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Maria Loizidou: The Place I Am Not

2 October – 21 October 2024

FREE

The Place I Am Not, is an exhibition of new work by Cypriot artist Maria Loizidou, presented at both The Hellenic Centre and the Freud Museum in London. This unique collaboration delves into themes of identity, belonging, and the immigrant experience, inspired by Sigmund Freud's life as an immigrant in London—'a home away from home' where he never truly belonged, and The Hellenic Centre's original mission to unite the Hellenic diaspora in the UK.

Loizidou's site-specific works explore the concept of 'place' as a protective shell for human beings, reflecting on how spaces, objects, and stories shape our hybrid identities. By connecting two historic London venues—Freud's former home and a former Swedish gymnasium now serving as The Hellenic Centre—Loizidou highlights their roles in nurturing both the mind and body.

The Place I Am Not invites you to contemplate the complex realities of diasporic identities, fragmented selves, and emotional traumas. Through this evocative journey, the exhibition questions what it means to be an immigrant, and how we cultivate safe spaces in unfamiliar territories.

Appointed in 2022, Director Dr. Nayia Yiakoumaki, previously of the Whitechapel Gallery, London. "We are thrilled to be launching the autumn season at the Hellenic Centre with two dynamic and accomplished female artists," she says. "Bringing the best of contemporary Greek culture to London is the mission of the Hellenic Centre, as proven by the success of the Vlassis Caniaris exhibition in 2023. He was another Greek artist of world renown, whose work had hitherto rarely been seen in the UK. This year we will introduce Rena Papaspyrou to this country, along with a major commission by Maria Loizidou, confident that the work of both will intrigue and excite visitors."

The exhibition is made possible with the funds provided by NEON Organization for Culture and Development. It is supported by Kalfayan Galleries, Irene Panagopoulos and the Cultural Section of the Cyprus High Commission.

The publication *The Place I Am Not* is supported by Pylon Art & Culture, Athos Demetriou Associates LLC and AA&U, For Architecture, Art and Urbanism.

About The Hellenic Centre

Housed within a five-storey Portland stone and red-brick building, just off Marylebone High Street, the Hellenic Centre is a genuinely unique, longstanding organisation, originally formed for the Hellenic community of the diaspora and now a multi-disciplinary arts venue.

Special Public Programme

Friday 11 October

In Conversation: Maria Loizidou with Dr. Nayia Yiakoumaki and Dr. Giuseppe

Join us for an in-conversation event with artist Maria Loizidou, Director of the Hellenic Centre, Nayia Yiakoumaki, and Director of the Freud Museum, London, Dr. Giuseppe Albano. The discussion will focus on the process of *The Place I am Not*, Loizidou's new work produced for the Hellenic Centre and the Freud Museum London.

09.30am – 10.00am: Breakfast reception

10.00am – 10.45am: In conversation

Saturday 12 October, tour of *The Place I Am Not* led by artist Maria Loizidou.

Meet at 11:30am at the foyer of the Hellenic Centre. Arrive to the Freud Museum London at 12.30pm to complete the tour. Guests will travel independently from The Hellenic Centre to the Freud Museum.

Visitor Information

Maria Loizidou: *The Place I am Not*

The Hellenic Centre, 16–18 Paddington Street, Marylebone, London W1U 5AS

Dates: 2 October – 21 October 2024; Admission: Free of charge.

Hours: Wednesday – Saturday 11:00–17:00

During Frieze Art Fair 2024: Fri 11 Oct – Sun 13 Oct from 11:00–17:00

Travel: Underground: Baker Street (Bakerloo, Circle, Hammersmith and City, Jubilee and Metropolitan Lines) is a 5-minute walk away. Buses: Routes 2, 13, 30, 74, 82, 113, 139, 159 and 274.

More information: helleniccentre.org / 020 7487 5060 / press@helleniccentre.org

Notes to Editors:

Completed in 1910, the **Hellenic Centre building** at 16-18 Paddington Street was designed by architects Forsyth & Maule, who were commissioned by Swede Allan Broman, a pioneer of medical gymnastics, who had practiced in London since the mid-1880s. The building opened in October 1911 as the Central Institute for Swedish Gymnastics, offering a one-year training course for men. In 1914, as the First World War began, the building became the Swedish War Hospital for British Wounded, founded and maintained by the Swedish Chamber of Commerce in London. The Hospital treated British soldiers - initially 30-40 men - before operating as a 24-bed officers' hospital, employing Swedish-style physiotherapy. At the end of the war, the building reverted to its original use. Soon after, the Institute was purchased by London County Council (LCC) and became its teacher-training College of Physical Education, later run by the Inner London Education Authority (ILEA). The College continued until 1990, when the ILEA was abolished.

In 1992, the Hellenic Community Trust acquired the building, opening the Hellenic Centre two years later. A non-profit, non-governmental institution, the Centre's missions are to bring together the Hellenes of the diaspora and provide a home for the Hellenic community in London; to promote awareness of Hellenic culture in the UK; and to nurture the relationship between Britain and the Hellenic world through cultural cooperation and exchange. The Centre offers a rich programme of lectures, exhibitions, concerts, social events, and Greek language courses to promote awareness of Hellenic culture and nurture UK relations with the Hellenic world.



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