

# Artists Space

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February 20 - March 27, 1982

Opening Reception: Saturday, February 20, 5-7 pm

## A Likely Story

Artists Space presents A Likely Story, a group exhibition of photographs and sculpture by five artists from across the country: Gretchen Bender, David Cabrera, Ronald Jones, Jeff Koons and David Robinson. A Likely Story was organized by Artists Space staff member, Valerie Smith, and opens February 20 and runs through March 27. A Likely Story is about double entendres, in which a healthy skepticism toward visual information particularly that of art and advertisement, falters under the influence of seductive imagery. This issue has received a substantial amount of attention among newly established artists, and continues to be examined by those just emerging. Smith has said: "The concept behind the exhibition suggests that any revolutionary expression inevitably becomes institutionalized. The art in the show is the conscious fluctuation between detecting fallacies inherent in the reality of objects and ideas, and abandoning this investigation to the aestheticization of doubt. This dialectic fortifies a fiction that is duplicitous, and yet still seems desirable." A Likely Story refers not only to the artist's cynicism, but also to their ambiguous response to that cynicism.

Gretchen Bender's work consists of color filtered photographic fragments which act as a foil for large black sculptures. The photographs are taken from reproductions of contemporary art, specifically minimal and expressionist styles, and from commercial advertisements. Arranged in staggered clusters, the photographic groupings read as subplots within the larger work. The abstract sculptural forms, which respond directly to the whimsical narrative on the wall, intensify the relationships Bender has constructed in the photographic composition. In addition to this juxtaposition of two and three dimensional images, Bender pits advertisement and art images against each other in an attempt to reveal the vulnerability of art as subject of market manipulation.

Gretchen Bender is a New York artist, who has exhibited at Hallwalls in Buffalo, New York; A Likely Story is her first New York City exhibition.

David Cabrera is a filmmaker, who lives in Los Angeles. In A Likely Story he will exhibit individual photographs and still images. He primarily focuses on the subtleties of advertising as his subject, mediated by a critical understanding of commercial imagery. Each photograph is controlled through a careful presentation and delicate manipulation of the image. The photographs are concentrated exercises on affectation, social values and expectations, as well as aesthetic attitudes.

This is Cabrera's first exhibition in New York City. In addition, he will be showing his 16mm films at Artists Space in April. Please call for details.

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Ronald Jones' installations are critical responses to current artistic trends. His work in A Likely Story, titled Accessibility, Ownership and Originality, will include a facsimile of a Dan Flavin light sculpture in conjunction with drawings, photographs and texts. Jones proposes issues that revolve around art, art history and art criticism. He attempts to question the validity of recent artistic developments, such as minimalism and neo-expressionism, by considering their socio-political consequences. By creating an arena for open discussion, Jones attempts to avoid the a priori approach to contemporary art proposed by many critics.

Ronald Jones lives and works as a professor of art history at the University of the South, Sewanee, Tenn. He has had one person exhibitions at the Atlanta Art Workers Coalition Gallery, in Georgia; The University of Alabama; The McKissick Museum at the University of South Carolina; and Seigfred Gallery, in Ohio University.

Jeff Koons makes sculpture that encases the latest Hoover model vacuum cleaners in transparent plexiglass boxes lit by fluorescent fixtures. His recent work stacks three of these models, creating a surreal and votive appearance. In addition to the vacuum cleaner pieces, Koons will show a new series of light boxes, one of which attempts to point out what Koons feels are important ramifications of Philip Morris' newest cigarette campaign. Koons' work, meticulously crafted to preserve the newness and perfection of the appliances he uses, makes an ambiguous comment on the status of commercial images and their meanings.

Koons is a New York artist, who has recently exhibited at P.S. 1, Annina Nosei Gallery, Josef Gallery and Barbara Gladstone Gallery in New York City, and in Baltimore at the Maryland Institute College of Art.

A photographer from Boston, Mass., David Robinson will be showing the series Hidden Persuaders, which, according to Robinson, "refers to the subliminal effects of advertising images. Ever since Vance Packard's book of the same title, acceptance of the belief in the power of advertising to seduce and manipulate us had been part of our culture. Yet, in this series of photographs, merely by the addition of light to the page -- done through back-lighting with strobes in the studio -- two previously separate images are merged into one. Thus, the intended messages of each ad becomes subverted, or expanded." The superimposition of the two images creates an unsettling ambiguity which further feeds our inherent ambivalence to the effects of advertising.

Robinson teaches at the Boston University School of Education and has exhibited at the Jeb Gallery and the Rhode Island School of Design Museum Providence, Rhode Island and Lopoukhine Naydich Gallery in Boston. Robinson is showing in New York City for the first time.

Artists Space Gallery hours are 11:00 to 6:00, Tuesday through Saturday.

Programming at Artists Space is partially supported by funds from the New York State Council on the Arts, the National Endowment for the Arts, the Jerome Foundation and the Robert Sterling Clark Foundation.

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