

FRANKIE BOYLE: DAWN TO DUSK PRESS PACK

PRESS RELEASE:

Frankie Boyle Unveils 'Dawn to Dusk': A new sculptural artwork exploring the power of light and circadian rhythms

This artwork explores the natural cycle of circadian rhythm through a dynamic interplay of light and colour. Shifting on the hour, every hour during daylight, the installation mirrors the full spectrum of sunlight from dawn to dusk. From the soft, warm hues of sunrise to the vibrant midday blues and the rich ambers of sunset, each transition reflects the ever-changing quality of natural light.

Dawn to Dusk aligns with the body's internal clock and highlights the importance of receiving the right wavelengths of light throughout the day, essential for mental health, well-being, and maintaining a balanced sleep-wake cycle. Designed to subtly influence mood, energy, and perception, this installation reconnects viewers with the rhythms of nature, emphasising the unseen forces that shape our daily lives.

Commenting on the unveiling, Frankie said: "With 'Dawn to Dusk,' I wanted to create an immersive art work that mirrors the natural flow of our daily lives. Light is not just a physical phenomenon, but something that shapes our moods, health, and connection to the world around us. This installation invites viewers to rediscover the subtle power of light, reconnecting them to the rhythms of nature that often go unnoticed in our busy lives."

This artwork was created in collaboration with Guy Gold, an award-winning osteopath, to highlight the essential connection between light and well-being. Just as caring for the body is vital for overall health, so too is understanding the role of light in regulating mood, energy, and mental balance. By presenting these elements side by side, the installation reinforces the idea that light is as fundamental to well-being as physical care, encouraging a deeper awareness of its impact on daily life.

Guy Gold said of the collaboration: "It has been a pleasure working with Frankie on this installation. When we treat patients at the clinic, we look at the patient, and that means looking beyond just physical symptoms. Our bodies function in harmony with natural rhythms - light, movement, rest - and when these fall out of sync, it impacts our well-being on multiple levels. 'Dawn to Dusk' beautifully illustrates the vital connection between light and health, reminding us that just as we need structural balance and alignment, we also need environmental balance to support mental clarity, energy, and recovery."

Frankie Boyle is a distinguished experiential Creative Director and Artist, specialising in immersive design with a focus on light, colour theory, and the psychology of perception. With over a decade of experience in the event and lighting industries, Frankie combines a scientific understanding of light and human behaviour with creative vision to craft

transformative installations and experiences. Her unique sensitivity to light, shaped by overcoming personal challenges with speech and language, serves as the foundation for her work, allowing her to create environments that evoke introspection, self-discovery, and connection.

Frankie has collaborated with globally recognised brands such as Tiffany & Co., Samsung, Magnum, Burberry, and Google to deliver interactive experiences that resonate deeply with audiences. Her work has been exhibited across the globe, including in the US, Australia, Taiwan, and throughout Europe. She also speaks on how light affects motivation and mental health, sharing her insight into the emotional and psychological impact of immersive environments.

Her strategic approach ensures that each project aligns with client goals, translating creative concepts into impactful installations that enhance brand identity and foster emotional connections. As a Creative Director, Frankie leads with a clear vision, blending artistic creativity with technical precision to bring concepts to life in ways that leave a lasting impression. With a commitment to innovation and the exploration of light's potential to influence mental health and human behaviour, Frankie continues to push the boundaries of immersive design, creating meaningful experiences that captivate audiences and strengthen brand engagement.

Guy Gold is the principal Osteopath and founder of two multi award-winning clinics in Camden and Kentish Town, London. Established in 1998, Guy Gold Osteopathy & Physiotherapy also offers podiatry, functional movement training, and nutritional consultations, and has treated over 20,000 patients.

For media enquiries, please contact frankie@frankieboylestudio.com

2. ARTWORK DESCRIPTION

Dawn to Dusk explores the profound connection between natural light and well-being, following the full spectrum of sunlight from the soft hues of sunrise to the rich amber tones of sunset.

Designed to mirror the natural cycle of circadian rhythms, the installation shifts on the hour, every hour, revealing how the right wavelengths of light impact our mental health, energy, and sleep-wake cycles.

Dawn to Dusk invites you to reconnect with the rhythms of nature, reminding us of the unseen forces that shape our daily lives.

Dimensions: 850mm x 850mm

Materials: Powder Coated Aluminium and LED Digital Pixel

3. ARTIST BIO

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4. HIGH-RES IMAGES

Images can be viewed via this Google Drive folder:

https://drive.google.com/drive/folders/1UaOvN7w790nk7JFpEU8aoyLCC4CB_HXi?usp=sharing

5. Contact + Purchase Info

For further information or to purchase Dawn to Dusk, please inquire here:

<https://www.frankieboylestudio.com/shop-dawn-to-dusk>

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