


ALL TOMORROW'S PICTURES



Sony Ericsson ICA

30 May – 8 June

Auction launch – 30 May

The Institute of Contemporary Arts, in association with **Sony Ericsson**, is delighted to launch **All Tomorrow's Pictures** – a pioneering project which aims to highlight the creative potential of fusing art and technology by providing a vision of the future as part of ICA's 60th anniversary celebrations.

59 high profile names spanning the artistic and cultural spectrum from film, design, art and architecture to literature, music, fashion, dance, science and politics, have committed to produce a single image or series of images inspired by the theme of 'Tomorrow' - using the state-of-the-art cybershot mobile phone **Sony Ericsson K800i**. Names confirmed include **Bloc Party**, **Peter Blake**, **Chapman Brothers**, **Alison Goldfrapp**, **Helena Christensen** and **Nathalie Press**.

These interpretations of the future, borne from this project by eminent creative icons of our time, will be assembled into a beautifully-produced hardback book, unveiled at a gala charity event at the ICA later this year, with an auction of the original prints set to raise vital funds for the future of the institution. In addition, a limited edition boxed version of the book will also be available. The 60th contributor will be chosen via a public competition in February – more details to follow.

Ekow Eshun, Artistic Director of the ICA, commented: "The ICA has been championing new art, ideas and creativity since 1947 and as part of our 60th anniversary celebrations we are delighted to be collaborating with Sony Ericsson on this exciting project which will present a vision of tomorrow from 59 of the world's leading and upcoming creative talent and one member of the public. Each image will be as unique as the individuals. Ultimately the resulting collection will not only reflect a prescient vision of tomorrow but in doing so will also reveal a fascinating view of today."

John Harber, MD Sony Ericsson UK & Ireland said: "We are constantly searching for tomorrow's innovations that will make a better today. A today where people can express themselves with the ease, convenience and creativity that they desire and so we're thrilled to be working with the ICA on this revolutionary project.

"The Sony Ericsson K800i is one of the world's most innovative and feature-rich imaging phones, so our creative talent will be well equipped to successfully capture their visions of 'Tomorrow'."

MORE ...

Address:	Institute of Contemporary Arts, 12 Carlton House Terrace, London, SW1Y 5AH	Tube:	Charing Cross, Piccadilly Circus, Leicester Square
Opening Hours:	Galleries open daily 12pm-7.30pm during exhibition with late opening until 9pm on Thursdays.	Prices:	Free

ENDS

WEBSITES



www.ica.org.uk/tomorrow

For:

- Information about All Tomorrow's Pictures



www.ica.org.uk

For:

- Information about ICA



<http://www.sonyericsson.com>

For:

- Information about Sony Ericsson



www.ideageneration.co.uk

For:

- Online Press Office
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- Company contact details

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Notes to Editors

ICA

The Institute of Contemporary Arts in London is one of the world's most innovative and historically influential contemporary art institutions. Originally conceived in 1947 by poet, anarchist, art critic and historian, Herbert Read, alongside a group of artists and patrons including Richard Hamilton, Eduardo Paolazzi, Roland Penrose and Peter Watson, as a "laboratory" or "playground" for contemporary arts, the ICA has continued to work across the widest possible range of artistic and intellectual fields and has consistently pushed for a wider, often unorthodox, understanding of art and culture.

The last year has welcomed voices and visions from artists and speakers Cerith Wyn Evans, Yinka Shonibare MBE, Zineb Sedira, Raqib Shaw, Mona Hatoum, Sophie Fiennes, Lukas Moodysson, Gerry Adams, Ayaan Hirsi Ali, Naomi Wolf, Paul Abbot, Shere Hite, David Blunkett, Amartya Sen, Vivienne Westwood, Patti Smith, Brian Eno, Favela Rising, Mogwai, Magic Numbers, Comets on Fire, the Mystery Jets and Squarepusher. 2007 will continue to present the prestigious and the promising, the contemporary and the avant-garde as the ICA celebrates its 60th anniversary and leads the next generation of visionaries into the future.

Sony Ericsson

Sony Ericsson Mobile Communications serves the global communications market with innovative and feature-rich mobile phones, accessories and PC-cards. Established as a joint venture by Sony and Ericsson in 2001, with global corporate functions located in London, the company employs approximately 7,000 people worldwide, including R&D sites in Europe, Japan, China and America. Sony Ericsson celebrated the 5th anniversary of the start of the joint venture on 1st October, 2006.

Sony Ericsson is the global title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information on Sony Ericsson, please visit www.SonyEricsson.com
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