

Everything goes right
and left if you want it
The art of Sergei
Sviatchenko



EVERYTHING
GOES RIGHT
&
LEFT IF YOU
WANT IT

Everything goes right and left if you want it: the art of Sergei Sviatchenko

Sergei Sviatchenko is an artist constantly in flux. His shape-shifting art draws on the world around him, harnessing the cultural tides with twenty-five years of image-making.

Sviatchenko speaks a unique creative language. His art sits somewhere between the known and the unimaginable – merging pop culture with politics, personal memory with collective histories, or architecture and science with the logic of dreams.

His hand has lent itself to many subject and medium: from his early work as a painter; through his crafted collages in books such as *Less*; his commissioned art works for international brands and institutions; and more recently to film-making, with *Street & White*, which was screened in London in 2006.

For the first time, 'Everything goes right and left if you want it', will present a cross-media collection of Sviatchenko's rich portfolio; revealing the unique creative vision of this truly contemporary artist.

'Everything goes right and left if you want it' responds to a growing international interest in the work of the artist. His collages have been celebrated across the board, from art and culture institutions in Scandinavia, to the cutting edge style press in London and Tokyo.

This large format, experimental and tactile book will explore the nature and process of Sviatchenko's work.

It will speak to new international audience of art directors, editors and creatives and will be sold in major cultural institutions, art galleries and arts and media bookshops across the major capitals of the world.

More than a book, this conceptual publication will appeal as both monograph and collectors item with its high quality production and unique cutting edge design.







The Exclusive Collaboration

'Everything goes left & right if you want it' is a collaborative book project that brings Denmark to London

The book represents the first collaborative project by a new creative team.

Sergei Sviatchenko

Artist and Curator Sergei Sviatchenko whose forthcoming projects include a print collaboration with Dazed & Confused magazine and screenings of his film Street & White. He is also the director of the multi-media gallery Senko Studio in Viborg, Denmark.
www.senko.dk

Faye Dowling

Editor & Curator Faye Dowling has worked on publications such as Pictured, Eye and on international projects such as Getty Images' New Photographers showcase. She is currently Assistant Editor on the new magazine Varoom: the journal of illustration and made-images.
www.varoom-mag.com

James Greenhow

Art Director James Greenhow of Kilimanjaro Art & Design, London, has worked on publications such as Arena, America and with global brands such as Red Bull. He is currently the Art Director of the celebrated arts broadsheet, Kilimanjaro magazine.
www.kilimag.com

Book specifications and details

Title:
Everything goes right & left if you want it

Format:
A2 broadsheet

Words:
Featuring creative and biographical editorial

Illustration:
Full colour and black and white throughout

Extras:
Novelty and experimental elements

Publication date:
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Distributed:
London, Paris, New York, Copenhagen and major cultural cities around the world...

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