

# Gamma Proforma celebrates its 2010 series with UK tour in partnership with ABSOLUT

1<sup>st</sup> – 11<sup>th</sup> December 2010

[www.gammaproforma.com](http://www.gammaproforma.com)



ABSOLUT has teamed up with London based record and arts label Gamma Proforma (GP) to celebrate the success of the last twelve months. ABSOLUT and GP will be taking the GP2010 Print series and twelve of the world's finest graphic artists on a UK tour to seven cities throughout December; Brighton, London, Sheffield, Manchester, Edinburgh, Glasgow and Belfast. Week long exhibitions in each city will showcase the series and will take place in seven ABSOLUT partner bars. The exhibitions will begin with an exclusive party featuring Gamma Proforma DJ's and live acts.

ABSOLUT has commissioned two of the series' to create additional 'Lucky Thirteen's' one off pieces exclusively developed for partner bars on each leg of the tour. Gamma Proforma artists that will be exhibited are **Syd Mead, 123Klan, Paul Pope, Jared Nickerson, Phil Ashcroft, Elph, Rhys Owens, Rob Swain, Nobumasa Takahashi, Christopher St. Leger, Alex Varanese** and **Simon Page**.

**Mark Hamilton, Head of Marketing for ABSOLUT** said "ABSOLUT has always sought to challenge conventions and offer visionary and alternative views of the world. We believe that doing things differently leads to something exceptional. The GP2010 series and collaboration through the Lucky Thirteen's pieces will give consumers the opportunity to share this vision and to enjoy exhibits from some of the world's most inspiring Graphic artists."

Gamma Proforma exists to push, extend and drive forward the work of the challenging and progressive. GP2010 celebrates a collision of music and graphic art in phenomenal venues across the country. In London, Gamma Proforma-signed Fatalists will be bringing their jagged, stop-start riffery to Zigfrid Von Underbelly. In addition to this, Elph will be making a very special appearance at the Recoat Gallery in Glasgow on Friday, 10<sup>th</sup> December and will be painting live throughout the night for the guests' enjoyment.

**Rob Swain, Gamma Proforma founder** said: "We're hitting the road with ABSOLUT in December, bringing what we both believe is one of the best graphic art line ups ever - GP2010! We grew up in a world where Syd Mead's brush strokes inspired a generation, partied through the years when Paul Pope stamped his authority on the graphic novel and today in our electronic age we marvel at the work of the many independent artists that push the envelope. This tour is as much about the spirit of the artists involved as the work's themselves, all these guys are driven and uncompromising. The same can be said about the events, we're proud to be celebrating this work with ABSOLUT!"

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# Exhibition venues

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Wednesday 1<sup>st</sup> December / **BRIGHTON**

**GAMMA PROFORMA DJ's**

**Venue**

OHSO Social  
250a Kings Road Arches  
Brighton  
BN1 1NB

[www.ohsosocial.co.uk](http://www.ohsosocial.co.uk)

**Door**

7pm – Late

**Price**

Free

Tuesday 7<sup>th</sup> December / **SHEFFIELD**

**GAMMA PROFORMA DJ's**

**Venue**

The Forum  
127 – 129 Devonshire Street  
Sheffield  
SE 7SB

[www.forumsheffield.co.uk](http://www.forumsheffield.co.uk)

**Door**

7pm – Late

**Price**

Free

Thursday 9<sup>th</sup> December / **EDINBURGH**

**GAMMA PROFORMA DJ's**

**Venue**

Sygn  
15 Charlotte Lane  
Edinburgh  
Midlothian  
EH2 4QZ

[www.sygn.co.uk](http://www.sygn.co.uk)

**Door**

7pm – late

**Price**

Free

Saturday 11<sup>th</sup> December / **BELFAST**

**GAMMA PROFORMA DJ's**

**Venue**

Black Box Café  
18 – 22 Hill Street  
Cathedral Quarter

[www.blackboxbelfast.com](http://www.blackboxbelfast.com)

**Door**

7pm – late

**Price**

Free

Thursday 2<sup>nd</sup> December / **LONDON**

**FATALISTS (Live Performance)**

**GAMMA PROFORMA DJ's**

**Venue**

Zigfrid Von Underbelly  
11 Hoxton Square  
London  
N1 6NU

[www.zigfrid.com](http://www.zigfrid.com)

**Door**

7pm – Late

**Price**

Free

Wednesday 8<sup>th</sup> December / **MANCHESTER**

**GAMMA PROFORMA DJ's**

**Venue**

Walrus Canteen & Lounge  
78-88 High Street  
Manchester  
M4 1ES

[www.walrusmanchester.com](http://www.walrusmanchester.com)

**Door**

7pm – late

**Price**

Free

Friday 10<sup>th</sup> December / **GLASGOW**

**GAMMA PROFORMA DJ's**

**Venue**

Recoat Gallery  
323 North Woodside Road  
Glasgow  
Scotland  
G20 6ND

[www.recoatdesign.com](http://www.recoatdesign.com)

**Door**

7pm – late

**Price**

Free

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# Editor's Notes

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## Gamma Proforma

Back in 2000 Rob Swain auctioned off slabs of his precious vinyl collection to raise funds to set up Gamma Proforma. The idea was to create a new kind of label, beyond the traditional music model, a publisher that would embrace all forms with an emphasis on promoting the work of upcoming creatives via bespoke products, events and projects. With no single genre or discipline headlining, the label would take no references from any particular style or movement.

The concept grew out of the ashes of Fresco, which existed for a few years during the mid nineties and encompassed a small record label and street-wear store in the north of Ireland. Despite its short lifespan it served as a worthwhile exercise in the pitfalls of running a creative business (there are many).

Conceived in Belfast, established in Edinburgh, developed in London, our output has grown and diversified steadily each year. Today Gamma Proforma is a vibrant art's antagonist within the arches of underground music and graphic arts. Landmark releases from Parsley Monkphat, Third Shock and Fatalists have sound tracked the story that's accompanied stunning artwork from the likes of Syd Mead, Elph, Paul Pope and others.

[www.gammaproforma.com](http://www.gammaproforma.com)

## ABSOLUT

The Absolut Company has the worldwide responsibility for the production and marketing of ABSOLUT VODKA and Level Vodka.

ABSOLUT VODKA is the world's fourth largest premium spirits brand, and it is sold in 126 markets. Every bottle of ABSOLUT VODKA is produced in Åhus in southern Sweden. The head office is located in Stockholm, Sweden. Since July, 2008, The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

**drinkaware.co.uk for the facts**

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# Contacts

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# Ends

## Websites



[www.gammaproforma.com](http://www.gammaproforma.com)



[www.absolut.com](http://www.absolut.com)