



### Along the Shore

It is not often that art and a functional rotomoulded product come together, but this happened recently in Iceland, when one of the giants of American contemporary art, Lawrence Weiner, collaborated with i8 Gallery in Reykjavik for the Along the Shore exhibition.

Along the Shore was Weiner's third exhibition in Iceland. A previous exhibition in 2005 included the use of planks, which were launched into the ocean as drift wood, a medium that became subject to the forces of nature. Nature determines the final destination of the artwork, not the artist.

Working with i8 Gallery, Weiner chose to once again use an object that not only related to the ocean, but also resonated with Icelandic society and was instantly recognisable by everyone. It had to be a functional object, but also one that had an existence of its own, outside the dictates of the artist.

The rotomoulded insulated fish tub, used by the commercial fishing and fish processing industries, was chosen as the "canvas". With an expected service life of around 8 years for the insulated tubs, Mold In Graphics® from Mold In Graphic Systems® was the selected choice for the markings. Fifty such tubs were distributed between fisheries for use in the coming years. Distribution is guaranteed, without the artist or gallery owner knowing the end destination of the works.

Additionally, ten numbered and signed tubs were exhibited in i8 Gallery. The fish tub is a completely practical product used in every day Icelandic life but, on this occasion, is differentiated by its markings. The tubs do not stand out in any way other than through the different markings, giving the spectator not only a chance of reflection, but also the possibility of being totally ignored and taken for granted.

What began with the opening of the exhibition is a story, with an unknown end.

Weiner, born in the Bronx in 1942, lives and works in New York. He is one of the pioneering practitioners of conceptual art in the 1960s. His work often takes the form of texts, and he has been described as a sculptor who works with language. Weiner has exhibited in galleries world-wide and permanent collections include the Art Institute of Chicago, the British Museum, London, the Centre Georges Pompidou, Paris, the Guggenheim, New York and the Museum of Contemporary Art, Los Angeles.



Icelandic rotomoulder, Borgarplast, worked closely with both i8 Gallery and the artist to create the tubs. Borgarplast was established in 1971 to produce polystyrene insulation for buildings. In 1983 the company established a new plant near Reykjavik, to manufacture a range of rotomoulded products for the food and construction industries. In 1989 Borgarplast began to use expanded polyethylene as a solid insulation layer in recyclable plastic bulk containers – and 4 years later received ISO 9001 certification.



World renowned artist Lawrence Weiner

Two types of fishing tubs are manufactured in Iceland, depending on the demands of the industry. Polyurethane (PUR) insulation is used where optimal thermal insulation is needed and Polyethylene (PE) insulation is used where there is a very high demand for strength and carrying capacity. Tub's insulated with PE foam are recyclable, but their insulation properties are around 70% lower than comparable PUR insulated tubs. PE insulated tubs are much heavier duty than PUR insulated pallet containers, and their net weight is 25-30% greater.

Many years from now it will be interesting to see where Weiner's robust, limited edition insulated fishing tubs end up. Perhaps on distant shores, after being swept overboard in mountainous seas.