Churchill College

EXHIBITION REPORT

Architecture as Monument

An exhibition of photographs by Sam Laughlin

08 - 24 March 2013
Main Concourse

monumentalchurchill.tumblr.com
THE EXHIBITION IN NUMBERS

VISITORS*: 247
ONLINE GALLERY VISITORS**: 352

VISITOR FEEDBACK ***: 27
EXHIBITION CATALOGUES SOLD: 12

FACEBOOK REACH: 8118
ENGAGED USERS: 404

TWITTER REACH: 1594
TWEETS: 22
RETWEETS: 15

PINTEREST FOLLOWERS: 76
REPINS & LIKES: 12

* This includes development events attendees who visited the exhibition, it does not include general visitor numbers.
** Google Analytics Data for monumentalchurchill.tumblr.com
*** More than 50% occured online.
PRESS FOR THE EXHIBITION


The Cambridge Student - http://www.tcs.cam.ac.uk/misc/features/exhibition-architecture-as-monument/

The University of Cambridge Communications Office Events Bulletin

The University of Cambridge Youtube Channel - Archive footage with Dr Mark Goldie presenting the exhibition.

CARO Events Online

Art in Cambridge Online - http://artincambridge.blogspot.co.uk/


Cam Diary - http://www.flickr.com/photos/camdiary/8528324109/
EXHIBITION FEEDBACK:

“These photos look pretty cool. Gloomy and looming.”

-@PictureTalk321

“Evocative mood reminder of life behind these sculptural walls.”

-Jo Strigg

“The best living example of brutalist architecture. It has lasted through time unlike many others.”

-Charlotte Leahy


Sam Laughlin’s project explores the themes of living memorials, monument and Modernism. His works emphasise the Modernist architecture of the College and its status as the national and Commonwealth memorial to Sir Winston Churchill.

Churchill shaped us, shaped the building. Brick and concrete they may be, but buildings do shape us. Brutalism may seem dull, but I see soul and flesh. There is an abundance of abstract art to be discovered, to be enjoyed. However, all very serious if you’re into colourful flowers and pictures of rainbows!”

-Sir Cam

“Laughlin’s photos are successful because of their subtlety. His compositions have a sharp angularity but there is also intricacy in the shadows of the branches and the alien glints of light. The photographs reflect Laughlin’s wider interest in architectural structures and skeletons of form, which will form the basis of his next solo exhibition in Milan.”

- Anna Lively

For more info visit the Architecture as Monument online story:
https://storify.com/ChurchillCol/architecture-as-monument#