### Concept and Development

Ali Zaidi, Poulomi Desai, Daniel Saul

#### Video

Alison Bean, Daniel Saul, Ali Zaidi

#### Sound and Music

Poulomi Desai

#### Producer

Penny Andrews

#### Learning Director

Janice Galloway

#### Administrator

Alison Bean

#### Assistants

Katerina Athanasopoulou, Becalelis Brodskis, Julian Frank, Katy Milner; Royal College of Arts Placements Jane Cheadle, Louisa Stathoupolou

#### Roadshow facilitators

Samson Adjel, Chantal Coady, Greg Epps, Pen Hadow, Reem Kelani, Richard Palfrey, Tri Truyen La

#### Participating groups

Albanian Youth Action, Camden Town Chinese Community Centre, Edward Wilson Primary School, The Greenside Community Centre, St Marks Residential Centre, Muslim Cultural Heritage Centre, The Pepperpot Day Centre, Soho Family Centre, staff members from the partner organisations

#### Commissioners

Led by the Serpentine Gallery in collaboration with the Exhibition Road Cultural Group and Platform for Art

#### Collaborators

Participating Exhibition Road Cultural Group partners: Goethe-Institut, Imperial College London, Natural History Museum, Royal Borough of Kensington and Chelsea, Royal College of Art, Royal Geographical Society with IBG, Royal Parks, Science Museum, V&A and Westminster City Council

#### Funders/Sponsors

Sponsored by Bloomberg. Supported by Arts Council England Lottery funding and kind assistance from Westminster City Council, the Royal Borough of Kensington and Chelsea, and TimeOut Park Nights

#### Venues

Natural History Museum, Royal Geographical Society with IBG, Science Museum, Serpentine Gallery, South Kensington Underground Station, V&A

11 August 2006

Making visible making audible.

### A buskers' orchestra and spectacular outdoor projections took over Exhibition Road on a rainy summer evening.

Priceless opened with a private view at the Serpentine Gallery Pavilion 2006 (designed by Rem Koolhaas and Cecil Balmond, with Arup), and moved on to Exhibition Road, that was closed to traffic for the evening. The walls of the Natural History Museum became a canvas for spectacular large-scale outdoor projections and sound-scape, whilst audio-visual installations housed in futuristic bamboo structures created gateways. A buskers' orchestra of 12 instrumentalists and a Georgian choir played across and beneath the site, and came together for a prelude performance by the projection zone, contributing to a magical atmosphere.

#### Artistic Director

Ali Zaidi

#### Concept and Development

Ali Zaidi, Poulomi Desai, Daniel Saul

#### Video

Dan Saul

#### Sound and Music

Poulomi Desai

#### Live Music Programmer

Eugene Skeef

#### Musicians

Eric Appapoulay (guitar/voice), Joelle Barker (tarabuka:Abrabic goblet drum), Amanda Drummond (electric violin), Nii Eeiko (African percussion), Attab Haddad (oud:African lute), Yebga Ikoba (saxophone), Nelson Jacob (percussion/voice), Rick James (acoustic guitar/voice), Maya Jobarteh (kora:African harp/voice), Adama Koeey (djembe:West African goblet drum), Nii Boye Owoo (kpanlogo: Ghanaian drums), Renu (percussion), Georgian Singers from Mspinvzeli led by Lucy Gibson:Imogen Bowler, Bernard Burns, Jess Burton, Roland Chatwin, Julia Farrington, Peter Gibson, Hilary Hazzard, David Ratcliffe, Mark Thomas, Susan Thompson, Lea Traini

#### Producer

Penny Andrews

#### Administrator

Alison Bean

#### Production Management

Johnny Goodwin, for JOULE

#### Assistants

Katerina Athanasopoulou, Becalelis Brodskis, Julian Frank, Katy Milner; Royal College of Arts Place-ments Jane Cheadle, Louisa Stathoupolou

#### Commissioners

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#### Audience

500 people at the Serpentine Gallery Pavilion and 1,500 on Exhibition Road

#### Venues

Serpentine Gallery Pavilion 2006, Exhibition Road and South Kensington Underground foot tunnel, London

### INSTALLATIONS, MOBILE UNITS AND GUIDED TOURS

**August 2006**

Multi-layered 3-week presentation on, around and beneath Exhibition Road.

**Priceless audio-visual and graphic installations were showcased for three weeks on, around and beneath Exhibition Road, within its major museums and institutions. Weekly artist led tours offered members of the public a deeper connection and exploration of this multi-site arts projects, with an added artist's personal perspective.**

The material gathered during the roadshows was translated into an extraordinary series of video works and installations. Each of the five video works created for the exhibiting partner organisation (Royal Geographical Society with IBG, Natural History Museum, Science Museum, Serpentine Gallery and V&A) reflected the different roadshow themes, participants' cultures and personalities. These videos were showcased alongside the exhibiting partner's priceless objects with especially created displays and information panels. The project inhabited the street and Kensington Gardens through audio-visual installations housed in two mobile units. These featured four screens, showing participants portraits, their priceless quotes and objects alongside a soundscape. Along the foot tunnel of South Kensington Underground Station, 17 wall graphics and 26 individual floor constellations revealed a world of personal 'maps'. The 26 participating underground staff connected with 66 national cities, 41 international cities and together with their friends spoke a total of 33 languages.

#### Priceless objects

Serpentine Gallery : Serpentine Gallery Pavilion 2006 designed by Rem Koolhaas & Cecil Balmond, with Arup.

Royal Parks: Veteran trees.

Royal Geographical Society with IBG: provisions list from Harrod's for Scott's National Antarctic expedition 1901-1904.

Imperial College London: Probot.

Goethe Institut: Christina Kubisch- Electrical Walks.

Science Museum: Ships Gallery.

Natural History Museum: Theobroma Cacao- Chocolate.

V&A: Monkey & Young with Peach- Jade.

Platform for Art: South Kensington Underground Station & staff.

#### Artistic Director

Ali Zaidi

#### Concept and Development

Ali Zaidi, Poulomi Desai, Daniel Saul

#### Video

Daniel Saul

#### Sound and Music

Poulomi Desai

#### Foot tunnel graphics

Ali Zaidi, Insect

#### Social mapping (foot tunnel graphics)

Rodrigo Araya

#### Mobile Units

Engineering & construction: Abdrew Siddal, Gordon Allum Planting design: Dillip Lakhani Designs

#### Artists' guided tours

Barby Asante, Stacy Makishi, Emma Wolukau-Wanambwa

#### Producer

Penny Andrews

#### Administrator

Alison Bean

#### Production Management

Johnny Goodwin, for JOULE

#### Assistants

Katerina Athanasopoulou, Becalelis Brodskis, Julian Frank, Katy Milner; Royal College of Arts

Placements Jane Cheadle, Louisa Stathoupolou

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#### Venues

Exhibition Road (South Kensington, London), Goethe-Institut, Natural History Museum, Royal Geographical Society with IBG, Science Museum, Serpentine Gallery and Pavilion 2006, South Kensington Underground Station's foot tunnel, V&A

#### Dates

7 - 27 August, public launch event 11 August