

Press Release
29 April 2020

Sainsbury Centre's Art Deco by the Sea exhibition to feature as BBC iPlayer special

The Sainsbury Centre is delighted to announce details of a 15-minute film enabling viewers at home to enjoy the highly successful *Art Deco by the Sea* exhibition, available to view on BBC iPlayer from Thursday 30 April.

Link to view: <https://www.bbc.co.uk/programmes/p08bqpb>

This project is part of BBC Arts' Culture in Quarantine initiative which is designed to bring the best of arts and culture into the homes of audiences during this lockdown period. It is a great pleasure for the Sainsbury Centre to reconnect with members of the public and share its current major exhibition, organised in partnership with the Laing Art Gallery, Newcastle, on such a prominent BBC platform.

This BBC iPlayer 'Museums in Quarantine' film will give future visitors to the exhibition an insightful preview of its wonders, and also reach a vast number of people who would otherwise have been unable to see it.

Viewers will see highlights from this exciting new exhibition examining British coastal culture between the First and Second World Wars and the Art Deco style. Through selected works in all media including paintings, posters, brochures, drawings, photographs, fashion, furniture, ceramics and textiles, the film will explore how Art Deco transformed the British seaside in a new age of mass tourism.

Striking examples of Art Deco in Britain will include iconic architecture from hotels and apartment blocks to cinemas and amusement parks, demonstrating how it became the seaside style. Beautiful designs from companies such as Poole Pottery, EKCO Radio and Crysède textiles will show how the seaside became a site for innovative modern manufacture.

Coastal amusements and activities which took off in the 1920s and 30s with the advent of healthy body culture will be explored alongside sumptuous Art Deco fashion and the more ephemeral, popular culture of the seaside such as circuses, fairgrounds, pleasure parks, fun fairs and illuminations. In addition, a significant group of paintings will explore how a fashion for realism underpinned much imagery of the seaside during the period.

Ghislaine Wood, Acting Director and curator of the exhibition says, "The *Art Deco by the Sea* exhibition can now be experienced by people across the UK and the world. At this challenging time, there could be no better moment to examine Art Deco as a style that celebrated pleasure and escape."

The *Art Deco by the Sea* BBC iPlayer film has been made by Sparkly Light Productions and commissioned as part of BBC Arts Museums in Quarantine, a week-long celebration of museums and galleries. It will be launched to coincide with MuseumFromHome: a whole day

of broadcast and social media activity on Thursday 30 April, delivered by BBC Arts in partnership with Art Fund, National Museum Directors' Council, the Museums Association and #MuseumFromHome.

Speaking about Museums in Quarantine and MuseumFromHome, Jonty Claypole, Director of BBC Arts, says:

"These are buildings which carry our national collections and set the cultural agenda through exhibitions and artist commissions. They are, to an extent, the soul of our nation, revealing our history, our customs, our identity, and where we are heading. [...] The ambition is simple: to ensure the public continues to have access to the collections and exhibitions they love even when they cannot enter the buildings that house them."

For more information on the latest BBC Culture in Quarantine content, visit [Jonty Claypole's BBC blog](#).

The *Art Deco by the Sea* exhibition at the Sainsbury Centre is curated by Ghislaine Wood, Acting Director. A major new publication, accompanies the show, edited by Ghislaine Wood with essays by Professor Bruce Peter, Glasgow School of Art; Gill Saunders, Victoria & Albert Museum and Professor Vanessa Toulmin, Sheffield University.

Following the Centre's temporarily closure last month in response to the Covid-19 pandemic, alongside arts and cultural institutions up and down the country, the plan is to reopen as soon as is safe and extend the run of this critically acclaimed exhibition until 20th September.

The exhibition is organised by the Sainsbury Centre, Norwich in partnership with the Laing Art Gallery, Newcastle upon Tyne, where it will transfer to later in the autumn.

– ENDS –

Notes to Editors

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High-resolution images available for download: <https://bit.ly/31O71b6>

About the Sainsbury Centre

The Sainsbury Centre for Visual Arts is one of the most important public university art galleries in Britain. It was founded in 1973 at the University of East Anglia (UEA) with the support of one of the nation's great philanthropic families, Sir Robert and Lady Sainsbury who donated their extraordinary art collection which includes works dating from prehistory to the late twentieth century from across the globe. A radical new building by Norman Foster was designed to house the collection and was his first public work.

The Sainsbury Centre holds one of the most impressive art collections outside of the national institutions. It includes a significant number of works by modern masters of European art such as Pablo Picasso, Edgar Degas, Alberto Giacometti, Henry Moore, Francis Bacon, Jacob Epstein, Jean Arp, Chaïm Soutine and Amedeo Modigliani. There is also a remarkable collection of art and antiquities dating from prehistory to the late twentieth century from across the globe. There are major holdings from Oceania, Africa, the Americas, Asia, the ancient Mediterranean cultures of Egypt, Greece and Rome, as well as Medieval Europe. Alongside these permanent collections, it hosts a range of exhibitions in the largest suite of temporary exhibitions galleries in Eastern England.

sainsburycentre.ac.uk

About BBC Arts' Culture in Quarantine

BBC Arts' Culture in Quarantine initiative is an essential arts and culture service across BBC platforms that will keep the arts alive in people's homes, focused most intensely across BBC Radio 3, BBC Radio 4, BBC Two, BBC Four, BBC Sounds, BBC iPlayer and www.bbc.co.uk/bbcarts. The BBC are doing this in close consultation and collaboration with organisations like Arts Council England and other national funding and producing bodies.

This arts and culture service includes:

- Guides and access to shuttered exhibitions or permanent collections from museums and galleries
- Ways to experience books with privileged access to authors including a collaboration with the Big Book Weekend amongst other initiatives.
- Jewels from the archive as well as brand new content ensuring that brand new theatre and dance performances will join with modern classics to create a repertory theatre of broadcast.
- Participatory offers including masterclasses and ways to enable audiences to start or continue being creative whilst at home through Get Creative

- Topical arts through Front Row, Culture in Lockdown with Mary Beard, Free Thinking and more
- A fund with Arts Council England to support around 25 artists to create new work
- A place for arts organisations to share innovations from quarantine and for audiences to discover new things through www.bbc.co.uk/arts

About the Laing Art Gallery

Situated in the centre of Newcastle, the Laing is home to an impressive collection of art. Its exhibition programme is renowned for bringing the biggest names in art to the North East and includes historic, modern and contemporary art. The gallery's permanent displays feature important 18th and 19th century paintings including Joshua Reynolds, William Homan Hunt, John Martin, Sir Lawrence Alma-Tadema, and other spectacular art.

laingartgallery.org.uk