

**VAN GOGH HOUSE LONDON**

**87 Hackford Road London, SW9 0RE**

**'ON THE WESTERN WINDOW PANE' POSTER PROJECT**



'On the Western Window Pane' is a new year long project organised by the Van Gogh House, presenting 12 artist designed posters in its front, west facing window. Envisaged as a simple but direct way of making the house accessible to the public, artists were invited to create posters drawing out the many -layered narratives from the building's remarkable history. Each artist has taken their own approach to topics ranging from domesticity and mental health to coming-of-age and unionism.

Since the installation of the blue plaque in 1973, the exterior of the house has become an enigmatic shell for passers-by to project upon, sparking interactions between the building and those who make a pilgrimage. During this past year of isolation and staying at home, windows have been an important space for display and communication.

A letter from Van Gogh's early days in London contained a transcription of a poem by John Keats called 'The Eve of St. Mark'. One of the verses contains the line 'on the western window panes' and continues to describe how the whole world seems to be reflected and contained in this piece of glass:

*'And, on the western window panes,  
The chilly sunset faintly told  
Of unmat'ur'd green valleys cold,  
Of the green thorny bloomless hedge,  
Of rivers new with spring-tide sedge,  
Of primroses by shelter'd rills,  
And daisies on the aquish hills'*

The verse captures Van Gogh House's approach to this project, seeing the building as a portal to an endlessly rich body of themes and conversations.

As with many other small arts organisations, the Van Gogh House was severely affected by the pandemic. By selling posters, Van Gogh House hopes to support the artists involved and use the income to fund future projects.

- The first poster will be installed on the 1st April 2021, and made by artist Brigid Lowe as part of her series 'Vessel Heads'.
- Other artists involved include (but not limited to) Brigid Lowe, Madeleine Pledge, Lesley Sharpe, Allison Katz, Jordan Baseman, Ye Funa, Katrina Palmer, Will Harris, Rosa-Johan Uddoh and Gray Wielebinski
- A new poster will be installed on the first of each month until March 2022, with 12 posters in total.
- Posters are priced at an accessible £50.
- People will be encouraged to place their posters in their windows, and share these photos and their experience through social media.
- People will be encouraged to share their thoughts and reflections on each poster, how it may relate to South London, Vincent van Gogh, mental health etc via an online 'visitors book' accompanying each poster.

**Website:** [www.vangoghhouse.co.uk](http://www.vangoghhouse.co.uk) **Instagram/twitter/facebook:** @vangoghlondon

**Email:** [info@vangoghhouse.co.uk](mailto:info@vangoghhouse.co.uk) **Press:** [press@vangoghhouse.co.uk](mailto:press@vangoghhouse.co.uk) (Eleanor Wang)

### **More about Van Gogh House London:**

Vincent came to 87 Hackford Road, London in 1873, aged 20, working as an art dealer in Covent garden and absorbing English books and art. This was his first trip abroad and his first major foray into a new culture. Under the floorboards in his bedroom a hoard of children's toys and handwriting samples dating to the 1850s, a prayerbook in the attic, a teacher's cane and more were found. The house is a portal to an endlessly rich body of themes and conversations, around London, domesticity, mental health, coming-of-age, nature, the art market. With all its quirks and history, the Van Gogh House likes to think of the house as a collaborator in everything they do, not merely a gallery space.

The Van Gogh House was first and foremost a dwelling and not a museum, but at the time of acquisition in 2012, the property had fallen into a state of disrepair bordering on dereliction. The ambition to transform the Georgian terrace into a cultural venue guided the sensitive design and meticulous conservation works that followed over the next 7 years. The Creative Director, Livia Wang, strongly believes in making sure the building serves as a working home as well as a space for art and design, in contrast to the model of a white cube gallery space.

Visitors to the house will see the original materials, traditional techniques and finest craftsmanship that have been used throughout the project, particularly in the 'Van Gogh' room, where Vincent lodged. Visitors will also see a new extension and garden studio that have been added to the house, adapting it to a place for artists' residencies and more.

Tours of the house are bookable through the website alongside further information about how to become a Van Gogh House Friend or Patron. The shop sells a variety of unique artist made objects, homeware and carefully curated antiques. [Sign up](#) to the mailing list to find out more news about upcoming exhibitions, talks and events at the Van Gogh House. - ends -