



PRESS RELEASE

For immediate release

Rodrigo Lebrun - *Green (Screen) Dreams*:

'Sunthorpe'- artist's video explores impact of climate change on Scunthorpe

Press launch Friday 18th January 5pm– 7pm

North Lincolnshire Museum

DN15 7BD

Exhibition: 19 January - 17 March 2019

Rodrigo Lebrun's new Climate Fiction 'Cli FI' artwork, *Green (Screen) Dreams* introduces us to the imaginary town of 'Sunthorpe' - an intentional pun on Scunthorpe. 'Sunthorpe's' popular tourist attractions bathe in the deadly warmth of the hot summers of a changing climate. The artwork curated by Invisible Dust takes the form of a three-screen video work that draws on media imagery to explore the impact of climate change on North Lincolnshire - a region now vulnerable to pollution, floods and rising sea levels.

The artwork follows the format of a TV advertisement. It makes visible the 'noise' created by 'fake news', conspiracy theories and internet 'experts' that enter and crowd our minds through social media and popular culture, disrupting our collective ability to focus and find solutions to 'Sunthorpe's' dilemmas. In this bright and arresting way the artwork challenges the viewer to think about population, pollution, and resource depletion.

Green (Screen) Dreams is curated by arts and environmental organisation Invisible Dust and is being presented at North Lincolnshire Museum as part of a three-year programme of international artists residencies and exhibitions called Surroundings, based on environmental themes across the Humber Region.

Lebrun has worked with North Lincolnshire Council and Museum to explore the challenges faced by the local community whose identity and economic future is rooted in the steel industry. Lebrun's 'Sunthorpe' is a town shaped by human activity but whose very existence might be threatened by it – a paradox that can be applied to many other towns, cities and places across the globe.

Prior to studying at the RCA, Brazilian born Lebrun had a career in advertising and he has drawn on this experience to create a modern take on a triptych creating a three-part advertisement for an imagined future world. Lebrun explains: 'Climate change itself for me it's just like the symptom of other problems, and that's why I try to weave that into the narrative. I can't just speak about climate change if I don't talk about consumerism, if I don't talk about different economic cycles, if I don't talk about politics. Creating a mock advert

was a way of addressing all these things. I would argue that there are going to be players in the process who will see it and sell it as an opportunity, irrespective of human cost.

Alice Sharp, Curator and Director of Invisible Dust said:

“Rodrigo Lebrun is a very exciting artist and we are delighted with the new video work he has created raising questions about how we will live in the future. His work explores the news and social media to create an imaginary town of 'Sunthorpe' with eternal sunshine. Rodrigo asks in 'Sunthorpe' whether we can both look after nature and the environment and at the same time improve the economy and raise our standards of living.”

Cllr Elaine Marper, cabinet member for participation and culture at North Lincolnshire Council, said:

“We are very excited to be working with Invisible Dust to host a new exhibition at North Lincolnshire Museum. They have given us the opportunity to work with international artists on a series of commissions around environmental issues.

The work by artist Rodrigo Lebrun introduces us to the imaginary town of 'Sunthorpe' and its popular tourist attractions, but was developed as a playful response to Scunthorpe's history, geology and mythologies.

I would definitely encourage people to visit the Museum and take a look at the 'Sunthorpe' exhibition – it is truly fascinating.”

<http://invisibledust.com/project/green-screen-dreams-rodrigo-lebrun/>

@Invisible_Dust
#Sunthorpe

Creative Workshop and Artist Talk with Invisible Dust

Saturday 9 March

11am - 4pm

North Lincolnshire Museum

Come along and explore some of the natural (and unnatural!) objects at North Lincolnshire Museum and find out more about *Green (Screen) Dreams* from artist Rodrigo Lebrun. Plus drop in for some free and fun activities for all the family. To find out more visit www.invisibledust.com.

For media to attend the launch of this exhibition, on Friday 18 January 2019 from 5-7pm at North Lincolnshire Museum, please email the below media contacts.

- Ends -

MEDIA CONTACTS



For more details, or to request images or interviews, please contact Firebird PR on 01235 835 297 or email **Jane Bevan** (jb@firebirdpr.co.uk) or **Kerry Marshall** (km@firebirdpr.co.uk)

Notes to Editors

Invisible Dust

Invisible Dust works with leading artists and scientists to produce ambitious contemporary artworks exploring our environment. Founded in 2009 by Director and Curator Alice Sharp, our mission is to create powerful art and engagement programmes that spark meaningful international conversations on pressing environmental issues. Our scientist advisors include from Oxford University, Manchester University and King's College, London amongst many others. Our artists include Turner Prize winners Elizabeth Price and Jeremy Deller. In 2017 our Hull UK City of Culture exhibition 'Offshore: Artists Explore the Sea' included artists Tacita Dean, John Akomfrah, Martin Parr, author China Miéville and Mariele Neudecker at Ferens Art Gallery and Hull Maritime Museum and drew a live audience of 400,000. We have attracted over 2 million people to our projects and 3.2 million online through regular coverage in national and international media with our national and international programmes - including The Under Her Eye, Women and Climate Change conference and festival in 2018 which featured author Margaret Atwood and brought to the table activists, scientists, technologists, and leaders including Christiana Figueres and Caroline Lucas
www.invisibledust.com

Rodrigo Lebrun

Rodrigo Lebrun is a French/Brazilian artist living in London and holds an MA in Design Interactions from the Royal College of Art under the supervision of professor Tony Dunne. His practice examines the way the contemporary world has been affected by digital technology and influenced by neo-liberal doctrine – where citizens as consumers, whose democratic choices are exercised by buying and selling, a process that rewards merit and punishes inefficiency. His work deals with matters as diverse as financial crisis, consumption, nationalism, and ideologies, with an underlying critique of our faith in those systems, however imperfect they might be.

Rodrigo's work has been exhibited in the UK, Italy, Estonia and Ireland. He has also given talks and organised workshops in the UK, Brazil and Italy, and he is currently a visiting lecturer at London College of Communication.

www.lbrn.org

Wellcome Trust

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www.wellcome.ac.uk



Arts Council England

Arts Council England champion, develop and invest in artistic and cultural experiences that enrich people's lives, we support activities across the arts, museums and libraries, from theatre to digital art, reading to dance, music to literature, and crafts to collections.

www.artscouncil.org.uk

Humber Museums Partnership

The Humber Museums Partnership (HMP) consists of the museum services of Hull, North Lincolnshire and the East Riding. It was formed in 2014 to develop collaborative working for the purpose of delivering better services to the public. The three museum services of HMP hold extensive collections of art, archaeology, social history, rural history, maritime history and world cultures. They work together to promote the heritage of the Humber region and the wider world. Humber Museums Partnership was awarded £547,400 through an Arts Council Ambition for Excellence for 'Surroundings'. www.humbermuseums.com