

artrageous

MARKETING COMMUNICATIONS IN ART

CHELSEA FLOWER SHOW 2005 - MERRILL LYNCH GARDEN

29-year-old David Undery of Baldock, Hertfordshire has had his concrete art selected for the Merrill Lynch garden at this year's Chelsea Flower Show.

The garden for Merrill Lynch, who are chief sponsors of this prominent event, is being designed by well-known garden designer, journalist and TV presenter Andy Sturgeon. He chose Undery's work following a visit last year to a London exhibition in Mayfair's FarmiloFiumano Gallery which featured the unique concrete art of this young British artist.

Undery has an exceptional talent for transforming this bland building material into highly-visual, inspiring creations, drawing out the optimistic elements of the substance and extracting its positive nature. Placed somewhere in between the genres of painting and sculpture, his inimitable relief wall panels reveal an inner soul fired by an abundance of ideas.

Commenting on his choice of work, Andy Sturgeon says, "Undery's use of earthy colours, particularly the terracotta influences, make it highly suitable for both indoor and garden use on projects where outdoor living is considered to be an extension of the home environment."

Undery has a flair for clarity of vision and innovation and his unconventional and unique approach to contemporary art is widely appreciated. His work can be found in prestigious collections in Miami, Florida and New York; Hong Kong and the Netherlands as well as the UK,

2005 looks like being an exciting year for David Undery – he has just completed a sculpture for Wetherspoons' new eating house in Exeter. Competing against other artists, Undery has recently won a prestigious five-figure commission in Oxford set up through the Arts Council-sponsored Arts & Business. Through his successful execution of this project he has been nominated for the Insight Award at the Arts & Business South East Awards to take place at Hampton Court Palace in April. In June he will return to Chelsea to exhibit at Art London.

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