

# '17 FOUNTAIN

## MARCEL DUCHAMP'S FOUNTAIN

In April 1917 French artist Marcel Duchamp submitted his 'readymade' *Fountain* to the Society of Independent Artists' first exhibition in New York. *Fountain* was a pre-existing manufactured urinal, signed 'R.Mutt'; which Duchamp selected, turned on its back and presented for exhibition. The exhibit was rejected. This action redirected the trajectory of 20th century art and in 2004, 500 elected art professionals voted *Fountain* the most influential artwork of the 20th century.

## ARMITAGE SHANKS

In 1817 Thomas Bond, a brick maker in the village of Armitage, built a bottle kiln and began manufacturing tableware. By the mid 19th century the company began manufacturing sanitaryware sold under the name Armitage Ware. Armitage Ware merged with Shanks in 1969 to form Armitage Shanks. In 1998 Ideal Standard purchased Armitage Shanks. Armitage Shanks remains a brand within the Ideal Standard UK Company brand portfolio today and is used primarily to market washrooms and bathrooms within Commercial sectors. Ideal Standard has been an employer within Hull for over a hundred years.

## HULL AND CITY OF CULTURE

Hull is a city with a strong history connected to the fishing industry and the docks. The city also has a recent history of temporary, experimental artist led initiatives. 2013 saw Hull successful in their bid to become the second UK City of Culture and today in 2017 "365 days of transformative cultural activity" has begun...

Armitage  
Shanks

Hull School of  
Art and Design

Arts Council  
ENGLAND

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## CELEBRATING COINCIDENCE

1817 Armitage Shanks  
1917 Marcel Duchamp's *Fountain*  
2017 Hull City of Culture



EXHIBITION AT  
THE GLADSTONE  
POTTERY MUSEUM,  
STOKE ON TRENT

SEPTEMBER 6TH TO  
OCTOBER 28TH 2017

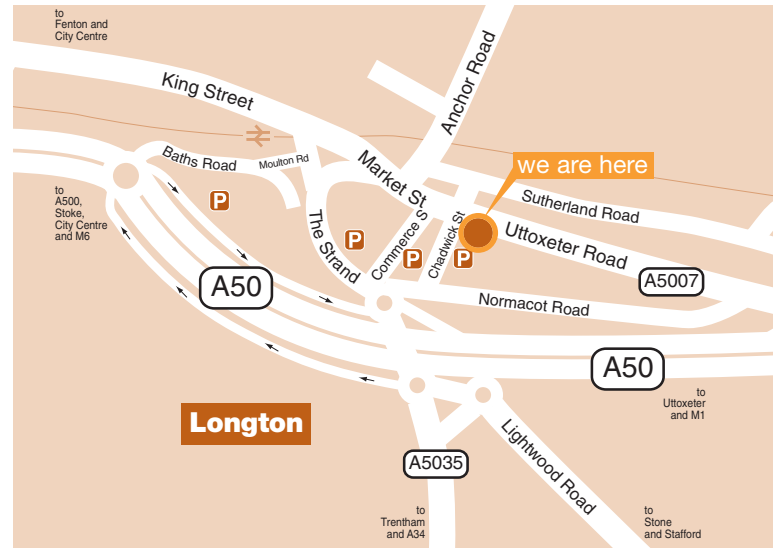
Supported by  
Hull UK City of Culture 2017



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**Celebrating the dual anniversaries of Marcel Duchamp's *Fountain* (100 years) and Armitage Shanks (200 years) in 2017; the year that Hull is City of Culture.**

Over 40 artists, musicians and writers have responded to Duchamp's intervention 100 years on, alongside school, college and prison learner groups.



**GLADSTONE POTTERY MUSEUM,**  
Uttoxeter Road, Longton, Stoke-on-Trent ST3 1PQ

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E-mail: [gladstone@stoke.gov.uk](mailto:gladstone@stoke.gov.uk)

*Gladstone is a historic site, most of which is accessible to wheelchair users and pushchairs. Please call for more details.*

**Open:** Open daily  
(excluding Christmas - New Year).  
Please allow 2 - 3 hours for your visit.

**Admission:** There is an admission charge to visit Gladstone, please see our website [stoke.gov.uk/museum](http://stoke.gov.uk/museum) or call us on 01782 237777 for more details.

Our charities:

