

Alex Hartley

Exhibition 27 July – 21 October 2007
Edinburgh Art Festival Exhibition

The
Fruitmarket
Gallery

Exhibition Report



Contents

Introduction

- 1.1 Exhibition

Marketing

- 2.1 Materials designed in-house
- 2.2 Exhibition materials for sale
- 2.3 Marketing and promotional materials
- 2.4 Exhibition Advertising

Audience Development

- 3.1 Traverse Collaboration – ENGLAND

Education

- 4.1 Exhibition events

Statistics

- 4.1 www.fruitmarket.co.uk statistics
- 4.2 Bookshop statistics
- 4.3 Visitor survey statistics

Visitor Comments

Artist's Evaluation

Exhibition Press and Media Coverage

Appendix 1: Press Cuttings

1 Introduction

1.1 The Exhibition

Exhibition Visitor Attendance (including events) **53,780**

Alex Hartley's exhibition brought together a significant body of the artist's new and existing work. It began upon the façade of the building, on which Hartley superimposed a new work, which exemplified his highly individual approach. He is interested in 'buildering' (climbing on buildings), and clad The Fruitmarket Gallery in an exactly scaled image of its elevation, marked with the various routes he had climbed over the façade.

Inside the Gallery, other new work extended possibilities of climbing as a metaphorical and actual approach to the built as well as natural environments, with photographs of the artist tackling a variety of buildings in Los Angeles, London and various sites around Scotland. These extreme explorations of the relationship an individual might form with a building were complemented by other photographs, sculpture and installations which offered a sustained interrogation of architecture as something which, created to provide a physical and conceptual context for individuals in and against the landscape, exerts an inevitable influence on that context.

Alex Hartley is a British artist whose work confronts our experience and understanding of the built and natural environments. Working primarily with photography, though often incorporating it into sculpture and installation, Hartley assumes a shifting set of roles from photographer and architectural historian to builderer, rambler, mountaineer and explorer, offering an original analysis of architecture and its relationship to landscape.

Exhibition curated by Fiona Bradley

Exhibition sponsored by Bloomberg

Additional support by The Henry Moore Foundation

New commission supported by Esmée Fairbairn Foundation

Gallery core funding **Preview supported by**



2. Marketing

Materials designed in-house*

*Materials designed in -house by The Fruitmarket Gallery; in-house printing where noted

Gallery bulletin	A6, 16-page brochure, colour, print run 35,000
Exhibition preview card	A5, 4-page invitation card, colour ,print run 2,000
Exhibition poster	A2, 1 page, colour, print run 800
Exhibition guide	A5, 4-page, black and white, print run 5,000 in-house (also available in large print and on floppy disk or cassette)
Events calendar	A6, 4-page insert, 1-colour, print run 19,000 (16,000 stitched into bulletin, 3,000 stand-alone)
Interpretation DVD	15-minute DVD featuring an interview with Alex Hartley talking about his work. (Available for retail in the bookshop priced at £15.00)
Café menu table talkers	1 page of 4-page menu
Exhibition labels	Alongside works
Press and media packs	Available to pick up in-house, consisting of press release, list of works and reading materials
Press releases	Issued by e-mail and post to relevant newspapers and magazines etc.
Advertising	All adverts for press and outdoor advertising

2.1 Exhibition materials for sale

Sales to 5 November 2007

Exhibition DVD	£15.00 (rrp)	3
Exhibition Poster	£2.00 (rrp)	25
Exhibition Catalogue	£15.00 (rrp)	267
Hardcover, 128pp, 230 x 210mm		
Limited Edition?	£250 (rrp)	46



2.3 Marketing and promotional materials

e-Direct Mail

Media releases emailed to **1,200 local, national and international media contacts**

Email notifications of Exhibition Events Programme to **1,044 contacts** who have opted in to our emailing list
Exhibition information in **e-newsletters** by organisations including Youthlink Scotland, Edinburgh College of Art, Glasgow School of Art, Edinburgh University

Targeted distribution

Posters and bulletins **directly mailed to 335 peer galleries/cultural venues** in UK as part of the Gallery's promotional print exchange agreements

Gallery bulletin and exhibition poster distributed in Edinburgh and Glasgow venues

Preview/Launch activity

Exhibition press visits

Attending press: **18**

Exhibition Preview *26 July 2007*

Attendance: 580

Comprising Gallery mailing list and targeted interest groups, exhibition partners and supporters and gallery stakeholders

2.4 Exhibition advertising

Print Display UK/International

- **MAP Magazine**, Autumn 2007

Half page (circ. 5k)

- **Frieze** June, July, August 108,

Half page ad (circ. 23k, readership 75k)

- **Art Monthly**

August 2007 (circ. 4K, subsc. 2k)

- **Artforum**

Listing

3. Audience Development

The Edinburgh Festival Fringe provided the context for The Fruitmarket Gallery's first collaboration with the Traverse Theatre, presenting Tim Crouch's **ENGLAND** in the Gallery spaces. The collaboration was conceived between Fiona Bradley, The Fruitmarket Gallery's Director and Katherine Mendelsohn, Literary Manager at the Traverse Theatre. Katherine suggested Tim Crouch as a potential writer/performer to work with following the success of his play *An Oak Tree* at the Edinburgh Festival in 2005.



ENGLAND was written specifically with The Fruitmarket Gallery and Alex Hartley's exhibition in mind. It was commissioned by the Traverse Theatre Company, as a news from nowhere production, produced in partnership with the Traverse Theatre Company, The Fruitmarket Gallery, Warwick Arts Centre and Culturgest (Lisbon). ENGLAND was developed at The National Theatre Studio and supported by the Arts Council England.

ENGLAND is Tim Crouch's third play for adult audiences. *My Arm* (Prix Italia, 2003) and *An Oak Tree* (Herald Angel, 2005 & Obie, 2007) both premiered at the Traverse Theatre. For ENGLAND, Tim performs with founder member of The Shunt Collective, Hannah Ringham.

ENGLAND is a pictogram of a search for a new heart. It continues Crouch's fascination with the nature of the theatrical experience, the communication of an idea from performer to audience – and back again. ENGLAND is performed in thin air, within space, between people. It is supported with a soundtrack by award-winning sound designer, Dan Jones. ENGLAND is directed by Karl James and the artist a smith, both of whom worked with Crouch previously on the production *An Oak Tree*.

The play at The Fruitmarket Gallery was viewed by the Gallery as an audience development opportunity and, as such, the Gallery offered the space at no cost. In order to ensure the safety and integrity of the art and the Gallery space, The Fruitmarket Gallery employed an experienced Project Manager who was supported nightly by a senior member of The Fruitmarket Gallery's staff. Staffing costs were covered by the Traverse.

The capacity for the show was 60. A Traverse Box Office Report taken on 23 August shows that 94% of seats were sold, that is 1,809 people attending the performance over the 32 (31 public and 1 private) performances. This increased the Gallery's audience figures and encouraged people to re-visit the Gallery outwith the performance.

ENGLAND was acclaimed by the press and audience alike, winning a Fringe First in the first week of the festival, and a Total Theatre Award for Best Small Scale Work. Crouch also won the Herald Archangel Award, which is awarded to someone who has exhibited outstanding or sustained excellence in their practice.

Selected Press: **The Herald**, Neil Cooper, 7/08/07

Art sells. Tim Crouch's beautiful new piece puts him and Hannah Ringham in the frame and in situ, with the Fruitmarket's current exhibition by Alex Hartley as a backdrop. As guides, they lead us through a world where heritage-industry stately homes co-exist with the national health, while first-edition rarities increasingly become status symbols. Only a painting, alas, remains immortal, as Crouch unfolds a story of one man's failed heart and his art-

dealer boyfriend who buys a transplant from a foreign land, traded like one more colonised installation flogged off to the highest bidder.

There are times in the first half when you're reminded of Derek Jarman's masterpiece, *Blue*, so hypnotic is what gradually unfolds as a meditation on life and death. Similarly, Dan Jones's soundtrack at times recalls Einsturzende Neubauten's attack on London's ICA with drills and cement-mixers. England says much about capitalism's love affair with 21st-century art stars. At its close, you can't help but notice one of Hartley's pictures is titled 'A Gentle Collapsing'. It's all too appropriate for a transaction which has given life, but has cost a whole lot more.

4. Education

Exhibition events

695 participants took part in The Fruitmarket Gallery education programme during the exhibition.

12 Gallery Information Assistants were present during the exhibition to invigilate, provide free tours and to answer questions about the themes explored in the work.

Brian Ross produced a short exhibition film for the exhibition featuring an interview with the artist which was shown in the reading room.

Artist's Talk *Wednesday 12 September, 6.30-8pm. Free. Attendance: 60*

Hartley in conversation with Fiona Bradley, curator of the exhibition and Director of the Fruitmarket Gallery.

36 completed evaluation forms out of 60 attending:

Feedback on organisation of event	23 good	13 excellent
Feedback on event speakers	14 good	22 excellent
Feedback on even presentation	23 good	13 excellent

'Really helped pull together my thoughts on the exhibition and previous work in the books exhibited.'

'My first time at an artist's talk and found it very interesting and better for being informal.'

'A great opportunity to hear and see an artist amongst their work.'

Talk: Richard Williams

Wednesday 26 September, 6.30-8pm. Free. Attendance: 39

Richard Williams, Senior Lecturer in History of Art at the University of Edinburgh, and author of *The Anxious City*, discussed the relationship between the image and architecture.

27 completed evaluation forms out of 39 attending:

Feedback on organisation of event	1 average	13 good	13 excellent
Feedback on event speakers		11 good	16 excellent
Feedback on event presentation	3 average	12 good	12 excellent

'Richard is great at addressing a non-academic audience and entertaining them with his ideas and perceptions.'

'Excellent follow-up to the event with Alex Hartley.'

'Very interesting intro into an area about which I know nothing.'

Opt in for Art: Two-day Sculpture Taster Workshop

Saturday 29 September and Saturday 6 October, 11am-4.30pm. Free. 13-17 year olds. Attendance: **10**

Coinciding with Edinburgh's Open Doors Day, participants investigated an abandoned architectural gem, hidden deep in suburban Edinburgh, before working with artist Colin Parker on a sculptural scrapheap challenge inspired by what they have found.



Left: Opt in for Art Sculpture Workshop Right: Penny Lewis Talk

Talk: Stephen Cairns, Pagan Urbanism

Wednesday 3 October, 6.30-8pm. Free. Attendance: **32**

Stephen Cairns, Head of Architecture, University of Edinburgh, examined the work of Alex Hartley in the context of recent ideas of the city- pagan cities, everyday cities, banal cities, sublime cities.

17 completed evaluation forms of 32 attending:

Feedback on organisation of event	1 average	7 good	9 excellent
Feedback on event speakers	3 average	3 good	11 excellent
Feedback on event presentation		9 good	8 excellent

'Very interesting'

'Enthusiastic, clear succinct, enjoyable take on artists work'

Talk: Penny Lewis, Cardross Seminary

Wednesday 10 October, 6.30-8pm. Free. Attendance: **38**

Lewis, Editor of *Prospect Magazine*, discussed St. Peter's Seminary's continuing influence on contemporary artists and explored whether it is the optimism of the original building, the romanticism of the ruin, or the act of trespass that appeals to those who make the pilgrimage to visit Scotland's renowned 20th century ruin.

11 completed evaluation forms of 38 attending

Feedback on organisation of event	7 good	4 excellent
Feedback on event speakers	7 good	4 excellent
Feedback on event presentation	6 good	5 excellent

'An enlightening talk on a subject that that was unknown to me'

'Interesting and fascinating'

5. Statistics

www.fruitmarket.co.uk statistics

MONTH	HITS	VISITS	AVERAGE VISITS PER DAY	% OF VISITORS ACCESSING WEBSITE DIRECTLY
26–31 July	26,516	1663	277	22%
August	97,927	6567	211	26%
September	88,589	5506	183	23%
1–21 October	67,457	3975	189	18%

There was an average of 20% of visitors accessing the website directly.

Referrers for the other 80% included: Search engines such as Google and Yahoo, The University of Edinburgh website, Britainsfinest.co.uk and Absolutearts.com

Bookshop Figures: Alex Hartley

Total Attendance	53,780
Total Bookshop Takings	£39,408.02
Total Bookshop Transactions	3081
Avg Transaction	£12.79
Avg Spend per Visitor	£0.73

WEEK	ATTENDANCE	BOOKSHOP SALES	TRANSACTIONS	CATALOGUE SALES
26–29 Jul	2,548	£2,385.27	134	21
30 Jul–5 Aug	5,127	£4,076.72	243	19
6–12 Aug	6,776	£3,600.92	340	24
13–19 Aug	7,958	£4,374.16	380	19
20–26 Aug	7,969	£3,630.30	375	30
27 Aug–2 Sept	4,469	£3,164.28	274	20
3–9 Sept	2,796	£1,793.77	183	8
10–16 Sept	2,625	£2,023.29	175	10
17–23 Sept	2,607	£2,406.00	159	7
24–30 Sept	2,785	£2,700.38	206	8
1–7 Oct	2,557	£2,411.51	192	13
8–14 Oct	2,855	£2,758.71	215	7
15–21 Oct	2,708	£4,082.71	205	18
TOTAL	53,780	£39,408.02	3,081	204

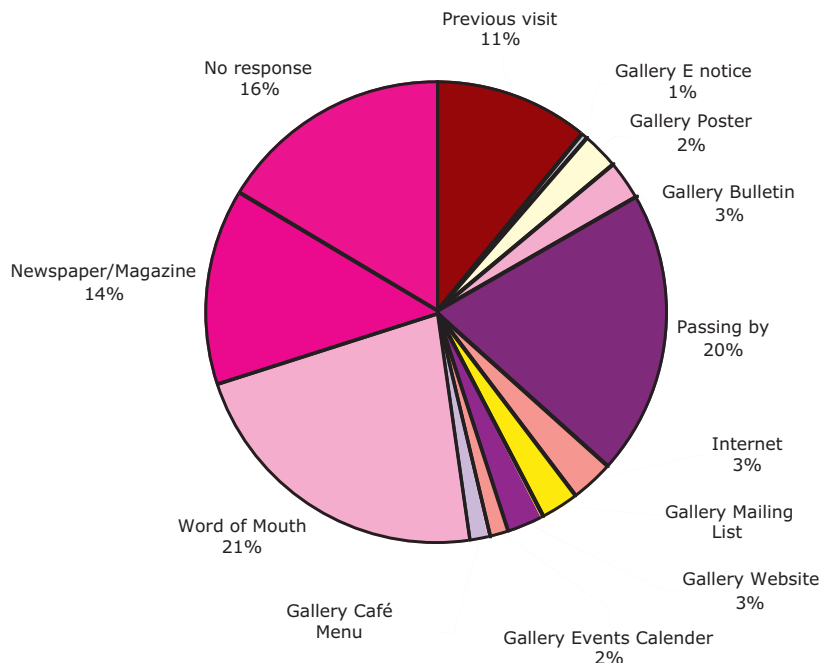
Sales To Date (05/11/07)

Alex Hartley		Volume	Value
Catalogue	Shop Sales	214	£3,199.30
	Invoice Sales	61	£371.50
	Cat. Total	275	£3,570.80
Poster Total		26	£52.00
Postcards	(single)	386	£231.60
Postcards	(offer)	801	£400.50
Postcards Total		1187	£632.10
Print	Full Price	51	£10,200
	Staff Rate	3	£510.00
	Traverse	8	£1,440.00
	Set of 3	3	£500.00
Print Total		65	£8,850.00
DVD		4	£60.00
GRAND TOTAL			£16,964.90

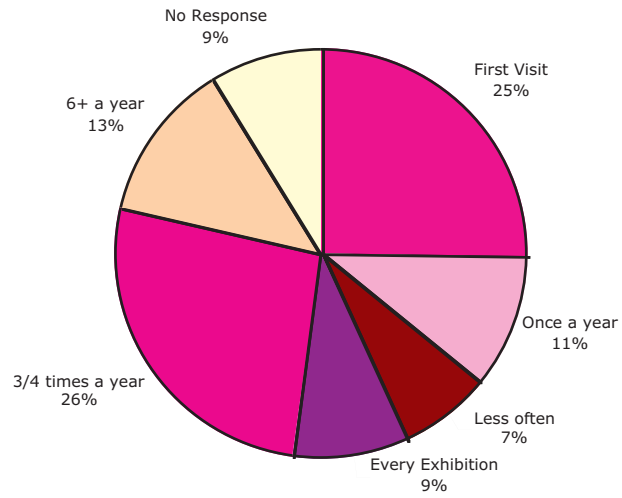
Visitor Survey statistics

The Gallery Information Assistants collected **728** completed visitor surveys during the Alex Hartley exhibition. Below is a selection of data gathered through the surveys.

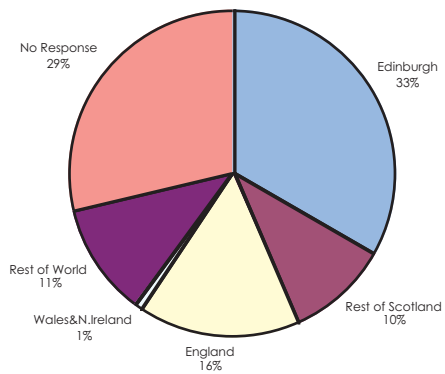
How Did You Hear About the Current Exhibition?



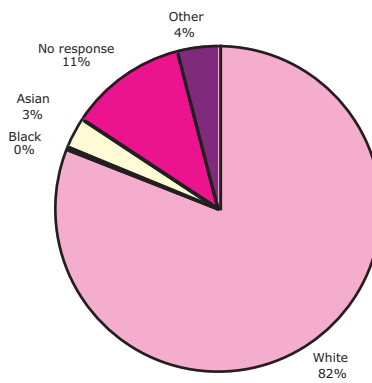
How Often Do You Visit the Fruitmarket Gallery?



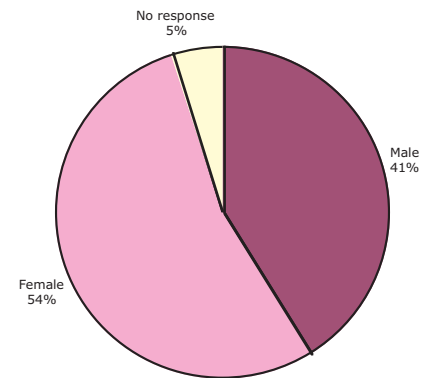
Location of Visitors



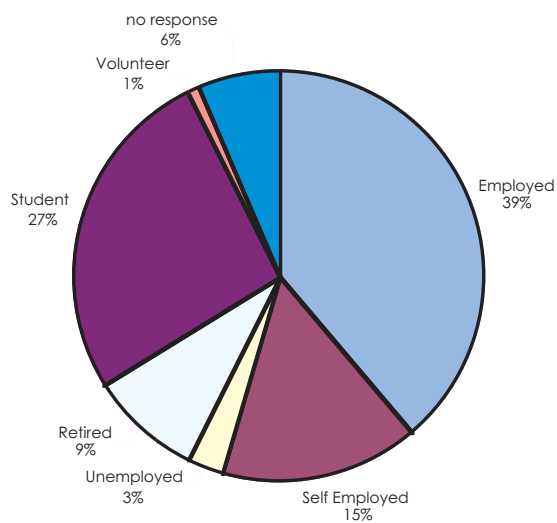
Ethnic Origin



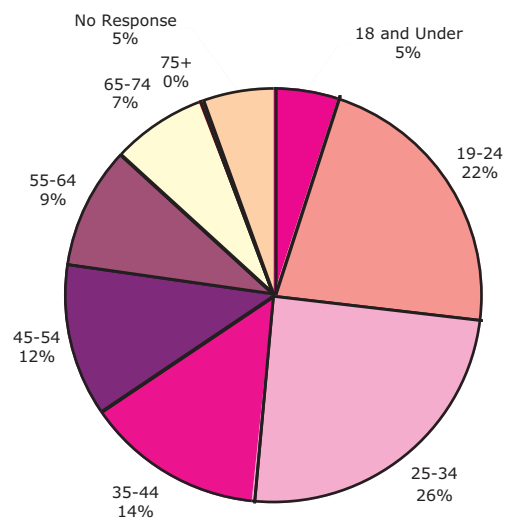
Gender



Employment Status of Visitors



Age



Selected Exhibition Visitor Comments

'Great work, really enjoyed the show and liked the way the climbing theme continued into the exterior of the building, a nice touch.'

'Interesting work, there is something very appealing about the sculptures and installations behind glass, they really play tricks with perspective and reality.'

'Liked balance/combination of misty glass and half hidden objects in pictures. Well used space.'

'Quite absurd but I love it. Love the images of remote landscapes with the imagined dwellings-great titles.'

'This is a really interesting exhibition. The artist's talk gives insight into his thinking & our interaction with 'space and place'. The work is well hung & gives the audience the space and place in which to contemplate the ideas.'

'It has been too many years since I last visited the gallery; I have been genuinely, visually stimulated by the show. Best thing I've seen recently.'

'I came from Belgium and I visit Edinburgh on a regular basis. The Fruitmarket Gallery is a place I always visit. Interesting shows / international approach to contemporary art.'

'The exhibition is really nice, I prefer modern art and photos, maybe it should be bigger, on the other hand, there are quality articles about the author. Thank you.'

'An interesting use of photography to create virtual spaces. Intrusion of privacy is also carried through into failed buildings in landscape.'

'Sometimes infuriating, always worth looking at. Sometimes superb.'

'Great gallery, great show. 10/10!'

'I like the Fruitmarket Gallery because it is not too big and the exhibitions are very well presented. I also like the café and bookstore because they give the place good atmosphere.'

'Having never previously heard of the artist, I found the exhibition intriguing & interesting. The use of models within the photographs to incorporate architecture was intricate and extremely eye catching. The exhibition is the first I have seen using photographs & architecture in this way and I found it very enjoyable.'

'The Alex Hartley exhibition was fascinating. I found his work incredibly diverse and conceptual. His ideas are not only clever, but they are new and I have not seen work with such excellent presentation for some time.'

'I really loved it. Coming in, the books all look very appealing and the café smells amazing. The gallery people have all been friendly and helpful and I really enjoyed sitting in front of one picture for half an hour. I have a relaxed and warm feeling.'

'I was worried this work may be a bit dry but it is actually very interesting and in parts, amusing.'



The gallery is a wonderful space with exhibitions that are always thought provoking even if not instantly enjoyable. It is a space I constantly return to and always with high expectations, that have rarely been disappointed.'

Excellent – really loved unusual photo/sculptural pieces of glass works. Video – artist in situation, very relevant. Would have liked more technical info e.g. 'C-type' 'Light jet', couldn't find in catalogue either.'



'One of the best art festival exhibitions I have seen so far.'

'Really enjoyed this exhibition, a good balance of humour and more serious works. Case study is stunning; I really found I wanted to be in that space. Only criticism I have is that the blurb in the bulletin doesn't do the work justice – I found the text a bit pretentious and didn't expect to enjoy the work from reading it. Nice to be proven wrong on visiting the show.'

'I didn't use the café facilities but I did very much enjoy the exhibition of Alex Hartley and the film that accompanied it. The exhibition also appealed to my 11 year old son who liked the illusion of deep space only to find nothing behind it. The interior of the exhibition was easier to understand the exterior, which wasn't so welcoming. Would recommend it.'

'Excellent show! I believe, his work is the best of the year so far. I would give him 5 stars! Thank you. The service from the information assistant was fantastic -friendly and approachable.'

'I'm in Edinburgh every summer and Fruitmarket gallery is one of must-see places. I've never been disappointed with the exhibitions here. Thanks.'

'Consistently impressive all-round. It's wonderful that you can walk in off the street and see this sort of thing.'

The exhibition shows a very interesting take on architecture. I think exhibitions like this help to make architecture more accessible. Very good.'

'Very interesting exhibition. I loved the simplicity of layout – gives the case studies 'room' to breathe. Inspiring!'

'Video is informative & about the right length- Volume about right too. (Sometimes I can't hear videos in here if people nearby are talking.) Well spaced exhibits & external exhibit very interesting.'

'I've always thought of the Fruitmarket as the best place in Scotland for contemporary art, have seen some amazing stuff here & recommended to my friends! I love the bookshop; probably the best for art in Scotland (again) and the café is fairshakes too. Keep it up!'

'We have been recommended this exhibition by a friend I can certainly see why, very interesting work. I get the impression he must be quite a character, very entertaining and good fun.'

'I read about this exhibition in a newspaper and was very intrigued to see what it had to offer. I am pleased to say I find it quite absorbing. It presents another way of thinking about architecture and our relationship with it. Really glad I visited, Nice gallery space too.'



'Always expect the unexpected and an exhibition not likely to have been seen before & challenging – have not been disappointed, a great space friendly & informed staff. We like coming and will continue to visit – very different!'

'Excellent.'

'Good exhibition, I like the photographs with the imagined buildings added into the landscape, especially 'In the future no one will live in cities.'

'I think the best pieces are the fantastical architectural structures downstairs in the photography. Also find the large scale light installation effective.'

'I am very impressed with the Fruitmarket – beautiful building – from the exterior. (Used in this exhibition.) Through the lovely café to the spacious light galleries with their niches, windows, floors, stairs... love it! Also, obviously impressed with this exhibition & the delivery & interpretation of it (on wall intros), very good – the art works are fantastic. Another thing is the reading reference library – a great continuation point for those interested. Thank you!'

'Fascinating mix of photography with sculpture. Hartley was a new name to me and I've very much enjoyed the work. Well presented even humorous!'

'A well-rounded, engaging experience supported by enthusiastic & welcoming staff.'

'Thank you for making this gallery. It has made my day and raised my spirits. Good light, lovely cakes, a wonderful bookshop & a great atmosphere. 10/10!'

'We enjoyed the facilities and the exhibition. Lovely open space- bright and airy. The café was lovely and the choice of food (particularly cakes) was fantastic. Thank you for being here.'

'This is a brilliant exhibition. We want to see more of this. So much rubbish today passes for 'modern art', but this is the real thing. Stimulating visually & conceptually.'

'Particularly liked the installation piece upstairs and down. As ever the interview with the artist was insightful and informative making me go back and follow the line described through the landscapes of Hartley's tour. I am always very keen to see how artists deal with existent structures and the investigation of space through intrusion or a blurring of obvious visual points of reference. I really felt the exhibitions great strength with the accumulation of hidden structures and objects.'

'I love the Fruitmarket Gallery for its accessible to all exhibitions and lack of pretension. The high turnover of quality exhibition is a great bonus.'

'Beautifully married DVD, very useful as background/interpretation material.'

'Really exciting exhibition, the images had a great deal of presence and movement not often found in photographic works. Sensitively hung and good light, airy galleries.'

'Liked that the whole gallery is dedicated to the artist – get an in depth understanding of the artist's work. Video was best part!'

'Once again, the exhibition is perfectly spaced and breath-roomed for the viewer; and you are aware of how the viewer wishes to move, which is a pleasant surprise after most galleries in Edinburgh. Thank you very much!'

'Well done! I'll be back here for sure!'

'Always good – I'd recommend the Fruitmarket Gallery over other galleries in Edinburgh.'

'Is the first contact that I've had with this artist. What has impressed me the most is his capacity to mix to put together a reality 3-D with the 2-D that he works with.'

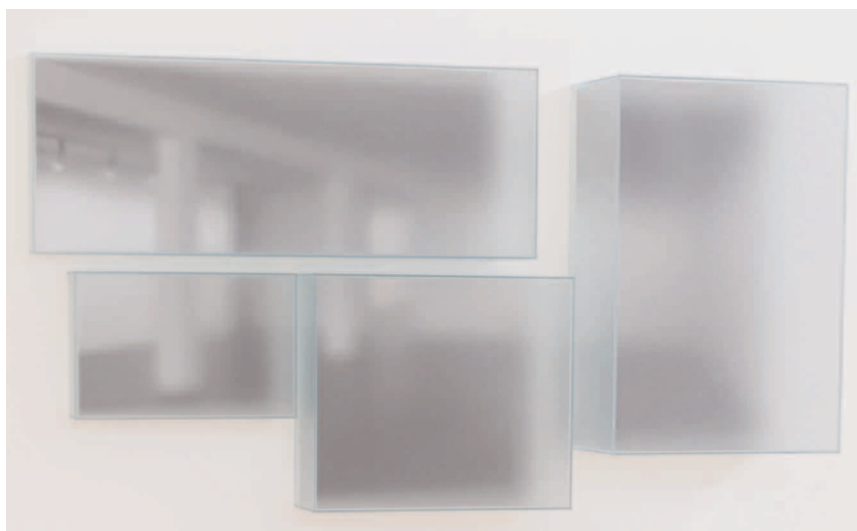
'Information on current exhibition – v good, even though current exhibition isn't exactly to my personal taste I would definitely visit again.'

'Café: good variety of tasty food and reasonably priced. Bookshop: Excellent – shame it's not bigger. Exhibitions/Events: seems to be a perfect balance and quantity of talks and workshops to accompany each exhibition. Exhibitions are usually interesting and well curated.'

'All the exhibitions at FMG are thought provoking, off the wall and presented to the best quality. Don't always understand, but that's good thing.'

'The works require distance to appreciate and I was concerned this wouldn't be available in a small venue but the layout copes with the difficulties well. The video was welcome. It was great to have the artist's view.'

'I love that the Fruitmarket has so many events/lectures- especially from the artists themselves. It's completely accessible.'



'Wonderful mix of works, things to look at, things to interact with. An excellent glimpse into an artist's mindset with film/book. A highly enjoyable experience and one that has this first time gallery goer hooked.'

'Alex Hartley exhibition is very interesting. As an architecture student the glass enclosed minimalist rooms are effective- they represent a detachment from the pure clean space portrayed within.'
'Easy to navigate and clear displays. Size and seating allowance works well. Light and inviting.'

'Having just moved to Edinburgh and being interested in contemporary art and design, this gallery is of a standard I would expect anywhere in the world. The current exhibition has introduced me to a new artist whose work I find excellent and original. Many thanks.'

'It is always refreshing and much appreciated when a gallery chooses to show original work- the Alex Hartley exhibition is an excellent choice. Having a space like this in Edinburgh has made the city an even more exciting place to be for those interested in art and design. Keep up the good work and I'll be back again soon.'

'Wonderful exhibition- nice "local" touches combined with world-renowned architecture. Ideal. Loved the "fuzzy bones"- loads of room for ideas. I appreciate wide-spaced layout and ambient atmosphere- and that it's free and accessible for kids.'

'Really liked the exhibition, I've been to see it three times.'

'Usually very strong- good to see cutting edge work.'

'I enjoyed the exhibition especially the combination of both modern architecture and natural subjects. The space is very well set out and a nice environment to visit.'

'Very good art space and used well.'



This is the first exhibition I have seen at the Fruitmarket Gallery and I am very impressed by the exhibition as a whole. Being brought in by the façade of the building links the exhibition to its founding ideas, putting the exhibition in an adapted bit of architecture itself. The reference books around the gallery make understanding easy and the wall notes too are well delivered. the bookshop looks good and the café smells great but I haven't been in them yet! Thanks!

'As a photographer I found not only the content of this exhibition exciting but also the technicality of it. The power of integrating 2D and 3D materials is convincing and grabs your attention longer than a painting could... plus it makes you think!'

'Interesting work- I liked the idea of coming to a gallery and looking at one persons work and getting a feel for the artist rather than being flooded with different styles and era.'

'I've been coming here for 15/20 years. It's always stimulating.'

'Great exhibition. Installation very well setup in an excellent space. Nicely atmospheric. Really like the titles of the pieces! Great facilities! We travelled from Stirlingshire to visit!'

'Please continue with this high standard of contemporary art.'

'I always find the exhibitions in the gallery interesting. They are always well and sympathetically hung. You are to be commended also on your gallery staff who are approachable and friendly.'

'Space is fantastic and well utilised. Thank you for bringing these artists to Edinburgh and encouraging them to create new work. I blush to admit I browse the bookshop as if it were a library – I can't afford most.'

6. Artist's Evaluation

Now that my exhibition at the Fruitmarket Gallery is over, I've had time to reflect on the experience of making the show and on the exhibition itself. Throughout this whole journey of planning, production and display I have had fantastic support from the Fruitmarket staff. This communication was so good and so easy, that both the show and the catalogue became genuine collaborations.

The advantages of having such a happy, small and close-knit team were immediately obvious - with everyone pulling together to make the show happen, and with a clear focus on making the best exhibition we could as the end goal. This concentration on the work as the absolute priority was extremely refreshing.

As an artist, much of one's work is done alone in the studio. It is often hard to make the transition from this private experience and relationship with the work, through the vulnerable stage of installation and before the work is somehow given over to the viewing public. It was with great engagement and sensitivity that the Fruitmarket team negotiated this awkward time, and again helped to make it both enjoyable and productive.

I'm really proud of the catalogue we made together. The publications the Fruitmarket make are so well tuned to both the artist's needs and what the exhibition itself requires. These books stand as a great testament to the Gallery's programme.

Alex Hartley

December 2007

7. Exhibition Press and Media Coverage

Coverage

The Guardian, Preview in The Guide
The Observer, Review
The Scotsman, Interview, Review, images and diary piece
The Herald, Review and image
The Financial Times, Review and image
The Skinny, Preview, Review and images
The List, Interview, Preview, Review and images
Scotland on Sunday, Review and image
Grafik, Preview and image
Metro, Review and image
Scottisharchitecture.com, Interview and images
The Architecture Journal, Review and image
Edinburgh Evening News, Preview and Image
Previews in Total: Spec, The Telegraph, Icon Magazine

Sample Press Quotes

'It is Hartley's photographic works which dominate the show. Haunting, shimmering images of vacant interiors presented behind etched glass, they speak of the essential futility and impossibility of any design. You leave Hartley's show with a heightened sense of both the unequivocal tyranny of buildings and their essential vulnerability.' **Scotland on Sunday** Iain Gale ****

'His installations are immaculately crafted on our environment.' **The Guardian Guide** Robert Clark

'One look at his striking shots shows that his daredevil approach clearly pays off, and the atmospheric images and illusory installations on show convey Hartley's passion for the juxtaposition of man-made environments within the natural world.' **Grafik**

'He incorporates his interest in climbing and photography in his practise; his most resonant works are those where hazy photographs of architectural interiors have been trapped like flies in amber within columns of glass.'
New Statesman Sue Hubbard

'His exhibition at the Fruitmarket Gallery, the first important show he has been given in Britain, reveals just how determined he is to savour an intimate, tactile relationship with the edifices that excite him.'

Financial Times Richard Cork

'This exhibition of both newly commissioned and existing works forces a stimulating re-evaluation of our present surroundings.' **Total: Spec**

Listings

Scottish Arts Council, Artforum, Art Daily, Art Focus, BBC Collective, Art Rabbit, Arts and Business, Art Update, Edinburgh Guide, The Gallery Channel, The Good Gallery Guide, Re-title, Modern Painters, 24 Hour Museum, The Skinny and What's On in Scotland websites.

For Press Cuttings see Appendix 1: Press Cuttings