

News Release

## Metal Museum showcases the ingenuity of contemporary blacksmiths who transformed a humble rectangle of steel into something amazing

*Measured Making: The 150mm Challenge* will be on display from March 27 to July 3, 2021



A block of 150mm steel.



Sculpture by Aaron Michael O'Brien. Photo courtesy of Oliver Cameron Swann.

**MEMPHIS (January 14, 2020)** – The Metal Museum is pleased to announce that this spring, it will host an exhibition of international acclaim from the Hereford College of Arts. *Measured Making: The 150mm Challenge* is a celebration of process, material, and innovation in forged metal. The exhibition displays a curated selection of 150 metal objects, chosen from over 400 pieces created by amateur and professional blacksmiths from around the world as part of the viral #150mmChallenge.

“This exhibit speaks to the endless creativity and skill of modern-day artisans who use traditional blacksmithing techniques to manipulate steel to magnificent effect.” – Leigh Morrell, President of ABANA

The online challenge originated as a project for students enrolled in the Artist Blacksmithing degree course at the prestigious Hereford College of Arts (Hereford, UK). Lecturer Ambrose Burne first conceived of the challenge as an exercise in imagination, and he tasked his students with transforming a small, rectangular piece of steel, measuring 150mm x 20mm x 20mm, into something amazing. His students tested the limits of the material and stretched their understanding of what is possible in the process. They began sharing their creations across social media, and the #150mmChallenge was born.

The viral challenge soon caught the interest of blacksmiths from around the world. Their efforts resulted in an exhibition that toured Europe to much acclaim. Featuring playful figurative models, functional tools, and abstract sculptures, the challenge encouraged a creative exploration of technique, form, and concept.

“One of the best exhibitions of contemporary ironwork we have seen in over 45 years.” – Richard and Pauline Quinnell, founders of the Quinnell School of Blacksmithing

In partnership with Hereford College of Arts, the Artist-Blacksmith Association of North America (ABANA) was able to bring this exhibition to the United States for a 2021-2021 tour. The Metal Museum is the second of five U.S. stops for this exhibition. Curated and produced by Delyth Done, Hereford College of Arts' Artist Blacksmithing Course Leader, this exhibition represents a sample of work inspired by the challenge, all created from a humble rectangle of steel.

"I am thrilled about this major U.S. tour for the [*Measured Making*] exhibition. Hereford College of Arts is proud to be rooted in place [...] but also connected to the wider world. At a time when so many people across the globe need to limit travel and social contact, it feels particularly special to share this exhibition internationally. I hope visitors to the exhibition throughout this ambitious tour will be intrigued, excited and inspired." – Abigail Appleton, Principal of Hereford College of Arts

### Featured Artists:

#### Australia

Denise Axelsen  
Colin Dray  
Don Gabriel  
Will Maguire

#### Austria

Niki Fruhwirth  
Thomas Hockstadt  
Johannes  
Postlmayr

#### Belgium

Paul Dekker  
Peter Ghequiere  
Luc Vandecasteele  
Philip Vercammen

#### Canada

Max Anderson  
Shawn  
Cunningham  
Tyler Dies  
Timothy Dyck  
Jake James  
Matt Jenkins  
Mark Puigmarti

#### Chile

Flavio Alejandro  
Parra

#### Denmark

Jokum Lind Jensen

#### England

Paul Ashmore  
Sam Bailey  
Rob Best  
Tom Booth  
Matthew Boulwood

Phil Carter  
Jeremy Cash  
Giles Clarke  
Melissa Cole  
Ben Davey  
Alan Dawson  
Jacob Edwards  
David Field  
Kit Garnett  
Joe Garnett  
Adam Greenwell  
Callum Hargreaves  
Jack Hedge  
Alexander Hill  
Tony Ingarfield  
Rico Jordi-Slater  
Jordan Kachellek  
Guillaume Klein  
Mischa Kunkel  
J.S. Lunn & Sons  
Stephen Lunn  
Patrick Mannerings  
Matt Mason  
Sean McQuillan  
Iain Moor  
Peter Parkinson  
Sam Pearce  
Alex Pole  
Henry Pomfret  
James Price  
Ben Pusey  
Stuart Ryan  
Pete Smith  
Ian Thackray  
Archie Thompson  
Elliot Warrington  
Jack Waygood

#### Estonia

Urmas Luus  
Villo Mustkivi

#### Finland

Jarkko  
Kaartilanmaki  
Juhani Krappe  
Juoko Nieminen  
Onnellisen Sepan  
Paja  
Sami Ryhanen

#### France

Thomas Jackowski  
Geoffroy Wiebel

#### Germany

Martin Holl  
Simon Strobl  
Willhelm Weyer

#### Ireland

Michael Budd  
Aaron Michael  
O'Brien  
James O'Toole

#### Israel

Yoav Berger  
Jonatan Gat  
Zeevik Gottlieb

#### Norway

Monica Kjellman-  
Chapin  
Ask Martens

#### Russia

Egor Bavykin  
Yura Klementiev  
Kamaeva Tatiana  
Anton Yakushev

#### Scotland

Craig Forrest  
Mhairi Ann Fraser  
Daniel Freyne  
Colin Goldsmith  
Pete Hill  
Shona Johnson  
Vicky Martin

#### Sweden

Arttu Halkosaari  
Smedja Levay

#### Switzerland

Christoph Friedrich  
Flavian Naber

#### Ukraine

Sergiy Polubotko

#### USA

Cole Auriechio  
Elizabeth Belz  
Maxwell Bennett  
Victor Berhicci  
Curtis Bohn  
Thomas Boucher  
Peter Braspenninx  
Gabe Chaille  
Peter Clark  
Monica Coyne  
Addison De Lisle  
Michael Dillon  
Otto Engel  
John N. Erianne  
Jackson Fellows  
Jack Frost  
Matt Garton  
Lisa Geersten  
Jordan Graff

Jorgen Alexander  
Harle  
Jason Hilley  
Emmit Hoyl  
Alexander  
Kamelhair  
Nathaniel King  
Caleb Kullman

Mackenzie Martin  
Eric Monasterio  
Zack Noble  
Victoria Patti  
Reed Peck-Kriss  
Joshua Prince  
John Rigoni  
James Shephard

Stuart Shirley  
John Switzer  
Jeff Van de Walker  
Hayley Woodward  
Willow Zietman

Huw Davies  
Max Freeman  
Danny Jones  
Dominic Powell  
Henry Roger-Jones

#### **Wales**

Ambrose Burne

#### **Event Details:**

*Measured Making: The 150mm Challenge* opens on Saturday, March 27, 2020 and closes on Saturday, July 3, 2021. The exhibit will be on display in the Gasparrini Galleries. A virtual artist talk with featured blacksmiths will take place during the exhibition; date and time TBA.

#### **About Hereford College of Arts**

Hereford College of Arts is an independent arts school offering a range of visual art, media, design, music, performing arts, and digital courses, all taught by expert staff who have worked in the creative industries. Based in the West Midlands, UK, Hereford's mission is to empower creativity and enrich the world through transformative arts education. Students studying Artist Blacksmithing have access to the largest training-based forge in Europe. Students from all courses can plug into tech with a range of media and digital design suites for game design, graphic design, design illustration, animation, and filmmaking.

#### **About ABANA**

ABANA is a nonprofit, member-based organization whose mission is to perpetuate the noble art of blacksmithing. It was founded in 1973 at a "Blacksmiths' Convention" in Lumpkin, GA by 27 founding members with a vision of the future of blacksmithing. ABANA encourages and facilitates the training of blacksmiths; disseminates information about sources of material and equipment; exposes the art of blacksmithing to the public; and serves as a center of information about blacksmithing for the general public, architects, interior designers, and other interested parties. It oversees the creation and distribution of two blacksmith-focused publications, Anvil's Ring and Hammer's Blow, and currently has over 3,300 members and 90 affiliate organizations across North America and around the world.

#### **About the Metal Museum**

The Metal Museum is the only institution in the United States devoted exclusively to the preservation, promotion, and advancement of the art and craft of fine metalwork. This mission is achieved through four primary program areas – exhibitions, collections, studio practice, and community education and engagement. Programs are facilitated on the Museum grounds and at locations across the Mid-South. Located on 3.2 acres of historic property overlooking the Mississippi River, the Museum grounds include the main Museum building as well as the Metalworking Facilities, Library + Resource Center, and private artist residences. Learn more about the Museum and its programs by visiting our website at [metalmuseum.org](http://metalmuseum.org).

The Museum receives operating support from ArtsMemphis and the Tennessee Arts Commission. Programming support is received from Hyde Family Foundations, the Windgate Charitable Foundation, and hundreds of corporate, foundation, and individual supporters.

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High-resolution images of artwork and exhibit graphics are available upon request. Please contact Kim Ward, Marketing Manager for the Metal Museum, at (901) 774-6380 or [kimward@metalmuseum.org](mailto:kimward@metalmuseum.org)