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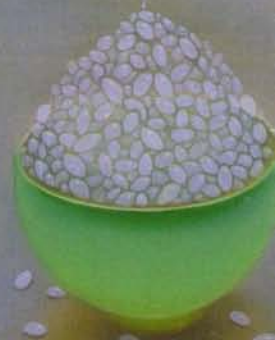
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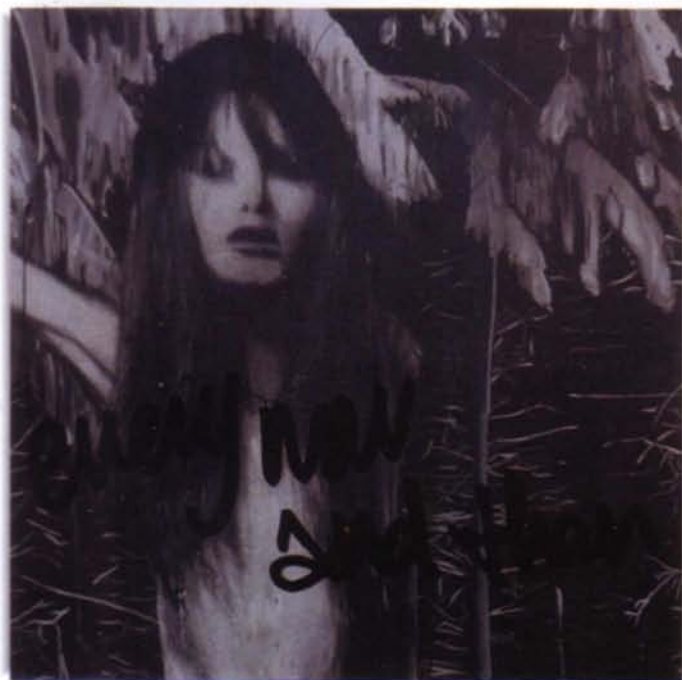


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Every Now and Then / Fall Apart © Stuart Semple

An exhibition on the implosion of popular culture

Stuart Semple: *Everlasting Nothing Less*
Anna Kustera Gallery, New York

As an Aesthetica favourite, Stuart Semple launches his much awaited first New York solo show exploring the disintegration of mass culture at Anna Kustera Gallery. Semple has been recognised throughout Europe and Asia, South America and the USA as a pioneer of a new generation of British artists. He has also earned raving reviews and top sale prices at recent exhibits and biennales, a great distinction for an artist not yet 30. Curating *Mash-Ups* last year at DACS and the *Happy Cloud* installation this year, Semple has engorged the art world with his post-Pop mantras oscillating between installation, printmaking, and fashion (even working with Selfridges). Defined in the words of Art Forum's critic Adam Ganderson as "the offspring of Andy Warhol and Jeff Koons, as styled for MTV," it's not a bad place to sit.

What's around the corner for Semple is rather exciting; his new show *Everlasting Nothing Less* charts the rise and fall of the reproduced image and human created spectacle. He adds a deeper, darker, and intriguingly beautiful dimension. Undercutting the Pop Art elevation of reality to immortal status, these new works, including several large-scale drawings, installations and paintings, draw on the *Second Law of Thermodynamics* in which everything must necessarily return to equilibrium. As such, the stellar rise of over-night celebrities, the dizzying proliferation of icons of popular culture and the mechanisms for recording and transmitting them result in decay and ultimately destruction.

This powerful series of works exposes the viewer to shards of the pop culture that we invest in daily as reality. The central image of the

show is the fallen star, the archetype of submission and dominance. The fragmentation and distortion of the images, reproduced and manipulated, point to their inherent instability so taking the viewer on a visual journey to regain their independence. With the hard reality of a recession emphasising the entropic nature of economic systems this show is a fascinating expression of the zeitgeist.

"They pretend to be screen prints, just as screen prints pretended to be photos, and photos pretended to be life. For me that whole thing creates items that people invest belief in as if they were real but in fact aren't a true reflection of reality; they never will be! They are constructs, and the logical thing to do is to make another construct that shows the failing in the previous ones," Semple contends.

Semple's painstaking attention to detail in his meticulous hand painting of what at first appears to be machine reproduced silkscreen halftones, not only alludes to mechanization in early examples of Pop Art, but clearly display his preoccupation with retrieving items from mass culture in order to re-humanize them.

Semple creates many ambiguous spaces, which explore the grey area between mass culture and individualism. Ultimately his work reflects the modern state of affairs: worry, concern, loss, globalisation and homogenisation. Semple offers you the chance to decide where you sit. Smack dab in the middle of cultural hypochondria or complacent within the nature of the modern world. It's up to you. *Everlasting Nothing Less* continues until 20 June. For more information on Stuart Semple visit www.stuartsemple.com or www.annakustera.com.