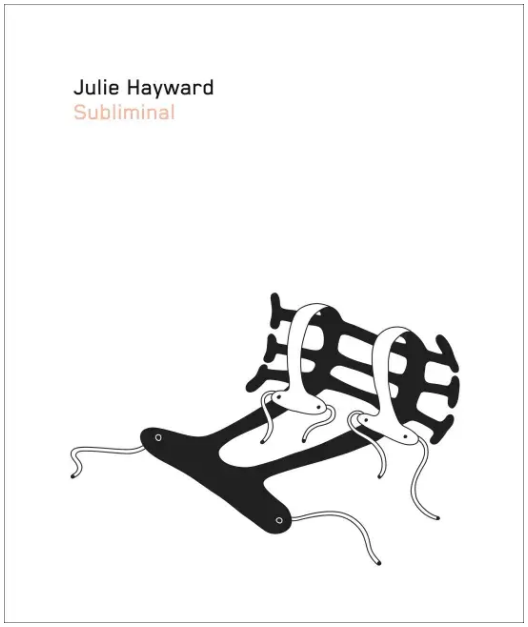
Julie Hayward
Subliminal

German/English, 160 pages, 25 × 21 cm, illustrations in color and b/w, hardcover

With contributions by Katharina Blaas, Katrin Bucher Trantow, Lucas Gehrmann, Thomas Mießgang, Walter Seidl, Margit Zuckriegl With a dialogue between Sabine Schaschl and Julie Hayward

Graphic design: Leopold Šikoronja

Publication date: 2014



The artist's book *Subliminal* provides an in-depth insight into Julie Hayward's extensive artistic work, which includes sculpture, drawing, photography and film. Using drawings as a starting point for her examination of form, Hayward creates biomporphic sculptures. Her three-dimensional work is reduced in colour and oscillates in the field of tension between absence of gravity and solidity, where tying is a recurring motif.

The sleek, perfectly executed surfaces do not provide any information about the objects' actual materiality, therefore the haptic experience is limited to the beholder's imagination. Hayward's work alienates any conventional perception of art: The Freudian *Unheimliche* is combined with subtle humor inherent in Hayward's sculptures. In her photographic work Hayward documents and analyzes the sculptural qualities of found objects.

The artist's book comes with an inlay about Julie Hayward's art in public spaces.

ISBN 978-3-902833-67-9
€ 28.00 [A]
€ 27.20 [D]