



PRESS RELEASE

For immediate release

Ali Barber

Richard Nicholson

Four Corners Gallery

As part of the *My East End Exhibition*, Four Corners has commissioned a new installation by Richard Nicholson.

Private View: 7-9pm, Thursday 1st July '10.

Artist talk: 6.30-8pm, Thursday 22nd July '10. Admission free.

Gallery opening times: 1-6pm, Wednesday-Saturday, 2nd July to 14th Aug '10.

Ali's Barber Shop on Bethnal Green Road is the most popular Asian barber shop in London's East End, with queues often running out on to the street. Ali, Mohsin, Vicky and Shehz, the four Pakistani barbers, work tirelessly to create the meticulous haircuts demanded by their predominantly Bengali clientele. Operating at lightening speed with clippers, scissors and cut-throat razors, they fashion mohicans, v-cuts and flat-tops, often embellished with intricate geometric patterns.

Transforming the basement of the barber shop into a pop-up photographic studio, Richard Nicholson spent six weeks documenting a cross-section of Ali's customers, creating formal portraits which celebrate their diverse haircuts and colourful street fashions.

To be shown as large-scale projection, accompanied by a soundtrack designed by Jerome Rebeiro from recordings made in the barber shop, this installation will offer a radical new context for its subjects, representing a unique local street culture that is excluded from the mainstream media.

A book of 75 portraits will be published to coincide with the exhibition.

For further information and images please contact Dave Than or Owen Thomas on 020 8981 6111. dave@fourcornersfilm.co.uk or owen@fourcornersfilm.co.uk

Notes to editor:

Richard Nicholson (b.Liverpool 1968). Studied MA Philosophy and Literature at Warwick University in 1991 and PG Diploma in Film and Television Production at Bristol University in 1993. He works as a Photographer specialising in portraits for editorial and corporate clients and has produced three long term personal projects between 2004-2009.

www.richardnicholson.com

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Four Corners Gallery, 121 Roman Road, London E2 0QN

Four Corners is a centre for still and moving image work, based in East London. The arts programme includes exhibitions, screenings, talks and events. For further information visit www.fourcornersfilm.co.uk

My East End is an exciting photography and archive project led by Bishopsgate Institute, Four Corners, Geffrye Museum and Birkbeck College. The aim is to involve people in documenting and celebrating the rich heritage of London's East End: its people, cultures, domestic and built environments, and open spaces.

