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For Immediate Release

Latifa Echakhch

Movement and Complication

December 1 2009 – February 13 2010

Opening Reception: Sunday November 29 2009, 3 -6 PM

Latifa Echakhch is one of the most successful protagonists of a new European generation. The installations of the French-Moroccan artist (born 1974, lives in Martigny) address issues of social life with striking elegance. She has received international attention with her solo shows at Tate Modern, London and Fridericianum in Kassel.

Latifa Echakhch uses her own identity and experience to question pre-conceived ideas about nationality, religion, and history. Intellectually challenging, but at once sensual, the artist's work explores society in an increasingly globalized world.

In her first institutional solo exhibition in the United States, Latifa Echakhch presents a new body of work. The site-specific installation *Plaintes* (complaints) is inspired by *The Modulor*, a system of measurements developed by Swiss architect Le Corbusier. Echakhch applies the architect's measures to eight charcoal wall drawings, which create an obscure pattern throughout the gallery. In addition, she displays small wooden brainteasers on pedestals. On a formal level they allude to the bag of tricks of modernism. The piece is consequently entitled *HLM*, after the subsidized housing complexes in the French *banlieue*. Furthermore, the large windows on Broadway are painted in a bright yellow, based on the substance *Gaya* (E102), a food coloring used as an inexpensive substitute for saffron in Asian cooking.

The exhibition's title *Movement and Complication* borrows terms from horology. In this field, a movement indicates a simple watch. The term complication, however, refers to any feature beyond the basic display of hours, minutes, and seconds. The more complications (e.g. a moon calendar), the more difficult it is to design, create, assemble, and eventually repair the watch. Latifa Echakhch applies those terms to question urbanism, related theories and eventually social movement and complication.

Lobby

Grrrr (alias Ingo Giezendanner) seeks inspiration from urban space, obsessively documenting his location in detailed drawings, animations, and public murals. Encompassing the foyer of the gallery, Grrrr reacts to New York and re-imagines the city's vistas.

Reading Room

Ooga Booga is a concept shop vital to the creative life-blood of LA. It gathers an eclectic range of products: one finds rare zines by Frances Stark next to furry animals of Mike Kelley. Spearheaded by **Wendy Yao**, Ooga Booga fosters a vibrant community of independent producers.

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