

Arcadia University Art Gallery  
450 South Easton Road  
Glenside, Pennsylvania 19038  
215 572 2131/2133  
www.arcadia.edu/gallery  
gallery@arcadia.edu

Non-Profit Organization  
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Arcadia University

# Daniel Eatock Extra Medium September 18 – October 26 2008 Arcadia University Art Gallery

The work of London-based Daniel Eatock (born 1975) is an inventive response to the everyday shaped by an alert sensitivity to formal and conceptual coincidence and contradiction. Trained as a designer with clients that include Britain's Channel Four and the Serpentine Gallery (London), Eatock strives to avoid subjective composition while reorienting the given values of readymade objects, standards, and procedures. He is as likely to pose questions about packaging and measuring systems as he is to address matters pertaining to coffee cups and car alarms. His hybrid practice is unified by its generous abundance of examples and its openness to collaboration, both of which are demonstrated by the number and variety of projects posted on his website, www.eatock.com, including a new participatory work conceived for this exhibition (see text at right). Driven by ideas and the fluidity of language and its categories, Eatock's projects are equally invested in a curiosity about the physical properties of materials and the range of circumstances in which we might encounter them. Unforeseen solutions to familiar challenges (domestic storage and display, stationery, website design) join an expanding roster of more idiosyncratic, client-less efforts, such as his ongoing attempts to draw a perfect freehand circle, sustain a helium balloon at a constant height, or carry a glass of seawater from Brighton to London via public transport. These and other works—many realized specifically for this exhibition—consistently combine wry humor with a serial, reductive logic to create contingent forms of order and meaning amidst the chaos of contemporary life. Extra Medium is Eatock's first individual exhibition in the United States and coincides with the publication of Imprint, a new, 224-page monograph by Princeton Architectural Press (www.papress.com).

6:30pm Thursday September 18

Daniel Eatock interviews exhibition curator Richard Torchia about the work in the exhibition  
Little Theatre, Spruance Fine Arts Center  
Opening reception to follow in the Art Gallery

Assist us in realizing a project for this exhibition. Daniel Eatock is collecting products marked Best before October 26, 2008, a date that coincides with the closing of the show. All products labeled with this date and delivered (or shipped) to the gallery will be displayed on a shelf or refrigerator (if necessary) in the exhibition space to comprise a collection of seemingly random things unified by their expiration date. In exchange for any items donated, contributors will receive two (signed) photographs of the collection, one taken on the day of expiration, the second taken the day after expiration. All participants will be credited by name. Submissions must be received before October 25, 2008.

No dairy products, freshly baked goods, produce, or other readily perishable items. Please direct all questions to: daniel@eatock.com

Gallery hours  
Tuesday Wednesday Friday 10am – 3pm  
Thursday 10am – 8pm  
Saturday Sunday Noon – 4pm  
and by appointment

Directions to Arcadia University Art Gallery from Center City Philadelphia: Follow Lincoln Drive past Emlen Street to Mount Pleasant Avenue. Turn right on Mount Pleasant and follow until it ends at Cheltenham Avenue. Turn left on Cheltenham Avenue, and right onto Easton Road. After crossing over Route 309, make left turn into campus entrance. Campus traffic moves one way in counterclockwise direction. Gallery is located in historic building directly beneath brick smokestack.

\* This may be the last unsolicited printed announcement you will receive from the gallery. In an effort to communicate more efficiently and cost-effectively in an environmentally-friendly way, we invite you to join our online gallery mailing list to receive announcements about upcoming gallery shows and programming. Go to www.arcadia.edu/gallery and click [Join Our Mailing List](#). If you are unable to receive our programming emails, please contact the gallery office during business hours at 215 572 2133 to make alternative arrangements.

1. Sun Light
2. One Stone
3. Aerial View
4. Rubber Stamp
5. Extended Laces
6. Felt-Tip Pen Print
7. Fruit Sticker Bowl
8. Bathroom Balance
9. Join Our Mailing List\*
10. Sellotape Corner Contetti
11. Flowers & Flowers for Sale
12. Chicken by Christian Eager
13. Vandalised Tree Reoriented
14. Day Glo Vest & Camo Jacket
15. British Isles by Shanaz Ahmed
16. Chin-Lamped by Nicole Henzel
17. Card Card offset edition of 1000
18. Getting To Know Your Species by Esra Eren
19. Roll of Red Duct Tape Recoiled Around Table Leg
20. New Scissors That Require Scissors To Be Opened
21. Circular Chair Balance performed by UAV Students Venice Italy
22. London Converge Marathon made in collaboration with Mike Jack
23. Evidan Water Colour painted using mineral water from the bottle depicted
24. Felt-Tip Pen Print view from beneath sheet of A1 paper balanced on pen nibs
25. Alt. Olympic 2012 Logo a composite of Pierre de Coubertin's 1913 Olympic logo with the British Royal Air Force roundel
26. Big Brother Billboard Reoriented documentation of logo commissioned by Channel 4 inadvertently mounted upside-down
27. Polaroid Photo for May 2008 issue of Icon magazine to coincide with manufacturer's announcement that it will cease producing instant film

