

# GEORGE AND JØRGEN

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## **BYRON PRITCHARD “Akin to Nature”**

### **At Burgh House, Hampstead**

27<sup>th</sup> – 31<sup>st</sup> July, Private View 27<sup>th</sup> July 6:30 – 9:30pm

Set in Burgh House, a grade 1 listed building in the heart of Hampstead, George and Jørgen are pleased to present a solo exhibition of work by Byron Pritchard. The exhibition also marks the beginning of a series of off-site projects.

Pritchard has spent years developing and experimenting with styles and ideas. Having travelled to New York and Atlanta, amassed thousands of photographs and perfected his developing and tinting techniques, this show is the consummation of his work so far.

From the body of Pritchard’s work a fluent language has evolved which will now be presented alone “It is a visual language which I have created, and will get to share for the first time.” he says. It is this coherent means of communication that he admires so much in the careers of Lucien Freud, Francis Bacon, and supportive friends Gilbert and George, a quality which he evidently believes takes time and maturity to achieve.

The focus of Pritchard’s attention is on the cyclic nature of life, he sees the rising of successive generations of culture akin to the yearly bloom of plants and flowers.

“The flowers are quite significant in my work, they’re the metaphor for me: that idea of death and regeneration, cultures going round and round.

“But things stop sometimes, and that cycle just ends. A flower blooms and dies in an endless cycle, then a man picks that flower to give to a girl. Often you have to sacrifice something in order to start something new. There have been those moments in history too.”

Pritchard’s work celebrates the unpredictable processes that shape culture and nature year on year; these processes are present also in his technique. He talks of ‘cooking’ ideas and preparing ‘ingredients’ before setting his work in motion. “I know what I want to put into a picture. I start cooking it and I don’t know what’s going to happen in that middle part. I feel like that frees me up to make decisions along the way. Then I make that final decision. The final decision I make is the finishing touch, whether it’s a splash of paint, or a slash of a knife, or a wash of colour, there will be a point where it’s finished.”

Although some of the larger pieces are work in progress, this exhibition has been through a lengthy period of gestation inside Pritchard’s mind, he says, “It’s hard for me to talk about something that’s not quite realised yet, because in my mind it is realised. I’ve decided on my format, on my process, and now I have the opportunity to put my neck on the line.”

For more information and images, please contact:

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