

HAUSER & WIRTH

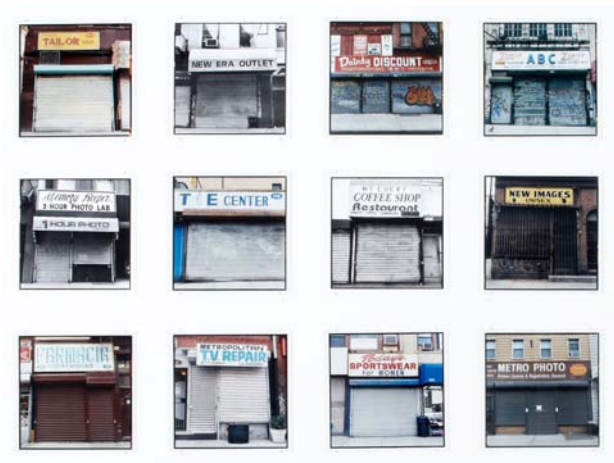
Press Release

Zoe Leonard Analogue

Hauser & Wirth Los Angeles

27 October 2018 – 20 January 2019

Public opening: Saturday 27 October, 6 – 9 pm



‘You don’t have a home until you have left it, and then, when you have left it, you can never go back.’

– James Baldwin, ‘Giovanni’s Room’

Los Angeles... Coinciding with The Museum of Contemporary Art, Los Angeles (MOCA) retrospective – ‘Zoe Leonard. Survey’ – Hauser & Wirth is pleased to present the gallery’s first Los Angeles exhibition devoted to New York-based artist Zoe Leonard. The landmark, decade-long project, ‘Analogue’ (1998 – 2009) is comprised of 412 photographs arranged in grids and organized into 25 chapters.

Originally conceived as a chronicle of the rapidly changing Lower East Side, where Leonard once had her studio, ‘Analogue’ evolved into a parable of cultural production, touching on issues of gentrification and the exchange of commodities as an extension of colonialism. The images in this installation depict storefronts and objects on the brink of obsolescence due to an expanding global economy and rapid technological advancements emerging at the turn of the millennium. An allegory for globalization, Leonard’s photographic series is the result of a peripatetic process that led her from the declining mom and pop shops of New York City to roadside markets in the Middle East, Africa, Eastern Europe, Cuba, and Mexico, tracing the circulation of recycled merchandise.

Leonard photographed these objects on film using outmoded equipment – a vintage 1940s medium-format Rolleiflex camera; the prints were made using gelatin silver and chromogenic processes. The square format of each 11 by 11-inch print that comprises ‘Analogue’ is characteristic of the Rolleiflex. Using this scale and format as a conceptual device, Leonard presents this body of work in a series of grids, employing a trope of modernity, further articulated through the repetition and seriality of the subject matter within the photographs. In lineage with artistic predecessors Eugène Atget, Walker Evans, and Hanne Darboven, Leonard has created a new epic for our times.

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Editions of this work reside within the permanent collections of the Museo Nacional Centro de Arte Reina Sofía, Madrid, Spain, and the Museum of Modern Art, New York. Exhibited for the first time on the West Coast, the gallery is delighted to present the last edition of this work outside of a public collection.

A preeminent artist of her generation, Leonard balances rigorous conceptualism with a distinctly personal vision in her work, which merges photography, sculpture and installation. Since it was first shown in 2007 at The Wexner Center for the Arts, Columbus OH, 'Analogue' has been exhibited at numerous institutions, including documenta 12, Kassel, Germany (2007), and Villa Arson, Centre National d'Art Contemporain, Nice, France (2007). The work was featured in a 20-year survey of Zoe Leonard's practice at Fotomuseum Winterthur, Winterthur, Switzerland (2007), which travelled to the Museo Nacional Centro de Arte Reina Sofía, Madrid, Spain, (2008), and MUMOK (Museum Moderner Kunst), Vienna, Austria (2009). Subsequent presentations have been held by Dia at The Hispanic Society of America, New York NY (2008), and The Museum of Modern Art, New York NY (2015).

Beginning 12 October 2018, Leonard will unveil her new work 'Prologue: El Rio / The River' (2018), at the Carnegie International, 57th Edition. 'Prologue' is an introduction to a larger body of photographs chronicling the 1200-mile stretch along the Rio Grande River utilized as the border between the United States and Mexico. Leonard's project brings attention to the concept of a border as a mechanism through which human societies transform natural landscapes into self-imposed markers that reinforce socio-economic and cultural divides. The completed work will debut at a major European institution in fall 2019.

About the artist

Zoe Leonard is an American conceptual artist recognized for a practice that spans photography, sculpture, and installation. Engaging with a range of themes from social justice to landscape, her work prompts the viewer to reconsider the act of looking itself, drawing attention to observation as a complex, ongoing process. Exhibiting since the 1980s, Leonard has had numerous monographic exhibitions at institutions including Kunsthalle Basel, Switzerland (1997); Philadelphia Museum of Art, PA (1998); Dia:Beacon, Beacon NY (2008); the Camden Arts Centre, London, UK (2012); the Chinati Foundation, Marfa TX (2013); and the Whitney Museum of American Art, New York NY (2018). Her work has been featured in international group exhibitions including documenta IX (1992) and documenta XII (2007), Kassel, Germany; the Whitney Biennial, Whitney Museum of American Art, New York NY (1993, 1997, 2014); and the 3rd Gwangju Biennale, Gwangju, KO (2000), among others. The recipient of several awards, in 2014, Zoe Leonard was recognized with the Bucksbaum Award, bestowed by the Whitney Museum of American Art, New York NY.

'Zoe Leonard. Analogue' will be on view at Hauser & Wirth Los Angeles daily from Tuesday – Sunday, 11 am – 6 pm from 27 October 2018 through 20 January 2019.

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Hauser & Wirth

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Gallery hours:
Tuesday – Sunday
11 am – 6 pm

www.hauserwirth.com
[@hauserwirth](https://www.instagram.com/hauserwirth)

Caption and Courtesy Credits:

Zoe Leonard
Analogue (detail)
1998 - 2009
412 C-prints and gelatin silver prints
28 x 28 cm / 11 x 11 in (each)
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Courtesy the artist and
Hauser & Wirth