



After Nyne

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After Nyne

Artwise

After Nyne meets
Artwise
founders Susie Allen
& Laura Culpan

CREATIVITY SQUARED

— **Cure3** 2018, is the 2nd edition of the acclaimed selling exhibition, devised by Artwise in association with Bonhams to raise awareness and funds for The Cure Parkinson's Trust and Parkinson's research. The 2018 edition includes the artists Carmen Herrera and Anish Kapoor, as well as 11 specially invited architects including Ron Arad who says of the project..

"I wanted to take part again because I really enjoyed participating last year and it's such a good cause. My work usually exists in the tension between chance and 'design' but for my cube this year, I let the raw materials determine the outcome - removing the lid from the aerosols and allowing the outcome to ensue".

After Nyne meets founders of Cure3 Susie Allen and Laura Culpin to find out more about this thriving charity enterprise

Tell us about the origins of the Cure3 project

The concept for Cure3 was born from discussions with Tom Isaacs (co-founder of CPT) and Harvey Cammell (Bonhams) - we (Artwise) were invited to do a fundraising (and awareness raising) project at Bonhams for CPT but we wanted to steer

clear of a standard charity art auction as we are very aware of the amount that exist and how often artists are asked to contribute. Back in 1994, Susie Allen (co-founder of Artwise), whilst teaching at the RCA, was the instigator for the RCA Secret Postcard project that is still thriving and raising money for students.

Motivated by that successful formula we wanted to come up with another concept that would be fun and stimulating for the artists and allow for 3D and 2D interpretations in a small and collectable sale. Getting to know Tom (who had lived with Parkinson's Disease since his mid twenties) he often referred to being 'boxed in' by the condition ... and thus the idea came to fruition.

Is there a personal connection between yourselves and Parkinson's research?

It seems that most people you speak to know someone with Parkinson's and we are no exception - it is so prevalent and so sad that there is currently no cure. CPT is an incredibly inspiring charity that is motivated, pro-active and determined to find a cure.

This is the second edition of the exhibition; in what ways is it different to the first edition?

The format of the first edition was extremely well received by both the participating artists and the collectors, so we have kept the concept of the 20cm cubed Perspex box as a space for the artists to do with whatever they want. The main difference this year (aside from an increased number of participants) is that we have invited a group of esteemed architects/architectural practices to contribute. We are extremely excited by

the wonderful responses to the cube this year by both artists and architects - the works are amazing!

This year we have the very talented photographer, Dan Fontanelli helping to document the works and the artists: we will have the cubes filmed in the round and shown on the website and he has also gone to many of the London based artists and architects and photographed them in their studios. In fact most of the artists have provided images of themselves with their cube in their studios that we are excited to show in the catalogue and on the website: it lends such a wonderful sense of scale and personality to the project.

What are your outstanding memories of last year's edition?

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OPPOSITE PAGE
TOP ROW, LEFT TO RIGHT
ELIZABETH AGILL,
ANDERSON,
ARAD, RON C. RON ARAD STUDIO -
PHOTO CREDIT JOSEPH WARREN

2ND ROW, LEFT TO RIGHT
BARNABY BARFORD,
MORI MARINO,
DIANA EDMUNDS

3RD ROW, LEFT TO RIGHT
FERRO (KNOPP),
LAURA FERD,
ANDY GOLDSWORTHY

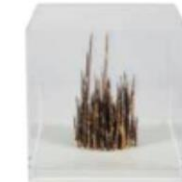
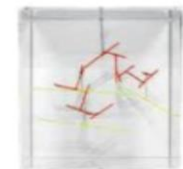
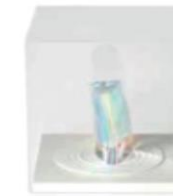
BOTTOM ROW, LEFT TO RIGHT
NICHOLAS GRIMSHAW,
HASSAN HAJJIA,
NIGEL HALL

The fact that we raised over £300,000 from the sales of the cubes and most of the cubes sold within 30 minutes of going on sale!

How do you go about selecting the artists and architects you work with on this?

We are so fortunate to work with so many inspiring artists, curators and galleries so we could cast our net wide and invite artists we are inspired by and inspired to work with. This year we are absolutely thrilled that Carmen Herrera has kindly created a unique work for us - at 103 years old and preparing for a retrospective at the MET, she still found time to contribute to Cure3. The artists' respective galleries are instrumental to the process too in helping to engage with their artists, price the works and also to spread the word about the exhibition.

Artwise



What are the challenges in pulling together a project of this scope?

The main challenge is the logistics in dealing with over 80 commissions! Even if the commissions are small in size there are still a lot of logistics and administration to deal with from creating the bespoke cubes, delivering to the various artists' studios, collecting them, photographing them etc - we have a great team in place with 01 Art Services dealing with all the transportation and Bonhams helping with the photography, catalogue and exhibition.

What makes this different to any other arts/charity initiative?

By virtue of the given format all the works are unified (in scale and size) but the relative

After Nyne

OPPOSITE PAGE
TOP ROW, LEFT TO RIGHT
TESS SARAY,
PHILIP KING,
ANDREW JOGAN

2ND ROW, LEFT TO RIGHT
HELEN MARTEN,
DILLWYN SMITH,
THOMAS J PRICE

3RD ROW, LEFT TO RIGHT
SHAWCROSS,
CARTER ROB NICK,
GAVIN TURK

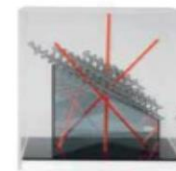
BOTTOM ROW, LEFT TO RIGHT
CHRIS WILKINSON,
JONATHAN YEO

freedom of the brief means that all the responses (in, on, or around the cube) are unique and different. Some artists who normally stay with 2D surfaces are inspired to work more in the 3-dimensional and others enjoy experimenting with the scale. So the concept itself makes it a very unique format and the artists are exceedingly generous to create works that are so special (and highly collectable) to help raise the funds for CPE.

Which are your own favourite works in the exhibition?

It would be impossible to say! The great thing is there will be something for everyone. There will be recognisable and well-known names alongside a number of other artists who we believe are ones to watch! The prices will range from below £1,000 to over £20,000.

Artwise



Where can people go to learn more information about supporting this project?

The exhibition will be on show at Bonhams in London from 26th - 28th October but all the works will be sold via the website www.cure3.co.uk from 8am on the 26th Oct for 2 weeks.

The newly commissioned works will be populating the website from the beginning of September up until the exhibition launch.