

GAGOSIAN

# BLOUINARTINFO

## Real Versus Ideal: 'Innocence II' by Roe Ethridge at Gagosian Gallery, San Francisco



*COURTESY: THE ARTIST AND GAGOSIAN*

Living and working in New York Roe Ethridge is fascinated by the deconstruction of the ideal. In his first solo exhibition in San Francisco, Roe Ethridge's 'Innocence II' will be on display at the Gagosian Gallery.

The first solo exhibition by the artist in San Francisco includes new photographs and sculpture. Through his images, Ethridge uses what is real to disrupt the ideal. Revealing the fine line between the generic and the personal the artist merges art-historical genres with the image culture of today. This he does through the use of commercial images of fashion models, products, and advertisements as well as intimate moments from his own life. The selection of works on display features a new series of large-scale, layered photographs printed on brass. Seven of the brass works feature photographs of model Louise Parker, some of which also incorporate Looney Tunes characters, silhouetted objects, and brick walls.

Ethridge uses the past as a haunting source material from which he creates hybrid and, at times, monstrous images that contain misplaced eyes, smiles, and other features. Ethridge uses this as a tool to disrupt the valued integrity of the original photographs.

Roe Ethridge (b.1969) is an American postmodernist commercial and art photographer. His works have been included in the collections of MOCA Grand Avenue, Los Angeles, CA; Institute of Contemporary Art, Boston; Tate, London; and Stedelijk Museum voor Actuele Kunst (S.M.A.K.), Ghent. His recent exhibitions include "Momentum 4: Roe Ethridge," Institute of Contemporary Art, Boston (2005); the 74th Whitney Biennial (2008); Le Consortium, Dijon,

France (2012, traveled to M - Museum Leuven, Belgium); and “Roe Ethridge: Nearest Neighbor,” the 3rd FotoFocus Biennial, Contemporary Arts Center, Cincinnati (2016).