

Immediate Release

Platos's Cave at EIDIA House
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PLATO'S CAVE

EIDIA House presents

Matt Delbridge
Moving Pieces

Opening reception Friday May 1, 2015 6-8pm

Exhibition May 1 – Extended to June 27, 2015

Hours 1-6pm, Wednesday – Saturday (or by appointment)

EIDIA House is 'adrenalized' in presenting the designer Matt Delbridge who will orchestrate the 22nd in situ installation (with limited edition) for the Plato's Cave exhibition initiative.

Moving Pieces is the body of work created while building the brand identity for EIDIA HOUSE. The work is a result of a deep dive into Melissa P. Wolf and Paul Lamarre's practice, which is influenced by a range of theoretical, political and formal values intertwined by the personal experiences that shaped their vision of the world and their work.

While a traditional identity might combine these influences into a succinct visual and conceptual package, the approach of *Moving Pieces* was to turn this ideal on its head, exposing rather than unifying the many factors that contribute to the duo's perspective and embracing the ensuing noise, in favor of, letting the viewer explore as deeply into the minds of the artists as they choose.

The new EIDIA identity, adeptly crafted by Delbridge—visually projecting an air of sobriety, while the tone of the writing oscillates between complete absurdity and earnest sincerity. In this way, it is also a reflection of the New York art world in general.

The visual constraints placed on the system are designed to be broken—allowing the identity to continually evolve with the practice track of EIDIA House.

Matt Delbridge is a New York-based designer and art director. He is currently a designer at Google Creative Lab and has worked for clients such as Nike, Apple, Hermés and Facebook. His work has been recognized by the AIGA, and appeared in numerous publications. The Delbridge practice incorporates branding, illustration and interface design with an increasing focus on exposing the process of design within the work itself.

For PLATO'S CAVE, EIDIA House Inc. co-directors Melissa P. Wolf and Paul Lamarre (aka EIDIA) curate invited fellow artists, designers, and architects to create an installation with an accompanying edition for the

underground space PLATO'S CAVE. EIDIA House functions as an art gallery and meeting place, collaborating with others to create "socially radical" art forms—framed within the discipline of aesthetic research. In 2012 Wolf and Lamarre were appointed Research Affiliates of the University of Sydney. EIDIA just returned from Bern Switzerland where they were invited for a five day intensive teaching/art performance presentation entitled *Pizza Block*—with a screening of their ongoing Video /Book project, FOOD SEX ART the Starving Artists' Cookbook at the Bern University of the Arts.

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Plato's Cave Wed-Sat 1-6pm or by appointment.

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<http://mattdelbridge.com/>