



R a c h e l B u s b y
P o s t c a r d s f r o m P a r e i d o l i a

L u b o m i r o v - E a s t o n
31st May - 22nd June, 2013

Private view Friday, 31st May, 6-9.30pm

LUBOMIROV-EASTON
Enclave 8, 50 Resolution Way
London, England SE8 4AL
www.lubomirov-easton.com

LUBOMIROV-EASTON
is an ALISN Project Space

Artist-Led Initiatives Support Network (ALISN)

Rachel Busby Postcards from Pareidolia

Pareidolia (pron.: parr-i-DOH-lee-a) is a psychological phenomenon involving a vague and random stimulus (often an image or sound) being perceived as significant. Common examples include seeing images of animals or faces in clouds, the man in the moon or the Moon rabbit, and hearing hidden messages on records when played in reverse.

Lubomirov-Easton presents *Postcards from Pareidolia*, new painting work by artist Rachel Busby.

Postcards from Pareidolia is an installation of raw sensorial paintings presenting a 'storyboard' of the artist's rural living. Selective memories, true stories and ancient histories bind together the passage of time.

Each piece worked to an exacting sense, whether it be touch, smell or sound. Seeing nothing, but sensing everything. Within the setting of an unforgiving yet beautiful landscape, the work looks towards its inhabitants and ponders over their curious 'frontier mentality'. Big spaces breeding secrets, cultivating strange habits and lawlessness - the art of getting away with the 'stuff' that you can't do elsewhere.

Ufo spotting, moonshine, night skies, and space rock are just a few of the random fleeting selections that build a bigger picture.

From the artist's notes:

Many of the paintings are interiors - looking out, looking in. Weather bound. Long, dark stormy winter months, the gloom, the heaviness weighing on the mind. Cheap interiors, fake wood formica, plastic tables, floral wall paper. Harsh fluorescent lighting. Beige. Cheap and nasty.

Miles from no-where, pitch black outside, looking from an entrance, the excited anticipation of the night ahead. Bright, twinkly lights, on and off, a sound check, a warm fuzzy glow of a fun-filled night. The mismatch of space rock in a disused chapel, the jarring fluttering acrid lights in a stoned out room. Transparent and roughly addressed, a fuzzy memory of an impending urgency.

A mystery pondered, a curiosity. I never understood why many homes had a dead house plant in pride of place. On a sideboard, mantlepiece, coffee table, the poor thing becomes a surrogate ashtray, nicotine dead. A gooey pot, a couple of dead plant strands in blue - memories of a Virgin Mary porcelain. Hope from the ashes.

The street I grew up. Neat, concrete, grey. Even the sea as the streets' background is grey. Concrete gardens, manicured shrubbery, never stood a chance. Except for my parents' conifer. It's making a break out.

The Preseli Hills -a location of stone age significance, an errie, barren place, steeped with mysticism, hangs its heavy past in a deafened silence. I don't like going there. But intrigued with its importance - a major trading route from the coast inland, a motorway for stone-age travellers. The unique blue stone, only found in this part of the world, yet dragged hundreds of miles to be part of the Stonehenge monuments. I paint a path through an obstacle course of marsh, shrubbery and rock.

These are my postcards.

Rachel Busby grew up in West Wales, and after an extended time living in London has now returned there. Rachel studied at Winchester School of Art and at the Akademie Der Bildenden Kunst in Vienna. She is the founding co-director of re-title.com. This will be her first solo exhibition since returning to live in Wales.



Setting the Staging, 2013
Acrylic on canvas,
41 x 51 cm, 16 x 20 in.



Penbanc, 2013
Acrylic on canvas,
25.5 x 40.5 cm, 10 x 16 in.



Virgin, 2013
Acrylic on canvas,
30.5 x 40.5 cm, 12 x 16 in.



Window, 2013
Acrylic on canvas,
51 x 71.5 cm, 20 x 28 in.



Pool table (Saturday night at the Sports Club), 2013
Acrylic on canvas,
30.5 x 25.5 cm, 12 x 10 in.



Floodlight (Saturday night at the Sports Club), 2013
Acrylic on canvas,
30.5 x 25.5 cm, 12 x 10 in.



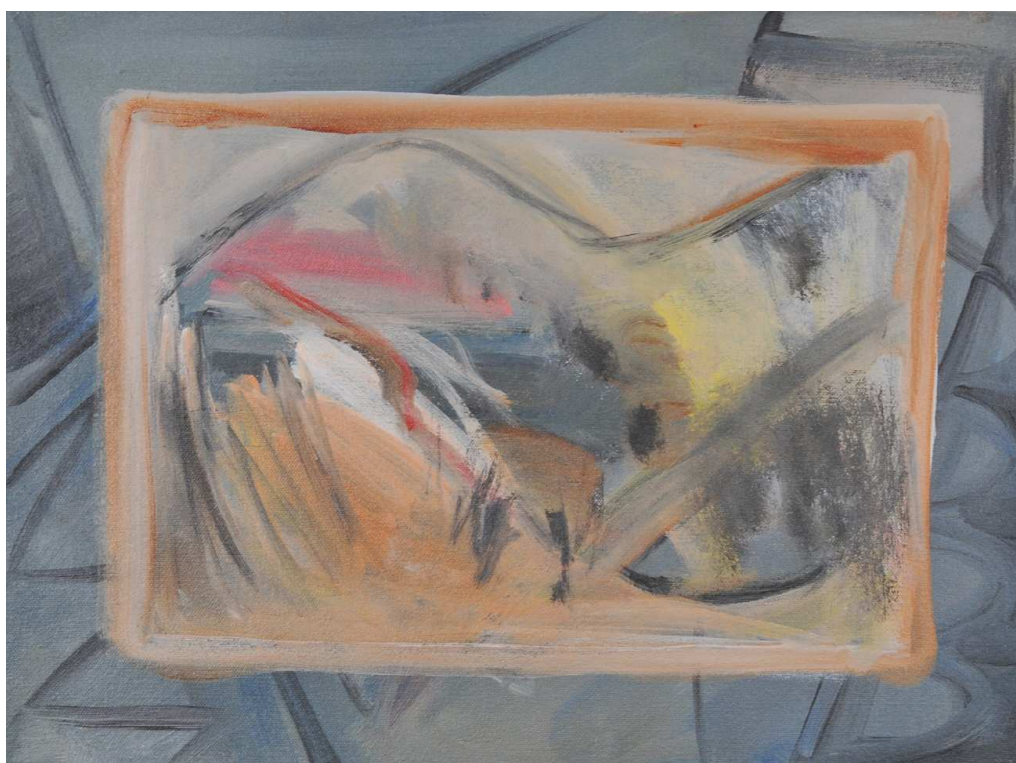
Disco Entrance (Saturday night at the Sports Club), 2013
Acrylic on canvas,
30.5 x 25.5 cm, 12 x 10 in.



Draco (Easily identifiable constellations in the summer, looking north), 2013
Acrylic on canvas,
41 x 51 cm, 16 x 20 in.



Family Heir Loom, 2013
Acrylic on canvas,
51 x 36 cm, 20 x 14 in.



Bluestone Magic (Path) 2013
Acrylic on canvas,
40.5 x 30.5 cm, 16 x 12 in.



Llamas looking into forest, 2013
Acrylic on canvas,
40.5 x 35.5 cm, 16 x 14 in.



The Globe, (tools I and II,) 2013
Acrylic on canvas,
Both 36 x 31 cm, 14 x 12 in.



Menir's Sister witnessed people dressed in red cloaks in the woods at night, 2013
Acrylic on canvas,
35.5 x 40.5 cm, 14 x 16 in.



Morgan and Phil's Place, 2013
Acrylic on canvas,
25.5 x 31 cm, 10 x 12 in.



Night Flying, 2013
Acrylic on canvas,
25.5 x 25.5 cm, 10 x 10 in.



Gnome Mans Land, 2013
Acrylic on canvas,
40.5 x 30.5 cm, 16 x 12 in.

ABOUT RACHEL BUSBY

Rachel Busby has returned to exhibiting after a lengthy period working 'virtually' in the art world. Founding and co-directing re-title.com has been, and still is, a huge and exciting challenge. Unbeknown to her at its inception, this is possibly the most insightful experience into the workings of the art world that she could ever have. That and her experience as a young college graduate working as an assistant for a 'shady' but extremely well connected London gallerist. But, with no regrets, she was introduced to major European artists, art fairs, important gallerists and dealers (not shady) and quickly realized that her art education hadn't even started.

Born in Cardiff, 1971, Rachel grew up in rural, coastal Pembrokeshire in West Wales. Not out of choice, the outdoors was the playground, the living room and the nightlife. Only in later life, has she realized how effecting that was. Being a typical teenager, she had a desperate urgency to leave the 'boring' countryside for grasses greener and went through the usual educational channels to escape.

Studying a Textile Art degree at Winchester School of Art was a massive disappointment and she considered leaving but a residency at the Akademie Der Bildenden Kunst in Vienna was life changing and miraculously she walked away from Winchester with a first class honors.

For many years, based in East London, she produced heavily textural, wall pieces using wax and resin. Showing regularly in London she was found by a Belgian arts dealer through the Whitechapel Open and was subsequently kept busy with commission work for European collectors.

Not satisfied, it was then that she conceived the networking website re-title.com. Moving back to rural Wales, she started a family, and has now returned her full attention back to painting. This will be her first exhibition of her new work.

<http://www.re-title.com/artists/rachel-busby.asp>

ABOUT LUBOMIROV-EASTON

LUBOMIROV-EASTON is an artist-led project space and resource for realising ambitious solo or two person projects by emerging artists and curators. The artist-directors have responded to a need for artists to be able to create larger projects as something separate from the group show opportunities more commonly available. They approach artists up to a year in advance and work with them closely in the development and realisation of new work.

Launched in June 2012, LUBOMIROV-EASTON is one of many ALISN projects. ALISN (The Artist-Led Initiatives Support Network) was founded in May 2007 with the aim of supporting emerging artists and fostering community and collaboration between artist-led and other emerging art galleries and projects.

Recent Projects include:

SUBLET London Art Fair 2013

16 - 20 January 2013

A critical examination of the art fair as an exclusive market place: ALISN subverted the traditional booth, by subletting one to a cross section of important artist-led spaces, most of which would not normally consider showing in this environment.

Goldsmiths Conference for Emerging Art Organisers 2012

24 November 2012

ALISN's second annual Conference creates an opportunity for communication and networking for organisers. Attended by over 100 representatives of over 60 organisations.

<http://www.lubomirov-easton.com/>