



PRESS RELEASE
For Immediate Release

Rodrigo Lebrun - Green (Screen) Dreams:

Digital tableaux explores tourism, industry and climate change in Scunthorpe at inaugural UNESCO festival York Mediale

27 September - 6 October 2018

Brazilian-born artist Rodrigo Lebrun's new work, curated by arts and environmental organisation Invisible Dust, introduces us to the imaginary town of 'Sunthorpe' an intentional pun on 'Scunthorpe' and its popular tourist attractions that don't yet exist. The constant presence in the artwork made during 2018's globally record-breaking hot summer, is the sun and in Sunthorpe, it is always shining. Drawing from media images Lebrun explores the impact of climate change on North Lincolnshire - a region now vulnerable to pollution, floods and rising sea levels. Green (Screen) Dreams is being presented at York Mediale, a new digital arts festival for the UK's first UNESCO Creative City of Media Arts.

Lebrun has created three 'tableaux' that make 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. 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. But, Lebrun asks, is it too late?

Lebrun's message has a universal undertone - relentless industrialisation, consumerism, globalisation and technological 'fixes' are creating the perfect storm that will lead to a global social, economic and environmental meltdown. In this piece, Lebrun references and reinterprets a range of sources; the news, advertising, popular culture and the internet to question how past and current economic, political and individual decisions contribute to climate change.

Lebrun has worked with North Lincolnshire Council and the people of Scunthorpe to explore the challenges faced by the local community whose identity and economic future is still rooted in the steel industry. It is a town that has been shaped by past industrial successes – through the manufacturing of steel – and industrial activity still plays a vital role in ensuring its economic survival and revival. But in these uncertain economic times, it is looking to redefine itself and use its environmental resources in different ways to create a more sustainable future.

Lebrun explains:

I created 'Green Screen Dreams' to explore the complexities of climate change in Scunthorpe. Chatting to local people challenged my preconceptions about what their lives were like - their realities inspired my imagined reality of life in Sunthorpe. I am interested in exploring media and



fake news and the idea of a 'Green Screen' is that the images provide a backdrop to what is really going on. Scunthorpe is an industrial blue collar area that I have contrasted with tourism, sun umbrellas and cocktails. It was created at the time of the long hot 2018 summer and I wanted to remind us of the need to change our lifestyle choices.

Lebrun has been commissioned by Invisible Dust with the Humber Museums Partnership to produce this installation for the inaugural York Mediale. The commission is funded by Arts Council England and the Wellcome Trust, and is part of 'Surroundings', a 3-year programme of international artists residencies and exhibitions on environmental themes across the Humber Region.

Alice Sharp, Curator and Director of Invisible Dust said:

"Rodrigo Lebrun's new work at the York Mediale highlights that throughout the world there are towns and cities whose whole identity and development has been due to the success of industries such as coal and steel, which has contributed to climate change we are facing. These are often towns where there is a lot of poverty and the need for employment and economic progress is vital. Through the axis of tourism Lebrun is asking the difficult question of how areas such as Scunthorpe can move forward sustainably."

As part of an ongoing commission, the installation premieres at York Mediale, a new international arts and technology festival celebrating York's status as the UK's first and only UNESCO Creative City of Media Arts, which runs from 27 September to 6 October 2018.

Lebrun will be continuing to develop the work for North Lincolnshire Museum. The finished four part installation will be on display at North Lincolnshire Museum from 19 January until 16 March 2019.

Cllr Elaine Marper, cabinet member for Public Participation and Culture at North Lincolnshire Council, said:

"We are pleased to be working in partnership with Invisible Dust and Rodrigo Lebrun for this project. We look forward to welcoming the exhibition, along with a new piece of work as part of Green (Screen) Dreams to North Lincolnshire Museum in January next year."

<http://invisibledust.com/project/green-screen-dreams-rodrigo-lebrun/>
@Invisible_Dust
#Sunthorpe

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MEDIA CONTACTS



For more details, or to request images or interviews, please contact Firebird PR on 0125 835 297 or email Jane Bevan (jb@firebirdpr.co.uk), Susannah Penn (sp@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.

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

York Mediale

York Mediale is a brand new international media arts festival which will explore the future of art, technology and everything in between. Artists of all kinds will use technologies and media to redefine and tell the stories of our cities, our landscapes and our lives. This biennial event will offer opportunities for collaboration between artists, curators, businesses and educators throughout 2018, culminating in a 10-day programme of exhibitions, performances, lectures,



workshops and much more, from 27 September - 6 October 2018. These events will mark and celebrate York's status as the UK's first, and only, UNESCO Creative City of Media Arts. Festival attendees can expect a full programme of exhibitions, installations, live performances, dance and music across the city, with headline performances planned in some of York's grand old spaces and some of the freshest new sounds in emerging music playing in lesser known spaces.

York Mediale is a not-for-profit Community Interest Company (CIC) and is supported using public funding from the National Lottery through Arts Council England and Leeds City Region Enterprise Partnership. Partners in the realisation and delivery of the festival include City of York Council, Make It York, The University of York, York St John University, York Museums Trust, York Theatre Royal, Science City York, the Guild of Media Arts, along with many other supporters involved in media and arts in the city.

www.yorkmediale.com

Wellcome Trust

Wellcome exists to improve health for everyone by helping great ideas to thrive. We're a global charitable foundation, both politically and financially independent. We support scientists and researchers, take on big problems, fuel imaginations, and spark debate.

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