

## JESSIE FLOOD-PADDOCK

*Nude*

24<sup>th</sup> April – 24<sup>th</sup> May 2014

There's a trend in makeup to look like makeup is not being worn. It's barely visible and gives natural flawless skin. At the forefront of this trend is the skincare company *Nude*, which by its very name alludes to the tradition of the nude figure and the attendant associations of ideal beauty and purity.



The brand's logo - all curves, stripped back to essentials, and partially abstract - is the wellspring for Jessie Flood-Paddock's exhibition. Centre place is given to *Nude* (all works 2014), a reconstruction of the logo as a three dimensional figurative sculpture, a re-appropriation, if you like, back into the world of fine art. *Nude* has the most direct linkage to the logo, and was presaged by lengthy and repeated mental modelling in parallel with meditation on the potential of the logo and its various significations.

From this work - the foundation stone of the show - all others are a departure, entailing different degrees of freedom and experimentation. For instance the curvilinear divisions of *Dancing Nude* are based on the shape of letters of the logo, as are the marks on *Yellow Nude*, *Blue Nude* and *Yellow And Red Nude* whose forms look somewhat like sunglasses lenses, but are actually derived from a meticulous scaling up of very quick and very basic preparatory sketches of rectangular shapes drawn when Flood-Paddock was initially conceptualising the show. Flowing in from the door and leading us into the show are sweeping cutouts, again loose transcriptions of the arcs of the logo, made in the specific blue of Matisse's *Blue Nudes*.

Jessie Flood-Paddock (b. 1977) studied at Royal College of Art (2003-5), Slade School of Fine Art (1996-2000), UCL London and The School at the Art Institute of Chicago, USA (1999). She lives and works in London. Recent exhibitions include Tate Britain, London, Wysing Arts Centre, Cambridge and The Schtip, Sheffield.

The exhibition will be open from Tuesday – Friday 11 – 6 pm and Saturday 12 – 6 pm, otherwise by appointment.

For images and further information please contact the gallery on 020 7684 8890, or email [info@carlfreedman.com](mailto:info@carlfreedman.com)

List of Works (clockwise from entrance):

*Nude Wood*, 2014

Polystyrene, steel cable

367 x 548.8 x 140 cm

*Nude*, 2014

Jesmonite, plaster, polystyrene, stainless steel

175 x 112 x 202 cm

*Jute Nude*, 2014

Carbon fibre, jute, epoxy resin

117 x 71 cm

*Mobile Nude*, 2014

Carbon fibre, Kevlar, carbon fibre rod, cord, copper

210 x 130 x 130 cm

*Dancing Nude*, 2014

Jesmonite, plaster, foam

82 x 57 cm

*Red Nude*, 2014

Jesmonite, plaster, foam

82 x 57 cm

*Black Nude*, 2014

Jesmonite, plaster, foam

81.5 x 56.5 cm

*Yellow Nude*, 2014

Kevlar, glass matting

45 x 67 cm

*Blue Nude*, 2014

Carbon fibre, Kevlar, glass matting

49 x 64 cm

*Yellow and Red Nude*, 2014

Kevlar, carbon fibre, glass matting

45 x 60 cm