

19 April – 11 May 2013

Website launch Thursday 18 April 6 – 8pm

Auction Thursday 9 May 7pm

Flowers Gallery

82 Kingsland Road

London E2 8DP

www.flowersgallery.com

Flowers Gallery will host an exhibition of Jiro Osuga's work to celebrate the launch of his new website *Planet Jiro*. A large projection of his new interactive site will be on view throughout the show enabling the viewer to experience the website while surrounded by his work. The exhibition will culminate in a live auction of the work featured in the show on Thursday 9th May.

Built by Jiro himself, *Planet Jiro* immerses the visitor into a new and unexpected exploratory method of using the web. Frustrated by constantly encountering insurmountable and all too familiar formats to view artwork online, Osuga saw a potential in the World Wide Web as a medium to innovate a purely visual and interactive way of navigation.

Visitors to *Planet Jiro* enter Osuga's perspective on life; piloting by way of buttons and scroll bars. Upon clicking the planet's *London* button the viewer is faced with a pictorial view of the city in which Osuga has been a resident for over thirty years. A choice of landmarks including *Opera*, *Observatory*, *Bike Lane*, *Park*, *Museum*, *Tube*, *Shops* and the *Stadium* transport the viewer to each place. Here, they are free to unearth further interlinking levels revealing paintings along the way; carving a perpetual journey through Osuga's world.

Inside the *Airport*, travellers make their way to departure gates or board flights with *Osugair*. A scroll bar controls the conveyor belt full of luggage, whilst the interactive departure board will take you on a flight to *Tokyo* (currently under construction), *Florence* or *Barcelona*.

Four *Walks* through London streets are accessible from the main scene, once immersed in a *Walk* you are faced with tempting detours. Visit the *House of Lords*, scroll up *Monument* or travel to other levels of the site such as the *Tube*, *Cathedral Tombs*, *Jiro Hotel* and the *Geoffrye*



Museum. Scroll down the sewer passing crocodiles and skulls where you will be churned out to where the river meets the sea.

Select *Flat* or *Me* for a more intimate view of Osuga's world. Turn the key in the *Flat* door and put the light on, visit each room to explore his painting studio, kitchen, bedroom, living room and bathroom. Here, paintings to find and uncover depict Osuga accidentally drilling through walls, a monstrous reflection in the bathroom mirror, *Streatham News – A pin falls in Streatham*, spilling milk and Osuga at his desk building *Planet Jiro*. *Me* takes you to the inner corners of Osuga's mind with self-portraits: *My Place in the World*, *Anger*, *Never-ending Sadness*, *Mt Fuji on My Back* or *Pulling Faces*.

Accompanying the projection of *Planet Jiro* a selection of paintings will be exhibited in the space. Arranged to mimic a journey through the website, artworks will be *London* based and feature a variety of themes, sizes and formats. Flowers Gallery will host a live auction on the evening of the 9th May. For those unable to attend absentee and telephone bids will be accepted.



Notes to Editors

A launch event for *Planet Jiro* will take place at Flowers Kingsland Road on Thursday 18th April 6-8pm. Visitors to the exhibition will be able to sit and browse a large scale projection of the site. Paintings exhibited will be auctioned on Thursday 9 May at 7pm. The exhibition will run until Saturday 11th May.

Jiro Osuga was born in Japan, he studied Fine Art at Central St Martins, Chelsea and the Royal College of Art. Recent exhibitions include: Queen's Terrace Café, Japanese Embassy Piccadilly and Streatham Festival. Osuga's work is in both the Museum of London and the Royal College of Art.

