

**Parker's Box** 193 Grand Street Brooklyn NY 11211 718 388 2882

[www.parkersbox.com](http://www.parkersbox.com)

[ PRESS RELEASE ]



Bruno Peinado, *Flashblack*, from *The Green Ray*, Parker's Box, June-July, 2005

## > *LO-REVOLUTION*

## BRUNO PEINADO

NOVEMBER 18 – DECEMBER 24, 2005

GALLERY HOURS: FRIDAY TO MONDAY 1 TO 7 PM

**OPENING RECEPTION: FRIDAY NOVEMBER 18, 6-9 PM** BEER BY CARLSBERG

Parker's Box is delighted to announce *Lo-Revolution*, the first New York solo exhibition by Bruno Peinado. It will be rapidly followed by the second, *Why Style*, three days later at the Swiss Institute of Contemporary Art.

Visitors to the exhibition will realize that Peinado's use of the word *revolution* refers first to the rotation of the gallery space, rather than any "revolutionary" pretensions, but it will also quickly become clear that both in his use of language and imagery, Peinado's tongue is never far from his cheek. While the artist's ability to appropriate and even usurp the identity of the images he chooses, often uses a degree of playfulness as a point of entry, there is no question that Peinado has invented an efficient flavor-enhancer that he liberally applies during his very particular version of the process of appropriation. At the same time, he mostly seems to be adding just one simple twist, in the same way that he has skewed the gallery's architecture just a turn.

In his recent aluminum cut-outs, Peinado has, for example been particularly interested in Native American Mandallas. In characteristic style, Peinado makes no claim here to the spiritual power of the original ritualistic shields. Instead, while replicating their curious forms, the hanging objects, corn husks and feathers are replaced by the silhouettes of contemporary paraphernalia- automobile badges and deodorants, heavy metal necklaces and a dangling cellphone. The resulting objects stake independent claim to exercising a very particular resonance of their own. Peinado's swallowing up and regurgitating of whatever seems ripe to be plucked from the fresh and funky treasure chest of both youth and corporate cultures, is not a strategic, fashionable move in the face of the market. It may constitute a strategy in terms of its vast potential for making art, but it also remains thoroughly authentic. The artist's tireless and inventive appropriation, transformation, and recycling of chosen fragments from the contemporary flood of images, signs, symbols, logos etc. provides powerful commentary on our world, since Peinado is uncannily and consistently capable of making whatever he touches his own, despite the fact that everything he uses comes from somewhere else.

**Please contact Parker's Box for further information: 718 388 2882 / [info@parkersbox.com](mailto:info@parkersbox.com).**

Bruno Peinado lives and works in Douarnenez, Brittany, France.

Solo projects since 2004 include: Art Basel Miami Beach (upcoming); The Migros Museum, Zürich, Switzerland (current);

Palais de Tokyo, Paris, France; ADN Galleria, Barcelona, Spain; Galleria La Fabrica, Madrid, Spain; Galerie Loevenbruck, Paris, France