

FOR IMMEDIATE RELEASE

The NewBridge Project Presents:

Dream World

Featuring: Ninja Thyberg, Jenni Hiltunen, Helen Carmel Benigson and Sophie Lisa Beresford

NewBridge Project Space
Saturday 6th Sept – Saturday 11th Oct 2014

Preview: Friday 5th Sept 6-9pm
with live performance from Sophie Lisa Beresford at 8pm

Dreamworld offers an antidote against the overflow of over-sexualised commercial messages in Newcastle's city centre



The NewBridge Project presents ***Dreamworld***, a provocative group exhibition that will explore the use of sex as a motivator for consumerist desire.

The exhibition features performance and moving image work by international and UK based artists who present a confrontational, poignant and witty take on sex and body image. ***Dreamworld*** offers an antidote against the overflow of highly-sexualised commercial messages in Newcastle's city centre.

The show includes internationally acclaimed moving images works by Ninja Thyberg, Jenni Hiltunen and Helen Carmel Benigson. Also on **Friday 6th September at 8pm**, North East based artist Sophie Lisa Beresford will perform a new piece at the preview event.

On **Thursday 25th September at 3pm** there will be a panel debate about the themes presented in ***Dreamworld***. On the panel is Chi Onwurah MP and Chris Hodge Senior Lecturer on the Fashion Communications course at Northumbria University. Further speakers to be confirmed in due course. This event is admission free and open to the public.

From the moment you leave the house, log on to the web or open a magazine, you are bombarded with

airbrushed images of men and women posing languidly or suggestively draped over rocks. **Dreamworld** will examine issues surrounding image, gender politics and sexual orientation. We are all exposed to contradictory notions of 'appropriateness', what is sexy and what is seedy.

Audiences will be presented with a choice; come in and see the show or surmise it's totally unsuitable and stay outside.

Dreamworld was developed with NewBridge Programme Committee Member Cecilia Stenbom.

Further Information:

Ninja Thyberg (based in Sweden)

Ninja Thyberg is a Swedish filmmaker who's work often show themes such as body, power, sexuality and group dynamics. In 2012 she won the New Talent Award at Pixel Festival in Lund. Her short film *Pleasure* (the only Swedish film shown at the festival) was at shown at the Cannes Film Festival in 2013. It appeared in the short film critics week section and won the Canal + Award at the festival. The film was also shortlisted at the Sundance Film Festival this year.

Pleasure | 2013 | Sweden | 15:06min

Pleasure tells the story of a girl Marie (played by Jenny Hutton) who agrees to perform a double-anal sex scene in a hard porn video so she will not lose her job. The short film also tells about the darker side of the porn industry.

Jenni Hiltunen (based in Helsinki, Finland)

Hiltunen graduated as a Master of arts from the Finnish Academy of Fine Arts in 2007 and as a contemporary artist from the Turku Art Academy in 2004. Hiltunen's work explores the ambience of the present time: a pleasure oriented and individualistic world view and the understanding of reality through images. Recurring themes in her art are the "posing culture" created by social media and the internet and its pretentious way of existing in the world of entertainment.

Grind | 2012 | 4:03min

Dancehall Queen Style is a Jamaican dance fashion which became popular in the 1990s through music videos and The Grind show on MTV. The video is a playful take on the dancehall culture with its provocative costumes, suggestive poses, roles and blatant sexuality.

<http://www.jennihiltunen.com>

Helen Carmel Benigson (Based in London, UK)

Benigson graduated as a Mater of Fine Arts from The Slade in 2011. She is a video artist and rapper, performing under the name Princess Belsize Doller. She creates immersive video and sound environments, often using her own body and persona as the protagonist in video and performance work. She was recently the Platform Artist in Residence at SITE Gallery in Sheffield.

Plastic City, Plasticity | 2014

Benigson explores dystopian and utopian relationships between a fantasy city and the plasticity of the perfect body. She says "The treadmill soundtrack (a contained road to nowhere) allows us to traverse across Los Angeles by imaginary sneaker-wearing feet, while collaged images of an intimate pedicure complicates our reading of LA as a place of performance and glamour."

<http://www.helenbenigson.com>

Sophie Lisa Beresford (aka. Sophiel Aurora) (Based in Sunderland, UK)

Sophie Lisa Beresford graduated from Sunderland University in 2008. Often using dance in her work, she is an artist working across video, sculpture, photography and performance and is based in the North East of England. She has shown work across the UK and internationally. In 2010 Beresford was awarded a Journal Culture Awards for Newcomer of the Year. Beresford is represented by Workplace Gallery, Gateshead/London.

All I Want Is You | 2014 (performance: Fri 5th Sept, 8pm)

All I Want is You, is a spiritual, shamanic rite. Sophiel is a medicine woman who transforms ideas, beliefs and energies back into their original form of pure positivity, Truth, power and Love. During the performance she holds and expresses a powerful frequency of a high vibration, an intense knowing of the deep inner purity of any topic of human experience; in this case sexuality.

The music used in the Rite is North-East Style Mákina (a subgenre of hardcore techno, originating in Spain). The tracks used in the dance performance are 'DJ Lozza - Magic' and 'K9 - All I Want is You' both produced in the North-East of England.

This music is used by Sophiel to assist her in raising frequency and shaking off any lower vibrating energy that she may require to transform. The nature of the music is conducive to Hyper Aware trance like states, mind, body and soul alignment (when danced to) and clarity of being. It acts as a shamanic tool where it can be used to focus and expand energy causing effects in the non-physical and so physical world of experience.

http://www.workplacegallery.co.uk/artists/_Sophie%20Lisa%20Beresford/

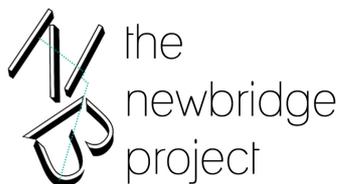
The NewBridge Project

The NewBridge Project supports artists to investigate and challenge the boundaries of contemporary art practice. The NewBridge Project is an artist-led community comprising of over 80 artist studios, an exhibition space and book shop based in a 29,000sqft former office block in Newcastle city centre.

<http://thenewbridgeproject.com>

NewBridge Project Space, 16 Newbridge Street West, Newcastle upon Tyne, NE1 8AW, UK. Opening hours: Tuesday-Saturday 12-6pm.

The NewBridge Project is kindly supported by Arts Council England.



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