

Why we're watching... Toby Ziegler

The artist who's going underground



📷 Toby Ziegler with his latest installation, in Mayfair. Photograph: Katherine Rose for the Observer Katherine Rose/Observer

The name sounds familiar... You're thinking of that guy from *The West Wing*.

The president's speechwriter! Yeah, the grumpy one. This Toby Ziegler, on the other hand, is an artist. He was asked in one review whether he is taking some kind of postmodern position and using the name of a TV character as a pseudonym. He isn't.

What's his thing? He takes images from art history and digitally converts them into geometric pieces. He then repaints them, or makes sculptures, "turning them from virtual to reality again".

Do people like him? The French do - fashion magnate François Pinault collects him - and he has something of an international presence. But now London-born Ziegler is making his name in his home city. During this year's Frieze art fair, his installation - five sculptures influenced by Bruegel's painting *The Cripples* - will be showing in an underground car park.

He couldn't get gallery space? He has been shown in plenty of galleries and museums. But for this latest project he wanted a "utilitarian, subterranean space that feels familiar yet alienating". So he went "car-park shopping".

He says: "I like to have a bit of time every six months to unravel and think everything I've done is a bit pointless so I can work out how next to begin."

We say: Typical. He's on the up but has gone underground.

Toby Ziegler: *The Cripples* is on from 10-20 October at Q Park, 3-9 Old Burlington Street, Level -7, London W1