

THE TIMES

Artist baffled as Liberty ditches work

David Sanderson
July 15, 2017



The baby image from the work Unconditional Love by Jared Madere

Jared Madere, the artist behind the work Unconditional Love, has said he is puzzled as to why the London department store Liberty has unceremoniously dumped it after 36 hours.

Mr Madere, who had been commissioned by Liberty to produce the 12m installation for the atrium of its West End store, said that they had not been “forthcoming with their reason”.

It has been suggested by another artist that the work, with digital images of a crying baby, a three-headed elephant empress and a grandmother speeding at 1,000mph, had offended the head buyer at the 142-year-old store.

Mr Madere, a 31-year-old New York-based artist, said he had “heard rumblings that someone at Liberty believed it was a dead baby, which it definitely is not”.

He added that Liberty — which had been seen as a trailblazer with its hosting of an art exhibition — had been involved at every stage in the four-month project.

Liberty denied that its “buying director was part of the decision to remove the work” but declined to say who did take the decision. It said that technical issues had led to the withdrawal of two of the artworks it had commissioned. The other is a performance piece.

Original article: <https://www.thetimes.co.uk/article/artist-baffled-as-liberty-ditches-work-vlm3s9s7w>