



Zaishu India Project

In 2006 artist / designer Matthew Butler travelled to India with the task of discovering and working with artists trained in traditions that are being lost due to India's rapid modernisation.

Setting up a temporary studio in a village hall in Samparc outside of Mumbai, Matthew invited religious, tribal, Bollywood, sign writing artists and schoolchildren to paint on sheets of plywood that were later made into his slot-together seat design called a Zaishu.

The village of Samparc is unique in that it exists to support children without families. The sale of the Zaishu seats will provide income for the artists and assist in providing clothing, housing, education and medical care for the children of Samparc.

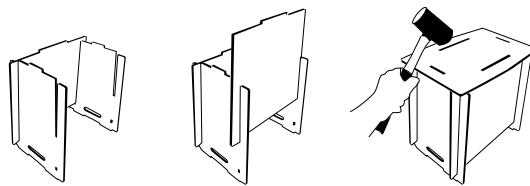
Many stories emerged from Matt Butler's first visit to India. Directing a conceptual art / design project in India including finding the correct paints and materials and navigating the cultural relationships required to make the project succeed was a major challenge.

Matthew, who usually works in relative isolation on the northern NSW coast, invited Mike Crowhurst, a documentary filmmaker and Matthew's recently-retired father along to watch over his shoulder as the project took it's interesting path. Mike and Matthew's father were blissfully unaware that Matthew was slowly imploding from the pressure he had placed on himself.

The Zaishu India project has resulted in a unique collection of photographs, film and limited edition Zaishu seats. The Sydney Powerhouse has already acquired two of the Zaishus for their permanent collection and will be hosting a talk given by Matthew at the Sydney premier of the documentary.

Matthew founded Zaishu 2 years ago along with fellow designer Helen Punton as a way to create a new context for art and design. The Zaishu concept promotes creative and cultural diversity and uses socially and environmentally responsible practises. The duo openly collaborate with artists around the world and exhibit internationally and throughout Australia.

Zaishu India will be exhibited at A Day on Earth on 11/5/07.



Zaishu India Launch

6-8pm May 11th at A Day on Earth

18 Arthur Street Fortitude Valley QLD
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exhibition closes May 20th

Zaishu
www.zaishu.com