

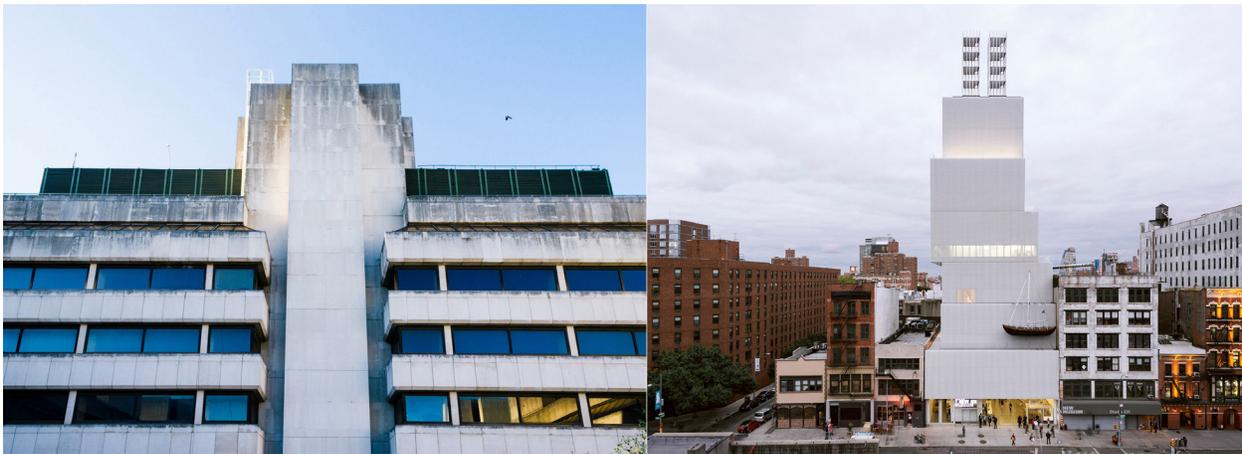
# the store x

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**MUSEUM**

**FOR IMMEDIATE RELEASE**  
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## **THE STORE X PARTNERS WITH THE NEW MUSEUM TO PRESENT “STRANGE DAYS: MEMORIES OF THE FUTURE” IN LONDON THIS OCTOBER**



Images, from left: Courtesy The Store X, 180 The Strand. Photo: Michael Wilkin; Courtesy New Museum, New York. Photo: Dean Kaufman

**New York, NY...**The Store X and the New Museum are delighted to announce “Strange Days: Memories of the Future,” curated by Massimiliano Gioni, *Edlis Neeson Artistic Director* at the New Museum, in collaboration with The Vinyl Factory.

Running from October 2–December 9, 2018, “Strange Days: Memories of the Future” will take place at The Store X, 180 The Strand, and will survey some of today’s most radical image-makers, featuring video artists and filmmakers who have shown at the New Museum since the inauguration of its new building on the Bowery in New York City ten years ago. UK audiences can expect a unique opportunity to experience highlights from one of America’s most acclaimed contemporary art institutions, a compendium dedicated to exploring unconventional perspectives in new media, technology, politics, and society.

The exhibition will feature important and celebrated film and video works, with many of the pieces on view in London or the UK for the first time. Through an original constellation of works in large-scale installations, the exhibition opens new dialogues throughout The Store X spaces. Weaving images and sounds into polyphonic, dreamlike compositions, the works on view will blend the present with memories of the past and premonitions of the future.

“Strange Days” is the third major show commissioned by The Store X The Vinyl Factory, following critically acclaimed exhibitions “The Infinite Mix” (2016) and “Everything at Once” (2017), presented with the Hayward Gallery and Lisson Gallery, respectively. More than 120,000 visitors attended last year, making the annual autumn show a hotly anticipated highlight of London’s Frieze Week.

**Massimiliano Gioni, *Edlis Neeson Artistic Director at the New Museum*, said:** “Strange Days’ will bring together some of the most compelling video artists and filmmakers that have presented works at the New Museum over the last ten years. All of these artists have shifted the ways we think about images and memory by recasting their individual experiences and visions alongside speculations on what the future may hold.” He added, “The New Museum is thrilled to bring this exciting exhibition to audiences in London, and I’m thankful to The Store X for the opportunity to extend our program’s reach to a new public.”

**Alex Eagle, Creative Director, The Store X, said:** “We are huge admirers of the New Museum and delighted to be partnering with them on ‘Strange Days.’ Their rich and versatile program of film and video art resonates with our own commitment to presenting multidisciplinary work, beyond the confines of traditional artistic practices. We hope our visitors will enjoy experiencing the works’ reimagination at The Store X this autumn.”

Further details about the exhibition, including the line-up of artists, will be announced later in the year.

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## **ABOUT NEW MUSEUM**

The New Museum is the only museum in New York City exclusively devoted to contemporary art. Founded in 1977, the New Museum is a center for exhibitions, information, and documentation about living artists from around the world. From its beginnings as a one-room office on Hudson Street to the inauguration of its first freestanding building on the Bowery designed by SANAA in 2007, the New Museum continues to be a place of experimentation and a hub of new art and new ideas.

## **ABOUT THE STORE X**

The Store X is a platform for presenting ideas and culture, engaging a global community of icons, innovators, creatives, and the curious in an ever-evolving dialogue.

Its collective of spaces in Berlin, London, and the Cotswolds commissions and curates exhibitions, events, products, images, facts, and fictions to present a new kind of experience which transcends the conventional corners of art, music, fashion, design, food, and media.

The Store X is always questioning what’s the best use of space in terms of experience, curation, and function. It is a playful manifestation of this in action—a collaborative storyteller transporting its community into the possibilities.

## **ABOUT THE STORE X THE VINYL FACTORY**

An ongoing collaboration between The Store X and its curatorial partner The Vinyl Factory, supporting the creation of original, site-specific audio-visual installations by some of today's most innovative artists, designers, and musicians. These commissions premiere at The Store X 180 The Strand in London, and The Store X Berlin as well as in partnership with leading institutions around the world.

Commissions to date include Kahlil Joseph's *Fly Paper*, Ryoji Ikeda's mind-bending audio visual installation *test pattern [no.12]*, Virgil Abloh and Ben Kelly's *RUIN*, and Jeremy Deller and Cecilia Bengolea's film collaboration *Bom Bom's Dream*.

The Store X and The Vinyl Factory also collaborate to present exhibitions with leading arts institutions. These have included the critically acclaimed 'Everything at Once', in partnership with Lisson Gallery and 'The Infinite Mix', in partnership with the Hayward Gallery.

## **ABOUT 180 THE STRAND**

180 The Strand is an iconic Brutalist building currently undergoing a transformation into a creative hub for people and progress. It aims to foster and connect creatives, entrepreneurs, dynamic thinkers and cultural explorers by integrating the creation, display, learning and social functions of culture throughout its spaces.

Officially launching in Spring 2016, 180 The Strand is now home to The Store X and a mix of creative companies including Dazed Media Group, IMG, The Vinyl Factory, Charcoal Blue, The Spaces and *Fact* magazine. The next phase of the project will launch in Autumn 2018.

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