

October 6, 2017 by Hannah Hayes-Westall

Cool, Calm and Clever at Sunday Art Fair

Entering the cool concrete bunker that houses Sunday art fair whilst the hurly-burly of Frieze Week rages all around is so calming, and so refreshing that it's a surprise a Californian tech business isn't making an app around the experience.

Cocooned in a former physics experimentation lab under the University of Westminster the gallerist-run fair has long been known for the calibre of galleries invited to participate, and this year is no exception, with 25 galleries from around the world presenting a range of largely rigorous work that has evidently found appeal with collectors. Many of the gallerists we spoke to had made significant sales within hours of the fair opening.

In no order, some of our highlights from Sunday:

7. yours mine & ours, New York

When artist Jeremy Couillard set out to create a digital piece of work he first taught himself to code. Playing the wonderfully immersive world he has created in Uncle Sad Bedroom is one of the most fun experiences to be had in London this week, with its riffs on gamer culture, the art world, and the addictive nature of PlayStation 2. The artist describes Uncle Sad Bedroom:

"Go to work or get an internship with anarcho-syndicalists. Go to other galaxies and dimensions. Fly a living ship around. Fight mother nature's aunt. Slide down an apocalyptic spa. Snort moon rocks with your landlord. Ride the train. Get evicted. Talk about nothing in particular. Play an operating system instrument."



Couillard has built a site for other gamers to download the game, play it, and give feedback on this page:

jeremycouillard.itch.io/uncle-sad-bedroom

Also surrounding the playing space are digital print works co-created with the programme Couillard developed, and 3D printed models of some of the lead characters.

www.ymaog.com