

## Jeff Elrod

Berlin: Bleibtreustraße 45, 12 March – 16 April 2016



### Opening: 12 March, 6-8 pm

Galerie Max Hetzler is pleased to announce an exhibition with pictures and works on paper by **Jeff Elrod** at Bleibtreustrasse 45. After presenting his work in 2014 at Galerie Max Hetzler Paris, this is Elrod's first solo exhibition at Galerie Max Hetzler Berlin and in Germany.

Jeff Elrod's work is based on the combination and interweaving of digital and analog practices. In his paintings and drawings he uses basic editing programs like Photoshop or Illustrator and adopts their typical forms of digital imagery. He first develops sketches on the computer which he then transposes on canvas or paper by using 'classical' techniques such as painting, drawing or spraying, sometimes printing them directly onto the material. Thus, Elrod creates works that immediately evoke an aesthetic of early digital technique and computer-based animation from the 90's as well as a notion of late 20<sup>th</sup> century's abstract painting. His works thereby capture a moment when analogue and digital production clash, connecting the notions of painting, abstraction and digital movement.

The exhibition presents canvases, all created in 2015 and 2016. Some of the pictures show blurry, vague compositions. Their structure and lines fade to a point of mere undefined form and evoke optical, even hallucinatory effects. The surface of the partly shaped canvases seems to glow or flicker, almost facing its own dissolution. Other works convey the impression of a computer screen. Without any background or foreground they offer compositions of abstract elements which seem to float adrift in the virtual space. One work features details of an existing motif – birds flying up – which are densely covered by black spray paint. The central part of this motif can no longer be recognised and thus resists the interpretation of the spectator.

Furthermore, the exhibition shows a selection of medium to small scale works on paper from the last twenty years. As for his paintings Elrod here combines various methods between manual and digital technique. While the early works have been produced with a colour laser printer – which just became popular during that time – and are limited to simple, computer-mouse generated lines, dashes and letters the recent works already show a more complex image structure. Pixelated and sprayed planes, overlapping areas, cryptic signs and seemingly excised elements build a playful framework that approaches ideas of form, texture and composition.

At the same time, Galerie Max Hetzler presents the exhibition *Works on Paper* with **Albert Oehlen** at Goethestrasse 2/3.

**Jeff Elrod** was born 1966 in Texas. He currently lives and works in Marfa, Texas and New York. His work has been exhibited in important international institutions, such as Kunstmuseum Bonn (2015); Fondazione Sandretto Re Rebaudengo, Turin (2014); MoMA PS1, New York (2013); Modern Art Museum of Fort Worth (2009); Whitney Museum of American Art, New York and The Palm Beach Institute of Contemporary Art, Palm Beach (both 2001). Elrod's works form part of renowned collections, such as Museum of Modern Art (MoMA), New York; Whitney Museum of American Art, New York; The Progressive Corporation, Mayfield, Ohio and the Hirshhorn Museum and Sculpture Garden Collection, Washington D.C. among others.

**Further exhibitions and fair participations:**

**Albert Oehlen**

12 March – 16 April 2016

Opening: 12 March, 6-8 pm

Goethestrasse 2/3, Berlin-Charlottenburg

**Darren Almond**

19 March – 16 April 2016

Opening: 19 March, 6-8 pm

57, rue du Temple 75004 Paris

**ART COLOGNE**

13 – 17 April 2016

**Gallery Weekend Berlin**

29 April – 1 May 2016

**Edmund de Waal**

29 April – 16 July 2016

Opening: 29 April, 4-9 pm

Bleibtreustrasse 45, Berlin-Charlottenburg

Goethestrasse 2/3, Berlin-Charlottenburg

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