

ERIC WHITE

RELIQS GRIMM 202 Bowery, New York
Nov 30 – Jan 13, 2018

Opening: Friday November 30th from 6-8pm

GRIMM is pleased to present *Relics* by Eric White. The exhibition comprises two types of work: the first is a mixed media piece of 400 8-track cassette tapes, and the second is a group of to-scale trompe l'oeils of reimagined vintage LPs (and two quintuple-scale works of the same series).

For the 8-track installation, *Heavy Redaction*, White specifically sourced albums of which the artwork featured an attractive woman (or women) with no actual relation to the music itself. The start of the 8-track era (1964- onward) was a time when sexualized women were used as an unironic marketing instrument for thousands of 'no-name' smooth jazz and easy listening albums. White believes that the widespread practice of using this unrelated visual accompaniment in order to cater to aspirational male customers is a tangible cultural example of the time's "blatant institutionalized misogyny." For *Heavy Redaction*, White digitally reworked the album artwork to conceal the identifying text of the musical artists, rendering the musicians as irrelevant to the artwork as the women were to the music itself. White then adhered these new labels to the 8-tracks, which are assembled into a stacked pyramid. The focus is removed from the album details and now placed fully on the women, whose images collectively create a visual survey of the era's defining aesthetic.

The other series—the reimagined LPs—are, above all, a celebration of the extent to which album artwork was once revered. An album cover's imagery used to be inextricable from the music itself (and sometimes even iconic in its own right, such as Andy Warhol's "banana cover" for the Velvet Underground's *The Velvet Underground & Nico*). Now, on the other hand, we might not even know what the album artwork is for some of our favorite songs. In his LP series, White takes iconic covers and sets them slightly askew, to a mildly disorienting yet still quite familiar final product. Their iconography and fonts are still recognizable, but in the form of anagrams like "Extols Piss" instead of "Sex Pistols." White's process in developing each of the works touches on psychological concepts like dream states and memory distortion, but the presentation is, at its core, a demonstration of the lasting power of this distinct breed of cultural iconography.



Eric White | *On The Beach* | 2015 | oil on panel | 12 x 12 in

About the artist

Eric White was born in 1968 in Ann Arbor, MI (US) and currently lives and works in Los Angeles and New York. He received his BFA from the Rhode Island School of Design in 1990. He served as adjunct professor at the School of Visual Arts from 2006—2014. In 2010, White received a Painting Fellowship from the New York Foundation for Arts. In 2015, Rizzoli released White's first major monograph – an extensive survey of his work.

White's work has been featured in exhibitions in museums including the Laguna Art Museum, CA (US), The Long Beach Museum of Art in Los Angeles, CA (US), Museo de la Ciudad de Mexico, Mexico City (MX), De Bond Museum in Brussels (BE), MACRO Museum in Rome (IT), and The American Visionary Art Museum in Baltimore, MD (US). His work has also been exhibited extensively in galleries around the world including Copenhagen (DK), Brussels (BE), New York (US), Miami (US), Hamburg (DE), Los Angeles (US) and Paris (FR).

not for publication

For more information, interview and royalty free image requests please contact our New York press office:
press@grimmgallery.com +1 (646) 484-5223

202 Bowery
New York 10012
United States

Frans Halsstraat 26
1072BR Amsterdam
The Netherlands

Keizersgracht 241
1016EA Amsterdam
GRIMM Gallery, Inc.

Tel +1 (646) 484-5223
info@grimmgallery.com
www.grimmgallery.com

GRIMM