

by GEORGIA GRAHAM

AN art gallery that became world famous from a side street in Primrose Hill is leaving the neighbourhood after just two years.

A former dairy and music recording studio, the Museum of Everything, in Sharpleshall Street, was put together by James Brett in 2009 and within weeks was heralded as a quirky studio for the "outsiders" of the art world.

However, Mr Brett said he had dealt with animosity from some quarters and had never been encouraged to create long-term plans for the studio.

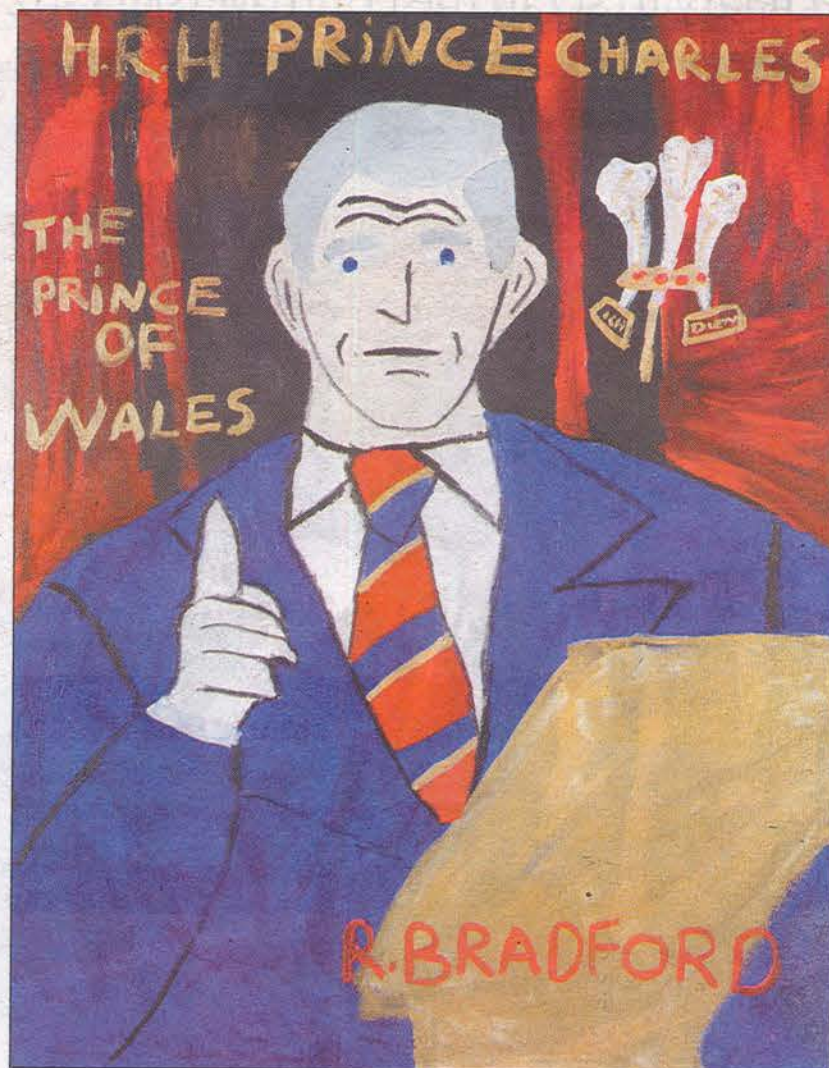
He said: "I will say that local politicians did not encourage our permanence – even though the museum stuck to the letter of the law throughout."

"We brought 50,000 people into Primrose Hill between October and February – that is a huge amount of traffic to the local area and the place is now known around the international art world, which it would never have been without it."



NEWS

Left: The sign outside the former museum; Right: Ruby Bradford's painting of Prince Charles; Below right: James Brett



Quirky art gallery takes to the road

Everything and nothing

Currently, for its fourth exhibition, the Museum of Everything has decamped to the basement of Selfridges

– an incongruous venue for a gallery that has always been self-consciously outside of the mainstream.

Despite the corporate setting, the latest show consists of works solely by artists with developmental and physical disabilities. They are showcasing their works without further reference to their difficulties and asking visitors to view them simply as pieces of art.

Higgledy-piggledy rooms designed by *The King's Speech* set designer Eve Stewart provide the backdrop.

One wall is papered with American artist Ruby Bradford's homage to the British royal family, while in another corner, Harald Stoffers' garbled letters to his mother line the wall.

Mr Brett said: "I love working in Camden. It

is where I have grown up – I love that it is a real mix of high and low culture.

"Primrose Hill was great for what we needed – doing the first two shows there was fantastic."

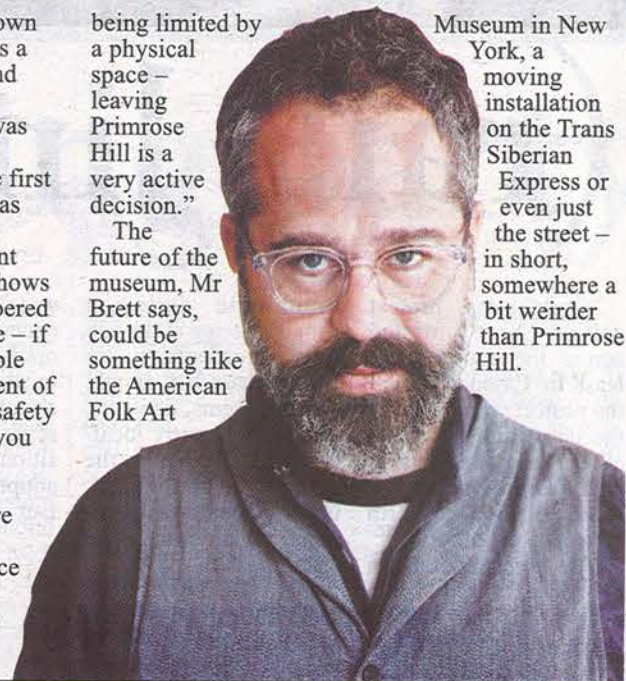
He added: "I want people to see the shows and the art unhampered by a physical space – if you challenge people with the environment of the show then the safety zone changes and you should get more engagement."

"When people are comfortable or familiar with a space it softens the experience. We are not interested in

being limited by a physical space – leaving Primrose Hill is a very active decision."

The future of the museum, Mr Brett says, could be something like the American Folk Art

Museum in New York, a moving installation on the Trans Siberian Express or even just the street – in short, somewhere a bit weirder than Primrose Hill.



In the running to raise school funds

CHILDREN ran around their playground again and again and again and again on Friday afternoon – all to raise money for their school, writes Pavan Amara.

Around 420 children pulled on their running shoes at Gospel Oak Primary School in a sponsorship challenge aimed at bringing in new sports equipment and music instruments.

Luke Cutler, six, said: "I'm so proud of myself. I ran 2.6 kilometres and that means I've had a very good day. I even have a scorecard and everything, and I'm going to get a certificate

afterwards. I might get my mum to frame it when I get it because it would show I'm good at running."

Imogen Sharp,

chairwoman of the Parent Teacher Association, said: "We're raising money for the school today. We raised £5,000 last year. It

teaches the children about health and motivation so it ticks a lot of boxes.

"In Years 5 and 6, every child plays a brass instrument for two years free of charge.

"Since funding is generally being cut for schools, things like this are even more important.

"This money is going to go towards the learning to play a brass instrument for free, sports equipment, for the playground, and school trips.

"We're not sure how much we're going to raise in total this year, but hopefully we'll beat last year."



Gospel Oak pupils rest after their sponsored run



A FANTASTIC SOFA FROM DFS WORTH £1,000



The team from the DFS Brent Cross store are giving one lucky reader the chance to win a brand new stylish sofa. The store is located on Tilling Road in Brent Cross Shopping Park.

DFS has been helping people find their perfect sofa for over 40 years and pride themselves on their reputation for quality, comfort, style and value, with their famous four years interest free credit deal available on everything in store.

DFS build a sofa the way you should build a sofa – with the very best materials and an eye for detail. Not only that but every sofa is individually made to order and to the highest standards, just for you.

DFS are so confident in the quality of their product that they offer a free 10 year guarantee on every sofa.

DFS Brent Cross opening hours are Monday – Friday 9am – 8pm, Saturday 9am – 6pm and Sunday 11am – 5pm.

For further information on all the sofas DFS has to offer and to find your nearest store, visit www.dfs.co.uk

The prize: The FRASIER four seater sofa is available in a choice of seven colour combinations; chocolate, milk, cream, purple, raspberry, slate or black. Picture shown is black combination. The prize also includes sofacare fabric protection and delivery to your home.

Question: On what road is the new Brent Cross DFS store situated?

A: Tilling Road. B: Tolling Road. C: Telling Road

answers on a postcard to: DFS Comp, 40 Camden Road, London NW1 9DR or log on to: www.camdennewjournal.com/latest-competitions closing date: October 13th, 2011

Ts&Cs
No cash alternative
Sofa measurements: W: 245cm, H: 90cm, D: 96cm
Colours available; chocolate, milk, cream, purple, raspberry, slate or black.
Sofa + sofacare fabric protection + delivery = £1,039
Price refers to After Event Price

