

Galerie Francesca Pia

PRESS RELEASE

Elad Lassry

8 June – 20 July, 2013

Opening reception: Friday, 7 June, 6:00pm – 8:00pm

Galerie Francesca Pia is pleased to announce its second solo exhibition of new work by Elad Lassry.

Whether in his standard 11"x14" pictures or his pseudo-structuralist films, Lassry sets pre-determined rules that reflect invented systems of significations: cultural systems are proposed as means to channel multiple histories, which in turn allows them to cancel each other out and finally dissolve, asking for the opportunity for a new picture to arrive.

In a new body of work exhibited here, the task is to address questions around pictures while avoiding the ubiquitous outlet of the digital, at least in the gestural sense. All works were strictly limited to analog procedures by utilizing manipulative darkroom printing, altered negatives, and tailored fabric units. Lassry is interested in locating a contemporary condition that is outside of current technology. The pictures are thus acknowledged as both fleeting and concrete. They are at once carriers of photo-journalistic "integrity" and vessels of decorative, formalist, and physically intervened, interfered and augmented presence.

In *Untitled (Panel, Yellow)*, 2013, the viewer is presented with a sequence of film production stills fitted into a zebrawood plank that serves as an extended frame. The panel features a series of carved marks located consecutively below the photographs, calling attention to the cultural tension between the physical and mediated image.

With this exhibition, Lassry continues to define a territory for the picture that resists the historical: any notions of fixed indexicality that have arisen throughout the artist's earlier projects are subjected here to a process of stubborn cancellation, complicating even further the perceptual response to the picture, as well as the terms on which pictures coalesce as seemingly singular entities.

In 2014, Lassry's work will be the subject of a solo exhibition at Museum Boijmans Van Beuningen in Rotterdam. Solo exhibitions devoted to his work have also been held at Kunsthalle Zurich, Switzerland; The Whitney Museum of American Art, New York; Padiglione d'Arte Contemporanea, Milan; and the Contemporary Art Museum, St. Louis. Recent group exhibitions include *Film as Sculpture*, WIELS Contemporary Art Centre, Brussels; *Beyond. International Curator Exhibition of Tallinn Month of Photography*, KUMU Art Museum, Tallinn, Estonia; *The Anxiety of Photography*, Aspen Art Museum; *Secret Societies. To Know, To Dare, To Will, To Keep Silence*, Schirn Kunsthalle Frankfurt and CAPC de Bordeaux; *Time Again*, SculptureCenter, New York; and *New Photography 2010*, Museum of Modern Art, New York.