



ANOTHER MA GAZINE

FOR MEN AND WOMEN

**gwyneth
paltrow**

**DREAMS
ARE
MADE
OF
THIS**

Showroom Dummies, a collective founded by artist Abigail Lane and fashion designer Brigitte Stepputis (head of couture at Vivienne Westwood), aims to bring its distinctive images into the fabric of our surroundings. Tiles, wallpaper, sofas, textiles – all are treated to their dreamy and often macabre designs.

So skeletons saunter across violent black wallpaper and an electric storm ruptures over a mural cityscape. Two white horses kiss on one side of a giant Perspex concertina screen, while a surreal band of parachutists fall from a hazy blue sky on the other. The interiors company

has also produced a line of cashmere rugs, chequered with images of dogs, lizards and bugs, as a staple to support its more specialised products. It plans to work on a commission basis, creating its products for homes, bars and hotels. “My ideal commission? I’d love to work on a gambling club, designing everything from the uniforms to the furniture,” says Lane.

The artist is no stranger to interiors. In 1995 she installed “Bloody Wallpaper” into a gallery space, its pattern formed from the blood-splatters of a crime scene. “The wallpaper I’ve done in galleries felt very limiting,” explains

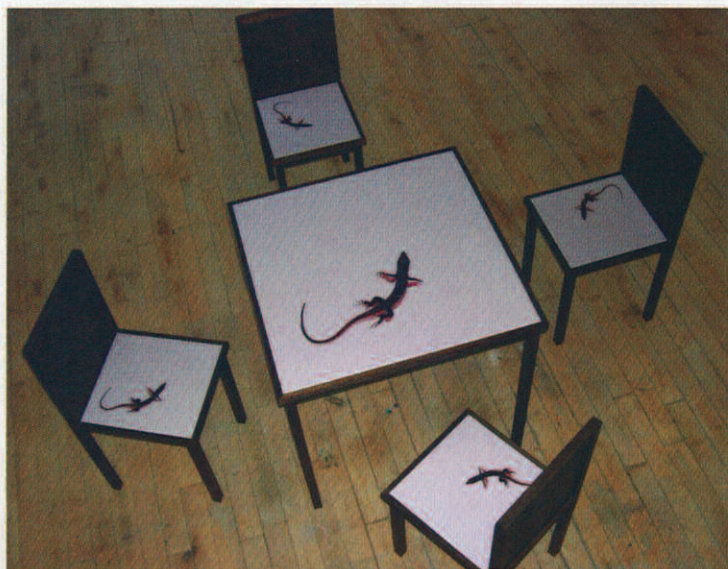
Lane. “Now, our murals and wallpaper have a slightly more throwaway feel.”

In October Showroom Dummies will be opening its doors for a month-long exhibition in a former Conservative Party members’ club. “We could have tried to put the products out through shops, but we thought it would be better to launch them in a more conceptual environment. It’s a kind of statement of our intention,” says Lane. So expect to be greeted by an in-house hairdresser, chef and whatever else Showroom Dummies have on offer in their living space.

ANOTHER interiors collective

IF PUSHED FOR A DEFINITION OF SHOWROOM DUMMIES, IT WOULD FALL SOMEWHERE BETWEEN GALLERY AND SHOP.

TEXT LUCY WHITE



SHOWROOM DUMMIES WILL BE AT THE OLD ST PANCRAS CONSERVATIVE CLUB, 26 ARGYLE SQUARE, WC1 FROM OCTOBER 11 – NOVEMBER 9. FURTHER INFORMATION: WWW.SHOWROOMDUMMIES.COM.

