



ART FOCUS

WHITEWATER GOES 'WHITE CUBE'

This April sees the official launch of Whitewater Contemporary, the new and progressive big sister to Whitewater Gallery, Polzeath. Expect striking new talent and stunning new works, on show at one of Cornwall's loveliest locations.

Take a walk through Polzeath this spring, and you will see that the original Whitewater Gallery, with its wide windows and ocean view, is now paired with an adjoining, 'white cube' style space. Whitewater Contemporary has been specially designed for the display of large-scale contemporary painting and unique works of sculpture, ceramics and applied art. Its custom fit interior and movable wall system give it the elegance and flexibility of a London gallery, and its ambitions are equally as far reaching. "Whitewater Gallery has become really well known for painting, print and ceramics over the last ten years" says gallery Director Nick Wapshott, "but we felt it was time to scale up our exhibition space to meet the growing expectations of our collectors. Opening Whitewater Contemporary has more than doubled our floorspace, and significantly increased the scale and diversity of works we can show. That's great for our artists, and our collectors as well, and has allowed us to put together a wonderful schedule of exhibitions for this year and next. We have a great mix of established gallery artists,

and have invited some new and really high-profile artists from across the UK, so we have some surprises planned." Central to the gallery's offering is its year-round series of Featured Artist exhibitions, on show in its dedicated solo exhibition space. From 1st April, award winning artist Luke Knight will be on show, followed by much loved scene painter Simeon Stafford from 1st May, and Suki Wapshott, whose landscapes and abstract paintings have become synonymous with Polzeath, will be on show in June. Summer's high season exhibition plans remain firmly under wraps for now, but in September, master potter Hugh West will present a landmark exhibition celebrating his 50th year in ceramics. "Hugh has been an important artist to us for many years" says Nick. "We feel really proud to be holding his anniversary exhibition here at Whitewater Contemporary."

The gallery's main space offers an ongoing mix of collections by artist from Cornwall and further afield, including large scale paintings, exceptionally beautiful studio ceramics, and plinths displaying wonderful objects from the cutting edge of

contemporary applied art. Equally cutting edge is the gallery's high-resolution Virtual 3D Tour, which allows buyers to 'walk through' the gallery and explore an entire exhibition from the comfort of their own sofa. "Our experience of lockdown has changed a lot of things" says Nick, "including the way we view and buy art. We've become so used to engaging with venues remotely that it's a necessity now, and a positive one, because it allows us to welcome more visitors to Whitewater in more ways. The 3D tour is something really special, it gives greater access to our shows, and greater confidence to collectors who are interested in buying remotely. You can even book a private digital tour with myself or one of our gallery staff, so we can discuss individual works in more detail. These things are becoming an essential part of the art buying experience." ●

Whitewater Contemporary, The Parade, Polzeath, PL27 6SR. For further information and to take a Virtual 3D Tour of the gallery see whitewatercontemporarygallery.co.uk.

