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LEYLAND LIGHTS UP ART EXHIBITION

Leading trade paint brand Leyland has once again dipped its toes into the world of art by providing an imaginative array of colours to complement a visually arresting display at the Barbican Art Gallery in London.

Client: Mobile Studio Architectural Practice

Task: The illustrious Barbican Art Gallery in London hosted a one-off display, called 'The House as Body' as part of a wider range of events taking place during its '101 Things To Do This Summer' programme. Organised by London-based architectural practice Mobile Studio, the display showcased a surreal garden-like space that was given a distinct summer feel by Leyland's almost myriad colour solutions.

Product: After initially being wowed by Leyland's colour range, Mobile Studio Chee-Kit Lai and Max Dewdney, eventually plumped for its Acrylic Eggshell product in Mint Green, Bright Yellow and Ballet Pink to ensure the display came sparkling to life. The colours were used on 'stalk' poles that held up picnic boxes containing takeaway pieces of work by contributing artists, while a garden bench benefitted from the dazzling Ballet Pink as it acted as a drawing workshop for guests throughout the evening. The driving force for using numerous different colours was to accentuate the feel of a playful garden against a more muted and mature backdrop.



Background: Chee-Kit Lai played an integral role in the success of the display and says that Leyland's colour solutions made his job a whole lot easier. He said: "The House as Body' show (in conjunction with main exhibition 'The Surreal House') was a roaring success, which experienced an astonishing turnout and an immensely positive response from all those who saw it. The garden-like design of the space and vibrant colours provided by Leyland complimented the work on show perfectly and were important factors in the display's success."

Leyland Brand Manager Nicki Hickman added: "It's wonderful to see Leyland's products and colour options being utilised in such imaginative ways. Leyland prides itself on offering almost endless colour solutions for projects ranging from a house refurbishment to art exhibitions, such as 'The House as Body', and it's something we're immensely proud of."

Leyland has just launched a brand new colour card packed with an array of new features designed to make life easier than ever before for its customers. The new card comes bursting onto the market with a further 43 new colours, which have been introduced to meet existing and future trends, including the sure to be modern classics Emily's Rose, Vibrant Vibe and inviting Sumptuous Red.

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