

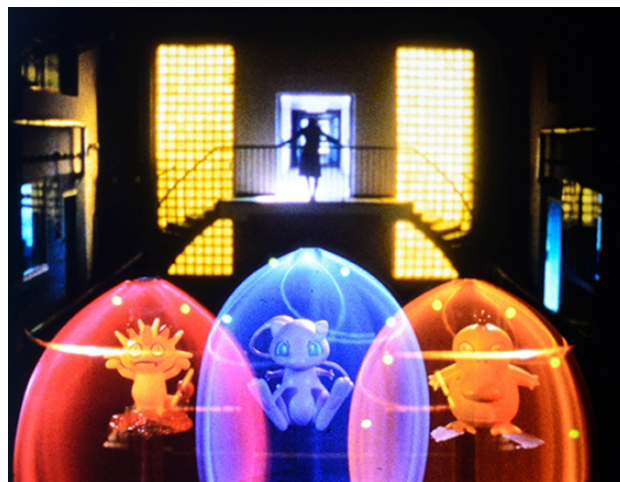
## Cherry and Martin

Press Release

FOR IMMEDIATE RELEASE  
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### Ericka Beckman *Switch Center*

March 11 – May 13, 2017



Cherry and Martin is proud to present *Switch Center*, (2002) by Ericka Beckman.

Described as a key figure of the Pictures Generation Ericka Beckman's work investigates how individuals shape their self-image based on outside influencers during an age of mass media. Juxtaposing past and present, changing tempos and camera angles, and manipulating sound allows Beckman to playfully push back against the traditional film aesthetic, creating loose yet demanding narratives. "The result is a satisfying, even delightful slipperiness of meaning, a mental vertigo induced by the changefulness of contexts and rules in regard to a given word or object." -Sally Banes, *Millenium Film Journal*, 1984

Ericka Beckman  
*Switch Center*  
2002  
16mm  
Dimensions Variable

"When I began preparing the film in Budapest in 2000, I found myself surrounded by the remnants of the Soviet's Modernist Architecture. I was immediately captivated by these buildings – not because they were esthetically appealing – but because they embodied perfectly, not only their purpose, but also the ideology upon which they were built. They were not constructed to last a few years, but rather to endure through millennia, corresponding to the expected lifespan of the regime. The fact that they still stood – solid, defiant even – while the empire had crumbled into dust, made them all the more appealing to me. I chose an abandoned water purification plant on the outskirts of Budapest as the setting for *Switch Center*. In conceiving of this film, I was inspired by Leger's early avant-garde picture, *Ballet Mechanic*. In my film, the structure itself comes to life through the manipulations of the employees who work inside it. I wanted to make a tribute to the kind of futuristic pragmatism expressed by these buildings that are now being razed to allow space for shopping malls and corporate offices." – Ericka Beckman on *Switch Center*, (2002).

Ericka Beckman's work has been shown in museums, galleries and festivals around the world for the past three decades. Recent solo and group exhibitions include the upcoming *Ericka Beckman*, Le Secession, Vienna, Austria; and *Revisions*, Anthology Film Archives, New York, NY; Kunsthalle Bern, Switzerland; LE MAGASIN, Centre National d'Art Contemporain de Grenoble, France; Tate Modern, London, UK; Centre Pompidou, Paris, France; Castello di Rivoli Museo d'Arte Contemporanea, Turin, Italy; Swiss Institute, New York, NY; and Whitney Museum of American Art, New York, NY. Her work has been included in three Whitney Biennials and the Metropolitan Museum of Art's *The Pictures Generation 1974-1984*. JRP Ringier's monograph on the artist was released in 2016. Her work is in such collections as Anthology Film Archives, New York, NY; Centre Pompidou, Paris, France; Museum of Modern Art, New York, NY; Stiftung Kunsthalle Bern, Switzerland; The British Film Institute, London, UK; The Metropolitan Museum, New York, NY; The Walker Art Center, Minneapolis, MN; The Wexner Center for the Arts, Columbus, OH; and Whitney Museum of American Art, New York, NY. Beckman lives and works in New York City.

Cherry and Martin gallery hours: Tuesday - Saturday 10am-6pm or by appointment.