

FOR IMMEDIATE RELEASE 2011

# LONDON CALLING

## ORANGE COUNTY CENTER FOR CONTEMPORARY ART (OCCCA)

*December 21, 2011 – January 12, 2012*

*A formidable group of emerging Contemporary British Artists represented by the London gallery, **Debut Contemporary**, located in Notting Hill, London, set foot in LA from the 21st December 2012 to showcase their work at **The Orange County Center for Contemporary Art**, in Santa Ana, CA, one of the longest running co-op galleries in the United States.*



Their roster of artists reads like a who's who of the young, UK art scene, with involvement from the likes of **Rosie Emerson**, **Tahnee Lonsdale** and **Agnetha Sjogren**. The artists have a wide and varied degree of achievements including **Nicola Anthony** who has received exhibition sponsorship from **Tate Britain**, had pieces shown at **Tate Modern**, and work recently auctioned by **Christies Auctioneers**. Selected by **OCCCA** Executive Director, **Steven Anderson**, Director of Exhibitions, **Lisa Popp** and the team, the flavour is undeniably British. Centering around the culture and vibrancy of the London and LA scenes, with works such as 'Benji' by **Victoria Heald** which references a pose taken from Antonioni's iconic 1966 film 'Blow-Up' which has often been documented as the epitome of 1960s 'Swinging London', the model (Benji) acting as an archetypal example of a contemporary London artist, and on the other side artists like **Lloyd During**, having previously shown at **Golden**, Chicago, presents an inviting facade to our live/work reality with a contemporary model of Neoplasticism in works like 'Sunrise' and 'California', reminiscent of Pop-Artist, **Roy Lichenstein**. Works by these and other collectible artists will be available for sale at OCCCA from the end of December.

Presenting cutting-edge artwork since 1980, the non-profit corporation, OCCCA, acts as a catalyst for self-organised initiatives with a keen focus on social engagement, intellectual and cultural exchange and endeavours to produce a forward-thinking intellectual framework. Conceived by **Richard Aaron**, **Robert Cunningham**, **Suvan Geer**, **Alhena Scott** and **Carol Stella**, their current 6,3000 square foot space has exhibited over 800 guest artists with vast international reach and consistently accruing enthusiastic media attention from the likes of **Los Angeles Times**, **Orange County Register**, **OC Weekly**, **Riverside Press-Enterprise**, radio and network television broadcasts.

The Debut Artists were invited to show at OCCCA, having been discovered by their Head of Outreach, **Joella March** at a unique alternative Art Fair in Los Angeles which launched in September 2011, where their artworks featured in a brand new art event called '**Flag Stop!**' alongside some of LA's leading artists, curators and art industry heavyweights. The UK collective: **The London Art Box** (LAB) was curated by **Samir Ceric**, Founder of London's Debut Contemporary Gallery in collaboration with three artists from Debut: Nicola Anthony, **Abigail Box** and **Kimi Wyld**, and **Ryan Noble** from 'Flag Stop!'. Nicola Anthony (UK) and M. Ryan Noble (US) have been appointed as the first Official Debut Ambassadors, representing the Debut Concept and the Debut Artists, both in the UK and Abroad.

The collective joint efforts from Debut Contemporary and the artists created these opportunities for the LAB artists, alongside the partnership with **Fluff PR**, including sponsorships ensuring successful representation of the LAB group. This in turn has opened up opportunities for other UK Debut artists who may be selected for future US based projects. Anthony's role representing the Debut concept on behalf of Debut Gallery as the first officially appointed Debut Ambassador is central to the concept Ceric is keen to highlight, which is the uniqueness and power of the collective.

Samir Ceric notes passionately, *"I feel this is just the beginning of a very exciting project which has come out of this unique way of collaborating between Debut Artists and art professionals in the industry... One of Debut's very important roles is to serve as conduits of information and opportunities between the Debut collective and community and the art world at large."*

## Note to Editors:

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List of London Calling exhibiting Artists:

Abigail Box, Agnetha Sjogren, Alyona Larinova, Azadeh Fatehrad, Beth Nicholas, Carlos Burgos, Chantal Powell, Darren MacPherson, Katerina Stavrou, Katerina James, Kimi Wylde, Henry Wood, Joe Cruz, Lloyd Durling, Lyndsay Martin, Masa Suzuki, Nicola Anthony, Rachel Noble, Rosie Emerson, Robert West, Senghye Yang, Silvia Krupinska, Sylvia Morgado, Sun Ae Kim, Tinsel Edwards, Tahnee Lonsdale, Twinkle Troughton, Victoria Heald, Vikram Kushwah

*Orange County Center for Contemporary Art (OCCCA) is located in the Santa Ana Artist Village, which is home to several galleries, artist studios, restaurants, shops, and First Saturday art walks. OCCCA, 117 North Sycamore, Santa Ana, CA. 92701 USA. Contact Director of Exhibitions, Lisa Popp, E: lisapopp@gmail.com, T: 714.667.1517. Visit [www.occca.org](http://www.occca.org)*

Debut Contemporary showcases new works by a group of internationally bold and incredibly talented contemporary artists. Samir Ceric and Zoe Knight are the Co-Founding couple behind enterprising businesses; Debut Contemporary, Wolf & Badger and Salon Contemporary, which are located in the heart of London's notoriously stylish and bohemian Notting Hill district. Debut Contemporary, 82 Westbourne Grove, W2 5RT. Contact Associate Director, Sophia Victoria, T: 020 7221 1651, E: [sophia@debutcontemporary.com](mailto:sophia@debutcontemporary.com). [www.debutcontemporary.com](http://www.debutcontemporary.com)

*"Some say that you make your own luck and for an artist you need to have a solid foundation in order to generate good fortune. Debut Contemporary provides artists with an excellent base to exhibit and promote their work in a friendly and nurturing atmosphere." - Ben Austin, Director of Fluff PR*

*"Debut Contemporary has been a really beneficial experience, it provided insight into all aspects of the art industry, from a wide range of professional perspectives. It provided practical advice and support which helped me to become more professional with the business side of my practice as an artist. It was also a brilliant opportunity to open up many networks, and meet other artists who are at a similar stage in their careers." - Debut Artist*

For further information and interviews with Debut Contemporary, OCCCA, in addition to any of the Artists involved, please contact Ben Austin, Director at Fluff PR, Tel: 020 7424 9599/ 07703 185291, Email: [ben@fluffpr.com](mailto:ben@fluffpr.com)

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CONTEMPORARY



**fluff**