

**DO WE EVER
HAVE ANY OTHER
CHOICE BUT TO
BE BRAVE?**

*Dr Melanie Vandenbrouck
- Curatorial Advisor*

Cultural activist, public artist, and humanist, Martin Firrell uses art as a powerful force for good, to stimulate thought and collective debate.

When declaring that 'All men are dangerous' (*Keep the Faith*, Tate Britain, 2006) or that 'War is always a failure' (*Complete Hero*, Guards Chapel, 2009), Firrell interrogated prejudice, violence and conflict.

In recent years, he has taken this exploration further by delving into the power of mass popular culture, particularly science fiction, to propagate socially useful ideas.

The release of Dawn of the Planet of the Apes offers a timely opportunity to consider these themes and critical reflection afresh.

With **IT ENDS HERE**, Firrell exploits the damp, dark (some may say oppressive) environment below Waterloo Station's railway tracks, to create an immersive experience that puts senses and mind in a state of alert.

Using the tunnels' vaults as his blank canvas, Firrell delivers pithy messages that carry a meaning of tremendous importance. Do we ever have any other choice but to be brave?

When faced with brutality, our fear and instinctive response – fight, or flight – engenders disrespect, hatred, violence.

But, this work suggests, survival and coexistence depend on breaking the cycle of brutality. **IT ENDS HERE**: a manifesto for respect, empathy and peace.

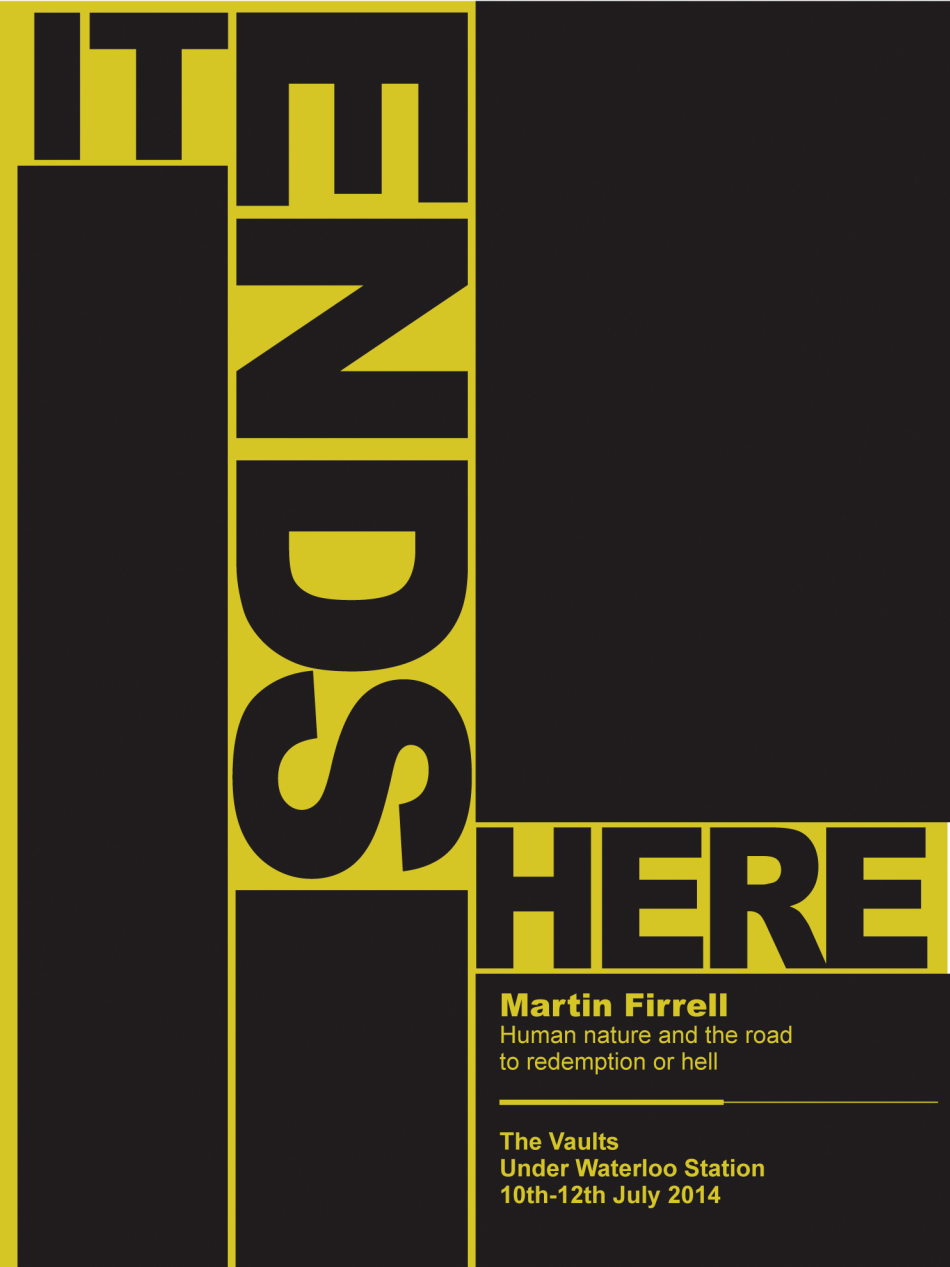
IT ENDS HERE

Human nature and the road to redemption or hell

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ItEndsHere



Martin Firrell

Human nature and the road to redemption or hell

The Vaults
Under Waterloo Station
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