

Media information: Monday 5 November 2012

# BALTIC

## NEW BALTIC EDITION BY JIM SHAW

The third edition in the series marking **BALTIC Centre for Contemporary Art** tenth birthday, the exclusive new print by **Jim Shaw** whose work *Hairdo*, 2012 goes on sale, **9 November 2012**.

*Hairdo* is produced especially by Jim Shaw for his exhibition *The Rinse Cycle* at BALTIC, Gateshead. The comic book image of a 1960s bouffant wig references a passage from Shaw's proposed prog rock opera based on his fictional religion **Oism**, a narrative he has been working on for more than 20 years. The image also refers to the mural *The Rinse Cycle* 2012, included in the exhibition, in which a group of oversized bouffant hairdos hover around a desert landscape they share with the interior view of a washing machine in mid-cycle.

**Jim Shaw** is one of America's most important and prolific contemporary artists. Part of a ground-breaking group that graduated from CalArts in the late 1970s including Mike Kelley, John Miller and Tony Oursler, Shaw has one of the most distinctive visual imaginations of his generation. **BALTIC**, Gateshead presents the first large-scale solo exhibition since **1999** (9 November 2012 – 17 February 2013).

The print *Hairdo*, 2012 is a limited edition series of **100 prints** which are signed and numbered by the artist and available in store at BALTIC shop for **£295** during the exhibition and **£350** online.

**BALTIC Editions** are exclusively available from **BALTIC Shop** and will include works by the following artists:

**Martin Boyce / Graham Dolphin / Antony Gormley / Dan Holdsworth / Ant Macari / Yoko Ono / Cornelia Parker / Elizabeth Price / Matt Stokes / Mark Titchner / Mark Wallinger / Jim Shaw**

Further details of each of the artist prints will be announced throughout the year. All prints can be purchased in person from **BALTIC Shop** or online from [balticmill.com/editions](http://balticmill.com/editions). Works can be bought using the **Own Art** scheme in store at BALTIC, offering an easy and affordable way to spread the cost of purchase over 10 months with an interest free loan.

BALTIC Editions will release twelve prints during 2012 – 2013 and hope to continue this fundraising initiative in subsequent years adding to the collection with works by other significant contemporary artists.

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For further information on BALTIC Editions and BALTIC Shop please contact:  
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### NOTES TO EDITORS

BALTIC is a major international centre for contemporary art situated on the south bank of the River Tyne in Gateshead, England. BALTIC presents a constantly changing, distinctive and ambitious programme of exhibitions and events, and is a world leader in the presentation, commissioning and communication of contemporary visual art. BALTIC has welcomed over 4.5 million visitors, since opening to the public in July 2002.

**BALTIC Editions** a new specially commissioned range of artist limited edition prints. The donated works, all by artists who have exhibited at the gallery, are on sale during the birthday year and proceeds from the sales will help support BALTIC's exhibition and education programme.

### GALLERY INFORMATION:

BALTIC Centre for Contemporary Art  
Gateshead Quays  
South Shore Road  
Gateshead  
NE8 3BA  
UK

Admission: FREE

Opening hours:  
Monday - Sunday 10.00 - 18.00  
Except Tuesdays 10.30 – 18.00

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