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Dan Ellwood launches his Into the Unkown Exhibition at Media One Hotel

From Sunday 10th May The Into the Unkown Exhibition will be launched at Dubai's Media City's vibrant hotel, Media One; offering a unique experience for the community to appreciate the first solo exhibition outside the UK, from artist Dan Ellwood.

Dan, 25, from Cheshire brings 20 original scalpel designs & digital prints to Media One for a limited period. The self-devised technique is a journey of exploring the darkness and unmasking the unknown. The design remains unclear until you begin to reveal the void underneath, unlike traditional painting, where you layer the paint to build a picture into the original idea with this, the silhouette initiative is the unveiling of a undistinguished design.

To make Ellwood's work more striking, he seized on the importance of lacking of a single point of view. Instead, the eye must roam and view different sections of the work.

For the original scalpel design, surfaces are first layered digitally on screen, and then transposed to canvas by digital printing. The subject - a freely moving line delineating an imaginary convoluted body - undergoes transformation into landscapes of shifting forms, superimposing hand-drawn images of early modernism, decoration, anti-art gestures and the morphologies of abstract paintings.

Ellwood's drawing style employs baroque & hallucinogenic elements cut from paper and transferred to screen to layer their space and build colour relations that correspond to surface and depth, making the viewer aware of the stylistic effects of the superimposition of images and their illusory power to evoke contradictory spaces.

Ellwood's work has been heralded as a kind of 'formless' anthropomorphism, a critical decoration playing with endless chains of motif, each one transcending the traditional artistic narrative.

Mark Lee, General Manager stated, "Media One Hotel regularly opens its doors to renowned local artists in a bid to make art more accessible, allowing the public access to the artists' great works 24/7, so they have no need to feel shy about entering the world of art galleries. Dan's work first came to our attention from The Circus Creative JLT; and we were impressed by his signature designs, which produce striking images revealing a variety of stylish illusions".

Media One's contemporary lobby will proudly host **The Into the Unkown Exhibition** from Sunday 10th May until Friday 5th June 2015 and encourages everyone to explore this truly unique artwork

To interview the artist please contact ellwoodartwork@hotmail.com or or alternatively call +971 55 114 1210

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About Media One Tower:

Located in the bustling area of Dubai Media City, Media One is a mixed use development comprising a hotel and offices.

The hotel, tailored to the savvy business traveller, occupies the first 23 floors of the 43 story tower and offers a collection of cafes, bars and restaurants, a gym, outdoor pool and terrace. It also houses state-of-the-art conference facilities, a fully equipped business centre and a selection of retail outlets, with a spacious lobby and ample parking.

The upper 20 floors of the property is dedicated office space, accessible through a separate entrance and lobby area with easy entry to the hotel facilities.

For more general information please contact:

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