



Creative Direction: Serpentine Galleries



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DVD Title Sequence For The Serpentine Galleries Designed By &&& Creative

Serpentine Galleries 24-hr ‘Experiment Marathon’ title sequence, held at the Olafur Eliasson x Kjetil Thorsen pavilion

Our hand-made DVD title sequence, conceived as an experiment, reiterating the nature of the Serpentine Galleries Experiment Marathon Event, held in the pavilion designed by Olafur Eliasson and Kjetil Thorsen.

Following on from the success of 24-hr ‘marathon of interviews’, the Serpentine Galleries Co-Director Hans Ulrich Obrist and artist Olafur Eliasson invited, more than, 100 leading artists, architects, filmmakers, academics and scientists to expand on the notion of experimentation for their 24-hr ‘experiment marathon’, held in the pavilion designed by Olafur Eliasson and Kjetil Thorsen.

The crowds were standing-room-only and the action never stopped; 40 screenings, performances, lectures and experimental films made up this genre-bending blend of science and art. Filmed and documented in a

later released DVD that required a title sequence that encapsulated the experimental nature of the exhibition.

Fitting with the 24-hr 'experiment marathon' a chromo-graphic experiment was proposed as the title sequence. Started from a single page of hand-drawn typography, set to bleed, by the action of chromatography, into its constituent colours through a stack of 500 blotting paper. With each sheet scanned to become the final title sequence.

Much to our joy, the 500 sheets of paper became a piece of art, joining the exhibition as it travelled to the Reykjavik Museum of Art.

"Working with &&& Creative is always a pleasure due to their expertise and experience. They combine cutting-edge experimental design with an understanding of the mainstream and they have delivered outstanding work that has perfectly reflected the Galleries programme. We wish them every future success."

Julia Peyton-Jones and Hans Ulrich Obrist, Directors, Serpentine Gallery

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