

[LONDON]

## About Everything

**'WHAT IS ART?'** It's a question that most people would struggle with, but filmmaker-slash-entrepreneur-slash-art lover James Brett poses and answers it in one breath. 'It's usually a piece of work by someone who is defined – by themselves or the art world – as an artist'. Brett is on a mission to change that definition to one that includes the work created by unintentional and untrained artists, a field of art usually covered by the catch-all term 'outsider art' (although Brett prefers the term 'non traditional art'). And for work by unconventional artists this month he is collaborating with a highly unusual art venue: the prestigious central London department store Selfridges.

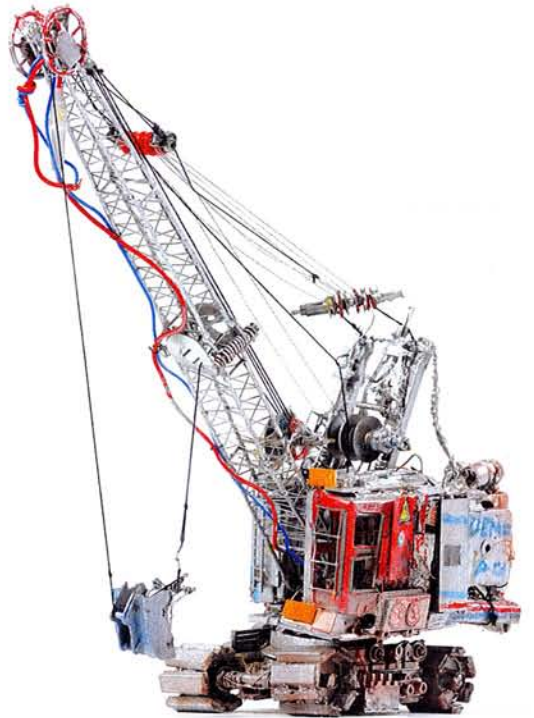
Brett began his quest to make this art more visible in 2009 with what he called the Museum of Everything, which he held in a one-time dairy in London's Primrose Hill. Building on works in his own collection, he invited well known names such as potter Grayson Perry, painter Ed Ruscha, and musicians Jarvis Cocker and Pete Townshend to write about the artists in the show, which featured over 500 pieces and ran alongside London's premiere art fair, Frieze. It immediately garnered praise from critics and public alike, who came in their droves and kept the gallery open for four months rather than the initially planned fortnight. They were enthralled by art that, as Brett describes it, 'doesn't necessarily have a gallery as its destination'. Art by the likes of Madge Gill, whose ghostly pen and ink drawings of a spirit guide were found under her bed in London's East End after she died, or the now







The Museum of Everything exhibition 1, which took place in a former dairy in London's Primrose Hill



famous hand-drawn story of the Vivian Girls by Chicago janitor Henry Darger, or the wind-powered miniature town created by Calvin and Ruby Black, who live in the Mojave desert.

Since that first show, two more Museum of Everything exhibitions have proved equally irresistible. Symmetry, homemade aesthetics, repetition, personal mythologies, tiny detail and an often undefinable off-kilter feel are discernable in nearly all the work, and it clearly resonates with audiences in a way that gallery art often fails to do. For the Museum of Everything 3, which featured the surreal art of Victorian taxidermist and artist Walter Potter, works were loaned by artists Peter Blake and Damien Hirst, and comedian Harry Hill. And the mad, carnival atmosphere attracted no less than the Missoni fashion family, who used the setting for a promotion campaign shot by Juergen Teller.

Art and fashion's A-listers are involved in the fourth Museum of Everything show, which opens this month across all the windows of Selfridges and in the large Ultralounge exhibition space inside the store, but the project's direction, and content, couldn't be more different. 'When it came to doing this show, I was drawn to the studios in which artists with developmental disabilities are being enabled to create art. I wanted to show the process that goes on when a progressive leader with a vision works together with an artist with a disability who may not have everything he or she needs to create something amazing,' says ▶





Brett. 'What I wanted to show,' he continues, 'was that someone with a disability has an ability to make us connect with art differently.'

One might think that Selfridges would have been nervous about engaging Saturday shoppers on one of Europe's busiest streets on such a 'different' level, but not a bit of it, says Brett. 'From the off everyone, from top to bottom, was totally into it' – so much so that the idea of the Museum developed from one corner window to the entire ten windows of the store's Oxford Street frontage. These will be designed to draw people into the store, where they'll find a pop-up Shop of Everything selling a fashion collection designed by Clements Ribeiro, as well as offbeat products that subvert the norm – an enamel camping mug instead of a china teacup, say – as well as the main exhibition space.

Here, the work of 50 artists from 25 studios will take centre stage, with work from the large scale and bombastic – Ruby Bradford's colourful depictions of Prince Charles and Prince William, and Hans-Jörg Georgi's giant aeroplanes – to the intimate and quiet – Harald Stoffers' abstract musical compositions and Dan Miller's obsessive text drawings. A Workshops of Everything initiative will be launched to create studios for artists with disabilities across Britain. And across the world? 'Our projects and artists go beyond cultural boundaries and borders, so there's no reason why they shouldn't physically go everywhere,' says Brett. Keep an eye out for a Museum of Everything, coming soon to a store near you. Maybe. **Yolanda Zappaterra**  
The Museum of Everything 4 is at Selfridges, 400 Oxford Street, from 2 Sept until 25 Oct; [musevery.com](http://musevery.com).

[VIENNA]

## Slow food

LEAFING THROUGH AN OLD MAGAZINE at his family farm in Rothneusiedl, south Vienna, Andreas Gugumuck came across an article that changed his life. It revealed the Viennese have a tradition of eating snails going back to the Middle Ages. Until the early 19th century, it said, there was even a regular snail market behind the Peterskirche in Vienna's Old Town.

'I was intrigued,' says Gugumuck, 'and started looking at old cookbooks.' In Katharina Prato's classic *Die süddeutsche Küche (South German Cooking)*, first published in 1858, he found recipes such as snails with cabbage and wine. The Viennese, he discovered, have traditionally eaten them tossed in garlic butter, dipped in beer batter and fried in hot pork fat with spicy onions – or simply sweetened with a little caramelised sugar.

A year later, in 2008, Gugumuck launched his own snail farm, Wiener Schnecke, on part of his family's land. 'I wanted to continue a Viennese tradition

and do something different. It has a special place for me – the place where I grew up,' he says. The project proved so successful that in 2009, Gugumuck gave up his job in the computer industry to devote himself to his snail farm.

In the past they were a man's food as they could be collected from the wild. Now they are considered a delicacy and *Helix pomatia*, known as the Roman snail, is a protected species. Gugumuck's snails are free-range and feed on sun-dried beet leaves and herbs. The company also produces snail specialities, such as snail omelette ('white pearls with a unique aroma'), although Gugumuck himself likes nothing better than 'a nice snail goulash'.

Last year, Gugumuck was a driving force in launching a nationwide *Schneckenfest* (Snail Festival), in which restaurants in several Austrian cities offer snail-based dishes on their menus; it runs again this year from 19-25 September. 'Something, we suspect, that will appeal to fans of fast food.' **Dawn Chapman**  
[wienerschnecke.at](http://wienerschnecke.at)

