

STUDIO 495

SWISS INSTITUTE/CONTEMPORARY ART
BROADWAY 495 / 3rd Floor
10012 NEW YORK, NY
TUE-SAT 11 AM TO 6 PM

GREG PARMA SMITH ADULT LEARNING SEP 10 - OCT 25 2008

Curated by Piper Marshall

Opening Reception: Sep 9 2008, 6-8PM

For Immediate Release

Swiss Institute is pleased to present the first solo exhibition of New York-based painter Greg Parma Smith. The exhibition features a group of paintings, installed as a series, that wryly play with the differences between painting and generic design. Among other things, Smith's works examine the interstice where design objects from places such as *Pier 1 imports* imitate culturally specific products.

Smith's paintings are derived from his caricature of the decorative and commonplace. The contents of the works--a houseplant, a beach towel, and a lemon-lime, for example--are deliberately spare as to make visible the mechanics of their making. In his address of the painterly medium, Smith paints from life, treats the represented image like a found object, and flattens it onto canvas. He then physically disrupts the pictorial plane by embedding sculptural marks within the painting and cutting into the canvas. The materiality of the medium is further made apparent by overlapping the painted images with tracings of generic articles in the studio: a glue bottle, scissors, an extension cord, a dinosaur silhouette. These outlines are then layered with graphics imitated from the mass market. In framing, outlining, flattening and layering, the artist mimes mass produced design to provoke a formal examination of surface.

Greg Parma Smith (born 1983), a Swiss-American artist, lives and works in New York. He received his MFA from Columbia University in 2007. Group exhibitions include *A Great Delicacy* (2007), Taylor de Cordoba Gallery, Los Angeles and *Desired Constellations* (2005), Daniel Reich Gallery, New York.

For more information please contact Piper Marshall: piper@swissinstitute.net