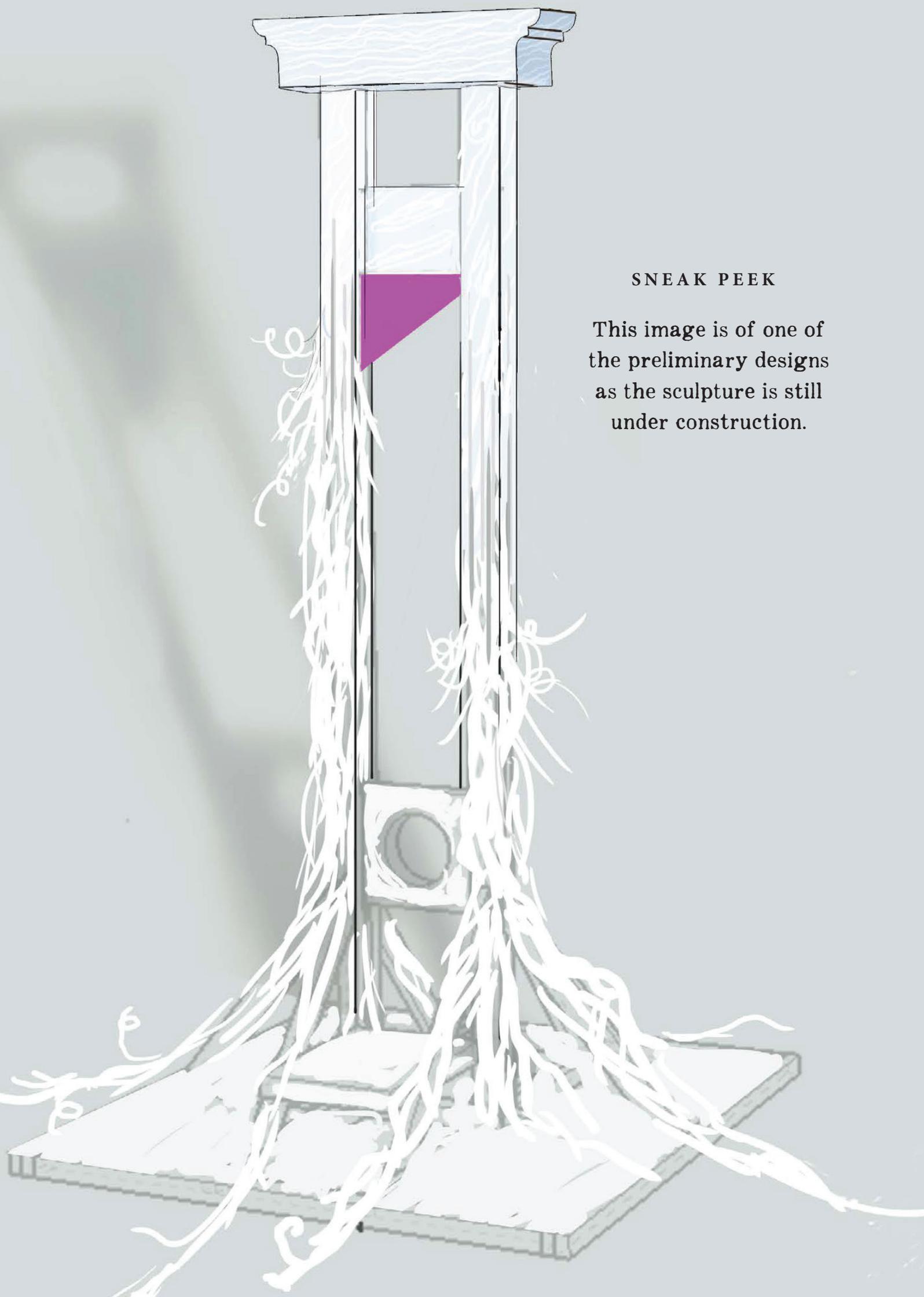


MANDY SMITH & HAL KIRKLAND

PAPER CUTS

PRESS RELEASE



SNEAK PEEK

This image is of one of the preliminary designs as the sculpture is still under construction.

PAPER CUTS

Paper Cuts is an interactive paper sculpture that invites people to experience the world's most recognizable instrument of death, head first. However, unlike it's deadly ancestor, this blade will result in nothing more final than a 'possible' paper cut.

The guillotine became part of popular culture during France's Reign of Terror (1793-94) and the subsequent French Revolution. While used well into modern times throughout other European countries the last time it was used for official business was in France was 1977.

This experience brings a new twist to this infamous apparatus while arousing people's natural fascination for the macabre. It will transform a powerful and oppressive symbol of death into a thing of beauty. Delicate, inviting and something people may even line up for. Voluntarily this time.

And every time the paper blade falls a camera will be triggered to capture the expression of the those who have put their neck on the line for an art experience like no other. Each fearful facial expression, forever immortalized on the Paper Cuts website.

Paper Cuts will launch on March 1st at one of Amsterdam's most historic locations, the Waag. The Waag is Amsterdam's oldest remaining non-religious building and has also served as a guildhall, museum, fire station and anatomical theatre. From here Paper Cuts will then begin its journey to galleries around the globe. For further information about how to get involved please contact Mandy or Hal. Details below.

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+31 6758 687 789

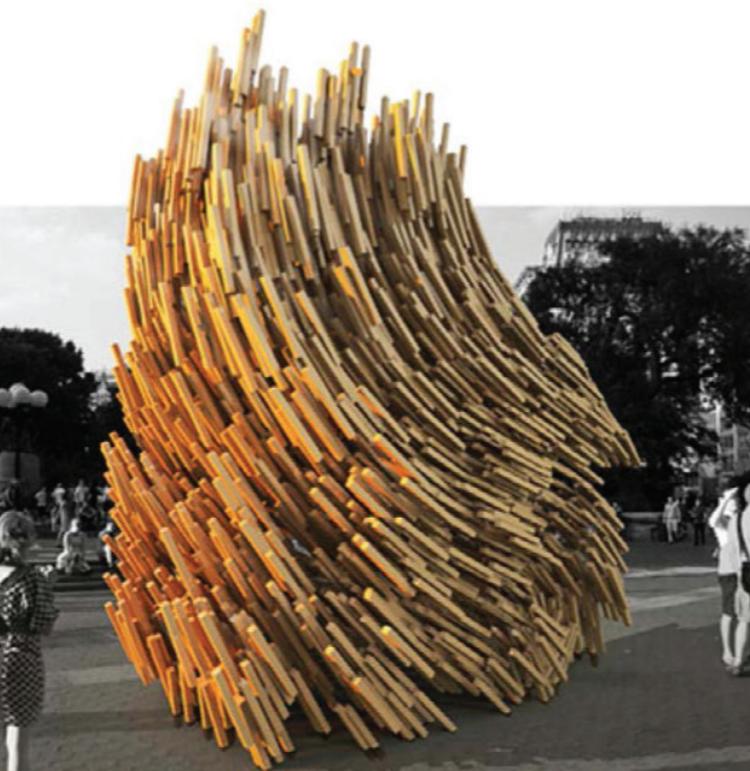
Hal Kirkland
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COLLABORATION

This piece is the first collaboration between artists Mandy Smith and Hal Kirkland. Mandy Smith is an internationally renowned Paper Artist based in Amsterdam, who has created exhibitions, TV commercials and paper fashion around the globe and recently spoke at TedX. Hal Kirkland is an internationally awarded Creative Director / Director who has created alternative audio tours for the Guggenheim and MoMA, shot music videos for Snoop Dogg and Sesame Street and has had his work tour in museums around the world.

The collaboration will include Amsterdam's own Random Studio and Fablab. Random Studio is one of Amsterdam's premier digital production companies who built their reputation by crafting interactive experiences for some of the world's leading brands such as Nike, Coke and Dom Pérignon. Fablab is a fully equipped fabrication workshop that provides state-of-the-art technology that enables everyone to turn any idea into reality.





Mandy Smith

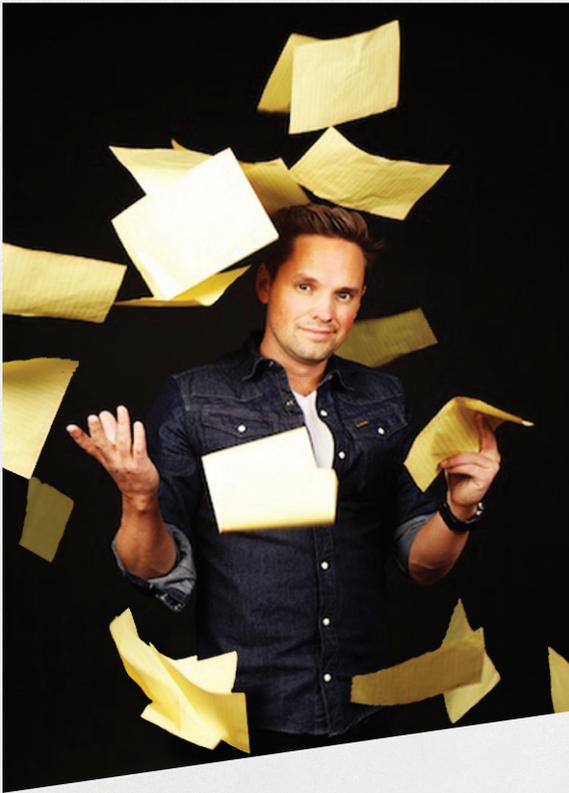
www.mandysmithwork.com

Recreating varied elements and worlds through challenging the inherent simplicity of paper, sculptural artist Mandy Smith combines intricate design with a unique craftsmanship. Taking inspiration from both the fantastical and the every day, she creates magical sculptures for animation, fashion and theater that stir emotions and bring people into a world outside of their own.

Since graduating from Central Saint Martins, Mandy has directed a highly praised short film, made models for the art department on Tim Burton's 'Frankenweenie' and has worked with a variety of commercial clients including Coca-Cola, Toyota and TEDglobal. She has also been picked out as 'one to watch' in Creative Review, Frame Magazine and in recent months was asked to speak at TEDx.

Mandy is currently represented by BlinkArt London





Hal Kirkland

www.halkirkland.com

Hal Kirkland is an internationally awarded Creative Director/Director working in design, advertising and new media fields for some of the world's leading agencies and clients including BBH, 180, W+K, Google, Aye, Nike, Adidas and MTV to name a few. He's best known for integrating cutting-edge technology and storytelling to create one-of-a-kind film, audio and interactive experiences.

Hal's exploits include creating the world's first crowd sourced music video filmed entirely via webcams, Sour - "Hibi No Neiro;" developing new augmented reality technologies to connect rapper Asher Roth and his fans; and reinvigorating some of the world's most respected cultural institutions by changing the context of entire exhibitions, with the much-talked about "Artobots Guggenheim" and "MoMA Unadulterated."

Hal's work has attracted millions of views, the attention of international press, toured in museums around the world, and has been awarded some of the industry's highest accolades.

Hal is currently represented by Prettybird U.S.



PROMOTIONAL POSTER

MANDY SMITH & HAL KIRKLAND

PAPER CUTS

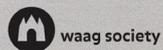
AN INTERACTIVE
PAPER SCULPTURE
YOU EXPERIENCE
HEAD FIRST

SAT MARCH 1st

12.00 TILL 18.00

DE WAAG
NIEUWMARKT 4
1012 CR
AMSTERDAM

Random Studio



★ Heineken