



**RACHEL MACLEAN'S FIRST PERMANENT OUTDOOR COMMISSION**  
***upside mimi ¡w¡w umop* TO BE UNVEILED AT JUPITER ARTLAND THIS MAY**

- Rachel Maclean's most ambitious work to date, ***upside mimi ¡w¡w umop*** combines architecture and animation to create an upside-down fantasy world of cartoon princesses and wicked women, whisking you away from the humdrum of daily life
- A solo exhibition featuring four key works *Spite Your Face* (2017), *Eyes To Me* (2015), *Germs* (2013) and *The Lion and the Unicorn* (2012) will showcase a decade of Maclean's fantasy worlds



Rachel Maclean, *upside mimi ¡w¡w umop*, 2021. Courtesy the artist and Jupiter Artland.

Commission unveiled: 8 May 2021

Exhibition dates: 8 May to 18 July 2021

**From 8 May 2021**, Jupiter Artland Foundation will unveil *upside mimi ¡w¡w umop* (pronounced *Upside Down Mimi*) a new permanent outdoor installation by Scottish artist Rachel Maclean, alongside a solo exhibition featuring four key works from the last decade of her career. Three years in the making, this ground-breaking new commission is the first time Maclean has working entirely with cartoon animation and at an architectural scale, and her ultimate ambition is to transport Mimi's world to high streets around the UK.

Known for her satirical characters and meticulously crafted fantasy worlds, Rachel Maclean has rapidly established herself as one of the most distinctive creative voices in the UK. Based in Glasgow, Rachel Maclean graduated from Edinburgh College of Art in 2009 and her work came to public attention in *New Contemporaries* later that year. In 2017, she represented Scotland at the 57th Venice Biennale.



Combining animation and architecture, *upside mimi* *шшш шшш* takes the form of an abandoned high-street shop, sited within the woodland at Jupiter Artland. Responding to an invitation from Jupiter, Maclean has taken her inspiration from commercial spaces as sites of desire, combining this with the role forests play within fairy tales, being at once places of magic, of danger, of transformation and where the normal rules of daily life no longer apply. At the end of a woodland path, a toy shop - seemingly abandoned and derelict on the outside – will, on entering, reveal itself to be the upside-down world of cartoon princess Mimi. Maclean's first fully animated heroine, Mimi is a darkly arch character for our generation who invites us into the topsy-turvy world of end-game capitalism; a 21<sup>st</sup> century fairy-tale about the experiences of young adults and consumerist desire.

Alongside the new commission Jupiter Artland will invite audiences to delve further into the imagination of Rachel Maclean through the display of four seminal works made during the last decade. Visitors can watch in full her 2017 Venice Biennale commission ***Spite Your Face***, a post-truth dystopian tale inspired by the divisive campaigns currently dominating global politics. As a rare treat, audiences can see one of Maclean's earliest artworks, ***The Lion and the Unicorn***, 2012, an inspired commentary on Scottish independence and the crisis of the union. Emblazoned with Union Jacks and Solitaire flags, Maclean dresses as a lion to embody English voices and a unicorn for Scottish ones, borrowing the vocal talents of Jeremy Paxman and Alex Salmond to excellent comic effect. Firmly in the tradition of the greatest political satire, Maclean's work has a timeless quality, reinforcing the message that although faces change and headlines shift, the farce of political life and comic-tragedy of human frailty is endless and forever.

Lesser known to gallery audiences are ***Germ***s, 2013, and ***Eyes To Me***, 2015, two shorter works created in the vein of info-commercials and kids TV. Timely to revisit in this era of hand-sanitising and social distancing, *Germ*s follows a glamorous female in her battle against an adorable army of pink-and-purple germs, each played by the artist. Rather more unsettling is *Eyes To Me*, made in the style of a children's television programme, where a young protagonist named Sophie moves through an enchanted garden inhabited by a race of cuddly Cyclopes. As the video shifts between different formats (kids TV, a fashion shoot, a probing interview), Sophie is surveyed, coerced and reprimanded by an omnipresent male voiceover, whose treatment of her moves from benign paternal care to cold, militant disapproval.

Using colourful make-up and extravagant self-designed costumes, Rachel Maclean plays all the characters in the films herself, borrowing from fairy tales, children's television, product advertising, and internet pop videos. Employing computer technology to generate her locations and appropriating voices from popular television, the internet, and cartoons, Maclean deftly constructs super-saturated, cinematic alter-worlds populated by cautiously psychotic characters.

**Founder Director of Jupiter Artland Foundation, Nicky Wilson states:** 'We have watched Rachel Maclean's career develop for many years and have always admired her fresh and frank approach to issues that surround us. Although these are always relevant to the present, they provoke timeless questions about identity, power and social context. At Jupiter we have encouraged, and are delighted to see, her create a new fantasy world on the grounds of Jupiter Artland. Not all is what it seems and it's this jeopardy that makes it such an exciting permanent installation. We hope we can provoke discussions and debate about issues that affect us all but most particularly after the time of COVID. As one of the Scotland's most celebrated contemporary artists, Maclean's work challenges audiences, and in its production challenges Maclean as a filmmaker. *upside mimi* *шшш шшш* will continue to stretch our imaginations through a film that is comical and charged.'

**Artist Rachel Maclean states:** 'Working with Jupiter Artland on this new commission has been incredible. It's my first foray into outdoor art, and my most ambitious project to date, combining architecture, sculpture and animation. The upside-down world of *Mimi* has taken years of planning and hard work, so I'm really excited for



folk to see it! I hope that the feeling of the world turned on its head resonates with audiences in these topsy turvy times and offers a surrealist and darkly humorous escape from lockdown life.'

**Head of Exhibitions Claire Feeley says:** 'Working in the most challenging of circumstances, Rachel Maclean new permanent commission for Jupiter Artland is truly ground-breaking, not just in terms of its architectural scale and narrative depth, but also in its relevance to the most pressing issues facing young people today. The uncertainty triggered by the pandemic will continue to impact the lives of teenagers for years to come. Already, up to 65% of children entering primary school today will end up working in a completely new job that doesn't currently exist and the most recent Covid-19 impact reports published by the Children's Parliament site anxiety as the fastest growing issue for young people, particularly teenagers, fueled by online misinformation and a surplus or 'overload' of content triggering emotional distress. Rachel Maclean's work challenges us to open up a conversation about mental health and its one we intend to fully explore this summer through our programmes.'

Rachel Maclean's exhibition runs from 8 May to 18 July 2021. From 1 April Jupiter Artland's permanent collection of sculptures will be open for local members to connect with art, nature and the outdoors, extending to the general public from the 5 April. Further details and booking for the springtime walks can be found on the Jupiter Artland [website](#).



(Left) Rachel Maclean, *Spite Your Face*, 202017. (Top Centre) Rachel Maclean, *The Lion and The Unicorn*, 2012. (Bottom Centre) Rachel Maclean, *Eyes 2 Me*, 2015. (Right) Rachel Maclean, *Germ*s, 2013. Images courtesy the artist and Jupiter Artland.

**ENDS**

**For further information, high res images and to arrange interviews please contact:**

Nicole at Sutton on +44 (0)7808 039 663 or email [nicole@suttoncomms.com](mailto:nicole@suttoncomms.com)

#### **LISTINGS**

**Location:** Jupiter Artland, Wilkieston, Edinburgh EH27 8BY

**Website:** [www.jupiterartland.org](http://www.jupiterartland.org)



**Instagram:** [@jupiterartland](#)

**Twitter:** [@jupiterartland](#)

**Season Dates:** 8 May – 26 September 2021

**Opening Hours:** 10am – 5pm daily

Rachel Maclean: *upside mimi јијиј ѓмоп* on permanent display from 8 May 2021

Exhibition: 08 May – 18 July 2021

Press Preview: 6 May 2021

## NOTES TO EDITORS

### About Jupiter Artland

**Jupiter Artland Foundation** is an award-winning, renowned contemporary sculpture garden, located just outside Edinburgh. Set over 120 acres of meadow, woodland and five indoor gallery spaces, Jupiter Artland has to date commissioned 36 permanent site-specific sculptures from the world's leading artists including Rachel Maclean, Joana Vasconcelos, Phyllida Barlow, Pablo Bronstein, Nicolas Party, Christian Boltanski, Antony Gormley, Charles Jencks, Anish Kapoor, Nathan Coley, Ian Hamilton Finlay, Laura Ford, Anya Gallaccio, Andy Goldsworthy, Jim Lambie, Cornelia Parker and Marc Quinn among others.

A curated annual programme of exhibitions and events from leading visionary artists and emerging talents as well as public talks, assemblies and an active live art programme, make **Jupiter Artland** a thriving location for new ideas. Among its events **Jupiter Rising**, an annual art, music and performance festival, offers an opportunity for a wide audience to explore artistic ideas across Jupiter, whilst also making the Artland their home for the weekend.

Central to Jupiter Artland's vision is to engage **Every Child in Scotland** with art through its learning and outreach programme. Jupiter Artland offers free school visits, digital projects and hands-on activities for learners of all ages. Since the programme began in 2009 over 100,000 learners have been welcomed to the collection for free. Jupiter Artland's child-led ethos to learning sparks curiosity and builds resilience, creativity and critical thinking skills in the minds of young learners. Jupiter Artland's mission is for every school child in Scotland to visit or experience Jupiter Artland.

Jupiter Artland was founded in 2009 by Robert and Nicky Wilson and since then has grown into one of the UK's most significant places to see outdoor sculpture. In 2016, Jupiter Artland was nominated for ArtFund's Museum of the Year. [www.jupiterartland.org/](http://www.jupiterartland.org/)

### About Rachel Maclean

Over the last 10 years Rachel Maclean's films have shown widely in the UK and internationally, in galleries, museums, film festivals and on television.

She has received significant acclaim, with major solo shows at Tate Britain, National Gallery London, Kunsthalle zu Kiel Germany, Arsenal Contemporary New York, Tel Aviv Museum of Art, Talbot Rice Gallery Edinburgh, Dublin City Gallery The Hugh Lane, National Gallery of Australia Canberra, Artpace San Antonio Texas and HOME Manchester. Maclean represented Scotland + Venice at the Venice Biennale 2017 with her newly commissioned film *Spite Your Face*. Her feature-length film *Make Me Up* premiered at London Film Festival and went on to screen in numerous festivals including Rotterdam and The Flying Broom International Women's Film Festival in Turkey, where it won the film critics award.



Her work *A Whole New World* won the prestigious Margaret Tait Award in 2013, she has twice been shortlisted for the Jarman Award, and achieved widespread critical praise for *Feed Me* in British Art Show 8 in 2016. She has also worked on a number of TV commissions including *Make Me Up* (2018) and *Billy Connolly; Life of a Portrait* (2017) for BBC and *Rachel Maclean: The Shopping Centre, Artist in Residence* for Channel 4 (2018). Commissioned by Jupiter Artland, *upside mimi μιμυ υμορ* is Rachel Maclean's first permanent outdoor artwork.  
[www.rachelmaclea.com](http://www.rachelmaclea.com)