

Daniel Eatock



Diameter Ditto (Toilet Roll + Soil Pipe Strap), 2020

Edition of 5

Galvanized steel

1.0 W × 4.5 D × 6.5 H in.

25.4 W × 114.3 D × 165.1 H mm

\$500

Marta

1545 W Sunset Boulevard

Los Angeles, California

90026 – 3333 USA

www.marta.la

information@marta.la

[@marta.losangeles](https://www.instagram.com/marta.losangeles)

+1 323 775 6811

'Diameter Ditto'

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Using his background knowledge from working as a graphic designer, London-based Daniel Eatock employs a rational, logical, and pragmatic approach when making work. He has an ongoing interest in proposing and finding solutions to problems, often problems that cannot be formulated before they have been solved. The shaping of the question is part of the answer. Eatock looks for things to fix or improve. Working like a tinkerer / inventor, he proposes alternatives to existing models, preferring to find ways around doing things properly, thus bypassing the struggle. He uses self referentiality as an objective guide to reduce the extraneous and subjective, and strive for a conceptual logic. The idea is paramount and the material form secondary. Eatock's website is a tool where he both creates works, and indexes and exhibits projects chronologically. He proposes systems, templates, invitations, and opportunities for collaboration, creating social networks where contributors shape the outcome and participate in the building of works. Daniel Eatock embraces contradictions and dilemmas. He likes gray areas, oxymorons, and the feeling of falling backwards. His favorite colour is the purple found in a soap bubble. He prefers to swap and exchange things rather than use money. He seeks alignments, paradoxes, chance circumstance, loops, impossibilities, and wit encountered in everyday life. Often, he'll change his mind, go full circle, and arrive at the beginning.