

Press Release: Reinventing Cultural Iconography  
Gladstone's Land Gallery, Royal Mile, Edinburgh  
(30<sup>th</sup> March - 4<sup>th</sup> April 2010)

Organised by Delicartessen.co.uk

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**Abstract:**

This exhibition brings together young Scottish and Spanish artists who, despite their diverse background and location, share the same iconography. Shoes, horses, bulls, dancers, musicians, castles...are some of the emblematic and powerful images that seem to survive the passing of time but are continually reinvented and reinterpreted through art.

Our minds work with images, and images precede words. That's why Dr. Iain R. Edgar, who lectures at Durham University, started using a pioneer research methodology to interview people. "Imagework" encourages subjects to use their imagination and create visual images about different situations. This allows them to engage the right side of their brain; where our values, perceptions and unconscious associations reside.

As a research methodology it has proven to be highly successful. However, it is one of his collateral findings that resonate within the background of this exhibition. He realised that as humans we share a range of visual images irrespective of our individual experience; as if we were all equipped with a visual vocabulary that has been forged over aeons of evolution. It is what anthropologists' study in relation to myths and psychoanalysts use to interpret our dreams and other unconscious expressions of our minds.

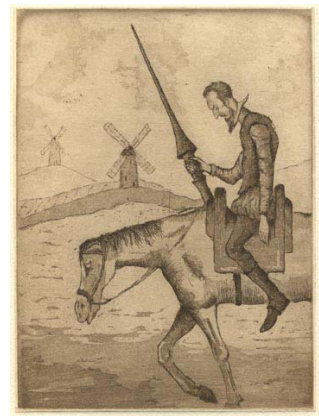
As an example, he found that train journeys were common metaphors for "transit", "process", "movement" and "growth". These and other images remind us that, despite diversity of life in a complex world, we are all rooted in a common place: by the human condition.

In the exhibition, hosted in a beautiful 17<sup>th</sup> Century Merchant's House, there are bulls as perceived by Scottish artists and reinterpreted by Spanish ones since Goya. It offers an interesting sample of culturally meaningful references that will expose difference and commonality.

What lies beyond Rosie Newman's and Marta Ratti's fascination with shoes, might be what they both associate with them: their childhood, their kids' early steps, or growth, perhaps.

But what fascinates us, is what all those images tell. That despite all our differences and distances, there is a common land for humankind, where we can be closer, even in subconscious ways.

And to prove it...here is a shoe.



For further information and to book a place to attend the private preview on Monday 29<sup>th</sup> of March please contact: [Vanessa@delicartessen.co.uk](mailto:Vanessa@delicartessen.co.uk) Mob. 07986595585