

MEDIA RELEASE

MAY 2014

HISTORIC ST JOHN'S GATE GETS TILED FOR CLERKENWELL DESIGN WEEK 2014

Over 88 hours of tiling and 7,000 tiles went in to the making of *Tile Mile*, which launches today at Clerkenwell Design Week's fifth annual show. Turkishceramics has partnered with russ + henshaw, an up-and-coming London-based design practice, to create the temporary, ceramic installation located at St John's Gate which will be open until 22 May.

St John's Gate is one of the most iconic landmarks in Clerkenwell and is a spectacular example of the area's historic architecture. russ + henshaw has created a 'tiled passageway' that invites the public to engage and interact with the installation and reflect upon both modern Turkish ceramics and the built heritage of Clerkenwell.

The Tile Mile's design features 50 sq metres of parallel mirrors that face inward within the two, six-metre high inner arches of St John's Gate, allowing visitors to experience diminishing images of themselves, extending to infinity.

Phil Henshaw, co-founder of russ + henshaw, said: "The reflection of the floor and ceiling planes in the mirrored arches will create the illusion of an infinite 'crypt-like' space, creating a dramatic, decorative pathway that disappears into the distance."

The parallel mirrors reflect the vaulted ceiling of the arch as well as the floor displaying a colourful patterned design created with modern ceramics by Turkishceramics brands. The design incorporates 10 complementary colours chosen to reference traditional Iznik ceramics including red, oil blue, yellow, sage green, dove grey, white, scarlet red, cobalt blue, sky blue and turquoise.

The tiled floor is 33 sq metres, the same as a studio flat in the Barbican, and is formed of 32 pre-tiled triangular sections. The tiles are laid within four quadrants, each containing four patterns, which collectively form the 16 triangular sections that reflect the profile of the vaults above.

The illusion created in the *Tile Mile* is also reminiscent of the spectacular space within the famous 'Basilica Cistern', below the Stoa Basilica in Istanbul, with its endless forest of columns and elaborate vaulted ceiling.

Bahadır Kayan, Chairman of Turkishceramics, said: "This is our first year at Clerkenwell Design Week and we are excited to be a part of such a fresh and innovative show. russ + henshaw's design for the *Tile Mile* is a creative representation of how modern Turkish ceramics products and historical architecture work together harmoniously".

Tom Foakes, Curator at the Museum of The Order of St John, said "St John's Gate is an historic landmark in Clerkenwell, therefore it's fitting that the Museum of the Order of St John is the venue for such an innovative installation - celebrating the enduring visual appeal of Turkish ceramic design."

The *Tile Mile* is one of the main features at this year's Clerkenwell Design Week, taking place from 20-22 May 2014. For more information, please visit www.clerkenwelldesignweek.com.

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NOTES TO EDITORS

TURKISHCERAMICS

Turkishceramics is the promotion group for ceramic manufacturers and exporters in Turkey. Representing over 30 individual companies, the group's mission is to raise awareness of Turkishceramics abroad and communicate the quality of Turkish ceramic tiles and sanitary ware. Ceramic production in Turkey has a long history and rich tradition, with the first ceramics being created in Anatolia over 8,000 years ago. Turkish ceramic producers are proud to continue this tradition of innovation today with a creative approach and a broad range of products for both the professional and consumer markets.

Turkishceramics was established in 1997 under the auspices of the Undersecretariat of the Ministry of Economy with the support of the Central Anatolian Exporters Union and the Turkish Ceramics Federation.

Turkishceramics represents the following brands

Altin Çini Seramik	ECE	Pera Seramik	Turavit
Anka Seramik	Ege Seramik	Sanovit	Turkuaz Seramik
Bien Seramik	Egevitrikiye	Seramiksani	Umpaş Seramik
Bocchi	Esvit	Seranit	Uşak Seramik
Çanakkale	Graniser Seramik	Serapool	VitrA
Seramik	Güral Vitrikiye	Serel	Yüksel Seramik
Creavit	Hitit Seramik	Söğütsen Seramik	Yurtbay Seramik
Dogvit	İdevit	Tamsa	
Duratiles	Kale	Termal Seramik	
Duravit	Kütahya Seramik	Toprak Seramik	

Twitter: @landofceramics

Website: www.turkishceramics.com

russ + henshaw

russ + henshaw, based in London, is a young and enthusiastic design collaborative exploring creative solutions in the field of architecture and urbanism.

The collaboration, between architects Lianne Russ and Phil Henshaw, draws upon experience in both professional practice and academic research to offer new approaches for intervening in the public realm.

Previous projects include Ebbw Vale Vertical Gardens: the transformation of a 1,100 sq metre derelict former concrete steelworks basement in Wales into a community space and allotments for local schools.

Twitter: @russandhenshaw

Website: www.russandhenshaw.com

Museum of The Order of St John

Founded at the beginning of the twelfth century in Jerusalem, the Order of St John was a religious order with a particular duty to care for the sick, regardless of creed or country. The Crusaders, who set up their own independent states in the Holy Land, supported it with grants of money and territory. Members of the Order, also known as Knights Hospitaller or Knights of Malta, came from all over Europe and developed a military role to defend these states. In the 1140s, the Hospitallers were given a ten acre site in London's Clerkenwell district, which became their English headquarters.

Twitter: @StJohnsGate

Website: www.museumstjohn.org.uk

Tile Mile Facts:

How many tiles are used in the Tile Mile installation?

7,200 tiles

When reflected, how many tiles are there in a mile?

1.9 million tiles

How tall is the arch?

6.0m tall

How long will the floor take to tile?

10 working days / approx 88 hours

What are the dimensions of the installation?

The tiled floor is 6.0m x 5.5m = 33 sq metre (same as a studio flat in the Barbican)

How large are the mirrors?

Tile Mile includes over 50 sq metre of mirror

How was the tiled floor constructed?

The tile floor is formed of 32 pre-tiled triangular sections.

The tiles were laid in four quadrants, each containing four patterns, which collectively form the 16 triangular sections that reflect the profile of the vaults above.

How many colours are used in the tile floor design?

The design incorporates 10 complimentary colours chosen to reference traditional Iznik ceramics

How old is St. John's Gate?

St. John's Gate dates from 1504 (<http://www.museumstjohn.org.uk/>)

What is the effect created by the parallel mirrored arches called?

The effect is often referred to as an infinity mirror, so called because an object is multiplied in the reflection at the speed of light which will continue infinitely. Within just 30 seconds enough reflections would be created that it would take you 70 years to count them!

Where have I seen this effect?

Parallel mirrors have been used as a visual metaphor in the well-known films Citizen Kane (1941) and Inception (2010).



turkishceramics

www.turkishceramics.com

russ + henshaw

**CLERKENWELL
DESIGN 20-22
WEEK MAY 2014**