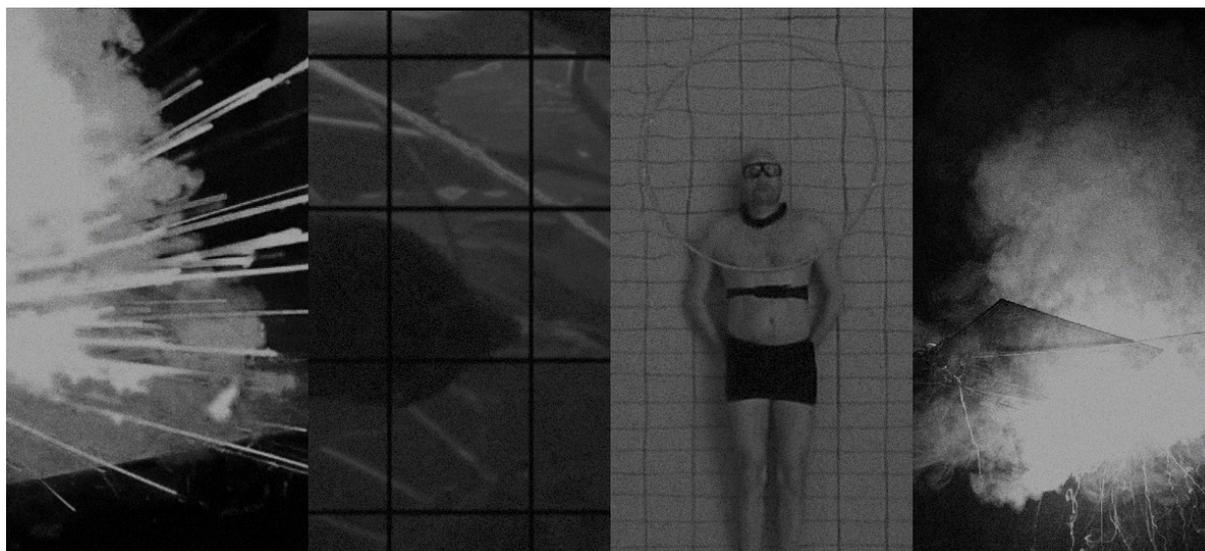


**PRESS RELEASE**  
For immediate Release 6<sup>th</sup> April 2017



**Category: Contemporary Arts Event**

**ALMA**  
21st & 22nd April 2017  
7pm – 11pm

Explosive installation will be live from 9pm-10pm each night  
Live musical journey by We Are Alma at 8pm and at 10pm  
Bar open 7pm-11pm

41 Spelman St  
London E1 5LQ  
[www.alma1854.com](http://www.alma1854.com)

**ARTISTS**

Aoife van Linden Tol, Sean Rogg, Gui Pondé, Ana Lumack, We Are Alma

**WARNING**

**Please beware of uneven surfaces when moving around the building. There will be fire and smoke. For your own safety, please keep your distance from the explosive installation as instructed AT ALL TIMES. If the smoke becomes uncomfortable you will be allowed to leave. If you are asthmatic please inform the steward and follow their advice. Materials may be used in the installation which could stain garments.**

**ATTENDANCE**

Attendance is free. Capacity is limited so RSVP is essential due to H&S.  
RSVP: [rsvpalmacollective@gmail.com](mailto:rsvpalmacollective@gmail.com) stating which date you would like to attend.

**PRESS CONTACT: Aoife van Linden Tol, [info@aoifevanlindentol.com](mailto:info@aoifevanlindentol.com), 00 44 7866984727**

**SUMMARY**

ALMA is a contemporary arts event featuring powerful and moving work from leading London based creative practitioners Aoife van Linden Tol, Sean Rogg, Gui Pondé and Ana Lumack as well as We Are Alma, a performance collective formed as a direct response to the project.

Held at The Alma, a derelict public house in the heart of the East End, this unique event will see the artists breathe life and fire into the building one more time before it is razed to the ground for development.

ALMA was conceived as a unique opportunity to bringing diverse multi-disciplinary practitioners together to display their video, movement, installation and explosive works over four separate floors in this inspiring Victorian building. At once visual art exhibition, performance space and experimental playground for the artists. The public are invited to wander through the building and experience ambitious works presented in the context of its crumbling frame.

The bar will be serving two specially commissioned beers, blended from the exact 1854 brewer's recipes recovered from the Alma archives, created using replica yeast strains and matching water content.

## ABOUT ARTISTS & WORKS

### Aoife van Linden Tol

**Work:** Aoife van Linden Tol is developing a site specific, delicately explosive installation on the first floor of the building. Using the footprint of the room as the structural starting point she will create a durational work which will allow the audience members to walk around the piece and watch as the installation slowly exhausts itself with flashes of heat and light, until only fragments of its existence remain, leaving only clues as to what might have happened. The installation will be live from 9pm to 10pm each night.

**About the artist:** Aoife van Linden Tol is an international artist working with explosives, fusing her interests in nature, cosmology, chemistry and physics. She creates abstract works, which often examine concepts of time, density and matter as well as deep human emotions and motivations. Aoife has exhibited at the ICA, The San Francisco Museum of Modern Art, and is currently Artist in Residence at the European Space Agency & Ars Electronica Futurelab.

[www.aoifevanlindentol.com](http://www.aoifevanlindentol.com)

### Sean Rogg

**Work:** Digital video work *Wake* 2005 will be presented for the first time as imagined when it was made, projected from above on 3 screens embedded within the unusual domed architecture of the ground floor space, with a wrap-around sound-scape. Filmed in Sweden with the Swedish free diving champion who is able to hold his breath for 13 minutes, *Wake* explores a new kind of meditation and the connected group dynamic. The guests view the work lying on their backs, mimicking the pose of the diver in the video and naturally evoking a sense of interaction with other viewers.

**About the artist:** Sean Rogg is a British artist working in the field of video, photography and performance. He is also the founder and artistic director of the radical immersive art performance, Waldorf Project. His work has been exhibited at Bloomberg SPACE, ICA and Wapping Project in London, as well as part of TinaB Biennale in Prague, at Modern Art Oxford, Kunsthall Charlottenborg in Copenhagen, CCA in Tel Aviv, Galerie Mathias Güntner in Hamburg and Galleri Kleerup in Stockholm.

[www.seanrogg.com](http://www.seanrogg.com)

### Gui Pondé

**Work:** *The Absent Part of The Presence* is a video installation based on two video pieces projected simultaneously. The installation combines images produced by the artist with footage found online. The multiple narratives presented in the work build a connection between the ideas of unit and collective and provides a visual dissection of the complex social dynamics that encourage assemblage or dispersal.

**About the artist:** Recently graduated from Goldsmiths MFA Fine Arts, Gui Pondé's work is driven by an interest in the effects of history and cosmologies on human interaction – the fragility of our constructed perspectives towards the other. He was part of several group shows and two solo shows; *The Otherness As a Game* (The Unison, 2016, London) and *Fragile* (Fondazione Bartoli Feltr, 2015, Italy)

[www.guiponde.com](http://www.guiponde.com)

### Ana Lumack

**About the artist:** Ana Lumack is a spatial designer, interested in conveying matters of the psychological realm into commercial and conceptual spaces for the creative industries. Her versatile work expertise enabled her to develop a practice that functions as a bridge between artists' aesthetic intents and audience's unconscious perception. Ana skilfully weaves together the audience's experience across the natural ambience of the broken building.

[www.analumack.com](http://www.analumack.com)

### We Are Alma

Mada Rahman, Sophie Williams, Oliver Wayman, Jono Trott plus special guests Lula Mebrahtu, Nuno Brito and David McEwen

We Are Alma will occupy the top floor and rafters of the venue, weaving together performance, movement, poetry and spoken word, as well as analogue and digital musical techniques, to express the rich and diverse cultural history of the building and its location. From the primitive to the futuristic We Are Alma will create a metaphoric time travelling encapsulation of all that is, was, or will come to be The Alma. Live musical journey at 8pm & 10pm

**About the artists:** We Are Alma are a performance arts collective inspired by the life and history of The Alma pub. Featuring vocals and spoken word from Sophie Williams and Mada Rahman, bass and guitar from Oliver Wayman & Jono Trott. Special features include water percussion by Nuno Brito, digital music using cutting edge midi glove technology performed by Lula Mebrahtu and live mixing from David McEwen.

## ***THE ALMA– (the venue)***

In 1854 Edward Tilney returned to London from the Crimean War and established the brewery and public house, naming it after The Battle of Alma in which he fought. The pub was a centre for the community in the late nineteenth century, housed within the Spitalfield slums of the period. Charrington's purchased the pub in 1927 and closed down the brewery. Charrington's would later merge with Bass to become Charrington Bass and would eventually be purchased by the international food conglomerate AmBev. In more recent times The Alma opened a Ripper museum on the first floor (there are rumours one of his victims drank there) and was voted East London & City CAMRA Pub of the Year for 1997 as the pub had a good reputation for its real ales. In 2001 it is believed the landlord made a run from tax authorities and was not heard from again and the venue was eventually purchased by the homeless charity Providence Row. From this point on it went through a series of unsuccessful changes, a music school that went under, as well as housing the offices for the homeless charity. Once they had moved into their new premises it was largely left empty until Oliver Wayman convinced the charity to allow him to move the social enterprise he co-founded in called Bottletop. By complete coincidence, Bottletop's signature products are made from aluminium ring pull's in Brazil the majority of which are likely to originate from upcycled beer cans in Brazil made by AmBev (owner's of Charrington Bass who owned The Alma). The building was sold to Wayman's family and initial plans to develop the building proved too expensive. It is about to change hands for the last time to undergo a final unknown transformation. This will be the last weekend it will exist in its current form.

## **THE BEER**

After discovering the original beer recipes brewed at the Alma in 1854, Oliver Wayman, teamed up with brewer Nick Zivkovic to recreate two of the original products specifically for this event. Working in collaboration with The Dead Brewers Society, a group of enthusiasts who specialise in brewing long lost beers of yesteryear, they used the original yeast strain sourced from the National Collection of Yeast Cultures and mineral content of the water matched to that of the area in 1854. The bar will be stocked with over 1000 bottles of the Double Stout and Best Bitter with original labels. A selection of other drinks will also be available at the bar.

## **SUMMARY OF LINKS**

Event link: [www.alma1854.com](http://www.alma1854.com)

Aoife van Linden Tol: [www.aoifevanlindentol.com](http://www.aoifevanlindentol.com)

Anna Lumack: [www.analumack.com](http://www.analumack.com)

Sean Rogg: [www.seanrogg.com](http://www.seanrogg.com)

Gui Pondé : [www.guiponde.com](http://www.guiponde.com)

**Facebook Event:** [www.facebook.com/events/121781478362883/](https://www.facebook.com/events/121781478362883/)

## **PRESS CONTACT:**

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