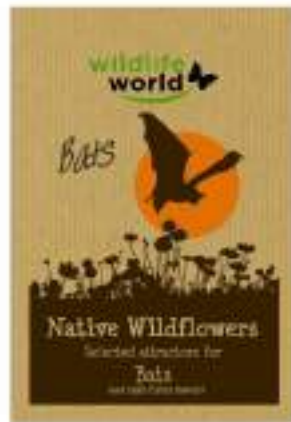


1. Anarcho-comedy

Playing the world wrongly to create moments of confusion, as resistance to power.

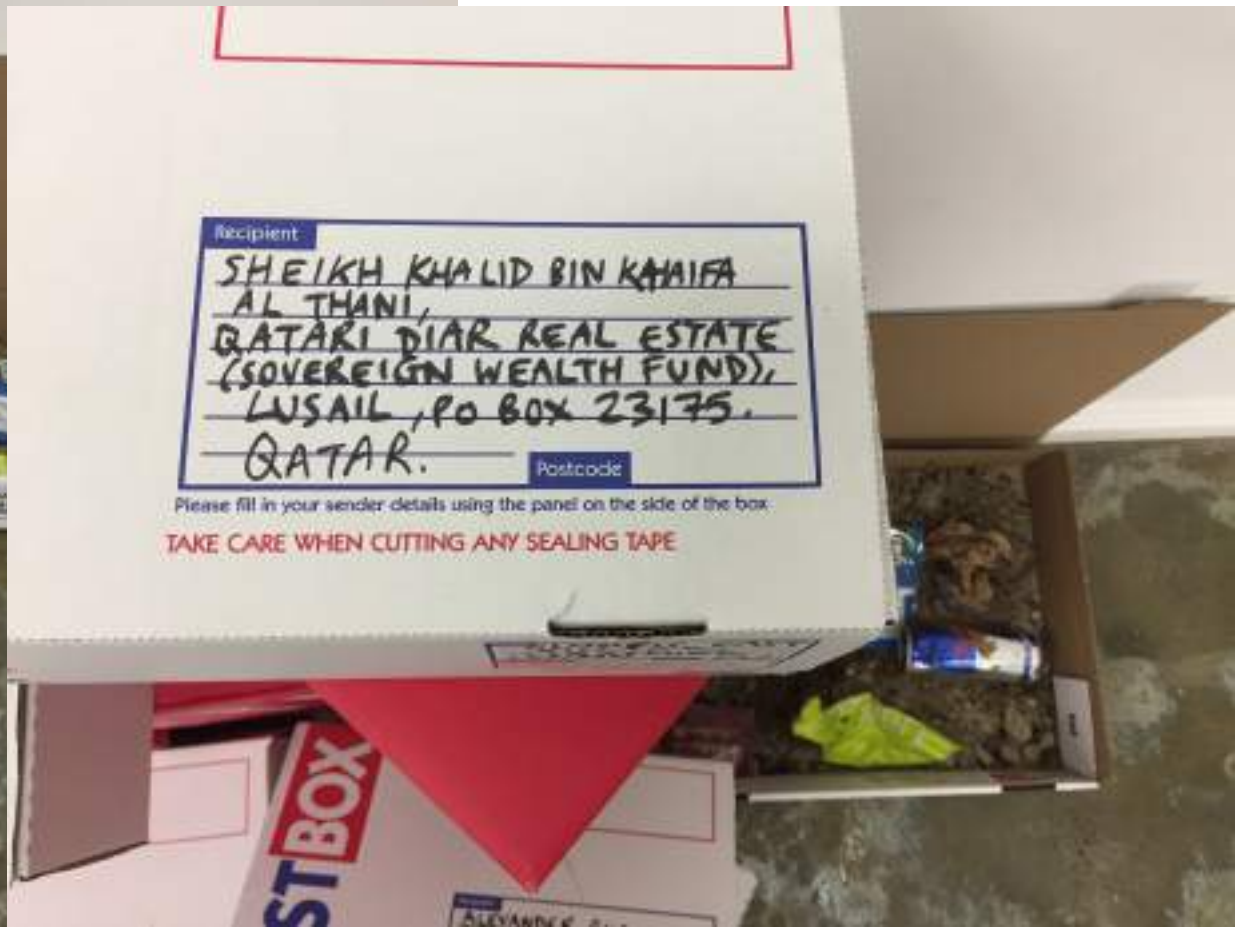




Scare the Horses performance club, 2019.









David Cameron
 10 Downing Street
 London
 SW1A 2AA

Dear David

Once a I was sleeping in the future and I had a dream ... In the palace the Queen was eating cherries whilst playing with her corgi ... when Ber-ham bought coffee for cold paramedics in Blomberg London... A terrorist, turned Killer, when an Algerian man was giving aid to a homeless man in Manchester. He was a victim of a Knife attack ... Water killed child in Leeds, whilst lion was running away from the water attack.... A man was thinking about hitting a bottle of wine on another man's head... The winners from Aintree were running in a car... The trolls were trapped underground in Thailand... Migrants were picking apples in Scotland... The horse and rider road across England... The vintage car walked to Venice... Rare skiing trees found in the Caribbean... Whales wonder about the Great Barrier reef, while the beetles open a restaurant... Whatford was picking apples tickets as they were facing Chelsea in a football match...

'Run berries don't let the farm eat you, run as fast as the land goes, doesn't matter if you CRASH into zimbabwe!... On March 2nd 2 controlling foxes named David, danced over the border to eat Germany...

From ^{Emilia} LAUREN Em FLO
 Mea Momie X
 Maddy Ruby Lottie
 HONOR PHOEBE X
 Daisy Seren Grace



Dear Robert Henderson and Nick Pendry

I hope you're both settling into your new roles as Croydon's Executive Director for Children, Families & Education and Director for Early Help & Children's Social Care.

I was walking past The Croydon Law Courts on (I don't think) the other day and I noticed that the side door of the Youth Court (yes, the bit down those little steps) was adorned with a rather wonderful array of names and graphic tags scattered into the pavement, presumably the rebellious slivers of the accused's convictions as they awaited their hearings. I took a photo and had it made into an elegantly edgy pocket square for work (if you'd wear with the luxury fabric you can afford on your summer salaries (Robert, I hear you're on a £120,000 package, and £90,000 isn't bad either) heh). As well as completing a handsome professional profile, the pocket square is a playful reminder of your responsibility to the young people of Croydon.

It's not going to be an easy job turning things around after that damning Doherty report just over a year ago. Widespread, serious failures have left some of the area's most vulnerable children at risk of significant harm. Croydon is the borough with the most children and spending on them dropped from more than £4.5 million in 2012-14, to £394,000 in 2017-18. Perhaps if London councils hadn't cut their youth services by an average of almost £1 million each since 2012, the Youth Courts wouldn't be so populated.

I know that you're both passionate about achieving the best you can for Croydon's children, protecting them from harm, promoting their wellbeing and supporting them to achieve their full potential. These pocket squares are a gift from the kids you're working for, so that their names are always close to your hearts.

Get into Croydon - Let us grow in Health!

Lucy Ashcroft
Lucy Ashcroft 20/01/19
MHC, Croydon

The MHC Charity and its trustees



(i) INVESTOPEDIA

urban

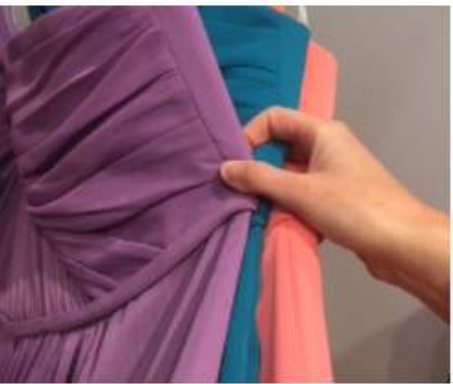
Hedge
An investment to reduce the risk of adverse price movements in an asset. Normally, a hedge consists of taking an offsetting position in a related security, such as a futures contract.

Hedge

Meaning awesome, cool, killer, sweet, good, very nice. Usually pertaining to someone or something looking or seeming 'hedge'. Wow! You look pretty **HEDGE** today, dude!

2. Fieldwork in sites of commerce

Queering / querying / confusing capitalism





Stream, 2017. Louise Ashcroft.



Stream, 2017. Louise Ashcroft.





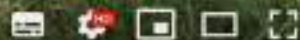
Stream, 2017. Louise Ashcroft.



Stream, 2017. Louise Ashcroft.



1:30 / 1:48



Stream, 2017. Louise Ashcroft.



1:28 / 1:48



Stream, 2017. Louise Ashcroft.



I'd Rather Be Shopping, 2017. Arebyte Gallery





YOU DON'T
SOCIAL NEED
APPROVA

BE YOURSELF;
EVERYONE ELSE IS
ALREADY TAKEN

Boring Talks, 2018. BBC iPlayer (link [here](#)).

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Boring Talks #26 - Call Centres

How many days of our lives do we spend 'on hold'? When would you wear a 'half-suit'? Has God been replaced by salad? Louise Ashcroft explores Call Centres to find answers.

26 November 2018
Available now
30 minutes

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The Boring Talks

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Contains language which some may find offensive.

Boring Talks #06 - The Argos Catalogue

The artist Louise Ashcroft takes us inside the mysterious portal that is the Argos catalogue, and examines what it reveals about people's desires and aspirations.

26 February 2018
Available now
25 minutes

Presenter: James Ward
Contributor: Louise Ashcroft
Producer: Luke Doran
Editor: Moy McGowan

+ Download

House
clearance
market –
Jumble of
other
people's
identities
=
empathy-
machine



Deptford X Festival, 2018.









3. Speculative and imaginary everyday life. Creating spaces outside social conventions, as resistance to power structures (such as art history / capitalism / nuclear family structure).

C

IS FOR CHARACTER



C

IS FOR CHARACTER

Walk around the 1040 room, which is full of faces from myth and history.

Look for characters in the artworks.

Choose the character who most intrigues you. Who are they? What might their life be like?

In order to get to know them better, you ask your character a question about their life.

Write the question here.

Now pick a number between 0 and 10 and then go into any other room in the gallery. Imagine your character is accompanying you as you travel clockwise around the room counting the works until you reach the work that corresponds to the number you chose (e.g. if you picked number 8 go to the eighth work in the room). This artwork holds a clue to the answer your character might give to your question. What is it?

You and your character are getting along very well and have decided to go on holiday together. Travel to a different room in the gallery and pick out three images or details that might be your holiday snaps. Look at them closely. What do they reveal about your holiday? Where did you go? What did you do?

You decide to write a postcard to your best friend telling them all about your trip with your character. Write the postcard here.



Activity by artist Louise Ashcroft
in collaboration with
School and Teachers
Take London Learning

**BRING ART INTO
YOUR CLASSROOM**
You can also access
the collection artworks
from take.org.uk

TATE

Supernormal festival 2019





All Our Lives,
2018,
interactive
installation.
Salisbury Arts
Centre.

All My Lives installation with audio narrative ([click here](#) to listen), Arebyte Laser project space.



Monsters of the Deep, 2017.
Coastal Currents Festival - Hastings.





4. Maximal minimalism - there is already enough stuff in the world
Reuse, reinvent, reimagine it.

Talking to a Brick Wall, 2018. Goldsmiths CCA Gallery, London.



You're the HD to my ADHD, 2018. Wellcome Collection.



Awkward Stowage, 2019. Art Night London.





Whose Croytopia? 2019.
Fungus Press, Turf Projects.

Your apartment is 84% smaller than the one Westfield's CEO has bought for his dog, Asteris. Like all Weivaaswars with a good pedigree, Asteris likes postmodern design and sleeps on one of those Philippe Starck chairs you said you'd buy if you won the EuroMillions lottery.



Self-made Chinese multimillionaire
Mr Zhang Li is CEO of Hong Kong based Guangzhou R&F Properties, which is redeveloping Croydon's former Nestlé Tower (and Nine Elms Square in Vauxhall, a typical 'owned but empty' one). Although Zhang is 9612 Kilometres away, he once Wikipedia'd Croydon and became passionate about making the local area better. Zhang is grateful for Western capitalism: allowing his property and chemical mixing companies to flourish. When he founded R&F in 1994 Hong Kong was still a British colony. Today he and his wife have gone through 17 Egyptian cotton linen towels, after spending the day on their luxury yacht.

Christopher Cuddeker is a French investment and current CEO of European real estate group Unibail-Rodanco-Weatfield, which was the glowering shopping mall development that will open in Croydon in 2023. It's the largest commercial real estate subsidiary in France, and Christopher's success has earned him the Knight Order of the French Legion of Honor (as well as a collection of luxury watches and lifestyle amenities). According to the Myers-Brown personality test, Christopher is an ESTJ, which is why he's a natural business leader who is passionate about strategic brand dynamics. When asked about rising inequality he's most likely to quote Arty Warkof's statement: "In Cuba a Coke and an annual 47 energy can get you a better Coke than the one that came on the previous day. In the US, Cuba gets the same and all the Cubans are going to buy a Coke. The President knows it, the Cubans know it, and you know it." This doesn't apply to the champagne from Christopher's estate though, which is "appellation d'origine contrôlée" (and pretty exclusive stuff).

Your Shoreditch party days are over - those dancing feet crash a rung on the property ladder. You're delighted with your swanky new sharehold in one of Croydon's converted office blocks. You call Croydon 'Gross' like an overfamiliar stranger who wants to be best buddies, but the word sounds incongruous - like that time your Mum tried to rap Tupac's Changes at the Guildford Women's Institute karaoke night. You don't mind that your bank statements have led to a stress-induced twitch, because Croydon's status as capital of high-risk mortgages reflects its tarnished reputation. And yes, your landlords know there's now a Scopark nearby; you already told them 7 times.




On the outside, Jakkub is considered swimming blue-eyed, but inside he doesn't know what the point of it all is. He's got everything he ever wanted: the finance job, the knickerbocker subscription, the latest designer lighting, the exclusive journals on designer lighting.

Jakkub loves the flat in a palace of his Tribble dates here in the town when he's not. He's not really the emotional, but he certainly isn't a lot of pressure at work, and his monthly outgoings are low. He's got a mortgage. Jakkub hasn't done properly in months, he's over on all right-hand from Hardy's Million in a Mill and Million in a Mill, and all these million headlines (Croydon's Fawcett) date from several years ago. He's done these things in the new Westfield.

Jakkub's flat is really stylish, he'd love to spend more than that, but it's the awkward 3-bedroom size, and he's got a mortgage to pay. Croydon's 'Bucks' magazine is a great read, and it's got a lot of ideas on how to make the most of the space.

Jakkub's furniture is top of the range - it's such a shame he's never around to sit on it.

There are quite a few apartments in Jakkub's block...

1 2 3 4 5 6 7 8 9

Just the number under 100, on the way out to the bank. Apart from the fact that the flat is not as big as you might think, or the way it's set up, it's not as big as you might think. It's not as big as you might think, or the way it's set up, it's not as big as you might think. It's not as big as you might think, or the way it's set up, it's not as big as you might think.

Genetic fusion of old style and a neighbourhood to rival some of the best in the country. The new Westfield is being pushed out by the most attractive parts of London, like Hoxton and Grimsby.

Benji, an 18-year-old in his first year at Croydon, is his collection of luxury cars. The collection is now at 10th floor and will be available to spend the night, and there's a lot of the collection available. He's currently looking for a place to live in the new Westfield, and the greatest thing is that the prices are lower than in the past. He's currently looking for a place to live in the new Westfield, and the greatest thing is that the prices are lower than in the past.

Mrs. Anderson, who also leads the estate agent, showed around the new flat in the town and she's no longer afraid of a real flat of construction. She's currently looking for a place to live in the new Westfield, and the greatest thing is that the prices are lower than in the past.

Julia Darwin-Woodward is the media intern who has just moved into your old flat on Westley Rd (the one you had to leave when the next increased). She's happily daydreaming about the opening of Croydon's new Westfield, and is saving up to buy a potato masher, two kinds of cheese grater and a legume crisper at the new John Lewis. She'll have to leave most of these lifestyle accessories at her parents' house in Harrogate though, because her studio flat has the square footage of their walk-in wardrobe.

Croydon's new middle class, nicknamed the 'new middle class', are introducing a range of new lifestyle accessories, and the first of these is the new Westfield. It will be followed as part of the estate agent's expanding Westfield - a 1000-page document that contains the word 'flat' 100 times.

GEO of Croydon Council, in Harrogate, promises that nothing is better than the quality you get in the new Westfield. It's not just the quality you get in the new Westfield, it's the quality you get in the new Westfield.

5. Fan fiction about strangers – identity collage



**Martian
Shipping**



Cephalopod, 2019.



MD PhD, Plastic and ...



Mumnet is ordered to han...
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www.sandnic.com



Dr Jesper Sorensen - Plastic Surgery Lon...
sorensen@nic.com



Dr Jesper Sorensen - Con...
j.sorensen@nic.com.uk



50
www





Cephalopod, 2019. Video on monitor. BQ Berlin install view.



Keen to collaborate or share ideas, please contact me:

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www.louiseashcroft.org

@louiseashcroft1

