



24:2012 – Mayfair falls beneath the spell

Legend tells that when lovers meet in Mayfair song-birds sing and winter turns to spring, capturing every winding street beneath the spell, so join us on an enchanting evening to see off the winter blues and celebrate the ninth anniversary of 24:2012. You might even hear a nightingale sing in Berkeley Square.

More than one third of the way through an ambitious photographic project that will not be complete until the next decade and we're still going strong creating a social commentary that will last for generations. Featuring a number of critically acclaimed artists from across the globe the group draws on a wide variety of experience and talent.

The idea is simple: 24 photographers, documenting the first 24 hours of every New Year for 24 years. Each individual is tasked with capturing a single moment within their allotted hour, creating a unique collection of images linked only by time.

The original 24 photographers met while studying on a postgraduate photography course at Central St Martin's in London. Although their various careers have all led them down different paths they reunite to continue towards their goal.

Six prints from the project will be auctioned off in aid of the breast cancer charity Too Many Women. They will go under the hammer on the night of the private view at a special event at Mortons Club, just a stones throw away from the exhibition in Berkeley Square.

Claire Spreadbury, founder of 24photography, said: "We are delighted to be returning to Berkeley Square and exhibiting once again in one of London's most prestigious squares. On top of that our ongoing collaboration with Mortons and the breast cancer charity Too Many Women make this year feel even more special."

"The exhibition is going from strength to strength and now in our ninth year we've really developed an identity and feel that we're an established part of London's art calendar. New Year's Day is an exciting time of the year, and we hope that 24 captures some of that excitement, but also gives a little glimpse into the rest of the day after the celebrations and parties. The exhibition in Berkeley Square allows us to share that with everyone."

Previous exhibitions have proved extremely successful with the group displaying their work in unusual but accessible locations (the fountains of Trafalgar Square, the SS Robin in Docklands, AOP, Greenwich Park, Golden Square and Soho Square to name just a few). And this year's venue Berkeley Square – in the heart of London's Mayfair- promises to be the best yet.

Notes to editors: Berkeley Square, Mayfair, London will host 24:2012, from 24 February until 19 March

Private view: 24 February 2012 5pm until 7pm.

Open Daily 9 – 5 pm

Free Admission

Nearest tube:

Green Park (Jubilee, Piccadilly, Victoria)

Bond Street (Central, Jubilee)

24photography:

For more information, interviews or high resolution images for print and to RSVP for the private view please contact Sarah Lucy Brown on 07740918539 or email

info@sarahlucybrown.com.

www.24photography.org

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