

PRESS RELEASE- for immediate release

**\*Restrictions apply**

A two-day mixed-media art exhibition that questions social constraints

28th and 29th July 2016

Open 12:00-20:30

Artists: Seema Mattu, Ioanna Neofytou, Matt Nightingale

**Private view**

Wednesday 27th July 2016, 18:30-21:00

Have you ever seen the words “Everything 50% Off”, and then, just when you're about to make your purchase, noticed the little \* followed by the phrase *Restrictions apply*? This devastating feeling of something very desirable being unexpectedly cut off happens not only when shopping. All around the world, East and West, South and North, people live in seemingly free societies in which there is every kind of constraint. *\*Restrictions apply* is a group art exhibition that presents the work of three young emerging artists who question the restraints societies impose.

Seema Mattu is a London-based artist who recently graduated from Central Saint Martins, a London art school. Having an Indian background, her vibrant video installation “Seema marries Seema” comments in a humorous and clever way on the restrictions imposed on homosexuality by ethnic traditions. Ioanna Neofytou is an artist and political activist who lives and works in Athens and Paris. Ioanna’s unconventional use of body hair as the prime material of her video installation draws attention to the formation of the female norm – and also how this norm restrains women. Last but not least. London-based artist Matt Nightingale is currently a Master of Fine Arts student at Central Saint Martins, which has been the inspiration for his two works in the exhibition. Combining his primary medium, painting, with captivating video-performances that are projected onto painted perspex surfaces, Matt’s installations question the way educational institutions guide young artists today.

In an age of intense socio-political instability around the world, these young artists – all in their twenties – are an example of a new generation of young people who do stand up and choose to challenge restrictions. They show us how art can open the way for new, 'non-preset' choices, and Freedom.

**“Freedom would be not to choose between black and white but to abjure such prescribed choices.” Theodor Adorno**

Curated by University of Westminster postgraduate students Vasiliki Ioannidou and Vicky Koutsounaki as part of their MA in Museums, Galleries and Contemporary Culture

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Nearest stations: Acton Central, Turnham Green (within 15 min walk)  
Nearest bus stop: East Acton Lane, Buses: 207, 266

*High Resolution images available upon request.*

**Supported by University of Westminster, 4M Group and Balkan Artists Guild**