

# THE GLASGOW SCHOOL OF ART

RESEARCH EXCELLENCE FRAMEWORK 2014



## Ross Sinclair : "Real Life and How to Live it in Auld Reekie / Real Life Parledonia"

A commission for Edinburgh Art Festival 2013 (EAF) comprising almost 45,000 different pieces distributed/exhibited around the city, using multiple forms, strategies and locations.

**Real Life Parledonia** was a related symposium event I was invited to curate for E.A.F. featuring 12 artists/writers/performers hosted by Edinburgh College of Art attended by 120.

Over dozens of sites around the city during the festival, I invite the public of Edinburgh to consider ideas of the (sometimes conflicting) identities of the city, cultural, social, sporting historical, political, criminal, educational etc through a wide variety of contexts and artworks in dozens of locations around the city exploring the potential engagement with art, without necessarily announcing it as such.

Submitted by Ross

Sinclair

Output No.6



# OUTPUT

Title

"Real Life and How to Live it in Auld Reekie / Real Life Parledonia"

Real Life and How to Live it in Auld Reekie is an ambitious project made up from nearly 45,000 discrete pieces spread around the city in dozens of locations.

These include 3 Billboards(20' x 10'), 20,000 beer mats, 20,000 postcards, 500 posters, 500 records (7" gatefold sleeve, red vinyl) 2000 badges, 15 metal signs, in various locations, one banner, (10' x 4'), 2000 booklets, 500 tote bags. In this project I wanted to engage the public of the city in as many different locations as possible, often in situations where there would be no assumption of an 'Art' experience. The theme of this years EAF was 'Parley' i.e, to talk/ discourse. Using a wide array of 'empirical' knowledge researched from various methods of statistical analysis, I wanted to provoke a discussion with the people of Edinburgh engaging their sense of identity and the construction of the identity of the city itself, from a local, national and international perspective during the vibrant and cosmopolitan demographic of the Edinburgh Festival . This reflects the accepted canons of the city's culture of the enlightenment and writers through to the twin towers of the cities football identity and also the less salubrious side such as drug deaths and suicides.



"Real Life and How to Live it in Auld Reekie" 3 Billboards on Calton Road, each 20 x 10 feet

# CONTEXT

The wider context for this project and the work generally can be viewed as a dialogic, reflexive, evolving paradigm. This has come into focus over 25 years of engagement (through practice) in over 200 exhibitions, books, catalogues, exhibition practice, curating, writing and teaching and in particular for me since 1994 when I had the Real Life tattoo made.

The following slide reflects a sort of digital studio pinboard that is a fragmentary snapshot of work and text that have informed the development of the work over the years and in relation to this project.

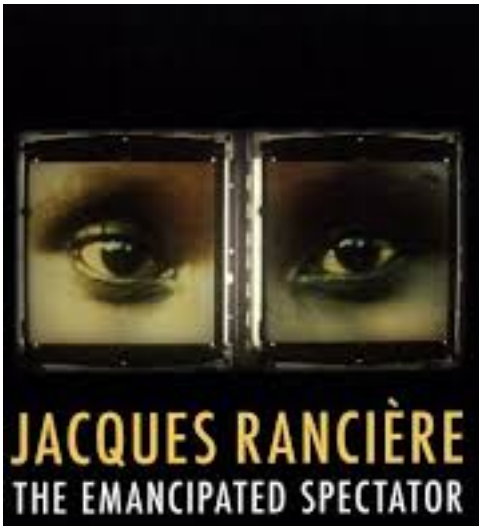
These would, of course, include the key texts discussing the paradigms of *The Real*, *The Everyday*, and the continuing exploration of the identity/demographic of the public and the attendant politics of the dissemination or art practice which of course would take in the works of Nicolas Bourriaud and Claire Bishop though I think it is significant that the current writing in this field is formed and shaped even more specifically by the practice of artists and I see that as the true and purest site of engagement. Maria Lind, Simon Sheikh, Paul O'Neill etc.

The resultant context outlined, engages with the local/national/international activating politics, history, geography in order to interrogate and undermine received assumptions and seeks to explore new modes of engagement, formally and intellectually.

The fragments here show *Lanark* by Alasdair Gray, a formative influence discussing, identity, nationalism, culture, politics and the development of the individual in a Kafkaesque notion of 'place', key texts by Baudrillard and Ranciere, *The Hot 100*, by Peter Davies, Nauman. Mark Titchner and texts exploring the more pertinent local context/Scottish Enlightenment, portrait of David Hume by Allan Ramsay(1766) and dynamic formal exploration/public engagement in the series *Casual Passer-By* portraits of Braco Dimitrijevic.



*Walter Scott death mask  
Abbotsford, 1832*



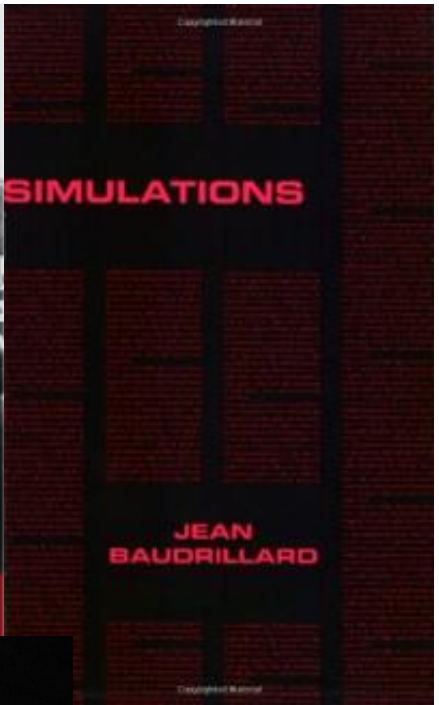
JACQUES RANCIÈRE  
THE EMANCIPATED SPECTATOR

THE HOT ONE HUNDRED

1. THE GREAT GATSBY	2. THE HOBBIT	3. THE LORD OF THE RINGS
4. THE PRINCE	5. THE DIVINE COMEDY	6. THE ILLIAD
7. THE ODYSSEY	8. THE AENEID	9. THE METAMORPHOSES
10. THE GARDEN OF FINCHES	11. THE WIND UP	12. THE MONUMENTS MEN
13. THE NIGHTINGALE	14. THE BURNING HEART	15. THE SECRET GARDEN
16. THE SECRET GARDEN	17. THE SECRET GARDEN	18. THE SECRET GARDEN
19. THE SECRET GARDEN	20. THE SECRET GARDEN	21. THE SECRET GARDEN
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25. THE SECRET GARDEN	26. THE SECRET GARDEN	27. THE SECRET GARDEN
28. THE SECRET GARDEN	29. THE SECRET GARDEN	30. THE SECRET GARDEN
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40. THE SECRET GARDEN	41. THE SECRET GARDEN	42. THE SECRET GARDEN
43. THE SECRET GARDEN	44. THE SECRET GARDEN	45. THE SECRET GARDEN
46. THE SECRET GARDEN	47. THE SECRET GARDEN	48. THE SECRET GARDEN
49. THE SECRET GARDEN	50. THE SECRET GARDEN	51. THE SECRET GARDEN
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67. THE SECRET GARDEN	68. THE SECRET GARDEN	69. THE SECRET GARDEN
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82. THE SECRET GARDEN	83. THE SECRET GARDEN	84. THE SECRET GARDEN
85. THE SECRET GARDEN	86. THE SECRET GARDEN	87. THE SECRET GARDEN
88. THE SECRET GARDEN	89. THE SECRET GARDEN	90. THE SECRET GARDEN
91. THE SECRET GARDEN	92. THE SECRET GARDEN	93. THE SECRET GARDEN
94. THE SECRET GARDEN	95. THE SECRET GARDEN	96. THE SECRET GARDEN
97. THE SECRET GARDEN	98. THE SECRET GARDEN	99. THE SECRET GARDEN
100. THE SECRET GARDEN	101. THE SECRET GARDEN	102. THE SECRET GARDEN

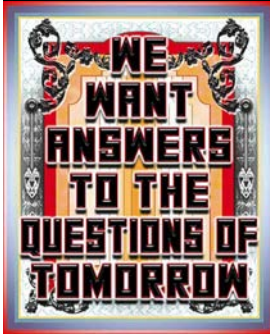


Tractatus Post Historicus (1976)  
Braco Dimitrijević



SIMULATIONS

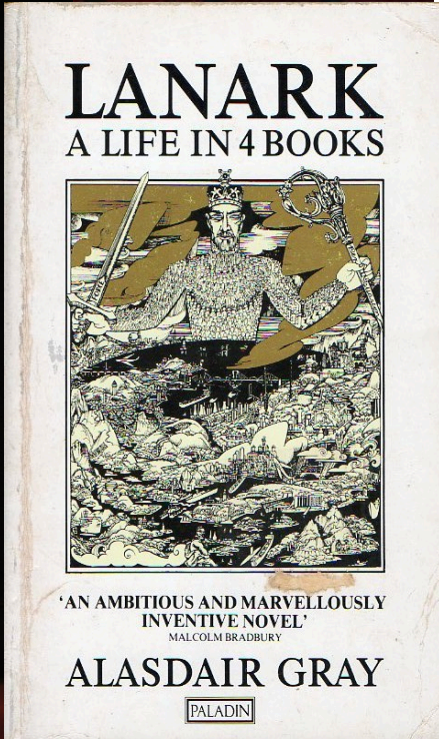
JEAN BAUDRILLARD



THE CRISIS  
OF THE  
DEMOCRATIC  
INTELLECT

GEORGE DAVIE

DIE	LIVE AND LIVE	SING AND DIE	SING AND LIVE
DIE	DIE AND LIVE	SCREAM AND DIE	SCREAM AND LIVE
DIE	SHIT AND LIVE	YOUNG AND DIE	YOUNG AND LIVE
DIE	PISS AND LIVE	OLD AND DIE	OLD AND LIVE
DIE	EAT AND LIVE	CUT AND DIE	CUT AND LIVE
DIE	SLEEP AND LIVE	RUN AND DIE	RUN AND LIVE
DIE	LOVE AND LIVE	STAY AND DIE	STAY AND LIVE
DIE	HATE AND LIVE	PLAY AND DIE	PLAY AND LIVE
DIE	PUCK AND LIVE	KILL AND DIE	KILL AND LIVE
DIE	SPEAK AND LIVE	SUCK AND DIE	SUCK AND LIVE
DIE	LIE AND LIVE	COME AND DIE	COME AND LIVE
DIE	HEAR AND LIVE	GO AND DIE	GO AND LIVE
DIE	CRY AND LIVE	KNOW AND DIE	KNOW AND LIVE
DIE	KISS AND LIVE	TELL AND DIE	TELL AND LIVE
DIE	RAGE AND LIVE	SMELL AND DIE	SMELL AND LIVE
DIE	LAUGH AND LIVE	FALL AND DIE	FALL AND LIVE
DIE	TOUCH AND LIVE	RISE AND DIE	RISE AND LIVE
DIE	FEEL AND LIVE	STAND AND DIE	STAND AND LIVE
DIE	FEAR AND LIVE	SIT AND DIE	SIT AND LIVE
DIE	SICK AND LIVE	SPIT AND DIE	SPIT AND LIVE
DIE	WELL AND LIVE	TRY AND DIE	TRY AND LIVE
DIE	BLACK AND LIVE	FAIL AND DIE	FAIL AND LIVE
DIE	RED AND LIVE	SMILE AND DIE	SMILE AND LIVE
DIE	YELLOW AND LIVE	THINK AND DIE	THINK AND LIVE
DIE		PAY AND DIE	PAY AND LIVE



LANARK  
A LIFE IN 4 BOOKS

'AN AMBITIOUS AND MARVELLOUSLY  
INVENTIVE NOVEL'  
MALCOLM BRADBURY  
ALASDAIR GRAY  
PALADIN

# CONTEXT

This is ambitious project commissioned by Edinburgh Art Festival (EAF) as one of 10 new commissions for the 2013 festival. *Founded in 2004, Edinburgh Art Festival is Scotland's largest annual celebration of visual art. Uniquely, the festival offers the chance to experience the best contemporary Scottish artists in the context of exhibitions of the most important International artists and movements of the 20th Century and historical periods. Attracting over 250,000 visits each year, Edinburgh Art Festival brings together the capital's leading galleries, museums and artist-run spaces, alongside new public art commissions and an innovative programme of special events. The vast majority of the festival is free to attend.*

The Director of EAF saw the project I made at the Duchy (output4) where I had used different forms I have utilised over the years and told me she wanted to invite me to make a project where I could employ some of these ideas in a public context.

Featuring a wide variety of forms and locations, I viewed this project as an opportunity for at least 45000 individual encounters with art, a chance for some kind of dialogue/conversation with a wide cross section of the citizens and visitors to the city during the festival.



*Parledonia badges, from an edition of 2000*

# METHODOLOGY

This link lists some of the various locations in which the works from the commission can be viewed

[http://www.edinburghartfestival.com/commissions/ross\\_sinclair](http://www.edinburghartfestival.com/commissions/ross_sinclair)

The beer mats were located in various pubs/bars ranging from the '4<sup>th</sup> floor' at Harvey Nichols to Dirty Dicks on Rose St. and the posters were spread widely around official festival sites and the postcards were available in shops ranging from Waterstones on Princes St. to 'Best of Scottish' on the Royal Mile.

The dibond signs were specifically located to engage with the unique context of the building/place/location self consciously mimicking the 'blue plaques' in London.

Real Life and how to live it in Auld Reekie : Writers for example was sited in the Oxford Bar – the local of both Ian Rankin and his fictional detective John Rebus, 'Painters' was located on the railings of the RSA building on the mound, where the members of the new '57 gallery (Bellany, Moffatt etc) once hung their works in a salon de refuse). Referendum '79, was on the site of the old Royal High School, which was to be the site of the new devolved Scottish

Government, had the referendum voted yes. /over ctd...



# METHODOLOGY

This link shows the 10 commissions for EAF 2013

<http://www.edinburghartfestival.com/commissions>

EAF website

<http://www.edinburghartfestival.com/about>

Ctd 'Bands' was to be found on the wall of The Ingleby Gallery, previously home of The Venue which was for 30 years one of Edinburgh's most lively venues for live music. 'Burke and Hare' was found near a watchtower on one of the city's biggest graveyards, towers build to guard against body snatchers, 'Schemes' was located on the railings of one of the most expensive streets to live in the whole country, Two 'Footballers' signs were located in two of the foremost Hibs and hearts pubs near the stadium (one in the toilet, on in a trophy case!) 'Fictional Scots' was on the back of the Scott Monument, where you go in to the climb the stairs. (this was the most stolen sign, replaced 4 times) 'The Future' was installed at the top of the Camera Obscura, near the castle, an anachronistic but engaging 19<sup>th</sup> c idea of a futuristic way to view the city, from the castle to the sea. Various other signs were positioned at other venues.



*Director of Edinburgh Art Festival Sorcha Carey holding 'Curators' in the EAF Office*

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**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
...SCHEMES

- 1 WESTER HAILES
- 2 PILTON
- 3 MUIRHOUSE
- 4 CRAIGMILLAR
- 5 OXGANGS
- 6 SIGHILL
- 7 BROOMHOUSE
- 8 GREENDYKES
- 9 GILMERTON
- 10 NIDDRIE

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
ENLIGHTENMENT

- 1 FRANCIS HUTCHESON
- 2 ALEXANDER CAMPBELL
- 3 DRAPED TUBE
- 4 ADAM SMITH
- 5 DOUGALD STEWART
- 6 THOMAS REID
- 7 ADAM FERGUSON
- 8 JOHN PLAYFAIR
- 9 JOSEPH BLACK
- 10 JAMES HUTTON

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
...CRIME

- 1 ATTEMPTED MURDER 651
- 2 ROBERT
- 3 RAPE/ATTEMPTED 254
- 4 SEXUAL ASSAULT 577
- 5 SHOPLIFTING 5288
- 6 FIRE RAISING 400
- 7 DRUNKENNESS 450
- 8 BREACH OF PEACE 990
- 9 SPEEDING 18660

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
...PAINTERS

- 1 ALLAN RAMSAY
- 2 HENRY RABBIT
- 3 ALEXANDER WASHMYTH
- 4 HENRY WICKIE
- 5 HORATIO McCULLOCH
- 6 THOMAS PARR
- 7 WILLIAM MCTAGGART
- 8 DANIEL PELOE
- 9 FRANCIS CADELL
- 10 STANLEY CURSIER

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
...BANDS

- 1 BAY CITY ROLLERS
- 2 FIRE ENGINES
- 3 THE PROCLAIMERS
- 4 SCARS
- 5 THE EXPLOITED
- 6 JOSEF K
- 7 BOARDS OF CANADA
- 8 SHOP ASSISTANTS
- 9 THE REZILLOS
- 10 IDLEWILD

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
STUDENTS

- 1 CHINA 2174
- 2 UNITED STATES 1828
- 3 FRANCE 1716
- 4 IRELAND 1557
- 5 INDIA 1151
- 6 GERMANY 1104
- 7 GREECE 1099
- 8 POLAND 504
- 9 MALAYSIA 487
- 10 SAUDI ARABIA 402

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
THE FUTURE

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
FICTIONAL SCOTS

- 1 SHREK
- 2
- 3 SCOTTY
- 4
- 5 RAB C. NESBIT
- 6
- 7 JEAN BRODIE
- 8
- 9 JOHN REBUS
- 10 FINGAL





# REAL LIFE

...and how to live it in

## AULD REEKIE

### ...CAPITAL-ISM

- 1 ABANDON HISTORY
- 2 TEAR UP THE TARTAN
- 3 SHUN THE SHORTBREAD
- 4 TAME THE TOURISTS
- 5 MUZZLE THE MONEY
- 6 MINUS THE MYTHOLOGY
- 7 FORGET THE FESTIVAL
- 8 CENSOR SCOTTLAND
- 9 PERFECT THE PARLEY
- 10 FOR FEARLESS FUTURE

# REAL LIFE

...and how to live it in

## AULD REEKIE

### REFERENDUM '79

COUNCIL	YES	NO
BORDERS	20,746	30,780
CENTRAL	71,296	59,105
D & G	27,162	40,239
FIFE	86,252	74,436
GRAMPIAN	94,944	101,485
HIGHLAND	44,973	43,274
LOTHIAN	187,221	186,421
ISLANDS	10,342	15,838
STR. CLYDE	596,519	508,599
TAYSIDE	91,482	93,325
TOTALS*	1,230,937	1,153,500

\* LESS THAN 40% ELECTORATE VOTE YES

# REAL LIFE

...and how to live it in

## PARLEDONIA

### ...CITIZENS!

- 1 GATHER TOGETHER
- 2 LEVITATE CULTURE
- 3 CELEBRATE SCULPTURE
- 4 VENERATE THINKING
- 5 EULOGISE SINGING
- 6 GLORIFY DRAWING
- 7 DIGNIFY DANCING
- 8 REJOICE IN WRITING
- 9 PROSELYTISE THINKING
- 10 PARLEY...

# REAL LIFE

...and how to live it

## IN AULD REEKIE TOP TEN\*

### KINGS/QUEENS

OUT OF ABOUT 50

- 1 KENNETH MACALPIN 843-58
- 2 MALCOLM I 943-54
- 3 DUBH 962-66
- 4 MACBETH 1040-57
- 5 MARGARET 1286-90
- 6 INTERREGNUM2 1296-1306
- 7 ROBERT THE BRUCE 1306-29
- 8 JAMES I-5 1406-1542
- 9 MARY Q. of S. 1542-67
- 10 JAMES 6 1567-1625

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### ..SUICIDE

- 128 ALL LOTHIAN
- 60 EDINBURGH CITY
- 101 GLASGOW CITY
- 19 ABERDEEN CITY
- 772 ALL SCOTLAND(2011)
- 257 POISON
- 339 HANGING
- 55 DROWNING
- 53 JUMPING
- 73 FIREARMS /OTHER

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### ...CURATORS

- 1 RICKY DEHARCO
- 2 FIONA BRADLEY
- 3 KEITH HARTLEY
- 4 PAT FISHER
- 5 PAUL NESBITT
- 6 RICHARD INGLEBY
- 7 KATE GRAY
- 8 SUSANNA BEAUMONT
- 9 DEIRDRE MCKENNA
- 10 GRAEME MURRAY

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### BURKE & HARE

- 1 OLD DONALD £7.10s
- 2 ABIGAIL SIMPSON £10
- 3 JOSEPH THE MILLER £10
- 4 DRUNKEN FEMALE LODGER
- 5 GLASGOW WOMAN £8
- 6 GLASGOW GRANDSON £8
- 7 EFFIE, CINDERWOMAN £10
- 8 MARY PATERSON £8
- 9 MRS HOSTLER £8
- 10 MARY DOCHERTY £0

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### ...WRITERS

- 1 JAMES MACPHERSON
- 2 WALTER SCOTT
- 3 JAMES BOSWELL
- 4 R.L. STEVENSON
- 5 ARTHUR CONAN DOYLE
- 6 MURIEL SPARK
- 7 IAIN BANKS
- 8 IRVINE WELSH
- 9 IAN RANKIN
- 10 J.K. ROWLING

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### DRUG DEATHS

- 42
- 24 ANY BENZO-DIAZEPINE
- 22 (DIAZEPAM)
- 1 (TEMAZEPAM)
- 14 HEROIN/MORPHINE
- 9 ALCOHOL
- 3 COCAINE
- 2 ECSTASY
- 1 AMPHETAMINES
- 73 ALL LOTHIAN(2011)

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### ...POETS

- 1 GAVIN DOUGLAS
- 2 ALISON COCKBURN
- 3 ROBERT FERGUSON
- 4 ROBERT BURNS
- 5 NAOMI MITCHISON
- 6 ROBERT GARIOCH
- 7 NORMAN MCCAIG
- 8 SORLEY MCLEAN
- 9 SIDNEY GOODSIR SMITH
- 10 ALAN BOLD

# REAL LIFE

...and how to live it

## IN AULD REEKIE

### FOOTBALLERS

#### 1 BOBBY JOHNSTONE

#### 2 JOHN ROBERTSON

#### 3 GORDON SMITH

#### 4 DAVE MACKAY

#### 5 LAWRIE REILLY

#### 6 ALFIE CONN

#### 7 EDDIE TURNBULL

#### 8 WILLIE BAULD

#### 9 WILLIE ORMOND

#### 10 JIMMY WARDHAUGH

Edinburgh City Council

Edinburgh City Council

Ross Sinclair  
*REAL LIFE and how to live it in  
Auld Reekie*

These billboard posters are part of a series of works distributed throughout the city in a variety of media: beer mats in local pubs and bars, postcards, posters, badges and bags, plaques on buildings and even a limited edition 7" vinyl record. Each item carries a top ten list of different aspects of Edinburgh, from its most famous writers and painters to subjects which make for less comfortable reading. Collectively, they invite discussion about the portrayal of this most picturesque of cities.

[www.edinburghartfestival.com](http://www.edinburghartfestival.com)

# EDIN BURGH ART FEST IVAL

1 August – 1 September 2013





3 x Billboards on Calton Road, each 20 feet x 10 feet, directly opposite rear access to Waverley Station.

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...SINGERS

1	ABANDON HISTORY
2	TEAR UP THE TARTAN!
3	SHUN THE SHORTBREAD
4	TAME THE TOURISTS
5	MUZZLE THE MONEY
6	HINUS THE HYTHOLOGICAL
7	FORGET THE FESTIVAL
8	CENSOR SCOTTLAND
9	PERFECT THE PARLEY
10	FOR FEARLESS FUTURE

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...FOOTBALLERS

1	HARRY JOHNSTON
2	JOHN ROBERTSON
3	WESLEY BRUCE
4	DAVE MACKEY
5	LEMMIE KELLY
6	DAVID COOK
7	SCOTT HUNTER
8	WILLIE DAVID
9	WILLIE BRUCE
10	JOHN WARDHAUGH

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...REFERENDUM '79

BORDERS	20,746	30,780
PERTH	37,162	40,339
GLASGOW	86,252	74,436
GLASGOW	96,844	101,485
LOTHIAN	187,322	194,421
EDINBURGH	596,510	508,589
FAYERSIDE	100,000	100,000
TOTALS*	1,289,977	1,153,550

\*...40% ELECTORATE VOTE YES

**REAL LIFE**  
...and how to live it in  
**PARLEDONIA**  
...CITIZENS!

1	GATHER TOGETHER
2	LEVITATE CULTURE
3	VENERATE THINKING
4	ELOGISE SINGING
5	TOBACCO DANCING
6	REJOICE IN WRITING
7	PROJECTISE THINKING
8	...
9	...
10	...

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...SCHEMES

1	WESTER HAILES
2	MURKHOUSE
3	CRAIGHILLAR
4	ROSEBANK
5	FIGHTHILL
6	BROOKHOUSE
7	GREENDYKES
8	GREENERTON
9	NIDRIE

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...CRIME

1	...
2	...
3	...
4	...
5	...
6	...
7	...
8	...
9	...
10	...

**REAL LIFE**  
...and how to live it in  
**AULD REEKIE**  
...BANDS

1	RAY CITY ROLLERS
2	THE PROCLAIMERS
3	THE EXPLOITED
4	THE FUTURE
5	THE REZILLOS
6	...
7	...
8	...
9	...
10	...



# LIFE

live it

# LD

TOP  
TEN\*

# ENS

843-58

943-54

962-66

040-57

286-90

6-1306

06-29

-1542

## REAL LIFE

...and how to live it

### IN AULD REEKIE

#### ..SUICIDE

- 128 ALL LOTHIAN
- 60 EDINBURGH CITY
- 101 GLASGOW CITY
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- 772 ALL SCOTLAND (2011)
- 257 POISON
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## REAL LIFE

...and how to live it

### IN AULD REEKIE

#### ..CURATORS

- 1 RICKY DEMARCO
- 2 FIONA BRADLEY
- 3 KEITH HARTLEY
- 4 PAT FISHER
- 5 PAUL NESBITT

## REAL LIFE

...and how to live it

### IN AULD REEKIE

#### BURKE & HARE

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- 5 GLASGOW WOMAN £8
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- 10 MARY DOCHERTY £0

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...and how to live it

### IN AULD REEKIE

#### ...WRITERS

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- 2 WALTER SCOTT
- 3 JAMES BOSWELL
- 4 R.L. STEVENSON
- 5 ARTHUR CONAN DOYLE

## REAL LIFE

...and how to live it

### IN AULD REEKIE

#### DRUG DEATHS

- 42 METHADONE
- 24 ANY BENZO-DIAZEPINE
- 22 (DIAZEPAM)
- 1 (TEMAZEPAM)
- 14 HEROIN/MORPHINE
- 9 ALCOHOL
- 3 COCAINE
- 2 ECSTASY
- 1 AMPHETAMINES
- 73 ALL LOTHIAN (2011)

## REAL LIFE

...and how to live it

### IN AULD REEKIE

#### ...POETS

- 1 GAVIN DOUGLAS
- 2 ALISON COCKBURN
- 3 ROBERT FERGUSSON
- 4 ROBERT BURNS
- 5 NAOMI MITCHISON

# REA

...and

IN

# RE

# FOOT

1 BOB

2 JOH

3 GO

4 DA

5 LA

6 AL

7 ED

8 WI

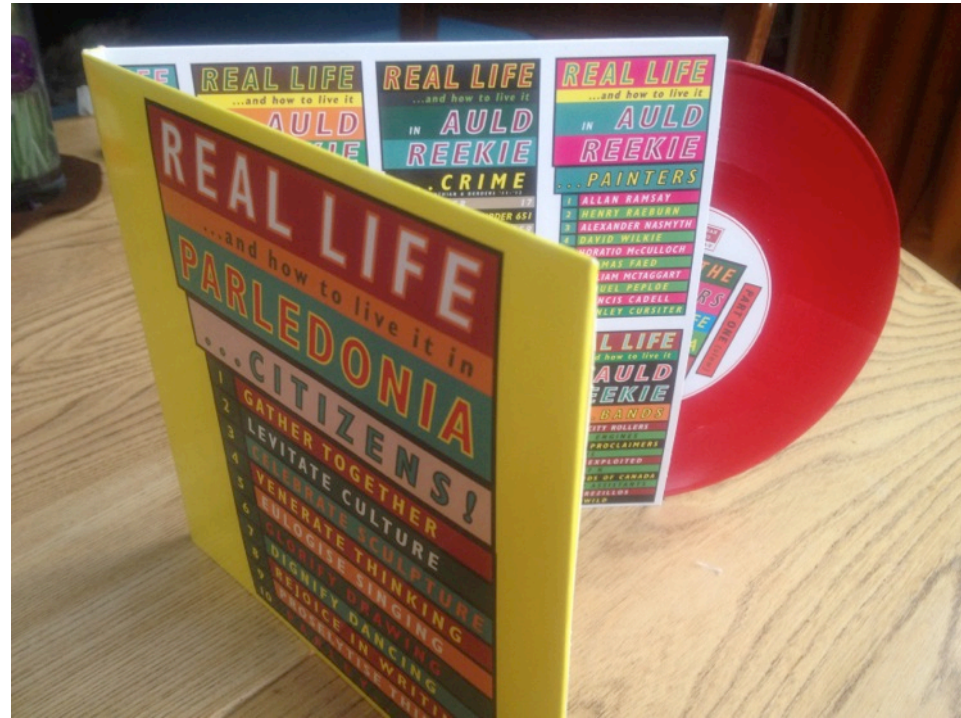




*Real Life and how to live in in Auld Reekie : Capital-ism, Tote bags pictured on day of opening (edition of 500)*







Badges and 7" Record, *Real Life Parledonia in Auld Reekie*, (gatefold sleeve, red vinyl, 500) distributed around the few remaining record shops in the city.



WWW.ROSSANDTHEREALIFERS.COM

WRITTEN, PERFORMED, RECORDED & MIXED BY R.S.

MASTERS BY KENNY MACLEOD

ROSS & THE REALIFERS  
REAL LIFE  
PARLEDONIA  
IN AULD  
REEKIE

PARTS 1 & 2

ROSS SINCLAIR FOR EDINBURGH ART FESTIVAL 2013

WWW.EDINBURGHARTFESTIVAL.COM

\* EDITION OF 505

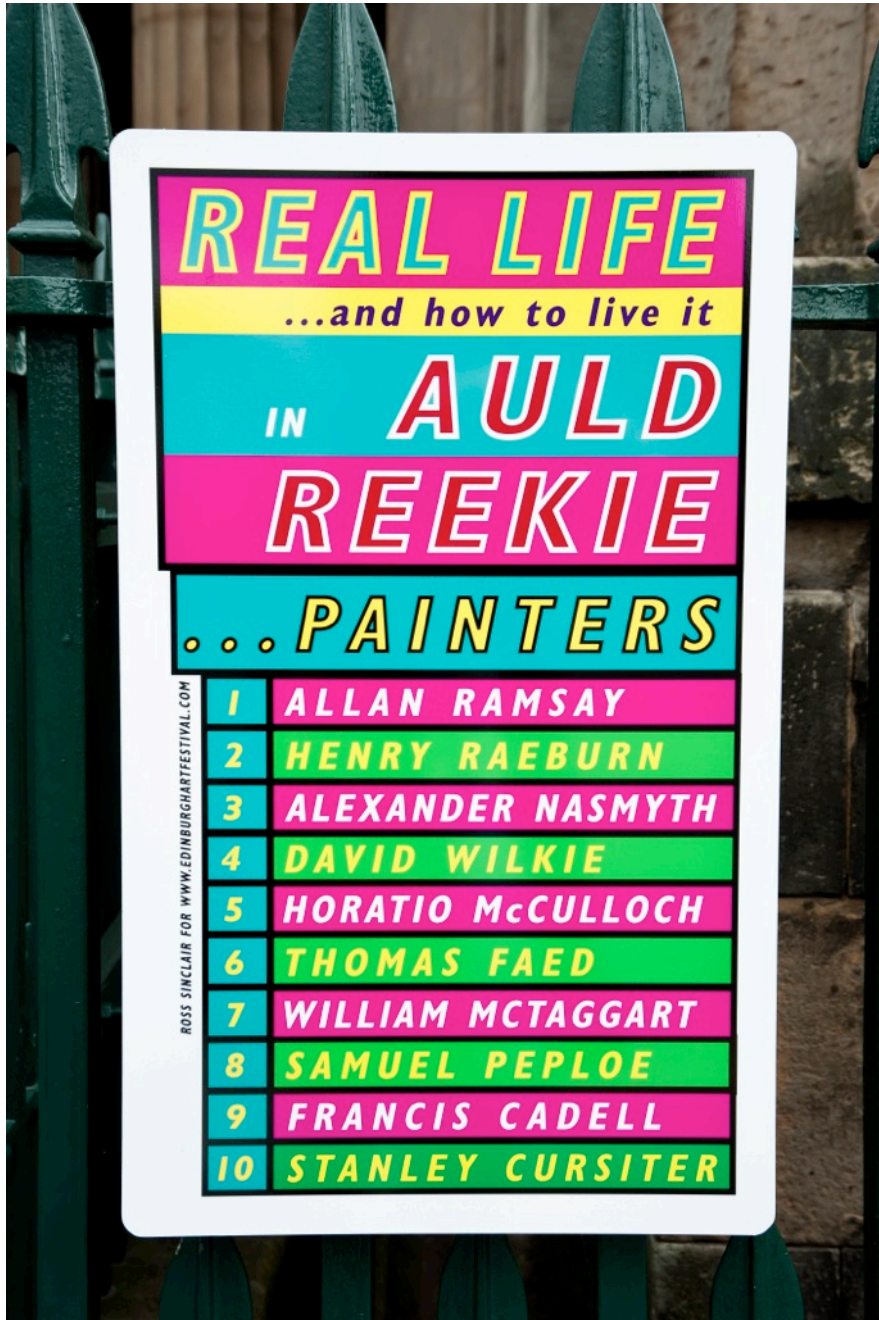
THE KILCREGGAN RECORDING CO.  
CREGG 003-V

ROSS & THE REALIFERS REAL LIFE PARLEDONIA (IN AULD REEKIE) CREGG 003-V

REAL  
...and how  
PARLED

...CITY

- 1 GATHER TO
- 2 LEVITATE
- 3 CELEBRATE
- 4 VENERATE
- 5 EULOGISE
- 6 GLORIFY D
- 7 DIGNIFY D
- 8 REJOICE IN
- 9 PROSELYTIS
- 10 PARLEY



Real Life and how to live it in Auld Reekie : Painters, installed at the Royal Scottish Academy, on the mound.





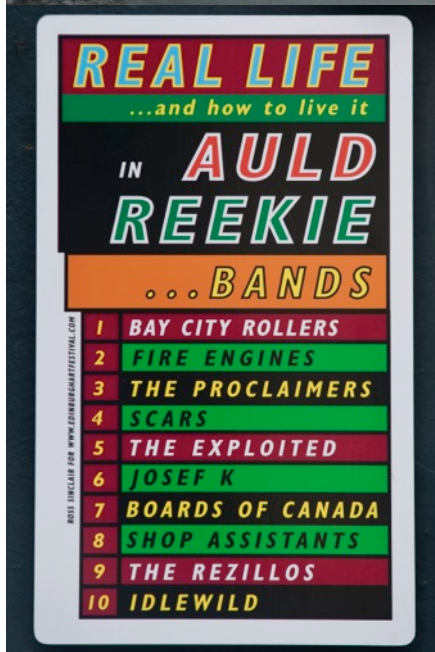
**REAL LIFE**  
 ...and how to live it in  
**AULD REEKIE**  
 REFERENDUM '79

COUNCIL	YES	NO
BORDERS	20,746	30,780
CENTRAL	71,296	59,105
D & G	27,162	40,239
FIFE	86,252	74,436
GRAMPIAN	94,944	101,485
HIGHLAND	44,973	43,274
LOTHIAN	187,221	186,421
ISLANDS	10,342	15,838
STR. CLYDE	596,519	508,599
TAYSIDE	91,482	93,325
<b>TOTALS*</b>	<b>1,230,937</b>	<b>1,153,500</b>

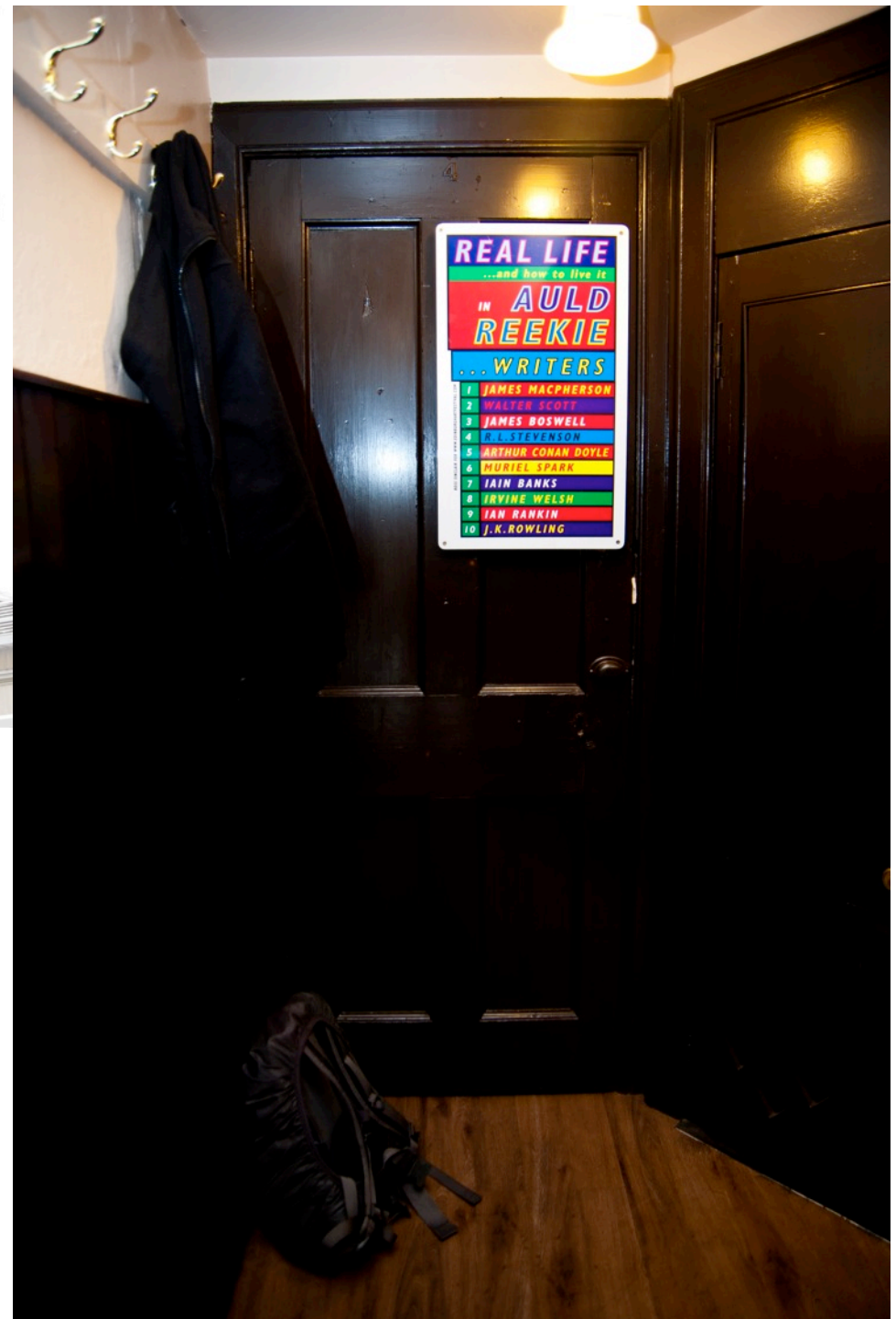
\* LESS THAN **40% ELECTORATE VOTE YES**

ROSS SINCLAIR FOR WWW.EDINBURGHARTFESTIVAL.COM

*Real Life and how to live it in Auld Reekie : Referendum '79* installed at the old Royal High School, proposed site of a devolved Scottish Government in the event of a 'Yes' vote in 1979. Although 51% who voted, voted 'yes', Westminster had decided that 40% of the total electorate must vote yes so the Scottish people had to wait another 20 years for a Scottish Parliament.



*Left - Real Life and how to live it in Auld Reekie: Bands* – installed on the side of Ingleby Gallery, for 30 years home of ‘The Venue, one of the city’s liveliest music venues



*Right – Real Life and how to live it in Auld Reekie : Writers*, installed at The Oxford Bar, haunt of Inspector John Rebus, and his writer, Ian Rankin



**Real Life and how to Live it in Auld Reekie : Crime**, situated directly outside Gayfield Square Police Station, city center



- REAL LIFE**  
 ...and how to live it in  
**AULD REEKIE**  
**FESTIVAL POSTER**
- 1 **STRANGLE STAND UP**
  - 2 **CASTRATE COMEDY**
  - 3 **THWART 'THE THEATRE'**
  - 4 **ANNIHILATE 'ARTISTS'**
  - 5 **EMASCULATE 'MUSIC'**
  - 6 **PROSCRIBE 'PAINTING'**
  - 7 **CONTAMINATE 'CULTURE'**
  - 8 **CLOSE YOUR EYES**
  - 9 **OPEN YOUR MOUTH**
  - 10 **P A R L E Y . . .**

*Real Life and how to live it in Auld Reekie : Festival Poster, specifically made to be seen alongside the overwhelming glut of publicity plastered around the city throughout the festival*

# METHODOLOGY

## Real Life Parledonia

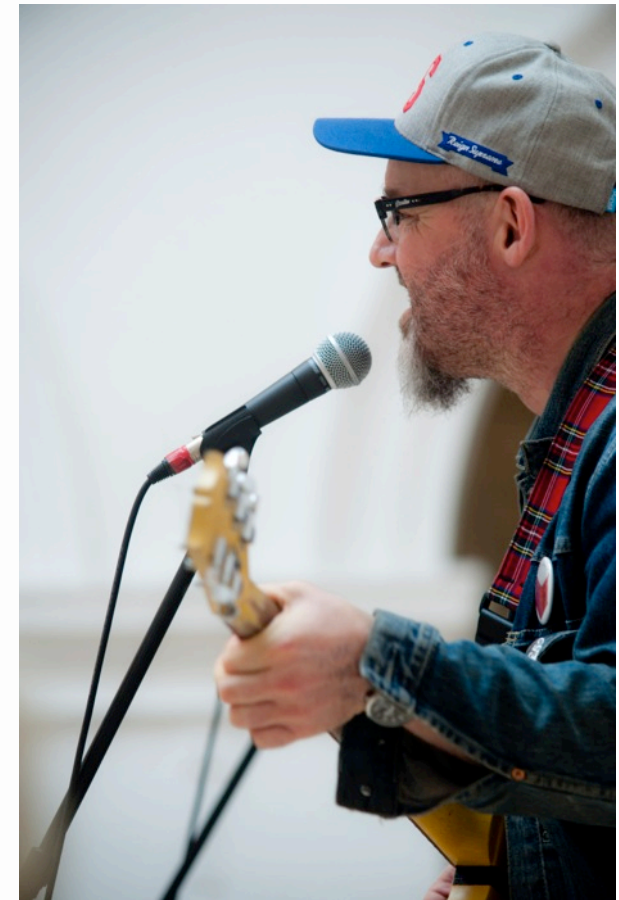
<http://www.edinburghartfestival.com/events/2013-08-02/#e330>

In parallel with my commission for the main Art Festival, Edinburgh Art Festival asked me to curate an event which would kick start the festival with a dynamic overture, held in the Sculpture Court of Edinburgh College of Art within the remarkable work of Krijn de Koning. His work took the form of a multi-height platform built around about 25 of the casts which proposed a new kind of social space, less hierarchical and pedagogic.

Real Life Parledonia - This was an afternoon event at Edinburgh College of Art where I invited 12 artists/writers/performers to contribute to a live event where I also performed and hosted. This included drawing, dance, deconstructed lecture, songs, spoken word prose/poetry, music, improvisation with the audience etc. There was a booklet published to accompany this event (2000 copies) including an essay I wrote which reflected on the contributors and the festival theme of 'Parley'. The contributors were, Prof. Raymond MacDonald, Maria Fusco, Ewan Morrison, Hanna Tuulikki, Romany Dear/Dominic Paterson, Florin-Alen Mocanu, Phoebe Amis, Amy Pickles, Chris Silver, Kenyersel, Birthe Jorgenson, Krijn De Koning.

*"Artist Ross Sinclair adopts the role of ring master to direct a loose array of speakers, performers and artists, in debating questions such as: 'what is Parley? And what is Caledonia? And how might they come together locally, nationally and internationally? What is the job description of 'artists' in a small damp Northern European country in 2013? What is a 'creative life' and how can the idea be articulated by ourselves and others at this particularly complicated moment in time?'*

The artists I selected included a number of students from the current graduating year in SEA of GSA as well as some from the previous years. I wanted to explore the idea of artists starting off with one set of formal concerns which, over time, move into other areas, for example artists who train in Environmental Art but end up exploring dance in their practice (Romany Dear) or music/voice (Hanna Tuulikki) or Ewan Morrison who trained at GSA in Photography but is now an award winning author. I have had some connection with most of these artists over the years and wanted to continue a conversation in this dynamic public sense. I put the event together with the specific aim that it would remain open ended and ambiguous, raising a number of different questions in relation to the themes of the festival and at the end proposed that the further discussion of these questions could be addressed while traversing the city exploring the different works in the festival.



*Real Life Parledonia, detail of performance*



# REAL LIFE

...and how to live it in

# PARLEDONIA

...CITIZENS!

- 1 GATHER TOGETHER
- 2 LEVITATE CULTURE
- 3 CELEBRATE SCULPTURE
- 4 VENERATE THINKING
- 5 EULOGISE SINGING
- 6 GLORIFY DRAWING
- 7 DIGNIFY DANCING
- 8 REJOICE IN WRITING
- 9 PROSELYTISE THINKING
- 10 PARLEY...

# PARLEDONIA

E.C.A SCULPTURE COURT

2ND AUGUST 2013

EDINBURGH ART FESTIVAL

... ROSS SINCLAIR WITH

- 1 RAYMOND MACDONALD
- 2 MARIA FUSCO
- 3 EWAN MORRISON
- 4 HANNA TUULIKKI
- 5 ROMANY DEAR / DOMINIC PATERSON
- 6 FLORIN-ALEN MOCANU
- 7 PHOEBE AMIS
- 8 AMY PICKLES
- 9 CHRIS SILVER
- 10 KENYERSEL
- 11 BIRTHE JORGENSON
- 12 KRIJN DE KONING



*Real Life Parledonia (details)*



*Real Life Parledonia* (details)





*Real Life Parledonia* (details)





**Real Life and how to live it in Auld Reekie : Fictional Scots,** installed at the Scott Monument. Sir Walter Scott is arguably the 'father' of contemporary Scottish identity





Beer mats installed and being used in Worlds End pub, High Street and at Harvey Nichols exclusive 4th Floor Café/Bar. There are 4 different beer mats each with a different subject on each side, for example **Footballers/Poets** and **Kings and Queens/Referendum'79**



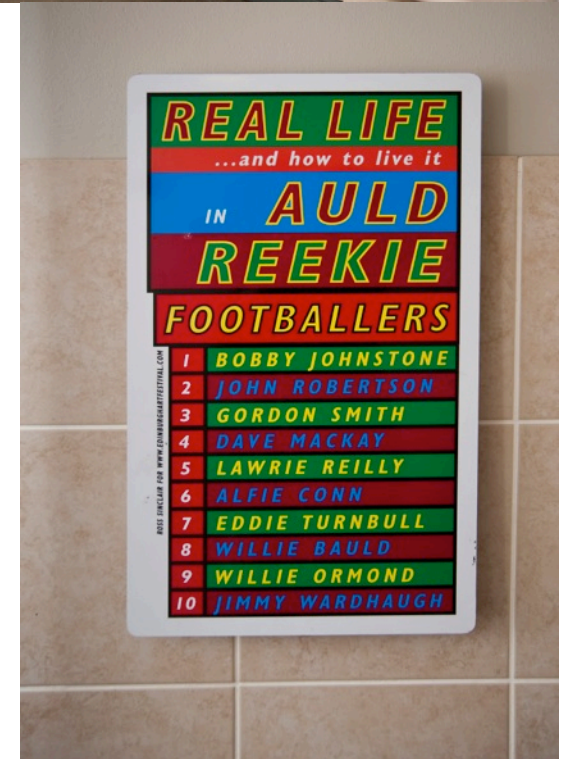


*Real Life and how to live it in Auld Reekie – postcards – sets of 12 different subjects and also sold individually*





*Real Life and how to live it in Auld Reekie : Burke & Hare* installed beside 19<sup>th</sup> c cemetery watchtower - *Schemes*, installed in one of the most expensive residential streets in the country, *Footballers* in Hibs Bar toilet



**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
**BURKE & HARE**  
1 OLD DONALD £7.10s  
2 ABIGAIL SIMPSON £10  
3 JOSEPH THE MILLER £10  
4 DRUNKEN FEMALE LODGER  
5 GLASGOW WOMAN £8  
6 GLASGOW GRANDSON £8  
7 EFFIE, CINDERWOMAN £10  
8 MARY PATERSON £8  
9 MRS HOSTLER £8  
10 MARY DOCHERTY £0

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
**BURKE & HARE**

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
**FOOTBALLERS**

CARLTON  
TERRACE

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
**...SCHEMES**  
1 WESTER HAILES  
2 PILTON  
3 MUIRHOUSE  
4 CRAIGMILLAR  
5 OXGANGS  
6 SIGHTHILL  
7 BROOMHOUSE  
8 GREENDYKES  
9 GILMERTON  
10 NIDDRIE

**REAL LIFE**  
...and how to live it  
IN **AULD REEKIE**  
**FOOTBALLERS**  
1 BOBBY JOHNSTONE  
2 JOHN ROBERTSON  
3 GORDON SMITH  
4 DAVE MACKAY  
5 LAWRIE REILLY  
6 ALFIE CONN  
7 EDDIE TURNBULL  
8 WILLIE BAULD  
9 WILLIE ORMOND  
10 JIMMY WARDHAUGH





***Real Life and how to live it in Auld Reekie : The Future***, installed at the Camera Obscura on the Royal Mile up beside the Castle – I liked the idea of looking back to a contemporaneously futuristic technology of the 19<sup>th</sup> C in order to free the imagination to look forward to our own uncertain future

# DISSEMINATION

The project was one of the most widely disseminated in 25 years of practice and generated a lot of discussion and was seen by an extremely diverse audience. As many of the works are flexible and moveable (posters/postcards/beer mats etc) – these continue to have a life after the event. I include a letter from Alex Salmond, Scotland's first minister to Chris Silver one of my participants of *Real Life Parledonia* (and a recent GSA graduate) in which he refers to my project as one which indicates a freedom of expression in the current political climate.

## Recent Reviews of the project

The Guardian 26 July 2013 'Reekie pipes, blue cocks and drone warfare – the week in art' By Jonathan Jones <http://www.guardian.co.uk/artanddesign/2013/jul/26/art-weekly-edinburgh-wind-pipes-cock>

The Scotsman 1 August 2013 'Poster Campaign Marks Edinburgh Art Festival Start' By Brian Ferguson <http://www.scotsman.com/lifestyle/arts/news/poster-campaign-marks-edinburgh-art-festival-start-1-3023784>

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Aesthetica August / September 2013 'Last words' Not credited No online link

The Guardian 7 August 2013 'Edinburgh art festival: the best of this year's public commissions' By Jonathan Jones <http://www.theguardian.com/artanddesign/2013/aug/07/edinburgh-art-festival-best-public> The Arts Desk 7 August 2013 'theartsdesk at the Edinburgh Art Festival' By Caroline Boyle <http://www.theartsdesk.com/visual-arts/theartsdesk-edinburgh-art-festival> Art Centron 8 August 2013 '10 Public Artworks at Edinburgh Art Festival Visitors Can't Stop Talking About' <http://artcentron.com/?s=edinburgh+art+festival> The Scotsman 24 August 2013 'Exhibition reviews: Nam June Paik | Leonardo Da Vinci' By Moira Jeffrey <http://www.scotsman.com/lifestyle/arts/visual-arts/exhibition-reviews-nam-june-paik-leonardo-da-vinci-1-3061811> <http://thisiscentralstation.com/edinburgh-festivals/eaf2013-preview/>

The EAF published a short book featuring each commission including an essay discussing each project by the director Sorcha Carey. My work discussed pp 21-23.

Since the project I have also been nominated for the prestigious *Glenfiddich Spirit of Scotland Awards 2013* <http://www.glenfiddich.com/uk/explore/spirit-of-scotland/>

I am also in dialogue with a Curator from South Korea about developing the Real Life Parledonia project in that context.

