



## Showcase

**Drapery Solutions**  
Trevira Silk  
Liquid Lamé

Hayward Gallery's exhibition "Kiss My Genders" celebrates gender identity.

### J&C Joel manufactured stunning drapery to support the "Kiss My Genders" exhibition at Hayward Gallery.

Hayward Gallery, London, is a "world-renowned contemporary art gallery and a landmark of brutalist architecture". The gallery's exhibition "Kiss My Genders", which ran from June 2019 to September 2019, celebrated more than 30 international artists whose work explores and engages with gender identity.

The first set of drapes that J&C Joel produced were required to act as a projection surface to support artwork. After careful consideration, J&C Joel's white Trevira Silk was chosen due to its lightweight and versatile properties, which allowed the drapes to flow and look stunning when the artwork was projected onto them. Each of the drapes displayed the innovative artwork of Artist Victoria Sin, A View from Elsewhere, Act 1, She Postures in Context, 2018.



In addition, J&C Joel's silver Liquid Lamé (LL002) was selected to create a beautiful Austrian drape. Austrian drapes are traditionally manufactured with evenly spaced vertical swags, which worked perfectly for the gallery's requirements as the swagged effect and metallic shine of the drape reflected the red artificial light, creating a luxurious, intense atmosphere in the space. The drape was used as a vibrant walkway leading to an enclosed area that featured the work of artists, Hannah Quinlan and Rosie Hastings, Something for the Boys, 2018.

The J&C Joel team was thrilled with the outcome of the project and would like to thank Hayward Gallery for their excellent support throughout.

**4**  
drapes

**54m**  
wide

**6.5m**  
drop

