

For Immediate Release

Wolf-Gordon Commissions Artist Charlotte Mann to Create Artwork on WINK

To celebrate the act of drawing and erasing, the site-specific installation *Erasing is Leaving a Mark* will be created on Wolf-Gordon's **Wink**, clear dry-erase coating



Charlotte Mann's previous work: *The Wade* 2015. Queen Elizabeth II Hospital, Welwyn Garden City, UK. Acrylic marker on canvas. 8.7m x 2.4m.

New York, NY—Wolf-Gordon has commissioned British artist Charlotte Mann to create a site-specific, large-scale drawing on Wink clear dry-erase coating. Mann's finished artwork, *Erasing is Leaving a Mark*, will be on view from March 2nd through March 13th at The Gowanus Souvenir Shop, located at 543 Union Street in Brooklyn. The work will be unveiled at its opening event on Tuesday, March 1st, 6-8 pm (by invitation only).

Charlotte Mann is known for her site-specific and densely detailed 1:1 scale wall drawings that have the uncanny ability to completely transform a space. While her exhibitions are typically executed on a non-erasable surface, **Wink** will allow Mann's blank wall surface to be transformed into an erasable canvas. The key characteristic of Wink makes it the perfect medium to challenge the artistic approach—*changing the drawing by not only adding, but also removing*. As she explains:

"Erasing is definitely just as important as making a mark, it is leaving a mark. That act of removal is utterly active. It is not a backwards step, but rather a change. To distinguish between creating and erasing in a hierarchical way curtails the possibilities for invention and discovery."



As Wolf-Gordon approaches its 50th Anniversary, the company celebrates art and design product collaborations with fine artists such as Christine Tarkowski (2003), Hector Guimard for MoMA (1999), and Michael Graves (2013). The use of Wink as the foundation for Mann's artwork reflects a commitment to maintain this tradition, while commenting on the playful characteristics and the limitless opportunities that the product provides its users.

A segment of the finished installation of *Erasing is Leaving a Mark* will be photographed and reproduced to create a limited-edition digital wallcovering that will be offered for sale at The Gowanus Souvenir Shop.

About Wink: Wink is a clear finish that transforms any paintable surface into a write-and-erase board, able to be written on with a dry-erase marker. Sold in 3 convenient kit sizes, to cover areas of 50, 100, or 200 square feet, it has a low-VOC, water-based formula that is virtually odorless and environment-friendly. More information: <http://www.wolfgordon.com/wink>

About Charlotte Mann: Charlotte studied Fashion Design at Central St. Martins and upon graduating, worked in the fashion industry. Her collaborations with Russell Sage have been exhibited at the Metropolitan Museum of Art, New York and are in the collection of the Victoria & Albert Museum Archive in London. Her drawing practice developed from her now well-known installations included in fashion shows shown in both New York and London Fashion weeks, starting in 2006. These installations have also been exhibited in other contexts, including the Design Museum, Copenhagen, Denmark and The Victoria and Albert Museum, London. More information: <http://www.charlottemann.co.uk/>

Wolf-Gordon is an American design company offering designers a wide range of interior surfacing products united by the common qualities of excellent design and dependable performance. Founded in 1967 as a comprehensive source for wallcoverings, its product line has since added upholstery and drapery textiles, paints, and *Wink* clear, dry-erase coating. Through its collaborations with leading national and international designers and in its Design Studio, Wolf-Gordon continues to develop new work that is provocative, inspiring, and of our time. Wolf-Gordon's growing portfolio of licensed collections includes designs by Laurinda Spear, Karim Rashid, Petra Blaisse, Grethe Sørensen, Kevin Walz, and the Boym Partners. Wolf-Gordon sales representatives are based in all major markets in the United States.

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